

The Billboard

25 Cents

The World's Foremost Amusement Weekly

MAY 9, 1942

Vol. 54. No. 19



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LEWIS**

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Money Makers For All Your Locations!

AMA Icer Hit In Frisco; Does Capacity Biz

HOLLYWOOD, May 2.—*Ice-Capades of 1942*, doing capacity biz at Pan-Pacific Auditorium here, is booked for month's run. Show is garnering top money, with estimated figures taking the count at \$7,500 per night.

Late season caused some to figure that show would not gross due to warm weather, but so far unit has been nightly sellout, with continued top biz expected.

Show is well paced, but first half could use a hypo. Customers barely got off their hands until the second stanza rolled around. Comedy was the keynote, with zany acts getting the big hand. Show-stopper was Joe Jackson Jr., whose breakaway bike act still leaves the ticket buyers in the aisles.

Opener was colorful, with ensemble appearing in nice costumed number. Mazurka and polonaise on ice made for a suitable curtain-raiser.

Vera Hruba turned in a nice performance on the blades, doing a Czechoslovakian folk dance. She got a nice hand on this.

Al Surette and his circus clown number was the nearest thing to a show-stopper in the first half of the show. His screwball antics scored nicely.

Pierre and Denise Benoit did a creditable collegiate number that went well. Next found the Hub Duo taking over for some acrobatics that made a break in the straight skating routines. Robert Dench and Rosemarie Stewart showed tops in teamwork with their *Symphony in Blue* number.

One of the best juggling acts on the ice is the good old standby turned in by Serge Flash. His stuff is amazing. (See *AMA ICER A HIT* on page 10)

DOROTHY LEWIS

(This Week's Cover Subject)

DOROTHY LEWIS is a youthful pioneer in one of the newest forms of big-time entertainment. At the age of 21 she finds herself almost without peer as an ice-show star and has the satisfaction of knowing that it was she who first diagnosed the problem of adapting skating talent to the confines of an 18 by 24-foot night club ice floor. Before Miss Lewis took matters in hand nitery ice-show producers were struggling with the almost futile task of attempting to cut arena ice spectacles down to dining room size. In 1939, during her second season at the swank St. Regis Hotel, New York, Miss Lewis evolved the notion that small ice shows must be produced and presented in much the same manner as regular floorshows. She put the theory into effect and now, less than three years later, the "ice floorshow" is one of the most sought-after types of nitery attractions in the field.

Originally trained as a ballet dancer, Miss Lewis took up skating at the age of 14, and not long afterward turned professional in a Sonja Henie troupe. After an engagement with the "Ice Follies" she turned to entertaining on the smaller tanks and soon rose to a position of eminence. A stay at the International Casino, New York, brought her out-and-out stardom, stands at various smart hotels and a featured role in the film "Ice-Capades." She and her troupe have played repeated engagements at the St. Regis and are now doing very well at the Copley-Plaza Hotel, Boston.

Throttlebottom, Inc.

DETROIT, May 2.—Detroit press agents, forming their own association for the first time under the name of the Detroit Publicists' Club, have solved the problem of officers by providing in the constitution that every member, upon acceptance, shall promptly be named a vice-president.

Instead of the usual line-up of secretary, treasurer, etc., the real officers are to be known as "Vice-President in Charge of Records" and similar titles. What would be a president in any other outfit becomes the "Vice-President in Charge of Vice-Presidents," and his runner-up takes the formal title of "Vice-President, Period."

Basil Russ Ballet Clicks in Rio

RIO DE JANEIRO, April 25.—Col. W. de Basil's Ballet Russe opened the season at the Municipal Theater April 20. Outfit, coming from Mexico, arrived 12 days in advance of opening and appeared in perfect form for its initial South American appearance. Troupe is in for a series of six subscription performances, an additional seven open to the public, staggered over a period of 24 days. Subscriptions were sold out well in advance.

Marie-Jeanne, down here last year with the American Ballet, is one of the featured dancers, including a long list of soloists. The orchestra of the Municipal Theater was under the direction of Eugene Fuerst.

Sociedade Musical Daniel, directing the South American tour of the ballet, and the press department of the Municipal did a bang-up job of advance publicity, stimulating terrific interest. Opening night crowd was very generous with applause, and indications point to capacity biz for the additional public performances. Local press reaction was favorable.

"Vanities" Weak in Ottawa

OTTAWA, May 2.—Attempt to put across flesh entertainment at the Auditorium, ice hockey rink, failed to meet with much public response last Friday and Saturday (April 24-25) when only 2,000 persons witnessed two night performances of Earl Carroll's *Vanities*, now on tour.

Box-office receipts were so disappointing that Manager Clare Brunton declined to release figures. Letdown was partially attributed to the fact the Ottawa date only was arranged on the Monday of the same week and there was little opportunity to get much publicity across. Another factor was that the city was enjoying its first taste of summer weather.

Prices were \$1.25, \$1, 75 cents, with sailors, soldiers and airmen being admitted for 25 cents the first night. Show clicked with those who saw it.

Following Ottawa engagement, *Vanities* opened a week's engagement at Toronto.

Lamb-Yocum Icer Holdover

NEW YORK, May 2.—The Gladys Lamb-Rube Yocum *Ice Parade of 1942*, currently at the Boulevard, nitery in Elmhurst, L. I., has been held over for another four weeks. Icer, originally booked into the spot for eight weeks, opened March 9, marking the first time a real ice show has been featured on Long Island.

Management reports business good.

Boards Set Up for Service Shows

NEW YORK, May 2.—United Theatrical War Activities Committee, new co-ordinating group set up to act as a clearing agency for all war entertainment, opened up shop this week with permanent officers, headed by Bert Lytell, president.

Other officials include George Heller, vice-president; Blanche Witherspoon, secretary-treasurer, and James Sauter, executive director. Sauter will act as guiding hand of the committee, without pay. Members of the board of directors include Frank Gillmore, Lytell, Heller, Mrs. Emily Holt, Morton Downey, Lawrence Tibbett, Florence Marston, Paul Dullzell, Ruth Richmond, Mrs. Witherspoon and Sauter. Henry Jaffee is counsel.

New group is the successor to the Four A's Talent Co-ordinating Committee, which was formed last January for talent clearance purposes. Announced purpose of the new organization is to bring in people to represent all show business activities. All officials and board members, with the exception of Sauter, are officials of the Associated Actors and Artistes of America.

PITTSBURGH, May 2.—Plans for providing professional entertainment for servicemen in Western Pennsylvania have been motivated by naming of entertainment and public relations professionals to key posts responsible for supplying amusement to the uniformed service and acceptance of talent-supply assignments by the Variety Club.

F. W. Stahl, public relations secretary (See *SERVICE BOARD SET* on page 10)

Pitt Expects Upped Take

PITTSBURGH, May 2.—With 89 conventions already booked for 1942 and transient servicemen adding to the thousands of visitors passing thru here in normal times, theaters and other entertainment enterprises anticipate a couple million dollars out-of-towners' revenue this year despite restrictions on transportation and longer working hours. Stoppage of travel is expected to boost income because more people from the tri-State area will confine their relaxation periods to the Pittsburgh district.

In 1941, 162 conventions were held in Pittsburgh, with their 67,163 registered delegates leaving \$3,210,934 in the city, according to the annual report of Carl L. Pelree Jr., president of the Convention and Tourist Bureau. This was an increase over 1940 in the number of conventions and delegates and amount of money spent.

Chapman "News" Exec?

NEW YORK, May 2.—John Chapman, Hollywood columnist for *The New York Daily News* and *Chicago Tribune* Syndicate, when he returns to New York, will probably go to work in an executive capacity on *The News*. Reports that he would take over Burns Mantle's berth as drama critic were denied by *The News*.

Chapman, who succeeded Ed Sullivan in the Hollywood post two years ago, will be followed by Hedda Hopper, film columnist and radio commentator. Miss Hopper concluded *News* deal on a recent trip east. In addition to the 15 papers to which Chapman was syndicated, her column will also be carried by the 30 papers which presently buy the pillar from *The Des Moines Register* Syndicate. Story is that she bought back her contract from *The Register* to tie up with *The News-Tribune* Syndicate.

Sullivan's and Danton Walker's Broadway columning chores will remain unchanged.

LOS ANGELES, May 2.—Cocoanut Grove of the Ambassador Hotel returns to its six-day policy May 19, when Freddy Martin and orchestra open. Spot has been a Friday-and-Saturday policy since the Pearl Harbor attack.

Possibilities



GLEANED 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

JIMMY ALEXANDER—juvenile in the condensed version of *Meet the People*, now touring vaude. Caught recently at Loew's State, New York. Lad stands out on the basis of looks, personality and ability to read lines excellently. In addition, he has a good singing voice and handles himself like a major performer, working with extreme ease. Obviously a good bet for films.

BUDDY PEPPER—another juvenile from the vaude version of *Meet the People*, caught recently at Loew's State, New York. A top all-round performer with a particular flair for comedy. Is a natural for comedy-and-dancing roles, and would fit like a glove into musical pictures. Also recommended for stage musicals.

Richardson, Rea Nominated in Phila

PHILADELPHIA, May 2.—Frankie Richardson and Al Rea were nominated for the presidency of the AGVA local here Tuesday (28) at the Commodore Hotel. Sid Raymond, acting president since President Joe Campo left for army duty, was nominated for first vice-president, opposed by Dave Vanfield. For second vice-president, Kili Ban and Jerry Wallace; third vice-president, Eleanor Jaxon and Lillie Ray; fourth vice-president, Julia Cummins and Joan Williams; fifth vice-president, Patricia Bernard and Rex Dale. Mickey Diamond is unopposed for treasurer, as is Jean Maury for recording secretary.

With 13 to be elected, nominees for the board of directors include Billy Elton, Billy DeMayo, Billy DuVal, Bert Dagmar, Edith Mang, Helene Martin, Evelyn Lee, Evene Neton, Garva, Marie Silk, Lloyd Mann, Chic Mullery, Johnny Cahill, Tecla Tolane, Toots Claudine, Andy Desario and Louise Ayers. Elections will be held May 26.

Fort Worth Casa Goes

FORT WORTH, May 2.—Casa Manana, of Texas Centennial days, is doomed at last. The outdoor cafe theater, which claimed to have the world's largest revolving stage and which was opened by Billy Rose in 1936, brought thousands of visitors here for three years but was never a financial success. Merchants underwrote—and paid off—just to keep up Fort Worth's name as an entertainment center and to bring in visitors.

Talk last year of rekindling the fires and putting out a new Casa Manana simmered down. In the meantime termites had banquets on the big blue and white structure. City council has just ruled that there is no use to try to recondition the structure, so it will be torn down.

Many tons of scrap iron in the building and furnishings will go into the war effort.

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Subscription Rates: Six Months, \$4.00; One Year, \$7.50; Two Years, \$12.50; Three Years, \$16.50. 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.



TWO MOST PROMISING ORKS

EDITORIAL

What Would You Say--?

ONE phase of the amusement business is being curtailed severely—in fact, the production for this branch of the business is being stopped completely. We refer to the production of coin-operated amusement machines—mechanical purveyors of fun and amusement. What is the reaction of those in this branch of show business? They are saying: "Okay, Uncle Sam Nelson, we've been waiting for the shutdown order and are ready to produce those things which the defenders of our country need."

They're not crying one bit—they're happy to do their part. They're tough and confident that they'll go thru this war and emerge from it stronger than ever.

Other groups classified under the heading of "amusement business" are not able to say okay to Uncle Sam and go into the production of vital war materials. We wonder what they would say, tho, if they were told that they had to quit doing what they had been doing for many years! The coin machine business has been told exactly that. They'll be in war work, yes—but they're losing a great deal if it is considered from the strictly business and profit viewpoint. They, of course, realize that they're gaining in another way—if they help to win this war they can look forward to a great future after it is successfully terminated.

Getting back to other branches of show business, inasmuch as they cannot go into the vital production of war materials, they have a definite and important part to play. They must furnish relaxation for the citizens of this great country—make them lean forward in interest and double up with laughter—all the time making them forget, for the moment, the greater worries. Thus our citizenry can go back to their war work refreshed and able to do a better job for having had a few diverting moments of fun and amusement.

As always, all branches of show business are doing their part in the national program . . . a program which provides that the good of the country comes first. Those sections of the industry which can produce war materials are doing so, while the talent in show business is providing the diversion needed in moments of relaxation.

Meanwhile the hundreds of thousands of coin machines now on location will go on doing what they can to provide diversion, too.

Minneapolis Biz Hyped by Soldiers

MINNEAPOLIS, May 2.—Night club business in this territory has been booming. Reason is the war, as men in uniforms make up 30 to 40 per cent of attendance.

The draft has been calling men up in huge numbers. Many new soldiers are coming to the Twin Cities for "one last fling." This situation has helped night club trade 15 to 20 per cent.

Showbiz Praised By Corey of OAC For Co-Operation

DES MOINES, May 2.—Outdoor show business should be congratulated on the manner in which it is co-operating with the government in the war effort, Executive Vice-President A. R. Corey of the Outdoor Amusement Congress said in a two-page bulletin issued this week to carnivals, circuses, tent shows in general and members who have enrolled in the organization, including officers and directors. Bulletin was not sent to other types of operations because its chief subjects pertain to statements on cotton duck, rope, tire rationing, etc., which would not be of specific interest to stationary amusements.

"The suggestion has been made that upon arriving in a city, the proper representatives of your show should call upon the local Director of Civilian Defense and outline your plan of co-operation," the bulletin states. "Among other things, this should include preparation made for blackouts, proper policing of your lot, sanitation, and a display of posters encouraging the purchasing of War Bonds and War Savings Stamps."

Attention is also called to "the excellent plan for raising funds for the American Red Cross set up by J. C. McCaffery, chairman Showmen's League of America Red Cross Committee. "We trust," it continues, "that you've made arrangements to put Mr. McCaffery's recommendations into effect on (See Corey Lauds Show Biz on page 63)

Income Ceiling May Increase Name Scarcity

NEW YORK, May 2.—Regarding the proposed legislation to set individual income tops at \$25,000, many vaude bookers feel that names commanding salaries over \$2,000 will take it easier once the limit is reached. Major job of agencies and bookers will be to persuade the major dough earners to assume further dates. If acts and bands take to the slackening up process, agencies and theaters will face a serious problem.

Top-salaried performers and leaders will have to be sold the patriotic angle, to keep working to supply the government with enough dough to maintain the war.

"Factory Circuit" Plans Being Worked Out for War Morale

WASHINGTON, May 4.—Professional entertainment, similar to that now provided for the armed forces, may soon be put on for workers in industrial areas.

War workers, of whom it reputedly takes 23 to keep each man in uniform equipped, have been the "forgotten men" of the nation's morale programs. Army and navy both have Industrial Incentives divisions. Up to now they haven't used any professional entertainment in their attempts to keep up the morale of industrial workers.

American Theater Wing has set up a special committee to work out plans and

Claude Thornhill, Hal McIntyre Tie for Laurel in College Poll

Balloting split between Haynes stablemates as Monroe finishes third—Spivak fourth, Dunham fifth—29 orks nominated

NEW YORK, May 2.—Among the various soundings taken by *The Billboard's* Fifth Annual College Music Poll was an important one asking collegiate youths, thru their campus editors, what pop bands of the newer crop were most likely prospects for future ranking at the top of the ork heap. After the smoke cleared and the votes were tabulated, Claude Thornhill and Hal McIntyre emerged in a dead heat for first place, 28 schools having chipped in with nods for each. Vaughn Monroe, last year's winner and rated sixth most popular band of all in the top orchestra election covered in the April 25 issue of *The Billboard*, finished third, one vote ahead of Charlie Spivak.

McIntyre and Thornhill, stablemates of Glenn Miller and Spivak under the management of Don Haynes, tho considered of equal potentialities by the college crowd, have considerably different backgrounds in the band biz, and tho both offer top-flight music, their styles are not at all similar. McIntyre, alumnus of the Glenn Miller band, in which he played alto sax for several years, formed his own crew about six months ago and, after a bare three weeks or so of breaking in around New England, opened at the Glen Island Casino, New Rochelle, N. Y., where he has been ever since. Frequent air shots from the Glen Island Casino, plus a Victor recording contract, have done the trick for McIntyre with the campus kids. His position in the poll, besides confirming the fact that he is producing something new and outstanding in the way of dance rhythms, is a further confirmation of the importance of air time. Furthermore, from comments submitted by the college editors, it can be seen that the Glen Island Casino name itself carried weight with the kids and made them perk up and take notice of the new band.

Remembering that such orks as Glen Gray, Glenn Miller, Charlie Spivak and others of that ilk had their start at the New Rochelle spot, students hep to such matters figured that the McIntyre outfit must have packed plenty of stuff to be there in the first place.

In casting their votes for McIntyre, (See FUTURE BANDSTAND on page 22)

New WPB Chief Of Amusements



CHRISTOPHER J. DUNPHY, former New York film production executive, took the newly created post of chief of the Amusement Services Section of the War Production Board in Washington on April 27. His jurisdiction will take in all types of operation in show business. It is expected that an outdoor co-ordinator under him will be named in two or three weeks.

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"Parks and the War"
"Fairs and the War"
"Carnivals and the War"

See Pages 31, 44 and 46

Free-Show Demands Increase in Philly; No Performer Pay

PHILADELPHIA, May 2.—Efforts of the local unions to provide employment for performers and musicians in defense shows have been in vain. Committee formed by Charles Borelli, radio advertising head, which figured on putting on benefit shows to provide funds for camp units, has collapsed. City officials nixed the plan for Sunday vaude shows, and committee felt it couldn't provide strong bills to attract crowds on weekdays. Coming here of the Hollywood *Victory Caravan* today knocked out an alternate plan of putting on a single "night of stars" show.

Two more movements have started here that will make heavy demands on entertainers for cuffo performances. American Theater Wing is opening a Stage Canteen in the basement of the Academy of Music this month, but unions may stop members from appearing there unless a plan is worked out to provide work for entertainers. Feeling of the unions is that as long as other workers are being paid, performers should not do everything free.

Another free-talent scheme under way calls for entertainers using a piano mounted on a truck, putting a show on at street corners and then a drive to sell War Bonds. Unions say they would first like to see the welders, on their day off, put in a "benefit" performance at the shipyards.

Tulsa Hey Rube Grosses \$7,000

TULSA, Okla., May 2.—A war benefit show presented at the Coliseum by Hey Rube, Inc., wartime showmen's organization, grossed \$7,000. There was a capacity house, with tickets at \$1.

Glenn Condon, Hey Rube generalissimo, said "about half" of the gross will go to finance Tulsa's civilian defense set-up. Expenses were kept low, he said, because the entire cast, headed by the Blue Network's *Breakfast Club* troupe, performed free.

Condon said another benefit show is being planned for some time in May. This probably will feature Western radio and screen stars, he said.

New Cafe Tax Causes Concern in Montreal

MONTREAL, May 2.—A clause in the annual Montreal Bill, scheduled for presentation before the Quebec Legislature shortly and dealing with a proposed cafe tax, is likely to cause considerable dispute if approved in its present form. Complications arose following the recent decision of the City Council to charge \$1,000 per year to license "concert cafes" and \$200 a year for "singing cafes" and "dancing cafes."

The complexity of the clause drew many protests. Councilor Frank Hanley expressed himself thus: "How on earth is anybody going to decide at what point a restaurant ceases to be a dancing cafe or a singing cafe and becomes a concert cafe? . . . I think they would be a lot more sensible if they put all such establishments on the same footing and fixed the license fee at a certain figure; or else put down so much for dancing, so much for a floorshow, so much more for both together."

Roller Show 18G in Buff

BUFFALO, May 2.—*Skating Vanities of 1942*, first roller skating extravaganza to hit Buffalo, was presented by J. H. Herman, local sports promoter, at Aud April 14-19. Show didn't make any money, says Herman, blaming lack of enthusiasm on misconception of roller skating exhibitions and number of ice extravaganzas preceding his event. Gross reached \$18,000, with which Herman broke even. Total attendance was around 32,000.

Show was praised by local critics and was very lovely and well staged. Costumes were lavish and chorus routines elaborate. Headliners were Gloria Nord, dancer; Bobby May, juggler; Lucille Page and Buster West, dancing and comedy; Ben Klassen, singer and emcee, and others. Gae Foster did a neat job of ensemble routines and training.

Flacks Fete Hacks

NEW YORK, May 2.—Annual clam-bake where it isn't cricket for press agents to talk shop with newspapermen tees off May 7 at the Hotel Delmonico, with the Publicity Club of New York hosting the Fourth Estate to a cocktail party.

Affair is a seasonal open house with a tab for admission and drink. Proceeds are being used to swell the flacks' anemic treasury. If any of the club's members are found button-holing newsmen and women for plugs, they are subject to punitive action.

Interstate's College Show Will Broadcast

FORT WORTH, May 2.—Interstate Circuit's summer stagershow, in which Texas college girls will be presented in cities on the circuit and in army camps, also will go on the air. This was stated by Charlie Freeman, director of stage activity for Interstate and in charge of the varsity production. Interstate's regular Sunday afternoon program will be given to the college show.

Auditions for talent have been completed at University of Texas, Austin, and Texas Christian University, Fort Worth, and are set for other colleges during the coming week.

Atlantic City Cafe Set To Resume Soon

LINDENWOLD, N. J., May 2.—Jack Stern, vet showman, has taken over the Overbrook Villa and will reopen it late this month as the Gay '90s Music Hall.

Entertainment will consist of old mellers and Gay '90s variety acts, featuring singing waiters and waitresses a can-can chorus and silent films of nickelodeon days. Opening musical meller will be *She Gave Him All She Had*, to be followed by *East Lynne*, *The Drunkard*, *Nellie*, *the Beautiful Cloak Model* and others. Ada Stearn will head the dramatic troupe, to be brought from New York.

Buff Books Herman For Next Season

BUFFALO, May 2.—Indications that the Century Theater, Buffalo, will retain its vaude policy next season came with the booking of Woody Herman for that theater for the week of November 13.

House, after sporadic bookings on a spot basis, has gone into continuous vaude operation successfully. Herman booking is regarded as an attempt to line up names for next season over the opposition of Shea's Buffalo Theater, which had been using top bands only.

Brazil Starts President's Birthday Balls With Fanfare

RIO DE JANEIRO, April 25.—President Getulio Vargas' birthday, April 19, was celebrated thru the nation with every available spot given over to the President's Birthday Balls in benefit of the Cruz Vermelha Brasileira (Brazilian Red Cross). Brazilian radio stations broadcast special programs thru the day, and the United States and England, via short wave, piped down programs in honor of the Brazilian president.

The Casino Urca, staging a special number, *Symphony of Brazil*, representative of all Brazilian States, held two balls, the 18 and 19, with the U. S. Ambassador Jefferson Caffery and the American Society of Rio attending the first ball. Casino Atlantico postponed the opening of its new Green Room to the 19, opening under the patronage of Mme. Darcy Vargas, wife of the president. Casino Capabana held its President's Ball on the 19.

Brazilian Press Association, private clubs and societies all sponsored balls. Radio National dedicated its new studios in honor of President Vargas.

All spots reported turnaway business, with prices boosted for the occasion. This was initial President's Birthday Ball.

"Laughing" Big in Bridgeport
BRIDGEPORT, Conn., May 2.—Clifford Fischer's *Keep 'Em Laughing*, in at the Klein Memorial here April 21 and 22, did smash business with a swell \$5,280 gross. Several weeks previous his other production, *Priorities of 1942*, grossed \$4,931.25.

"Eileen," "Arsenic" Big in Philly

PHILADELPHIA, May 2.—Two of the town's three legit attractions this week rang the box-office bell, the *Panama Hattie* dropped for its third week with a scant \$12,600 at the \$3.42 top. Originally skedded for a fortnight, company figured on dragging it out to four weeks after good gates the first two weeks, but it closes its run tonight. Is due back in town for the June 5 week at the Earle Theater as a tab vaude unit with the same cast. For the three weeks it grossed \$53,100, which is on the profit side. House darkens, but figures on lighting up later in the month for a return visit of Maurice Evans in *Macbeth*.

In the solid hit class is *My Sister Eileen*, grabbing off \$10,000 at a \$2.85 top for its fourth week at the Locust Street Theater. Skedded for only three weeks, it will linger for six. Last two weeks, starting Monday (4) will have the box-office scale cut to \$1.65. Eibel Barrymore in *The Corn Is Green* takes over May 18 for an indefinite run.

Also in the hit class is *Arsenic and Old Lace*, at the Walnut Street Theater, drawing down a capacity \$18,000 at a \$2.85 top for its second week. Stays for two more weeks. In spite of heavy advance sale, it will not remain beyond because of other booking commitments.

Cleaners Get 10%

NEW YORK, May 2.—New agreement between the League of New York Theaters and the Theater and Amusement Service Employees, Local 54 (porters and cleaners), was reached Tuesday (28), calling for a 10 percent increase in wages and one-week vacation if a theater operates for 40 weeks. Terms were arrived at following a five-hour strike last Saturday, which ended when the compromise counterproposal was offered.

Strike was called after the porters and cleaners rejected an increase of 7 1/2 percent. They originally asked for a 20 percent hike in wages. Intervention of Lee Shubert in the negotiations brought the union and the League together and strike was called off. Pact will be in effect until Labor Day, 1943. James P. Reilly, executive secretary of the League, and Milton Weinberger, attorney, conducted the negotiations with Jerry Chalken, president of the union.

Scales before the increase went into effect were \$14.75 for cleaners; \$17.75 for head cleaners; \$23.50 for porters, and \$26 for head porters.

Elitch Plans Set

DENVER, May 2.—Ruth Matteson will return this summer as leading lady for the 51st season of the Elitch Gardens Theater, according to an announcement by Arnold B. Gurtler, general manager of the Gardens. The leading man this year will be Barry Sullivan, and the director will again be George Somnes.

Other members of the cast will include Larry Fletcher, who gained wide local popularity last summer; Freddy Sherman, Helen Bonfils, Ruth Gates, Calvin Thomas, Arthur Franz and Adele Longmire.

Separate Rooms will be the opening play of the season, which will run either 10 or 12 weeks. The opening date has not yet been set.

Houston Clubs Getting Big Soldier Biz

HOUSTON, May 2.—Houston's night spots are alive with soldiers and sailors and it looks as if they will continue to do a thriving business thru the summer due to the close proximity of Camp Wallace, Ellington Field and Camp Hulen.

The newest night spot, opened Saturday, is the Music Box, which features 60 hostesses as a dime-a-dance. There is a floor show at 11 p.m. Catering to soldier trade.

Peck Kelley's boogie-woogie piano is still holding his customers at the Southern Dinner Club.

It has become a custom for the Reno Club performers, including the One-Ton chorus, to give Thursday shows for the men at Camp Wallace. It's club owner Bob Graham's idea.

The Chinese Duck now has Sally Hunter Buckbee. Skipper Travathan's orchestra seems to be a permanent fixture. Four shows nightly.

Mabel Scott is back at Abe & Pappy's after an attack of flu.

Ranch night club is featuring Shella Morgan and Bobby Corry. Three shows nightly.

The Cotton Club is billing its show as "musical salad garnished with beautiful girls."

Vic Insirilo and orchestra have become established at the Aragon Ballroom, one of the oldest local dance spots.

Sid Stanley's Summer Job

PHILADELPHIA, May 2.—Sidney K. Stanley, manager of Fay's Theater, will locate at the Roxy Theater, nabe movie, for the summer. Will return to Fay's when the house reopens late in August. Stage policy not decided upon as yet.

FACTORY CIRCUIT PLANS

(Continued from page 3)
formative stages of a unit of professional actors to entertain in the heart of the war effort—in the factories themselves.

Similar plans for factory workers' morale are being evolved under army initiative in the Ohio area, and are about to be put into effect, with amateur companies touring factories thruout the State.

Roots of the idea were first brought to attention in this country several months ago in a story in *The Billboard* on how Russia is using its entertainment industry in the all-out campaign against Hitler. Soviets started working on this morale technique of hyping armament workers 10 years ago, but it came into greater prominence with the German invasion of Russia.

Local officials of USO-Camp Shows, Inc., which is devoting its energies to supplying army cantonments, naval bases, air and marine barracks with professional entertainment, denied that the organization had put thumbs down on a move to boost factory workers' morale thru entertainment. Said they didn't know such a plan had been suggested, but thought that it was "a wonderful idea." Talk in Washington was that USO had turned down a plan for it to handle this end of war entertainment.

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J. G. WILLEVER
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AGENCY, P. A. WINNERS

Alber Takes Top Spot on Ballyhoo

NEW YORK, May 2.—Best all-round exploitation job done by a radio press agent in 1941 was turned in by David O. Alber, according to the Awards Committee of *The Billboard's* Fifth Annual Radio Exploitation Survey. Hal Davis and Les Lieber were awarded second position, with Tom Fizdale taking third.

Entries in general, and Alber's in particular, showed an awareness of the nature of exploitation as apart from publicity. This has not always been the case, and it is still true that many press agents still confuse the mediums.

Alber, winner of the top spot, did not limit his exploitation to one or two pop accounts, but tried to give them all an even break. The sum total of his activity in 1941 is terrific, and, in addition to his activities in exploitation, he also served his clients in the more routine publicity channels.

Alber received the award on the basis of his work in the interests of Dinah Shore, Mark Warnow, Ralph Edwards, Ted Straeter, Ben Grauer, Franca White, Bea Wain, Rudy Vallee, Ted Steele and a number of others—including band leaders who are only semi-radio people. Most impressive job was done for Dinah Shore, Alber obtaining for her a batch of honors, citations, tie-ups, etc.

Some of the Dinah Shore bally follows: 1) Named outstanding vocalist of the year by Rho Alpha Delta, a New York University fraternity; 2) Named "girl with the most charming smile" by the Boro Dental Society, linked with President Roosevelt, chosen as the "man with most charming smile"; 3) Crowned queen of freshman ball at Harvard; 4) Named queen of the National Air Carnival in Birmingham and flown there by private plane; 5) Tie-up with National Dairy Month in June; 6) Sang at an old-fashioned block party in Laurelton for USO; 7) Crowned queen of the Denver Air Show; 8) Named Sweetheart of the Canadian Air Force; 9) Arranged for a beach resort to be named after her; 10) Appeared as Queen of the Hop at Harvard and was awarded a "D.B." degree (Doctor of Blues); 11) Flew to Oklahoma City for appearance at Will Rogers Field for the Army Air Corps, and was made Honorary Colonel of Will Rogers Air Base; 12) Selected Sweetheart of the Fordham Football Team; 13) Guest of honor at Macy's Annual Thanksgiving Day Parade; 14) Arranged a tie-up with Walt Disney office, whereby Elizabeth Arden designed a *Fantasia* coiffure for Miss Shore, modeled after one of the centaurettes in the film; 15) Crowned Queen of the Brooklyn Dodgers.

Above are only a few of the stunts Alber did for Miss Shore. There were many others. Additionally, he did similar work for his other radio clients—the sum total of the stunts easily landing him in top spot.

Davis-Lieber Second

Second place in the press agents' division went to Hal Davis and Les Lieber. Prime consideration in the entry of this team was exploitation in the interests



DAVID O. ALBER, winner of first place in the Press Agents' Division of *The Billboard's* Exploitation Survey.

Bill Maloney's Exploitation on Kate Smith Earns Special Bally Citation

William P. Maloney, one of the better ballyhoo and blurb masters in the East, was awarded a citation for outstanding exploitation of a radio personality. Maloney's special subject was Kate Smith, and his efforts to promote the warbler and keep her before the public eye during 1941 were imaginative, enterprising and—to say the least—successful. As is the case with most "names," the exploitation and ballyhoo may come somewhat easier than with lesser performers, but when the job done is as extensive and hard-hitting as that accomplished by Maloney, this factor cannot be considered in a detracting sense.

Much of Maloney's work for Miss Smith during the year was publicity rather than exploitation, but he easily did enough solid ballyhoo to warrant the award. His extensive publicity results will not be recounted below—the following being intended only to give an indication of his ballyhoo methods:

- (1) Arranged to have Miss Smith participate in the Cotton Bowl festivities January 1, 1941. She sang *God Bless America* between the halves. Ballyhoo attendant upon her arrival was terrific, all Dallas turning out and 12 cowboys giving a 24-gun salute. Was made honorary deputy, honorary citizen, etc.
- (2) Tie-up with Schrafft's *Album of Distinguished Guests*. Promotion ran in all metropolitan dailies and in cities where this company maintains restaurants.
- (3) Tie-up with William Randolph Hearst's Milk Fund Drive.
- (4) Tie-up with Song Hit Guild. Miss Smith sang tune written by an unknown on her variety program.
- (5) Tie-up with National Dunking Association.
- (6) Tie-up with Oppenheim Collins Fashion Show.
- (7) Set up mass interview on campus of University of Southern California while Miss Smith was on Coast to do series of broadcasts.
- (8) Arranged to have Patriotic Service Cross presented to Miss Smith by the United States Flag Association. She is the fourth woman to receive this and it entitles her to be addressed as Lady of the Flag.
- (9) Tie-ups with film companies whose pictures had been gone over on the Kate Smith show.
- (10) Ballyhoo on the celebration attendant on Miss Smith's 10th anniversary on the radio. Chipping in on the ballyhoo for this affair were Louis Ruppel, of CBS; Bill Thomas, of Young & Rubicam, and Maloney.
- (11) With ASCAP music off the air, *God Bless America* was shelved. Maloney, having promoted the tune for two years, turned his efforts to *We're All Americans*, doing pretty well here.
- (12) Had flower named after Miss Smith. Known as the Kate Smith Red Sweet Pea. Arranged this with seed grower David Burpee.
- (13) In conjunction with Golden Jubilee Convention of General Federation of Women's Clubs in May, 1941, Miss Smith was named one of the outstanding women "who contributed notably to the outstanding strides made by American women in the last 50 years."
- (14) Tied in with *I Am an American Day*, promotion of *The New York Journal-American*, June, 1941. Affair, held in Central Park, attended by 750,000.
- (15) Arranged to have Miss Smith open the New York State Fair, with result that 40,000 were on hand opening day, as against 12,000 on previous opening days.

Above recounting is by no means a complete listing of Maloney's activity, but it is an indication of his type of work. It denotes versatility and an ability to take advantage of exploitation opportunities and carry them thru successfully.

of Barry Wood, who became identified as the top U. S. Bond booster thru his songs. In addition to making Wood synonymous with Treasury Troubadour, the warbler's record exploitation was given much thought—with the result that in 1941 he emerged as one of RCA-Victor's most powerful sellers.

Thru the efforts of Davis and Lieber, the Treasury sent out Wood's recording of *Any Bonds Today* to every station in the country; arrangements were made to play *Any Bonds Today* on p.-a. systems in post offices all over the country; Wood continually appeared at official bond booths, etc.

Lack of space permits recounting further details of the build-up and other campaigns for different clients.

Fizdale's entry, winner of third place, was an exposition of the exploitation of *The Grand Ole Opry* show by virtue of its appearances in army camps, naval stations and marine bases. A good job, but considered not better than third in view of fact that the Fizdale entry contained no other exploitation in addition to *Opry*.

Chamberlain to U. S. Navy

NEW YORK, May 2.—A. B. Chamberlain, chief engineer of the Columbia Broadcasting System, has been called to active duty in the navy. He is to report to Washington immediately.

Chamberlain has held a reserve commission since 1935. No successor named yet.



BILL MALONEY, awarded special citation for outstanding exploitation.

Y&R Again Tops Among Agencies

NEW YORK, May 2.—Young & Rubicam, agency, which was awarded first place in *The Billboard's* Fifth Annual Radio Exploitation Survey, presented evidence of doing by far the best all-round exploitation job during 1941. The agency's exploitation activities included much that was in the stunt and ballyhoo category, in addition to quieter forms of exploitation—as station promotion, merchandising, etc. Y. & R. works thru and with the networks and stations carrying its programs.

Following summary is given as an indication of the Y. & R. exploitation methods on such programs as Jack Benny, *Gulf Screen Guild Theater*, Burns and Allen, *Kate Smith Hour*, *Aldrich Family*, Eddle Cantor, Helen Hayes; *We, the People*, etc. The summary is not intended to give a complete picture of the agency's activities in 1941, but is simply a cross-section designed to give a fair idea of the boom-boom methods Y. & R. employed.

JACK BENNY: (1) Agency, working closely with NBC's Western Division, set the Jack Benny Anniversary Dinner in Hollywood, May, 1941. Special broadcasts arranged to help the promotion. (2) Tie-up with *Quiz Kids* show, Kids going on Benny program and vice versa. (3) Members of Benny program participated in annual Santa Claus Parade in Hollywood. (4) Arranged tie-ups with Benny's movie producers when his pictures were released. (5) Had Benny open his radio season in New York instead of Hollywood for exploitation purposes.

GULF SCREEN GUILD THEATER: This series lent itself to much exploitation, in that the agency was able to arrange tie-ups with film people. Arrangement with sponsors thruout was that stars appeared cuffs, with sponsor paying \$10,000 weekly to Motion Picture Relief Fund.

(1) Ground-breaking ceremonies staged at the site of the new home and dedicatory ceremonies broadcast over Coast-to-Coast CBS hook-up one week before program resumed in the fall; newsreels, syndicates covered. (2) Presentation of the Annual *Redbook* Motion Picture Award for the best picture of the year in 1941 (also 1942) was made on the show. (3) Stars appearing on program autographed a huge Gulf Orange Disk (duplicate of the Gulf gas sign) and at end of season the disk was sent on a tour of Gulf stations.

BURNS AND ALLEN: (1) Gracie Allen participated in Inventors' Convention at Bitmore Hotel, Los Angeles. Worked up screwy inventions, exhibits. NBC Western contributed to this stunt. (2) Had Gracie send pet swan to Centerport, L. I., to replace one killed. Bird arrived by plane; met by virtually entire (See Y&R AGAIN TOPS on page 11)

AFRA-WQAM Tiff Gets Florida Airing

MIAMI, Fla., May 2.—A hearing in the charges against Miami Broadcasting Company, operating Station WQAM, for violating the Wagner Labor law, was completed here last week by William P. Webb, trial examiner, of Washington. Decision may be announced in three weeks.

Samuel Parker, president of Miami local, American Federation of Radio Artists, was the complainant, alleging that the station fired Fred Handrich, announcer, December 10, because of union affiliation. The complaint charges that the station also interfered with the rights of other union members.

Fred Borton, president, denied all the charges, and stated that Handrich had been dismissed because he was not needed, and that union membership had nothing to do with it.

John C. McRee, of Atlanta, was the attorney for the national labor relations board, and handled the case for the plaintiff. Vic Connors sat in on the hearing.

JEAN LAWRENCE (Virginia Lawson Skinner) is doing a series of daily talks for Empire Super Markets, originating in WTRY, Troy, N. Y.



BILL THOMAS, head of press department of Young & Rubicam, winner of first place in Agency Division of *The Billboard's* Exploitation Division.



CLEAR CHANNEL STATIONS NBC-KPO WINS



... Al Nelson, who managed KPO-KGO during 1941 and who leaves NBC-KPO in May, carried on an aggressive exploitation campaign thruout the year, never missing a trick and draining dry every chance to create in San Francisco a greater awareness of radio in general and NBC-KPO in particular.

... The wide scope and variable nature of the different exploitation activities indicating a versatility, ingenuity and imagination rarely found in a station management.

Publicity Follow-Thru

... NBC-KPO's exploitations in connection with its new building and radio home were numerous and continuous, beginning in November, when Niles Trammell, NBC prexy, okayed the plans, and stretching thru 1941. Space does not permit a recounting of the activities connected with the venture, but by the time the last concrete was poured, these important results had been achieved:

(1) Focused attention of San Francisco people (including civic leaders, prominent business groups, etc.) upon the values of NBC-KPO radio; (2) placed NBC-KPO radio on display before the public, and (3) created in San Francisco people a sense of ownership and sense of civic pride in NBC-KPO's radio home.

Dispels War Jitters

One of the prime examples of the management's alertness occurred immediately following Pearl Harbor, December 7. Christmas shopping practically came to a standstill, business slumping 60 per cent in 48 hours. Radio routed the war jitters and hyped business to a record high with a campaign based on the theme, "There'll Always Be a Santa Claus." Subsidiary theme was "Don't Blackout Christmas, Don't Let the Kiddies Down." Script was written, show set, went on the air twice daily for 20 shots. Tune, "There'll Always Be a Christmas," was distributed, played on p-a systems, sound trucks, recordings in stores. "Biz," as they say in radio, "boomed."

Above account is given as only one example of imaginative, alert radio, geared to the times and the needs of its listeners and advertisers, and ready, willing and able to meet those needs.

... All in all, a hard-hitting job, imaginative and, in the opinion of *The Billboard* judges, tops in the Clear Channel Division.

1ST IN THE NATION FOR OUTSTANDING EXPLOITATION

"Thanks, Billboard! Thanks, Elias Sugarman, Paul Ackerman and the committee of leading radio editors. We are proud to receive first award in the nation for clear channel station exploitation. We are more than proud to receive your recognition for the third consecutive year."

—A. E. NELSON, Manager,
and the staff of KPO,
San Francisco.

Through such continuous, hard-hitting promotion to the public and for the advertiser, KPO has become the dominant selling force in the Golden West. KPO has

achieved an even greater margin of air supremacy.

Today, too, San Francisco takes its place as one of the four great broadcasting centers of the country. For KPO now broadcasts from San Francisco's new million dollar Radio City. Here in one compact, efficient building is all that is new in radio. The most modern studios and facilities with which to develop overwhelming program interest—to reach a wider market at the lowest cost per listener.

Represented Nationally by NBC SPOT SALES OFFICES

New York
Chicago

San Francisco
Boston

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Hollywood



"Celebrity Theater"

Reviewed Friday, 9:30-10 p.m., EWT. Style—Drama. Sustaining. Station—WJB (Blue network).

This is a new drama series in which central role is portrayed by a name non-pro whose actual work is related to the role. For instance, maiden broadcast, Red Wine, a cock-robin by scenarist Lawrence G. Blochman, had detective writer Rex (Nero Wolfe) Stout in lead. Second of the series, on April 20, was Margaret Culkin Banning's The Party Man, featuring former Postmaster General James A. Farley. Both temporary pretenders lack the one quality which is fundamental with the pros—timing. Maybe it was the direction, but directors need actors. Farley has a good voice for political speeches, but his fictional dialog just didn't come off. Stout is not noted as a speaker, tho he's been on the air, notably with Information Please. Party Man was static and dull, and there was no spark in dialog otherwise good. Story was adapted by Mort Lewis. Tom Powers, the old Theater Guild, is the host. He should take the leads himself, but since he's not a celebrity that's another story. Leonard Traube.

"Production for Victory"

Reviewed Friday, 6:30-6:45 p.m., CWT. Style—Dramatic, with narration. Agency—Simon & Gynne, Inc. Sustaining over WMC (Memphis).

Production for Victory is heard weekly over WMC and is an attempt to tell locally the progress of the Midsouth in converting peaceful industry into "production for victory." It's a subject of importance to the listener. But making it interesting listening, while giving away no facts of value to the enemy and avoiding stepping on anybody's toes, is a man-sized job.

The narrator's part is that of Arthur Field, head of the Memphis War Production Board, played by himself. He has a good speaking voice and does a competent job with his lines. However, the light in which he presents his WPB is so modest that one is left wondering

Program Reviews

EWT Unless Otherwise Indicated

just what part it actually did play in the real events.

Story on show caught dealt with Hungerford Lumber Company conversion to making ammunition boxes and barely missed being the saga of patriotic owner Frank Hungerford battling bureaucratic indifference in an effort to do something to help win the war.

The supporting acting, which was volunteered, as was all the program, by Memphians and members of the station staff, was very good. Sound effects were varied and realistic.

Allan Jackson, top WMC announcer, handles the opening and closing plugs urging conversion to war work in a thorough capable manner.

WMC has given the show excellent spot in the dinner hour and immediately before the nightly NBC World News Today. Only important opposition is a local newscaster. Ted Johnson.

"My Country"

Reviewed Sunday, 9:30-9:45 p.m., CWT. Style—Patriotic music and talk. Sponsor—Lakewood Cemetery Association. Agency—Erwin-Wasey. Station—KSTP. (St. Paul-Minneapolis).

Present trend of war programs, with the rattle of guns, the beating of drums, the humming of planes is definitely missing in this, the latest war program to hit the air waves in this territory. Rather thru poetry and song the spirit of patriotism is imparted to the listener, who can sit by his radio without having to jump every time a gun roars.

Feature of this broadcast is that commercials are presented only at the opening of the program and at its close, so that the announcer does not break the continuity of presentation with his message.

Program gets under way with the first

strains of America, played by Leonard Leigh on the organ. Claude Radcliffe, in a mellow, assuring tone, next steps to the mike to read the "Breathes there a man" quote from Sir Walter Scott's Lay of the Last Minstrel. Radcliffe's presentation is a beautiful one. Next the organ, and then Paul Allen, tenor, offers Home on the Range. Allen has an excellent tenor voice.

Henry Wadsworth Longfellow's Ship of State is the final poetry offering by the reader. Allen then concludes show with the final words of America.

The program is expertly handled and well presented. In Radcliffe and Allen this particular broadcast is availing itself of top-ranking performers. Jack Weinberg.

"Dr. I. Q."

Reviewed Monday, 9:30-10 p.m. Style—Quiz. Sponsor—Vitamins Plus, Inc., New York. Sponsor—Grant Advertising Agency, Chicago. Station—KYW (Philadelphia).

After stimulating the intelligence quotient of listeners for more than a year for Mars Candy Bars, Dr. I. Q. (Jimmy McClain) continues his mental gymnastics for a new sponsor. Priorities forcing Mars to bow out of the show, new bank-roller is Vitamins Plus. Firm is a subsid of Vicks Chemical Company. New series started April 6 at 9:30 p.m., half hour later than previous series.

Show originates for the first four weeks in the Stanley Theater, Philadelphia. With four staff announcers running up and down the aisles to search out those who look intelligent, Dr. I. Q. is still the same mental banker dishing out silver dollars for correct answers. Also hands out Defense Bonds.

New series is more generous with money. Heretofore, \$50 was given for the best

three sets of three questions. Now the master mind award rates \$200 for the best set of six queries. Front page of booklet in box of pills must accompany each entry. In addition, best blog sketch, along with booklet page, rates sender \$250.

Commercials, generously spotted thru-out the half hour, make no mention of price. Sells for \$1.50 a box, which undoubtedly counts for the heavier cash give-aways. Those failing to answer correctly get a sample box of product, along with two movie ducats for the following week's broadcast night.

As ever, McClain is still adept in keeping it running smoothly for the half hour. For the first time show is being short-waved to military outposts. Alan C. Anthony puts plenty of vitamins in his reading of the commercial copy. Maurie Orodener.

"Sidewalks of Pittsburgh"

Reviewed Sunday, 4:30-4:45 p.m. Style—Chatter. Sponsor—West Penn Sand & Gravel Co. Station—KQV (Pittsburgh).

It's a wonder this program hasn't caught on sooner. Sole attraction is Charley Danver, author of the Pittsburghesque column of local gossip and personality mentions in The Post-Gazette. That's enough, for a lot of listeners. The chatter is along the lines of his column. It's the morning paper's most popular feature. Likely conclusion: The radio analogy will click, too, with the inconsequential but interesting subject matter making up for Danver's relatively uninspiring vocal delivery. Notable is the identity of the sponsor—a sand and gravel firm. Something different for radio time salesmen to tackle. Frank.

Dr. Walter Eddy on WHN

NEW YORK, May 2.—Dr. Walter H. Eddy, food and nutrition expert and currently expert consultant of the Quartermaster General, United States Army, moves into the spot formerly occupied by the late Dr. Shirley W. Wynne on WHN's Food Forum program, 9:15-9:45 a.m. Monday (4).

Special Award...

"KOA, Denver, for most consistent exploitation"



WE SAY—

"Thank you, Billboard"

KOA is very proud to be the recipient of this special award for most consistent exploitation. Consistency has long been our theme, and whether it's in results for advertisers, program popularity, or general leadership, consistency remains our watchword. That is why we say, it all adds up to—First in Denver in Everything!

Again KOA Wins Billboards for Exploitation!

Collage of newspaper clippings including 'KOA Consistent' and 'KOA Wins' with a large '1942' stamp.

KOA logo with '50,000 WATTS - 850 KC.' and 'First in Denver' text.

REPRESENTED NATIONALLY BY SPOT SALES OFFICES



Louis G. Cowan Citation on Outstanding Single Program Exploitation

Award for outstanding exploitation on a single program was again given to Louis G. Cowan & Company for its smart ballyhoo of the *Quiz Kids*. In some respects it was tougher to accomplish this ballyhoo in 1941 than during the previous year—for the show had already been on the air seven months when January 1, 1942, rolled around and therefore had to take its place among established programs in competing for public notice. Its novelty angle was no longer its strongest selling point, and the Cowan people really had to do extensive planning to exploit the program as successfully as they did. As in most instances of good exploitation, the ballyhoo went hand in hand with a heavy publicity follow-thru.

Instances illustrating Cowan's method follow:

(1) Kids were placed on programs having audiences different than their own—angle being to lure listeners who hadn't heard the program previously. Examples were the booking of the Kids on the rival CBS network on *Treasury Hour*. The Jack Benny-Quiz Kids tie-up lasted four weeks, Kids appearing on three Benny shows and Benny going on one of the *Quiz Kids* programs.

(2) A world premiere arranged for the first *Quiz Kids* Paramount feature—the first time in film history that this distinction had been given a short subject.

(3) Planned special programs, pitting the Kids against professors and making "Quiz Kids" out of parents.

(4) Obtained *Quiz Kids* plugs on many top programs on the air and in five feature-length motion pictures.

(5) Encouraged take-offs on the Kids by film and radio stars appearing on network benefit performances.

(6) Received the "endorsement" of prominent names by inviting them to appear on the show as guest observers. These names included Mayor La Guardia, Walt Disney, General Bonesteel, Mrs. Morgenthau, etc.

(7) Played many personal appearances, including army camps, naval stations and universities.

(8) Conducted *Quiz Kids* contests in many cities, with winners invited to appear on the network broadcast as special guests.

(9) Started a successful *Quiz Kids* magazine.

(10) Distributed *Quiz Kids* keys and buttons.

(11) Found manufacturers to make *Quiz Kids* merchandise, including games, cards, handbags, shirts, suits, hosiery, etc.

In addition to the above, agency had to take great care to avoid presenting the Kids to the public as abnormal, conceeded brats. In fact, some adverse criticism had appeared in an educational publication, but prompt and smart action headed off adverse public reaction on this score.

Agency never missed an opportunity on this program, handling it cleverly thruout the year.

Blasts Patriotic "Hitch Hikers"

DETROIT, May 2.—Blast by James F. Hopkins, manager of WJBK, against "hitch hikers on patriotic programs," drew an expression of regret for the incident from the agency in the case, H. W. Kastor & Son Advertising Agency, Inc., of Chicago, according to N. W. Hopkins, a brother, who is publicity director of the station.

Incident occurred on a transcription patriotic program, *Our Navy*, carried by the station April 11. Hopkins' ire was aroused when the announcer reported that it had five mentions of Gruen watches in a patriotic free program, and he enunciated the policy of "no more transcriptions in which trade names occur," after a studio repeat of the record for checking purposes.

Program was not, of course, cut off the air, as it was not caught in time, and had not been played over when received before broadcasting. In his attack, Hopkins said, "We have contributed \$175,000 worth of time, figured at our regular rates, to projects connected with national defense, and we are quite willing to continue this policy. However, the repeated mention of Gruen watches—frequently with powerful selling adjectives prefixed to the Gruen name—appears to us entirely out of order in a program of this type.

"If the Gruen people care to advertise their product over this station, we shall be glad to provide their agency with a rate card, but we do not propose to carry any hitch hikers on these patriotic programs. There seems to be a tendency

NLRB Report Says ACA's Contentions Against WOR Valid

NEW YORK, May 2.—In an intermediate report filed with the National Labor Relations Board, Earl S. Bellman, trial examiner, found the contentions of the American Communications Association, CIO, regarding Station WOV's alleged violations of the Wagner Act, to be valid. Bellman recommended reinstatement of 31 employees of the station, with back pay to December 5, 1940. The back pay is estimated as approximately \$25,000. The company was called upon to engage in collective bargaining with the ACA.

Following examination of the report by three NLRB members, a final order will be issued.

According to Bellman's findings, the company, controlled by Ardo Bulova, had refused to bargain with the ACA. Employees took strike action November 3, 1940.

Bellman's report vindicated the employees of charges of sabotage.

The 31 employees involved include technicians, announcers and miscellaneous employees.

Leonard Boudin, ACA counsel, represented the employees.

right now, among opportunist-minded business leaders, to take advantage of the emergency for their own benefit. You may advise any future prospective donors that we shall expect them to be motivated by the same type of patriotism as dictates our gift of free time."



HARRY STONE, General Manager, WSM, Nashville.



D. W. THORNBURGH, CBS vice-president in charge of Pacific Coast Operation, KNX.



MAJOR EDNEY RIDGE, director, and VIRGINIA WILSON McKINNEY, publicity director, WBIG.



ABOVE PICTURES were not included in last week's issue of *The Billboard* owing to lack of space. WSM took special award for outstanding exploitation in relation to the war effort; KNX, special for outstanding exploitation stunt of the year, and WBIG for outstanding exploitation in the line of civic service.

Kenneth MacGregor Heads WGN Production Dep't

CHICAGO, May 2.—Kenneth W. MacGregor, former producer of the Benton & Bowles radio department, has been appointed production head of WGN here, filling the post vacated by Bill Bacher a few months ago. (Bacher was also supervisor of programs.) Since February MacGregor, on a free-lance basis, has been directing the *Chicago Theater of the Air* series.

MacGregor will produce several shows personally and will supervise production of all commercial and sustaining shows. He is credited with originating *Kitty Kelly*, *We the Abbotts* and *When a Girl Marries* on the air.

Blue Net Adds Kid Shows

CHICAGO, May 2.—Central Division of the Blue Network here has started an extensive campaign to promote a series of children's programs over its stations for the late afternoon and early evening hours. Two strip shows have already been copped, both moving over from Mutual and sponsored by General Mills. *The Lone Ranger* is coming over Monday (4), and will be heard Monday thru Friday, 6:30 to 7 CWT. *Jack Armstrong* is scheduled to start on Blue in September, Mondays, Wednesdays and Fridays between 5:30 and 6 CWT.

E. R. Borroff, vice-president in charge of the Central Division, says that other prominent kid shows will be added to the Blue line-up.

For all of us here at
WBIG

I extend our sincere
thanks to the Awards
Committee of The
Billboard's 5th Annual
Radio Publicity
and Exploitation Survey
for voting us the
Special Award

for

Outstanding Exploitation
in the Line of
Civic Service.

Edney Ridge

WBIG
GREENSBORO,
NORTH CAROLINA

"The Prestige Station
of the Carolinas"

5000 WATTS, DAY
5000 WATTS, NIGHT

THANK YOU, Billboard Awards Committee, for voting us 2nd in the 5th Annual Radio Exploitation Survey.

DAVIS-LIEBER 17 E. 49TH ST., N. Y. C.
PLAZA 3-3240, 3669

Ralph H. Jones Company's Human-Interest Stunt Gets Special Award

One of the most appealing human-interest stunts in the show business during 1941 and one which merited an award for a single outstanding exploitation stunt by an agency was successfully carried thru by the Ralph H. Jones Company in connection with the serial program, *Linda's First Love*.

Sponsored during 1941 on some 27 stations by the Kroger Grocery & Baking Company, the program caught the fancy of mothers to such an extent that 13 women named their new-born daughters "Linda" in honor of the program's leading character, Linda Woodruff, played by actress Arlene Blackburn.

In the autumn of 1941 Charles M. Robertson, radio director of the Jones Company, suggested to Kroger's execs that they sponsor a "Linda Babies' Party," "Linda's" namesakes from cities and farms in five States were invited to Cincinnati for a gala party, with actress Arlene Blackburn—the original Linda—as hostess.

Affair afforded opportunity to crystallize much of the sentiment of the listeners and to bring to a group of faithful listeners a great deal of happiness. Helen Kennedy, Kroger's radio director, pitched in—and 10 mothers plus offspring were brought to Cincinnati and ensconced at the swank Netherland Plaza Hotel, all expenses paid. One entire floor of the hotel was reserved for the affair, with mothers' rooms, a separate nursery, etc.

Tied in with affair was a parade with police escort, the arrival of Miss Blackburn from New York via airplane, plus a flood of publicity and a special remote broadcast via WCPO. World Broadcasting cut a record.

The visitors' three days in Cincinnati included a tour thru the Kroger Food Foundation, visits to the zoo for the kids, an epicurean feast at the hotel, etc. Much weeping, of course, thruout the entire event, with the flood gates really let loose when hostess Linda finally saw the mothers and kids off on their trains.

Press breaks on the sentimental affair carried in some 300 papers.



CECIL K. CARMICHAEL, who handled publicity and exploitation for WLW until recently and now with NBC in New York. WLW won second place in the Clear Channel Division of The Billboard's Exploitation Survey.

"NBC-Central Addenda"

NEW YORK, May 2.—NBC Central Division, apropos *The Billboard's* Fifth Annual Radio Exploitation Survey, points out that it has been servicing stations with complete publicity and exploitation campaigns for all new network commercial programs sold out of or originating in Chicago. This work is done by Emmons C. Carlson, head of the sales promotion department.

NBC Central did not include these in its entry, but submitted sample material as addenda after the survey. Note from Bill Ray, Central's press chief, thanking *The Billboard* for its unbiased job, says, "After reading that your award to CBS was based partly on the same sort of activity, I thought it only fair to point out that Mr. Carlson's department has been carrying on such a campaign in addition to the regular services of the press department."

Radio's Accent on Boogie-Woogie Gets Longhair Squawks

ATLANTIC CITY, May 2.—Radio advertisers were taken over the coals for feeding listeners a heavy dose of boogie-woogie music instead of classics last Saturday (25) during the annual convention of the New Jersey Federation of Music Clubs. Dr. Guy Marriner, of the University of Pennsylvania, urged music clubs to sponsor concerts in halls for the young folk to offset the music they get from the radio. Moreover, Dr. Marriner was alarmed because young musicians turn away from the classics and become boogie-woogie experts "because they cannot find a market for good music."

Rhona Lloyd, of the music department of WFIL, Philadelphia, explained that radio advertisers are to blame for the bumper crop of boogie-woogie. However, she told the federation that radio advertisers demand the eight-to-the-bar stuff only because they think there is a heavy demand on the part of the public for such music. She urged that the music clubs put the air sponsors hep to the true state of musical affairs as far as the listeners are concerned.

Army Songwriters Get Break on WCAE Program

PITTSBURGH, May 2.—Unique morale-builder with entertainment values is twist added to *Song Sampler*, musical quarter hour over WCAE six nights weekly.

The station will accept song manuscripts to submit to soloists on the *Sampler* show, secure broadcast rights from the servicemen if the talent likes the compositions. Only rule is that writers must be Pittsburghers. In uniform. Manuscripts with or without words are also being accepted by the station thru St. Steinhilber, *Press* radio editor.

Cast of *Song Sampler* includes baritone Reed Kennedy, tenor Howard Price, soprano Betty Ellen Morris and organist Johnny Mitchell.

SERVICE BOARD SET

(Continued from page 4)
of the Pittsburgh YMCA, was elected acting executive director of the USO Council here. Morton Frank of *The Pittsburgh Press*, and *Billboard* correspondent here, has been appointed chairman of the USO Committee for Serving Servicemen in and Around Pittsburgh. I. Elmer Ecker, attorney and representative of the Variety Club on the USO Council, is a member of the committee expected to supply talent and other forms of entertainment. Elmer Hamburg, Victor Record distributor representing the Jewish Welfare Board, is USO treasurer. Carl L. Peirce, president of Hubbard & Company, is USO Council president here.

ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
BARCLAY 7-5371

WPEN Stymied on Bond Giveaway

PHILADELPHIA, May 2.—Plan of WPEN to better the network's *Pot o' Gold* with a giveaway each week of \$1,050 in War Bonds was stymied by a complication of factors reportedly brought up by the Federal Communications Commission and the postal authorities, latter having the last say on what is and what is not a lottery. Giveaway was sked to start last Tuesday (28), with about 50 co-operating movie houses, as the Bonds for Victory Radio Theater Company, sponsoring the bond giveaway as a plan to hypo movie biz and make up for the loss of patronage once brought in by Bank Night, banned here.

Original plan called for a registration list to be gotten up each week of those buying a 10-cent Defense Stamp at a co-operating movie house, with no limit to the number of registration cards to a person. Three calls for the \$1,000 bond giveaway and the two \$25 bonds were to be made over WPEN, with the bond money for uncompleted calls turned over to a war or relief charity. Calls were to be made from the registration lists, with a new list gotten up for

each week's broadcast.

According to rumors on the whys and wherefores, story has it that the FCC burned when trade paper accounts of the program stated that the Commission had okayed the show. Reportedly, the FCC called the matter to the attention of the postal authorities, who said it was no go.

"Mrs. Burton" Renewed

NEW YORK, May 2.—General Foods Corporation has renewed its Pacific Coast show, *The Second Mrs. Burton*, effective Monday (4). Show, formerly sponsored in the interests of Jello, will now be aired on behalf of Post's Brand Flakes, Monday thru Friday, 4-4:15 p.m., PWT.

Benton & Bowles is the agency.

Expand Glenn Miller Net

NEW YORK, May 2.—Four stations have been added to the Glenn Miller program on Columbia, effective Tuesday (5). Stations added are WCAX, Burlington, Vt.; WKNE, Keene, N. H.; WKBN, Youngstown, and KROD, El Paso.

Total hook-up is 101 stations. Newell-Emmett handles the program for Chesterfield.

WOR's Lavish Opera Series Sustainer

NEW YORK, May 2.—The *First American Opera Festival*, ambitious sustaining program series, debuts over WOR Thursday, May 7, 8-9 p.m., with Alfred Wallenstein as musical director. Seven operas will be performed, with over 200 singers, including the Broadway cast of *Porgy and Bess*. Stars will include Richard Hale, Genevieve Rowe, Vivian della Chiesa and Jan Peerce.

Series will be presented in co-operation with the U. S. Treasury Department to aid the sale of bonds and stamps.

Wallenstein has adapted the seven operas for radio. In addition to his direction of this series, he will carry on with his other programs, including *Sinfonietta* and *America Preferred*.

In addition to *Porgy and Bess* the series will include *The Devil and Daniel Webster*, May 14; *The Old Maid and the Thief*, May 21; *Tennessee's Partner*, May 28; *Four Saints in Three Acts*, June 4; *The Second Hurricane*, June 11, and *The King's Henchman*, June 18.

AMA ICER A HIT

(Continued from page 4)

Better spotting would have given him a better break with the crowd.

Megan Taylor, on next, showed that she deserves title as the world champion figure skater. She's a looker and knows how to sell her act.

Jackson and Lynam did comic stint that went well. Eric Waite scored several times during the show with his female impersonation bits.

One of the highlights of the show found Red McCarthy doing his famous Indian dance. Very spectacular stuff. Appropriate lighting did much in selling this bit.

First and best production number in the first half of the show found the ensemble doing their publicized *Dutch* routine. Windmills and tulip gardens on ice made an eye-filling spectacle.

Second half of the show got under way with a conga number featuring Clara Wilkins. Nice work, with the ensemble backing her up.

Lois Dworshak came thru with a brilliant rhythm number. This girl knows how to put jive on ice. Phil Taylor, the originator of stilt skating, turned in a spectacular performance. Highlight was one-legged trick where he cut corners on a flock of oranges spread across the arcan.

Belita was the show-stopper so far as the straight skating routines went. She combined grace on the blades with an unflinching sense of showmanship.

Larry Jackson and Bernie Lyman turned in a nice comedy bit called *Wacky in Khaki*.

Finale was colorful, with girls making huge American flag on the ice. With band playing *We Did It Before and We Can Do It Again*, show wound up in flash style.

Show winds up middle of May to trek to Republic, where they'll put on the greasepaint for their new flicker, *Ice Capades of 1942*.
Dean Owen.

GEORGE SPELVIN
Patrols the
BROADWAY
BEAT

MAX LIEBMAN, material writer for top comics, who left his field briefly to present *Autumn Hill* at the Booth, kept his sense of humor thruout the fiasco. The show received brutal notices and folded after a week. Immediately after the closing, the reviewers received black-bordered cards from Liebman; the cards read: "Autumn Hill. Born April 13, 1942. Died the same night. My deepest gratitude for your message." . . . Austin Fairman, a top leading man, left the stage several years ago to take a highly attractive executive post at the Altman store, and thereafter swore (albeit a bit wistfully) that he'd never return to the theater. Several months ago he was drafted, was assigned to duty as a washhouse orderly, and was later recognized by an officer who had seen him in his days on the stage. Result: he's now acting in and producing shows for the army. It may have taken a war to get him back into the show business—but he's back. . . . Those who use stop watches to time acts and radio programs may see their chronometers requisitioned by the government. A lad who recently bought a stop watch to time an act was questioned as to name, address and occupation. They finally condescended to sell him one; with the warning that the army may take it away any day now. . . . Fred Allen devoted 15 minutes of his program two weeks ago to needling the management of the Paramount Theater about its elaborate usher system. . . . Persistent rumors are going around that Central Park's Tavern on the Green will remain closed for the summer, on army orders. Alleged reason is that its lights would afford a handy guide to the near-by reservoir, which, if the Catskill rain shortage continues, will loom more and more important as a reserve water supply. But wouldn't the Tavern on the Green be able to black out like everybody else?

CAPACITY business can sometimes be annoying. Billy De Wolfe recently had to cut out his very funny Murgatroyd bit, wherein he uses a table, because there wasn't a table available. . . . Add miscellaneous information: According to Ann Corio's press agent, the CCNY students are awarding her a certificate as the best dressed strip teaser. Maybe you do get some information out of a college course after all. . . . Al Kelly, double-talker who assists Willie Howard in *Priorities*, was reportedly sensational in his double-talked *Interruptions* of a Howard speech at a recent Friars party. . . . Harry Turen, sax player with the Korn Kobbler and formerly a printer's devil in his home town, Lyon, Neb., is buying an interest in a Brooklyn weekly. . . . John Bright, co-author of *Brooklyn USA*, is in town digging up a war angle to be incorporated in the film version. . . . Localites are kidding about the cigarette ads showing Joan Bennett in the uniform of the American Women's Volunteer Services. In the corner is a credit plugging her newest picture—*Twin Beds*.

War Shuffles Pitt Station Personnel

PITTSBURGH, May 2.—Carl O. Wyman, night supervisor at KDKA since 1934, reported yesterday for active duty as a lieutenant in the U. S. Marines. He had been a member of the Marines Corps Reserve.

John Ott, of the WCAE technical department, has enlisted in the navy as a radio man in the submarine division.

Clifford Gorsuch has joined the KDKA engineering staff as studio operator.

Robert Peebles has joined WCAE as an announcer.

C'est La Guerre!

DETROIT, May 2.—Ironic game of seesaw is being played under the grim routine of warfare at CKLW, whose transmitter is located across the river at Windsor, Ont.

Campbell Ritchie, chief announcer and traffic manager of the station, is chief over the studio engineer, Douglas Aitchison. Both are officers in the Canadian Army when not on duty in the station—and Ritchie is a mere lieutenant, while his studio subordinate, Aitchison, is a major, clearly outranking his boss.

(*Twelfth Night* and *Candle in the Wind*) Tom Wright of Y. & R. either made advance trips or accompanied her to different cities as advance man, arranging exploitation of different types. (2) Special promotion to publicize return of *Helen Hayes Theater*. In Cincinnati, for example, WOKY staged a tea party, with agency supplying a life-size cut-out of Miss Hayes, special letters and autographed photos. Miss Hayes sent personal letter and autographed photo to each editor and station manager. (3) Worked out extensive merchandising campaign with sponsor to promote show thru the trade.

In addition to above, Y. & R. did exten-

sive exploitation on *We the People*, *Claudia*, *Joyce Jordan*, *Home of the* the Y. & R. organization in seeking exploitation particularly suitable for exploitation. *We the People*, for instance, thru its booking last year of screwball guests, was a natural for tie-ups and ballyhoo. Many of the shows, too, include performers of name value who are particularly good subjects for exploitation. These facts notwithstanding the aggressiveness of the Y. & R. organization in seeking exploitation and the agency's co-operation with networks, stations and dealers in working up exploitation easily warrant giving Y. & R. the No. 1 award.

Material

Protection Bureau



THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The *Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

Y&R AGAIN TOPS

(Continued from page 6)

village at La Guardia field. Resulted in big breaks in press.

KATE SMITH HOUR: (1) Continued tie-ups with film companies in premiering movies on the *Kate Smith Hour*. Arranged with co-operation of the Ted Collins office, this called for out-of-town trips, good will and much publicity. (2) Kate Smith 10th Anniversary Dinner. (3) Kate Smith appearances at patriotic rallies, etc. (4) Worked out special Kate Smith Week with WWNC, Asheville, N. C., with special proclamations, etc. Same idea worked out for other cities, too.

ALDRICH FAMILY: (1) Arranged Aldrich Family trip to Canada for special personal appearance and broadcast over Canadian Broadcasting System in behalf of Canada's War Chest Fund. (2) Broadcast for the Philadelphia Forum from the Philadelphia Academy of Music, honoring two of the city's boys who made good, Clifford Goldsmith and Ezra Stone. (3) A national promotion tie-up with *The Saturday Evening Post* resulting in a two-page spread in *The Post* and national displays.

EDDIE CANTOR: (1) Cantor a guest of honor at the annual luncheon for the American Newspaper Publishers' Association. (2) Tie-ups with Cantor's show *Banjo Eyes*. (3) Cantor on scores of special shows, as *March of Dimes*, *China Relief*, etc. Some of this Cantor does on his own; some the agency arranges.

HELEN HAYES: (1) When Miss Hayes went on the road with her stageshows

HAILED OVER! NO. 1 IN EXPLOITATION FOR SECOND YEAR

Roster of Clients—1941-42

American Television Society	Sammy Kaye	Olivio Santoro
Ed East	Paul Laval	Dinah Shore
Dave Eiman	Jerry Lester	Richard Stark
Ralph Edwards	Theresa Lewis	Ted Steele
Shap Fields	Moylan Slaters	Ted Straeter
Al Goodman	Arthur Murray	Dick Todd
Morton Gould	Philadelphia Boraplo	Rudy Vallee
Ben Grauer	Jane Pickens	Program
Mark Hawley	Radio Executives Club	Benny Vanuta
Woody Herman	Basil Ruysdael	Bea Wain
Jay Jostyn		Mark Warnow
		Francis White

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Thanks a Million Billboard

FOR RECOGNITION AGAIN IN '42

EXPLOITATION* AWARD

* " . . . FOR YEARS ONE OF THE NATION'S OUTSTANDING PRACTITIONERS OF THE ART OF EXPLOITATION . . . THE STATION SEIZED AND DEVELOPED ALL SITUATIONS WHEREBY IT COULD MORE FIRMLY IMPRESS ITSELF UPON THE MINDS OF ITS LISTENERS."

WLW

THE NATION'S STATION

Dance Players Try the Stem

NEW YORK, May 2.—The Dance Players, headed by Eugene Loring, opened a Broadway season last Tuesday night (21) at the National Theater. The first program contained two familiar items and one novelty; other new dance-dramas were presented later.

The more familiar pieces walked off with the opening bill. The new entry, *The Man From Midian*, is a heavy, turgid and unimaginative pantomimic recreation of the tale of Moses, lacking in dramatic effect, brilliance of choreography, dominant mood and, in fact, everything else but overwhelming dullness. Because of its Biblical subject it inevitably challenges comparison with the Jooss Ballet's *Prodigal Son*, and it comes off a very inferior second. The powerful drama of the Jooss group, the sweep of movement, the brilliantly imaginative symbolism, the breath-taking stage designs and, above all, the uncanny combination of superlative dancing and startlingly vivid pantomimic ability are here entirely lacking. The story is told clearly enough, but with over-attention to choreographic detail, at the expense of climactic movement. It falls utterly to exert an emotional hold.

Mr. Loring, responsible for the choreography, dances the title role expertly and sincerely, but lacks the amazing pantomimic power needed to merge dance movement into drama. Janet Reed, suffering from the same lack, performs superbly from the ballet standpoint as Miriam, her grace of movement often overcoming her dramatic shortcomings. Also dancing well are Freda Flier, as Pharaoh's daughter, and Bobbie Howell, as Jocheved. The dance pattern is based on a libretto by Winthrop Palmer; Felipe Picocca's costumes not only fail to suggest the basic material, but are ugly enough in themselves to draw attention away from the movement, and the music, by Stefan Wolpe, is as heavy and turgid as the choreography and seems to bear no relation whatsoever to the dance pattern.

The high spot of the evening unfortunately came first—*Billy the Kid*, in which Mr. Loring's choreography reaches its dramatic high point. Here too an emphasis upon detail often takes away from the sweep of the drama, but imagination has played brilliantly with the rich American folk material, and the result is exciting and excellent. Mr. Loring again dances the title role—with less freedom of movement than he displayed three years ago—and Lew Christensen is again a magnificent Pat Garrett, turning in by far the finest all-around work of the evening. Aaron Copland's much-praised score uses some folk music, but inexplicably avoids the beautiful ballad based on Billy the Kid himself, and, in general, lacks the fire, drama and solidity of tonal effect demanded by Mr. Loring's splendid choreography.

The third item, *Harlequin for President*, is an amusing bit of buffoonery, a semi-traditional combination of old-fashioned ballet and Commedia dell'Arte media, set to Scarlatti music and marred by sensorially ugly costumes. It tends on occasion to wear out its comic points by overemphasis and it is, unfortunately, essentially a program piece, but it has moments of fun, and is pleasantly danced by Michael Kidd, Miss Howell and others. Little Joan McCracken, as the Leading Citizen, stands out.

A lack of complete co-ordination among the players and occasional instances of sloppiness appear thruout the evening. Or perhaps we've been spoiled by the perfection of the Jooss Ballet.

Eugene Burr.

NEW YORK, May 2.—The Dance Players, under the skilled direction of Eugene Loring, presented *Prairie* for the first time Thursday evening, April 23, at the National Theater. The dance allegory, epic in scope and theme, is based on Carl Sandburg's poem, bearing the same title. A capacity audience greeted its premiere performance enthusiastically.

The work is divided into four movements and tells the story of the prairie (actually a goodly slice of American history) from its pioneer beginnings, when the adventurers, the dreamers, the restless moved westward over the land in large droves. Some halt their trek midway. Their history is traced thru the terrific task of husbandry and the rebellion and disillusionment of the second generation, which seeks the excite-

ment of the town, to the realization, with the aid of man, that in the land lies the true source of their strength and the final return of the pioneers' children to the prairie.

Altho it is not always as successful as it might be, *Prairie* is, nevertheless, a remarkably imaginative and powerful piece, due largely to Loring's direction. He is enormously aided, however, by the players, who have the double burden of mastering the technique of their art, as well as dramatic interpretation. Among these, Lew Christensen and Janet Reed, as well as Loring himself, are particularly good. A prairie landscape backdrop, marvelously simple and severe, lends depth and scope to the scene. Effective lighting adds warmth, and costumes are perfect. Norman Delo Jolo's music is beautifully adapted to the scenario.

It should be apparent, tho, especially to Mr. Loring, that much can still be done. Minor characters have to be further delineated and their parts worked out in greater detail. The chief characters, even if they are only symbols, can be considerably more humanized, more individualized, more impassioned. The story can be strengthened dramatically and the climax brought to a higher pitch. Mechanically, some rough spots in the execution of the dancing can be smoothed out.

On the whole, tho, *Prairie* is commendable because it represents one of the few attempts in its field to tap the rich resources of Americana, because of its sincerity and because of the nobility of its theme.

S. F.

FROM OUT FRONT

Living Drama

—BY EUGENE BURR—

ONE of the phenomena of the current season, along with the dearth of Broadway production, has been the emergence into the critical limelight of a large number of small professional and semi-professional groups presenting plays that would have little or no chance as commercial Broadway entrants, but which eminently deserve some sort of hearing. The critical gentry, on what practically amounts to a sabbatical leave from Broadway, have discovered these groups and are babbling over the sudden flood of them. The flood, I suspect, rests more in the critical eye than in solid fact; a large number of such groups have always been with us, but until recently the reviewers, as benignly supercilious as a bevy of Pooh-Bahs, have passed them by. Now the boys are suddenly faced with the horrible necessity of providing an excuse for their continuance in the outposts of omnipotence, and, with Broadway production at a minimum, they have just as suddenly discovered the groups.

There are many of them—the Blackfriars' Guild, the Studio Theater of the New School (which started last season), the Theater Showcase, the American Actors' Company (in existence for several years) and many more. They are doing excellent jobs in bringing before the public—or a section of it—plays that would otherwise remain unheard. Not all the plays are commendable (most of them, in fact, are not), but it is healthy and heartening that they are being given showings despite the fact that their Broadway possibilities are nil. It is the proof of a healthy drama, and, in the long run, it will do more to widen the scope of the commercial theater than any other single force.

BUT the groups, no matter how many of them there are or how conscientiously they approach their task, can hardly skim the surface of the hidden sea of interesting and provocative plays of a so-called experimental nature. Nor can a group give anything approaching permanent life or form to such plays.

Yet such needs are also being excellently filled these days by the publication of a series called Living Drama. It is published by the John Day Company, edited by William Kozlenko, and two titles have thus far appeared. More are promised—many more, I hope.

The brief foreword explains that the series is intended to provide plays for small groups, both professional and amateur, and also to give permanent format to interesting dramas that have little or no chance of commercial Broadway production. The series is a tremendous impetus to creative and unhampered theatrical writing, and, like the emergence of the small acting groups, it is a powerful stimulus to the eventual strength and virility of the American theater, both amateur and commercial.

The two plays published so far are George Sklar's *Life and Death of an American*, which was done by the Federal Theater in the palmy days of Drama on the Dole, and A. Fleming MacLiesh's unproduced *The Destroyers*. The two plays, I think, excellently illustrate the scope of the series, both in quality and type. The Sklar piece is a formless, would-be realistic rehash of common life as affected by economic and political events, done in the so-called Living Newspaper technique, and utterly worthless as either literature or theater. Because of its form and its historical value, however, it definitely deserves the accessibility that the Living Drama Series has given it.

MacLiesh's play, on the other hand, is a poetic and symbolic drama of high integrity and tremendous literary and dramatic power. It has very definite weaknesses—such as a useless disclosure of incest, intended to bolster the symbolism but actually merely muddling and weakening the plot. But the heights to which its poetry reaches are occasionally breath-taking, and the power of its drama is real and effective. In addition, its flaming honesty of thought is, tho sometimes slightly muddled, always fierce and true.

Mr. MacLiesh, incidentally, is not to be confused with the Archibald MacLiesh who is now interested in propaganda rather than playwrighting. The office-holding MacLiesh spells his name and writes his plays in a different way.

The Destroyers' choice of King Arthur's court as the scene of its timeless story of factionalism and warfare; its insistence on modern idiom, effective but disturbing, in the midst of its poetical flights; its very uncompromising honesty, all militate against any possible commercial production. But the play is a fine one and eminently deserves the permanent place in dramatic literature that the Living Drama Series has given it.

In all ways, the idea of the series is excellent. It's to be hoped by anyone who cares at all about the future of the theater that Mr. Kozlenko and his publishers will continue along the path they have blazed—a path that gives access to huge and valuable fields of drama.

BROADWAY RUNS			
Performances to May 2 Inclusive.			
			Opened Perf.
Angel Street (Golden)	Dec. 5	171	
Arsenic and Old Lace (Fulton)	Jan. 10 '41	547	
Blithe Spirit (Morosco)	Nov. 5	201	
Cafe Crown (Cort)	Jan. 23	115	
Guest in the House (Plymouth)	Feb. 24	79	
Jason (Hudson)	Jan. 21	118	
Johany 2x4 (Longacre)	Mar. 16	56	
Junior Miss (Lyceum)	Nov. 18	101	
Life With Father (Empire)	Nov. 8 '39	1038	
Life of Reilly, The (Broadhurst)	Apr. 29	6	
Moon Is Down, The (Martin Beck)	Apr. 7	31	
My Sister Eileen (Biltmore)	Dec. 26 '40	582	
Spring Again (Henry Miller's)	Nov. 10	200	
Yesterday's Magic (Guild)	Apr. 14	23	
Musical Comedy			
Best Foot Forward (Barrymore)	Oct. 1	245	
Lady in the Dark (2nd en-gage.) (Alvin)	Sept. 2	271	
Let's Face It (Imperial)	Oct. 20	214	
Porcy and Bess (revival) (Majestic)	Jan. 22	116	
Sons o' Fun (Winter Garden)	Dec. 1	176	

"Blossom Time" OK in Hub

BOSTON, May 2.—*Claudia* run, very successful, has been extended two more weeks, till May 16.

The annual dusting off of *Blossom Time* is fairly successful. Gross at the Shubert (1,590; \$2.75 top) totals \$35,000 for the two-week run.

"Mexican Mural" Is Tried Out

NEW YORK, May 2.—Ramon Naya's *Mexican Mural*, in script form, won a Group Theater Play Contest award and gained for its authors a Rockefeller Playwriting Fellowship. After seeing it, as produced by Robert Lewis for four invitation performances at the lovely little auditorium in the Chanin Building, you can see the reason for the recent decline in American playwrighting. If a piece like *Mexican Mural* can win a fellowship, competent dramatists might just as well give up.

The piece is as formlessly arty as a slice of Suroyanesque tripe and as self-consciously sadistic and vulgar as an early Greenwich Village art-shocker. It's divided into four "panels" (instead of acts), seemingly disconnected until the middle of the third; and it purports to give a picture composed of mingled poetry and realism, of Vera Cruz and its inhabitants. If the picture is in any way true, it won't be of much aid to the Good Neighbor policy.

The first panel tells of a repressed lass who invites into her foster-mother's home a doctor's son who shot himself in the abdomen and has gone around for a year leaning on a crutch and an inferiority complex. Her tentative love-making is discovered by a peasant woman, who insists that all people are animals (with explanations). So eventually the girl helps the cripple home.

The second panel shows the girl's real mother, a drab in the town's worst section, tending another child, ill to death. The doctor refuses to lend her money for medicine, tho he does give some to a neighboring trollop. The trollop brings in a couple of spiritualists who fight between themselves; and then a picture of the Virgin comes to life and takes the dying child, leaving some roses in return—probably symbolic of Deity's idea of a fair exchange.

The third panel shows the two sons of the same woman, scolding the daughter of the dictator of Vera Cruz. A carnival mob comes in, and the cripple arrives, posting bills calling for the dictator's overthrow, because the lad's father was a victim in a general massacre. Then the dictator's henchmen kill the cripple, a harlot and one of the brothers, so the populace decides to revolt. Led by the mother, who has just buried her child, they invade the palace.

In the palace (fourth panel), the dictator is planning flight. His daughter, enceinte because she helped her father with the generals, wants to go to Mexico City and have a good time. So the people come in and strip her lovely red velvet dress from her leaving her with only black undies, a fan and a chance of making Minsky's. When she tells them she is pregnant they kneel before her and leave, and she, with the red dress draped about her, says she has to think. Curtain.

This drivel, mind you, actually won prizes. It is, thruout, heavy with turgid and inappropriate symbolism and self-conscious, painful attempts to mingle realism and "poetry." It is also heavy with the idea that humans are animals, many of the characters mentioning that fact frequently. Mr. Naya seems obsessed with odd and unnecessary sexual angles; his carnival scene is featured by the unsavory dance of a dubiously masculine street-walker, and his dialog is constantly marred by needless excursions into verbal sewers.

The dialog is also marred by awkward phrasing, a refusal to use ordinary contractions and an insistence on often ludicrously out-of-place polysyllables. It sounds like a literal translation—which, quite possibly, it is, tho no translator is credited or discredited on the program. In addition, the dialog is hilariously disconnected, displaying so many non sequiturs that Mr. Naya emerges as a sort of Chihuahua Chekov.

The cast, under Mr. Lewis's direction, performs in a manner cannily calculated to make it all seem even worse than it is. Everything is overhyped; even the underplaying is overdone. This last sounds like a wisecrack, but it's not. Montgomery Clift, as the cripple, underplayed to the verge of burlesque; and Libby Holman, making her dramatic debut—somewhat questionably dramatic, however—as the poor mother, was probably told to play down, but ended in a monotonous drone, with words equally and sometimes fantastically accented, except for a couple of interludes of uncontrolled power. This reporter has never confused Miss Holman's fog- (See "Mexican Mural" on opposite page)

New Plays on Broadway

Reviewed by Eugene Burr

SHUBERT

Beginning Monday Afternoon, April 27, 1942

CANDIDA

(Special Matinees Only)

A revival of the play by George Bernard Shaw. Directed by Guthrie McClintic. Setting and costumes by Woodman Thompson. Presented under the auspices of the American Theater Wing War Service, Inc., for the benefit of the Army Emergency Fund and the Navy Relief Society.

Miss Proserpine Garnett Mildred Natwick
James Mavor Morell Raymond Massey
Alexander Mill Stanley Bell
Mr. Burgess Dudley Digges
Candida Katharine Cornell
Eugene Marchbanks Burgess Meredith

SCENE: The Sitting Room in St. Dominic's Parsonage in the Northeast Suburb of London.
ACT I—A Morning in October. ACT II—Late Afternoon, the Same Day. ACT III—Late Evening, the Same Day.

Katharine Cornell and Guthrie McClintic revived George Bernard Shaw's *Candida* Monday afternoon for a series of special-matinees at the Shubert Theater under the auspices of the American Theater Wing and for the benefit of the relief funds of the army and the navy. This is the fact to hold on to in any discussion of still another revival of Shaw's soggy, stupid and utterly ineffective boob-startler. That Miss Cornell is once again glamorously charming in the title role; that Raymond Massey is a cadaverously pontifical Morell; that Burgess Meredith, on leave from the army, is the most virile Marchbanks yet seen hereabouts, and that Dudley Digges and Mildred Natwick are magnificent in returns to parts with which they are not unfamiliar—all of that is extremely pleasant to report. But, in view of the silly, cheap and outmoded play, the acting seems woefully wasted.

From the angle of army and navy relief, however, it is far from wasted. Despite the fact that the leading role of *Candida* makes no demands upon an actress except requiring her to be overwhelmingly charming—something that Miss Cornell is abundantly anyhow—the public always flocks to periodic Cornell revivals of the silly museum piece. And the bait is this time increased by the other names in the cast. Originally only four matinees were scheduled; the demand was so great that another performance had to be added for Sunday (3). And there is a chance, at present writing, that yet others may be played. Certainly there is no quarrel with Miss Cornell for reviving a play so clearly calculated to draw large sums to the coffers of the

service relief organizations.

Nor is there any quarrel with her interpretation, which has been seen on Broadway twice before. Under Mr. McClintic's smooth and altogether excellent direction, the star and her supporting stars offer a series of beautiful acting jobs that do all that any interpretations can to bring fleeting life to Shaw's set of stupid dummies. Of major interest—because it hasn't been seen before—is Mr. Meredith's Marchbanks. He brings as much fire as the role allows—but the very strength of his interpretation shows up in all the more glaring weaknesses the bungling effrontery of Shaw's idea of an artist. Show, a press-agenting hack of the lowest order, hasn't the slightest suspicion of the make-up, inside or out, of the true artist; and his Marchbanks proves the point. Mr. Meredith, trying to avoid the burlesque of the writer, is forced to slur over innumerable passages—and even then there is an obvious tussle going on between actor and author. The player, in an effort to bring a hint of belief to the situation, avoids the playwright's character as completely as possible. Generally speaking, this is a dangerous and indefensible procedure; in the case of so ridiculously caricatured a creation as Shaw's, however, it has its advantages.

In any case, money spent for tickets will go to a very good cause—and you'll be privileged to see some excellent performing. That should be enough, even tho the play is something which, if set to music, would make a perfect Gilbert-and-Sullivan-type operetta.

BROADHURST

Beginning Wednesday Evening, April 29, 1942

THE LIFE OF REILLY

A comedy by William Roos. Directed by Roy Hargrave. Settings designed by Samuel Love and built and painted by the United Studios. Company manager, Sam Schwartz. Press agents, Bill Doll and Samuel J. Friedman. Stage manager, James Furness. Assistant stage managers, Francis Nielsen and Wardell Corey. Presented by Day Tuttle and Harold Bromley.

Johnny Ramsay George Mathews
Snake Foote John Call
Mike Norman Tokar
Rocket Reilly Peter Hobbs
Hankins Len Hollister
Frank Francis Nielsen
Jackie Moultrie Glenda Farrell
Smitty John Shellie
Horace Moultrie Loring Smith
Miss Collins Theodora Bender
Mildred Walker Charita Bauer
Harriet Guirita Donnelly
Miss Red-Hook Polly Walters
Cooper Howard Smith

The Action of the Play Takes Place in the Crescent Hotel, Brooklyn, New York. The Time Is the Present—an Evening in Summer.

ACT I—A Writing Room on the Mezzanine. Nine o'Clock. ACT II—Scene 1: The Moultries' Room. A Little Later. Scene 2: Rocket's Room. A Few Minutes Later. ACT III—Scene 1: Moultries' Room. A Few Minutes Before the End of the Preceding Scene. Scene 2: Rocket's Room. Immediately After.

One peculiarity of the current season has been accorded little mention—the large number of plays with good ideas and/or amusing dialog that have been made to look like dubs by bad acting, bad direction, bad production or a combination of all three. The latest victim is William Roos's *The Life of Reilly*, which Day Tuttle and Harold Bromley presented at the Broadhurst Theater Wednesday night.

The play, tho its plot is several light-years away from being a masterpiece, is really a very funny hunk of writing, with a large number of cracks that rate inclusion among the most amusing of the season. If they hardly seem to prove that at the Broadhurst, the fault is by no means Mr. Roos's. It stems, rather, from Roy Hargrave's direction, which has about as much sense of farce timing and pacing as the work of an undertaker's assistant, and from the performances of several leading players, notably Glenda Farrell, who lets down her lines with such dull thuds that you wonder whether she's dropping the script or a series of sandbags.

The not-too-Herculean plot concerns a Brooklyn Dodgers' pitcher whose brains have gone to his arm. A well-meaning but mosquito-minded young man, he is a redoubtable hurler, and on him depends the Dodgers' sole chance of shelving the Giants in the following day's game (a situation that seems odd in view of current events). He, however,

All Quiet . . .

NEW YORK, May 2. — Indications that opposition to the administration in Actors' Equity Association is in a state of coma are contained in the fact that Equity Council held a 15-minute meeting Tuesday (28), its shortest session in recent years.

Only topic that came up was whether or not Margot Graham, an alien actress (British), should be granted permission to appear in *The Strings, My Lord, Are False*, being produced by Edward Choate and Alexander Kirkland. Permission was given.

Only other stirring around the Association during the week was the naming of two additional regular nominees, Alexander Clark and Vivian Vance, as candidates for two-year council posts in the coming June 5 elections. No independent slates have cropped up yet.

rules his life by the advice of a fortune-teller not averse to telling him what days to pitch and then betting on the results.

He has been suspended—which causes bets to be made on the Giants—and then the night before the game the suspension is lifted. The fortune-teller, however, notifies the lad that he will kill someone before 12 midnight. This, quite naturally, upsets him—and he is further upset by a young lady whose husband has bet his all on the Giants. She gets the obliging young pitcher to "kill" her husband with a gun loaded with blanks that she has provided, hoping that this will force him to spend the next day in hiding; another gun (loaded) is substituted; and the subsequent events are wild, woolly and sometimes even amusing, such as the interlude wherein the lad insists that he's a murderer, and a Brooklyn cop, with thoughts of the morrow's game, puts him thru a third degree to force him to admit that he's not. Ultimately, the play simply stops, with most of its situations hanging in mid-air and looking a bit foolish about it, like a trapeze artist who has suddenly discovered that he's forgotten to put on his tights. That, tho, could—and should—have been fixed in rehearsal. Even a producer should have been able to see that the sudden curtain is ruinous to the play's effect.

Not much of that effect, tho, is left the script in any case, in the production at the Broadhurst. Mr. Hargrave's and Miss Farrell's yeoman contributions to the work of conscientious demolition have already been mentioned—the perhaps not so fully as they deserve. Also aiding in the destruction is Loring Smith, as Miss Farrell's "murdered" husband, and several of the minor players, including Charita Bauer as an ingenue who theoretically carries the love interest. On the other hand, Peter Hobbs does an amusing and pleasant job as the young pitcher himself, tho his necessarily assumed dim-wittedness occasionally tends to slow the proceedings. George Mathews and John Call do excellent jobs as a couple of auxiliary Dodgers, and the high spot of the evening comes with the richly comic pretending of Guirita Donnelly as a hotel chambermaid. Miss Donnelly, practically unaided, creates some of the season's most hilarious moments.

A lot of the play's lines are awfully funny; it seems a shame that they should be so completely nullified by the production.

"Ladies," Sex Show, Tops Loop Legit

CHICAGO, May 2. — The unseasonal heat has been playing havoc with legit grosses, and all but *Good Night Ladies* at the Blackstone have been off course for a couple of weeks. In its second week, *Ladies* did almost \$17,000. Should remain thru summer.

Blithe Spirit, at the Selwyn, faring mildly the last few weeks, announced its closing May 30, which will mean a 15-week run. Comedy has been getting only \$9,000 to \$10,000 a week. *Angel Street* is slipping at the Harris. It is now in its seventh week and, unless grosses pick up materially, it will probably depart this month. A \$7,000 gate last week.

Macbeth is doing only fair business at the Erlanger and is leaving Saturday (9) after a two-week run. George Jessel and Sophie Tucker in *High Kickers* will

Out-of-Town Opening

"The Walking Gentleman"

The Playhouse

WILMINGTON, DEL.

A play by Grace Perkins and Fulton Oursler. Presented by Albert Lewis and Marion Gering. Staged by Mr. Gering. Settings by Harry Horner. Cast: Margery Maude, Arlene Francis, Richard Gaines, Clay Clement, Arnold Korff, Jose Ruben, A. J. Herbert, Oscar Polk, Victor Francon, Minnie Dupree and others.

Another mystery play, which strives to make the audience part of the play itself, had its premiere before a good-sized and friendly audience in the initial presentation of Grace Perkins and Fulton Oursler's *The Walking Gentleman*. The detective-thriller brought to the Playhouse stage Victor Francon in his American debut. It seems that the French stage's loss is America's gain. Mr. Francon was ably assisted in his work by Arlene Francis and Richard Gaines plus a fine cast.

The plot concerns a personable young woman, in love with a psychiatrist who has restored her to mental health. She has suffered apparently at the hands of her ex-husband, a brilliant actor with homicidal tendencies. The psychiatrist plans to marry her, but fate intervenes. Police seek to find out what the woman knows about her ex-husband's past, but their efforts are frustrated by the doctor, who offers to question the woman himself and report his findings. The questioning, however, reveals no essential information.

The police become convinced that Forrest, the actor, had added another murder to his already long list and go in search of him. He is trailed to the apartment of his ex-wife, but efforts to break him down to a confession fail, and as he is led away by police he continues his insistence of innocence. Later, as the woman and the doctor are about to leave to be married, he makes his escape from the police and returns to the apartment. Then he really shows his homicidal tendencies by determining to suffocate his wife. But thru a ruse she manages to open the door, admitting the police. He tells his wife that he has prepared a cigarette which, when half smoked, will end his life. As the police close in on him he lights the cigarette and exits smoking it, defiant of everyone.

Technically, the play is a good one, needing a number of revisions to clip its extreme length. It has an excellent chance of survival since it is a dramatically entertaining vehicle and accomplishes its purpose of keeping the audience in suspense until the last minute. Alterations in the direction, to make the play move more quickly, ought to bring it complete success. Outside of the length, the only other criticism is the fact that many of the characters are difficult to hear beyond the first few rows.

Cast characterizations, even in minor roles, are excellent thruout. The stage settings, too, are far above the usual. The presentation was well received.

W. Brodie.

"MEXICAN MURAL"

(Continued from opposite page)

horn rumblings with singing; he can hardly confuse her present performance with acting.

Some of the others are even worse, aided by Mr. Lewis's delirious direction. Tho better than the rest, Perry Wilson failed to get any shadings into her work as the girl, and Norma Chambers played both the Virgin and the young lady who strips to her scanties. Anyhow, she showed—among other things—a versatility of type, if not of quality.

Eugene Burr.

Follow May 11 for two to four weeks. The Grand will reopen the same night with *Watch on the Rhine*.

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GARNEGIE HALL, NEW YORK

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.

"Candida"—100%

YES: Kronenberger (PM), Anderson (Journal-American), Brown (World-Telegram), Atkinson (Times), Watts (Herald-Tribune), Mantle (News), Coleman (Mirror), Waldorf (Post), Lockridge (Sun).

NO: None.
NO OPINION: None.

"Life of Reilly"—0%

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

NO OPINION: None.

"Keep 'Em Laughing"—94%

YES: Kronenberger (PM), Watts (Herald-Tribune), Sylvester (News), Atkinson (Times), Mantle (News), Coleman (Mirror), Waldorf (Post), Brown (World-Telegram).

NO OPINION: Lockridge (Sun).

N. Y. 2-a-Day Boom Continues; Wynn-Wood, Small Plan Shows; Palace Sticks to Straight Pix

NEW YORK, May 2.—The two-a-day vaude boom is assuming Gargantuan proportions, with three more shows scheduled to open shortly. New entry is Ed Wynn, who may do a glorified vaudeer soon, with George E. Wood casting. Wynn as yet, is not definite about the venture, altho Wood is casting about for names.

Other two shows are being cast by Paul Small. One, *Headliners of 1942*, is set to open in Chicago early June, with Bert Lahr and Joe E. Lewis in the leads. Al Bloomingdale, department store tycoon, is backer. Other Small venture is set for the Coast. This opus is as yet unnamed, nor has talent been signed, but it is reported that backing is definite, altho Small refused to name the angel. Small left yesterday for the Coast for the second time within a week to start work on this undertaking.

The current *Priorities* and *Keep 'Em Laughing*, both produced by Clifford Fischer, are doing very well. Original intentions of replacing *Priorities* with another show in June has apparently been abandoned, as this piece is doing capacity business. The Fischer office says he is contemplating no more shows for the time being.

Billy Rose may take the current Diamond Horseshoe show and book it either as a traveling vaude unit or remake it into a legit. However, this report is denied by a Rose spokesman. The Horseshoe show is scheduled to close shortly in favor of a new revue with a political theme.

The twice-postponed opening of Ed Sullivan's *Harlem Cavalcade* at the Ritz Theater here brings the number of current legit-vaudeurs up to three.

Performers stranded on the Palace Theater beach for many years, waiting

for the return of this vaude shrine, have been getting hyped up about the numerous truckloads of debris being taken out of Palace back stage. Inquiries revealed that the stage and dressing rooms were being cleaned out. Many performers even started brushing up on their acts. However, Charlie MacDonald, RKO division manager in charge of the Palace, says the cleaning-up process did not mean a change of policy there. Double features are doing all right, and, much as he'd like to restore the vaude flagship, there are not enough headliners around to insure 52 weeks of operation, he says.

Asked why the stage and dressing rooms were being cleaned, he gave a logical enough reason: "The place just needed it."

Miami Clubs Still Plug Stunt Ideas

MIAMI, May 2.—The Mayfair has introduced novel entertainment for the summer season, taking on the complete cast of Theater of the Fifteen, which closed recently at the Coral Gables playhouse. The play is *The Drunkard*. Something different here.

A farewell party was thrown at the Pago-Pago Thursday night for Dr. Arthur Marcus.

Jack Shea is putting on a "country store" stunt at the Riptide, which is a hummer.

The Beachcomber, in Miami Beach, closed April 25.

Chez Maurice Opens

MONTREAL, May 2.—Chez Maurice, local night spot, has changed management. Transfer of stock was completed when a company headed by Wille Proulx took over from Jean St. Jean and Leslie F. Hall, former co-operators.

Following renovations, the club now sports a color scheme of mauve and gold; dance floor has been raised and new lighting effects installed. Capacity is 400, while an additional 100 can be accommodated in the cocktail lounge.

Boston Spots Add Bands and Talent

BOSTON, May 2.—Clark's in Allston has been taken over by Paul Sutton, formerly owner of Brown Derby. Now closed for alteration, it will use orchestra, and may use other talent later.

Hotel Buckminster has Jose Dominguez, with Annete Henry, at its National Room. Free rumba and conga instruction and a champagne dancing contest at 9:30 are successful stunts. Business has increased since the addition of the orchestra. Beginning next week, it adds a floorshow twice a night.

Wages Boosted for Chorus

PHILADELPHIA, May 2.—Chorus Girls in local night clubs will enjoy a higher wage scale beginning this month. AGVA here hiked the minimum wage for line girls from \$25 a week to \$27.50. In addition, girls stepping out for a specialty now draw \$30 a week. There are more than a dozen lines of girls working the local spots, with nine of them booked by Eddie Suez.

Andrews Sisters for AC

NEW YORK, May 2.—Andrews Sisters have been given three dates at the Steel Pier, Atlantic City. Trio makes its bow there August 7 and follows August 28 and September 4. Girls started back to the Coast Friday (1) to make another film for Universal.

J. Dorsey Opens Akron

NEW YORK, April 25.—Loew's Theater, Akron (2,892 seats), gets a spot booking June 24 for three days with Jimmy Dorsey's band. House is a straight pic spot, but will pick up vaudeurs, when name bands are available.

Dorsey will hit this house prior to going to the Paramount, Toledo, May 31.

A "Late Show"

WILKES-BARRE, Pa., May 2.—Better late than never. The Economy Grocers' Association held a free dance and floorshow at the Hotel Sterling last week. It all happened this way:

When the annual association dinner was held February 15, a Broadway floorshow had been booked but failed to arrive. Guests at the dinner were told the floorshow plus a dance would be arranged later. The second affair was held during the week with the 10 acts, originally scheduled for February 15, featured.

Club Talent

New York:

AL BERNIE has been renewed for an additional four weeks at La Conga. . . . THE DUANOS open at Havana-Madrid May 7. . . . JOHNNY MACK has moved from the Commodore Hotel show to the Biltmore, Providence. . . . JOHNNY AND GEORGE going into their ninth week at the 19th Hole. . . . BOB AND TWINS in their second month at the Carlton Terrace in Queens. . . . FRED LE QUORNE recovering from effects of injuries sustained in the Hudson Tube wreck. . . .

Chicago:

JIMMIE DUNN (not the former movie star) is back in the biz as emcee and comedy singer after spending several years in the real estate line. He says the old-timers are due for a break, due to young comics leaving for the army.

ROSITA ROYCE will top the new show at Colosimo's, opening May 7. . . . GILLETTE AND RICHARDS are set for Harry's New York, starting May 13. . . . MARTEN BROTHERS AND FAYNE, closing at the Rumba Casino this week, move to the Edgewater Beach Hotel May 22. . . . EVA HAMILTON is the new billing for Eva Ortega, who has changed her name because of the many Ortegas in the business. . . . FERNANDO AND PAIR, marionette act, are at Helsing's, following a run at Baron's 100 Club.

Hollywood:

VICTOR BORGES, featured at the Little Club, followed Lena Horne, who is doing a picture turn. . . . BILLY REED, current at Slapsy Maxie's, has been signed by William Morris Agency. . . . ELIZABETH TALBOT-MARTIN has closed at Charley Foy's Supper Club and left for San Francisco. . . . LORRAINE ELLIOTT, who closed nine months here to go to Florentine Gardens with Ozzie Nelson's orchestra, is back. She's doubling on a radio show over the Blue with Jack Owens, songwriter-vocalist. . . . JERRY AND JEANETTE, midget song and dance team, have been added to the Foy show. . . . BILLY GRAY and JUNE CARSON have been held over at Pete and Billy Snyder's Band Box. . . . FOUR STEPP BROTHERS have opened at the Triton in South Gate. It's a return engagement, thru Lou Dorn Agency. . . . GRACE POGGI AND IGOR now featured at Florentine Gardens.

Here and There:

TORCHY COLE in his 10th week at the York Club, Pittsburgh.

HENRI THERRIEN, singer, went into the Glen Echo Casino, Williamsville, N. Y., April 20, for two weeks; then four weeks beginning May 17 at the Latin Quarter, Boston, with the New York Latin Quarter to follow.

JEAN RICHEY has been held four more weeks at the Sans Souci Restaurant Gardens, Havana. . . . RALPH LEWIS is in his ninth week at Queen's Terrace, Long Island, N. Y. . . . ARTHUR BORAN, following four weeks at the Embassy Club, Jacksonville, Fla., heads a USO unit, *Sweethearts of Uncle Sam*, set April 26 thru May 1 at the Majestic Theater, Paterson, N. J. . . . RAY ENGLISH, dancing comedian, wound up a return engagement at the 5 o'clock Club, Miami Beach, Fla., April 22.

DAVE APOLLON to the Esquire, Montreal, May 4. . . . NICK LUCAS follows May 16. . . . JAN MURRAY, after closing at the Royal Palm, Miami, went to the Adams, Newark, April 30. . . . CHEENA DE SIMONE Dancers followed their Leon & Eddie's engagement with the Yacht Club, Pittsburgh. . . . JOSE LOPEZ, of the Del Rios, inducted and now at Craig Field, Ala. . . . PRINCESS ORELIA AND PETE current at the Ubangi, New York. . . . TIRZA has opened at the 26 Club,

Radio's Summer Swan Song Boon To Vaude Tours

NEW YORK, May 2.—Shuttering of radio shows for the summer is expected to release a batch of name bands and name performers for vaude tours, thus temporarily relieving the bookers' worries over headline talent.

Bookers are expecting one of the best flesh summers in years because of the upping of the pay rolls thruout the country.

Music Corporation of America is already starting bookings of radio and film personalities. MCA has an authorization to book Dennis Day, from the Jack Benny program, starting June 1. Phil Harris and Skinnay Ennis are also set for vaude, to head packaged shows.

Judy Canova, from pix, starts at the Palace theaters in Akron and Youngstown June 19, with Bernie Cummins ork.

In addition to film and radio names, Freddy Martin will start vaude in October and Eddy Duchin and Tommy Tucker begin similar tours in June.

New Rivals for 606 Big-Show Idea

CHICAGO, May 2.—The first serious competition to the 606 Club, which uses nude acts, will start Monday (4) when the Royale Frolics, a neighboring cafe, reopens with a continuous show of 20 or more acts.

The 606 Club the past few years has been the top money-getter among the late-hour places, catering to good spenders attracted by the big show (usually 13 acts). The Frolics is using a few standard acts in its first show (including Bill Baird, Grisha and Brona, and San Souci Dancers) as well as name strips (Scarlet Knight and Cecil Von Dell, among others).

The Brown Derby, another spot located close enough to be a 606 neighbor, has been getting its share of the biz with a girl and comedy show, five or six acts, including a standard strip act. The Hi Hat, near North Side club which used to book names, recently switched to a "20-act show," using singing and dancing girl specialties. The policy is on the order of the Bowery, Detroit, but sans a name act.

Cafe people look at this trend as a reflection of current times. Working people attracted to these spots pay less attention to dress formalities and more to prices and the size of the girl shows.

Rio Bookers Plan Night Club Route

RIO DE JANEIRO, April 25.—Luiz Carlos Well, head of the local Well Agency, has wound up a huddle with Jose Carvalho, of the Empresa Brasileira de Artistas of Sao Paulo; Jose Maria Cardoso, head of the Cathea Agency in Curitiba, and Ferreira Navarro of Buenos Aires. Group is concentrating on the development of additional playing time for performers.

Well says the virgin field, when opened, will offer 14 additional weeks.

Another angle is the formation of units, patterned after the USO-Camp Shows in the States, to tour army posts. Idea will be presented to government for approval.

Milwaukee. . . . SYLVIA LARUE at the Hotel Hayward, Rochester. . . . HAUKANNE AND LONYA holdovers at the Top Hat, Union City, N. J. . . . HAL LEROY and Jackie Heller head the May 1 show at Glenn Rendezvous, Newport, Ky., for two weeks. Lois Andrew tops the show May 15. . . . MAURICE AND MARYEA closed three weeks at Hotel Netherland Plaza, Cincinnati, Thursday (23) and May 1 began a two-weeker at Hotel Jefferson, St. Louis.

MARINO AND DE VOLL have concluded seven weeks at the Flamingo Club, Orlando, Fla., and are current at Club Maytag, Phenix City, Ala. . . . NIK NEVEL TRIO has opened for MCA at West Front Grill, Dover, O. . . . BURNS TWINS AND EVELYN are currently playing West Coast theaters. . . . RAUL AND EVA REYES, now at the Rice Hotel, Houston, have a new bongolst in Phil Sanchez.

Lewis Ice Show Is Held Over in Boston

BOSTON, Mass., May 2.—Dorothy Lewis continues to attract the largest and classiest of all crowds at the Oval Room of the Copley Plaza Hotel here. Her engagement will be extended to end of July. Cover charge of \$1 makes this the only local night spot charging a cover. The covers for the month of April were 8,800. Cliff Williams has been replaced by Hal Saunders band, which played at St. Regis, New York, for four years.

Oval Room seats 300. Two shows nightly at 7:30 and 11:30. Matinee Saturdays.

Berniece Williams, one of the show girls, to be replaced by Mitzel Dexter, local beauty and runner-up in a newspaper skating contest.

Out-of-Town Clubs Asked To Post Bond

CHICAGO, May 2.—Jack Irving, local executive secretary of the American Guild of Variety Artists, says he has started a drive for the posting of bonds of out-of-town clubs. Process is a slow one, he explains, for he has to make the trips himself and deal with each spot individually.

Lined up so far, according to Irving, are the Faust Club, Talk-of-the-Town Club, the Playhouse and It Club in Peoria, Ill., and the Club Royal in Belleville, Ill. A cash escrow totaling a week's talent nut is demanded and placed with the spot's local bank.

Six Clubs, Three in Chi, on Unfair List

CHICAGO, May 2.—American Guild of Variety Artists here has placed on its unfair list the Grand Terrace Cafe, Tony's 909 Club and the Ton-o-Fun, all local spots, as well as the Pirtz Club and French Village, Dayton, O., and the Springhurst Club, Lexington, Ky.

Most spots are charged with paying under scale. Grand Terrace deducted a day's salary from acts because the spot does not run shows during the band's night off. AGVA says acts must be paid for a full week.

Chez Maurice, Montreal

Talent policy: Dance band; floorshows at 9 and 12:30. Management: Wilfred Proulx, operator-manager; Al Weber, revue productions; Allan Spencer, publicity; Emile, headwaiter. Prices: Dinners from \$1.50; drinks from 60 cents; Minimum, Saturdays and Sundays, \$1.50.

New management took over this haunt, and after a brief closure for redecorations club has blossomed forth a veritable showplace.

Impressive fare for the reopening is topped by twinkletoes Dixie Dunbar, who taps out a tantalizing tattoo. Knows her stuff well, altho slightly handicapped by new raised stage here.

Lester Cole, besides introducing his six charming Debutantes, also emcees in suave manner. Girls capture the imagination of the crowd, as young voices blend in perfect harmony. Arrangements that click include a melodious medley of *Showboat* songs, as well as *Blues in the Night* and *Loch Lomond*.

Bob Neller and his animated dummy add a note of comedy with some fancy chit-chat and a nifty whistling duet.

Ana adagio act by the Knight Sisters is spectacular. The crowd was positively enthralled as the slight, easy-to-look-at twins tossed each other about like feathers, executing difficult dances in amazing fashion.

The trim new 12-girl line also scores. Arrayed in picturesque costumes, the chorus sets a pace of its own with routines which include a tricky minuet, a hula and a *Blue Danube* novelty. Harry Gelfand and His Men of Melody furnish music for both show and dancers.

Cal Cowan.

Latin Quarter, Boston

Talent policy: Dance and show band; Latin relief band; shows at 7:30 and 11:30. Management: Lou Walters, proprietor; Charlie Hoover, manager; Steve Pothier, headwaiter; Don Arden, producer; Frank Cronin, press agent. Prices: Dinner from \$1.75; cocktails from 45 cents. Minimum \$2 daily; \$3 Saturday.

Show is fast, well produced and smartly presented. Tony Bruno and orchestra do marvelous work playing this show. Bruno introduces the star of the show, Benny Rubin, local boy who made good. He tells stories with various accents and dialects to nice applause.

Biltmorets, three girls, dance, twist and turn on hand and foot. Stopped the show and had to beg off.

Six Lovely Ladies, singing sextet, have a flashy appearance and cuteness which instantly put them over. Their concert style drew encores. Also solo in turn and closed with *Rose O'Day*.

Line then does a production number to *Prelude in Blue*. Tastefully gowned and do some fine dancing.

Tommy and Betty Wonder do a fast tap, and Betty sings an original, *I Don't Know From Nothing*. Tommy comes out with a lifelike prop dancing partner that makes the patrons gasp. Kept the crowd in an uproar. Benny took the floor with a story about a refugee in his main appearance. The ensemble ladies do a leopard dance in appropriate costumes. Packing them in every night.

Harry Poole.

Blackhawk Cafe, Chicago

Talent policy: Dance band; shows at 8:30 and 11:30. Management: Otto Roth, operator; Don Roth, manager. Prices: Minimum \$1 (\$2 Saturdays); dinner from \$1.50.

Still a good spot for a band, not only because of the reputation of the room but also because of the valuable WGN (Mutual) air time. Ted Weems is the current attraction. Altho a familiar outfit in Chicago for years, this is Weems's first appearance at the Blackhawk. He is in on a guarantee and a percentage and, up to date, has been collecting a pretty decent overage.

The band is now paying more attention to swing, aware of the demands of young dancers today. It recently added fresh material in the brass section, including a couple of Jan Savitt men and a Tommy Dorsey lad. The swiny arrangements are written by Joe Haymes, former band leader, who displays an abundance of five-school talent.

Weems is without a name warbler and, while he does nicely, he could use one if only for a decorative effect. Vocally, the maestro has sock material in Perry Como, one of the better band balladeers; Elmo Tanner, whistler and pop tune dispenser, and Billy Blair, fat bass playing comic and rhythm singer. Another good feature is Orm Downs, veteran

Night Club Reviews

drummer, who gets his inning in any number of selections calling for a fancy display of drumsticks.

The show is brief and most of it is presented by the band. The McKays, comedy dance team, are the only outside act, satirizing a waltz, presenting the embarrassing situation of a waiter helping a lady who has had too many drinks, and closing with satires on how various dance steps originated. Okay stuff, but this room is a tough one on comedy dance acts.

Weems is in for eight weeks, with an option for four more.

Sam Honigberg.

Peabody Hotel, Skyway, Memphis

Talent policy: Dance band and vocalists. Management of hotel: F. R. Scutt, vice-president and general manager; Roy D. Moore, business promotion manager and band booker. Prices: Dinners (no cover) from \$1.25, cover charge for non-diners, \$1; no drinks sold over the bar except beer and ale.

Widely advertised as "the South's most beautiful supper club," this spot regularly draws the elite and, since defense plants came to Memphis, an ever-increasing number of wage earners. Service and appointments are impeccable.

Art Jarrett and orchestra are current, featuring Betty Barrett and Brad Henry as vocalists, with Jarrett himself taking the mike occasionally. There is no floorshow, which leaves a bad drag during orchestra intermissions.

Audience desire for floorshow was evidenced during Miss Barrett's warbling of *Chattanooga Choo-Choo*. Piece started as a band number, with almost everybody dancing. As she went thru her colorful rendition, more and more people stopped dancing to watch and listen.

Program was of pop tunes, with Jarrett, Henry and Miss Barrett taking turns on vocals. Jarrett sells a tune excellently but is not quite up to selling his band. Henry does a workmanlike job. Miss Barrett has plenty of color, a strong pleasant voice and good looks, but needs developing.

Ted Johnson.

Jimmy Brink's Lookout House, Covington, Ky.

Talent policy: Dance and show band; floorshows at 9:30 and 12:30. Management: Jimmy Brink, owner; Howard Smith, manager; George Rahe Jr., publicity. Prices: Dinners from \$1.50; drinks from 40 cents; minimum \$1.50; Saturdays, \$2.50.

Earl Leslie's and Flora Duane's *Grandfather's Follies*, which began a four-weeker here April 21, is entertaining night club fare, but it's apt to prove disappointing to those who saw the original version which showed here two years ago. The original unit was in a class by itself; it was a novelty idea well presented. The latest opus is merely a hodgepodge of old-time and modern songs, dances, bits and blackouts that stamps the finished product as just another show. Where the original version hugged the Gay '90s idea closely, the new unit injects too much of the modern into the production, including even a radio announcer.

Leslie and Miss Duane are given top billing, but contribute little to merit it. Do some warbling of the *Bird in the Gilded Cage* variety and some Gay '90s dancing in comedy vein that wins 'em a fair hand. Best in the show are the Equillo Brothers, holdovers from the original opus, who score in their usual fine fashion with their cleverly routine hand-balancing and strong-arm acro stuff while singing or whistling thruout, and Harry Savoy, who does an able job of the comedy, altho his type of stuff isn't befitting of the Gay '90s theme and doesn't stack up with the laugh material handed out by Van and Allen in the original show. The blackouts presented are pretty familiar stuff to burly fans.

Show carries the usual sextet, which indulges in some fairly sound harmony work led by John Barry. The line girls (9) are up to snuff on looks and shape, but lacked precision at the opening. Virginia Lolita packs the only sound voice among the female contingent.

Business continues good here, altho this unit isn't pulling 'em in the way its predecessor did.

Bill Sachs.

Adolphus Hotel, Century Room, Dallas

Talent policy: Dance and show band; production floorshows at 1, 8:30 and 11 p.m.; Art Victor, producer. Management: H. Fuller Stevens, manager; Jeff Starnes, room manager; Abe Berger, publicity; bookings by MCA. Prices: Dinners from \$1.75, no drinks served; cover, 75 cents.

The fourth unit of Art Victor's *Ice Time* show for this room is a well-rounded ice revue, with Ligon Smith's orchestra as the room's stand-by. Smith's small but well-balanced band played 20 weeks at this spot last summer and has been the room's dance and show band since January 8.

Following the pattern of Victor's other shows (changed every four weeks), current revue is excellently staged, brilliantly costumed and smartly directed. Opens with the Adolphus Sweepstakes—a race-track fantasy on ice with the four Victorettes. Tommy Cunningham, vocalist, doubles in a neat job as commentator. Audience liked its participation in prizes awarded to the holder of ticket with name of winning horse.

Jo Ann Barr packs plenty of personality in her Texas routine, done in attractive cowboy costume. Little Red Riding Hood's childhood story is excellently done by Jean Wold and Buddy Lewis. Audience liked it.

Peter Killam introduced a fast-paced ice routine, dressed as a New Orleans cut-up and dance-skated to a boogie woogie tune.

Buddy Lewis got plenty of applause with his fast acro and jumping feats on ice. Winds up with his Ripley Believe-It-or-Not stunt of jumping seven hurdles thru a flaming hoop.

Show's sock number is its finale, *Parade of Allied Nations*. Its telephone prolog is a smart bit of staging, with Jean Wold calling Washington and with operator and phone exchange shown in background. Commentator Cunningham introduces the skating ensemble in characteristic costumes of the allied nations.

Room has drawn capacity business.

Frank W. Wood.

Casino Urca, Rio De Janeiro

Talent policy: Show and dance bands; floorshows at 10 and 12:30. Management: Luiz Peixoto, director of entertainment; Jorge Margerie, booker; A. D. T., Ltda., S. A., publicity.

Show, consisting chiefly of holdover talent, is appealing to eye and ear. Publicity staff has been doing a bang-up job to attract the local spending crowd in order to offset the loss of the tourist trade. Biz has been consistent.

The Ray Ventura Parisian band; Chucho Martinez, Mexican singer, and the Lee Broyde-Leslie Miller combo, on the Hammond and Novachord respectively, are highlights. The Carlos Machado band, very popular with Cariocans, returns following a summer season at the Tennis Club in Petropolis, under Urca management.

Urca girls (Brazilian line of 22) open and close the early show. Don, Dolores and Doree, American male and two fems, holdovers, offering the same routines, clicked solidly. Trio has style and sells. Congeroo dancers are on for two routines, one new and the other carried over from previous show. Group, booked originally for six weeks, are in their 10th week.

Silvino Netto, from radio Tupi, dished up gags and chatter, just what the customers were waiting for. Good timing.

The late show got under way with Lee Broyde-Leslie Miller giving out war tunes and a medley of Brazilian tunes to a near show-stop. Ray Ventura band (five brass, four reeds and six rhythm) takes over the next 20 minutes. Ventura does straight stickwaving; Coco Aslan the character and novelty vocals, and Micheline Day the straight vocals.

Novelty arrangements predominate.

Lal Poun Troupe, fem and four male, opened with acro and contortion. Outstanding was the youngest member tying himself in knot atop a small pedestal. All on for finish, spinning plates on bamboo sticks. Drew a good hand.

Chucho Martinez's singing registered solidly. Offered *Manana Vendras, Tu Volveras* and encored with *Incertidumbre*.

Production number, *The Great Waltz*, closed. Gao band played show music, alternating with Machado and Vicente Paiva bands for dancing. Leo Albano emceed both shows, also vocaling.

Food, service and drinks excellent, as usual.

James C. MacLean.

Music Bar, New York

Talent policy: Continuous musical entertainment from 9 p.m. Management: Walter Kirsh, manager. Prices: a la carte.

Another neighborhood club on upper Broadway that surprises you. It is a roomy, nicely lighted bar and lounge accommodating 300, and using musical entertainment and dance music as lures.

It opens at 9 p.m. and does mostly drink business. Main attraction is Eugene Jelesnik's small but fine band, here for nine weeks. Jelesnik's exquisite fiddling is a delight both in the once-nightly floorshow and also leading his four musicians. He has with him a fine string bass man, Irving Lang, who doubles on mandolin and vibes; Jack Barton on drums; Marty Kent on piano, and Jack (Chico) Cole on flute, sax, clarinet and Spanish vocals. It is a small, well-knit, versatile combo that makes the dance music bouncy and draws crowded dance floors.

Lang does a good vibie solo during the floorshow; Jelesnik held close attention with his deft rendition of three dreamy numbers; brunet and fresh Frances Daley sold a couple of pop tunes, displaying a very good voice and vivacious delivery, and the Three Harrison Sisters offered a few lively rhythm tunes. The girls, young and neat, handle the band intermissions, singing pop tunes in various styles, altho they appear best at rhythm tunes. Voices blend nicely. Art Zweibel is their pianist.

Food, drinks, service okay in every way.

Paul Denis.

El Grillon, Mexico City

Talent policy: Production shows at 12 midnight and 2 a.m. Management: Manolo, Mexican cabaret man; Guido, chef from Cro's, Hollywood, and George, also from Hollywood and Miami. Prices: Dinner, 7 pesos, from 8:30.

A new, intimate and distinctive night club not yet a month old but doing fine. Dining room: seats 300; decorated in modernistic style, with indirect lighting in rose and blue.

A tops Spanish dancer, Trinidad Soler, is playing her first night club engagement here, coming from concerts in South America. She dances with true distinction and with an exquisite refinement quite removed from the usual Spanish and Gypsy stuff. Her work is a true reflection of her rich personality. Her castanet playing attains the status of a fine art, elusive, of infinite moods, refined. Her costumes, suggested by Goya, were designed by Henri de Chailion, Paris. Her accompaniments come from Albeniz, Turina, Granados, all Spanish classics.

From Mexico she goes in June to the Rainbow Room, New York, booked by Ramon Reachl, thru MCA.

Charles Poore.

Merry-Go-Round, Dayton, O.

Talent policy: Show and dance band, with floorshows at 11:30 and 1:30. Management: George and Henrietta Lantz, proprietors and managers; Ralph Donahoe, emcee. Dinners from \$1.25; drinks from 25 cents. Door charge, 30 cents weekdays; 45 cents Saturdays and Sundays. Men in uniform and their ladies free door except Saturday and Sunday.

This continues as the only night spot

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featuring
JANE WOOD and DOUG SYLVAN

Now appearing at **Lou Walters'**
LATIN QUARTER Broadway
New York

Booked by Miles Ingalls

In this region using name bands and a floorshow. Always packed on the weekend, the heavy increase in war work here has also made early week nights unusually good for business. Lang Thompson is just closing a two weeks' engagement, to be succeeded by Reggie Childs for three weeks.

Idea of no door charge for uniformed men and their ladies, as well as parents when they visit them, has caught on big, and at times the place looks like ladies' day at a military post.

Floorshows, with two or three acts, each offering a couple of turns, are changed each Monday. Current layout is headed by a smart dance team, King and Roche, who open with a statutory dance based slightly on the Pygmalion idea and encore with an apache. In the second show they base their dance on a weird conception of Dracula.

Al Tucker, old-time fiddler, is one of those slickers who can extract fast tunes by holding the bow in almost any position, a stunt which goes over big with the audience. Sue Leonard, single, taps her way into favor with military, Indian, rumba and Hawaiian numbers.

The band generally comes in for a novelty number, Thompson using *To the Shores of Tripoli* as a patriotic opening, and later his own arrangement of *Deep in the Heart of Texas*. Yvonne, vocalist, sings solo and on occasions is joined by Thompson. *Rob Adams.*

Blackstone Hotel, Mayfair Room, Chicago

Talent policy: Dance band; floor entertainment at 9:15 and 12:15. Management: A. S. Kirkeby, managing director; Mary Anderson, publicity; Emile Holmer, host. Prices: A la carte.

This smart society spot continues to attract heavy business and except for Mondays sells out for dinner. The single floor attraction policy, in effect since the reopening of the spot, has given way currently to a double-feature show, including Yvette and John Buckmaster. They don't jell together, even tho individually each has plenty on the ball. The room will probably be better off to continue using only one act, since patrons do not expect more—so long as the act is a good one. The problem of finding box-office names is a difficult one, however.

Yvette is the more commercial performer here, impressing with a smart set of songs and a fresh, attractive personality. She has developed a charming delivery and paints a tune with a soothing voice. Her French accent augments her appeal. Offers both pop tunes and special material.

John Buckmaster's off-the-beaten-path impressions and caricatures are comparatively limited in appeal. When he dishes out sharp satires on Raymond Gram Swing or James Fitzpatrick, he is at home for a wide audience, but with such items as a French radio show, a Shakespeare play opening and *Things That Annoy Me*, he is directing himself to a select circle. As a performer he is good thruout.

Neil Bondshu and his 10-piece band play show music and dulcet dance tempos. Good society outfit that minimizes the brass and emphasizes reeds and strings. *Sam Honigberg.*

Jimmy Kelly's, New York

Talent policy: Show and dance band; floorshows at 8:45, 11:45 and 2. Management: Jimmy Kelly, owner; Tony, headwaiter; Emmett Conniff, press agent. Prices: \$2 minimum after 10:30.

Probably the biggest draw of out-of-towners in Greenwich Village, Kelly's

continues to fill up regularly. On tap is the usual Kelly floorshow: a succession of strips interspersed with a dance team and a couple of singers. It's a long show and the floor is tiny, which limits the performers, especially the dancers. But patrons loved it.

Entertainers include Glenda Hope, vivacious, personality-full singer of risqué tunes peppered with brash remarks at patrons; Carlton and Juliette, veteran ballroom team, did all right considering the tiny floor; Faith Arlen, cute brunette whose fan dancing is okay; Helen Holmes, pretty brunette who sings ballads pleasingly; Dianita Riviera, cunning little brunette whose dancing is ordinary but whose figure is just right; Jean Walters, who sing-talks entertainingly specials on such delicate subjects as *A Stiff on a Skiff*; Renee, a plumpish brunette who displayed her ample curves in a *Mme. Pompadour* cellophane costume; Margaret Gray, who showed her figure in a fancily titled bit called *Three Moods of Love*, and Tanya, who also displays a fancy chassis in a Russian number.

Ira Yarnell, baritone, emsees without helping the show in any way. He also joins tenor Vaughn Comfort in pleasing harmonizing of standard and pop tunes. Joe Carter, playing a screwball togetstick contraption, and pianist George Schaub handle the between-show intermissions well. Joe Capello's band, practically a fixture here, handles the music assignment competently.

Food and liquors okay. *Paul Denis.*

Drop Unit Plan as "Hattie" Disbands

PHILADELPHIA, May 2.—Plans calling for *Panama Hattie*, legit musical, to go out as a tab vaude unit, have been scrapped. Show closes a three-week run tonight (2) at the Forrest Theater here, and company will disband. It had been planned to cut the show down to vaude requirements, keeping the same leads. Some theater dates had already been lined up, and the unit was skedded to return here for June 5 week at the Earle.

Since vaude houses call for four and five shows a day, compared to the one and two a day on legit time, some principals wanted heavy pay hikes, which would have made the cost of the unit prohibitive for vaude.

Boston Class Spots Opening for Summer

BOSTON, May 2.—Class spots, such as Sheraton Hotel and the Ritz-Carlton, are reopening their roof gardens. The Sheraton will use same policy as last year, Harry Marshard orchestra, and a local band, opening May 21.

The Ritz-Carlton Roof will increase its budget, opening May 8. Leo Reisman orchestra, Adelaide Moffet, George Hale's Powers Models (6), and Maurice and Cordova compose the opening bill, set for three weeks.

Memphis Club Opens

MEMPHIS, May 2.—Clearpool Pavilion, nitery owned by Joe Garavelli, opened its eighth season last week. The club now has tables for 300. Carl Hack is in his seventh year as manager.

Burke's band, a local ork, has been booked for a repeat this season. Because he is in the army, Pete Burke is absent. The band is directed by Howard Harvy, clarinetist. Nine pieces.

Night Club Follow-Up Reviews

TRIANON BALLROOM, SOUTH GATE, CALIF.—Duke Ellington and orchestra opened for six weeks here April 2. The first week the show was not built around the band and three acts were used. The second week two acts were used, but the band was worked in for a good portion of the show.

With Ellington emseeing, show gets under way with Sonny Greer, drummer, beating out a drum roll, with Rex Stewart, trumpet, coming in for a bugle call and ending with a high D flat. Marie Bryant does a chorus or two of *Fuzzy Wuzzy*, fair entertainment which she backs up solidly with Harlem strutting. Herb Jeffries went solid even higher on *Flamingo*. The Three Rockets, fast-stepping boys, neat in white flannel trousers and maroon coats, work hard on rhythm tap. Top precision and solid solos, with splits and fast steps. Had to beg off.

Ivie Anderson's renditions of *Rocks in My Bed*, *It's Nothing*, and *He's I-A in the Army* got plenty of applause. Stopped the show cold. Marie Bryant and Ray Nance, trumpet, closed the show with a dance that got plenty of laughs. *Abbott.*

EDGEWATER BEACH HOTEL, CHICAGO.—The last half of April marks the *Blossom Festival* at the Marine Dining Room, the most colorful show of the year. For the occasion producer Dorothy Dorben whipped into shape some decorative numbers executed by her line of girls and the floorshow acts. In the two evening shows the kids cavort thru a farm number, an Easter parade, a Latin concoction and a garden finale bedecked with flowered arches. Blanche Bradley and Her Singing Marines (6) have been held over to participate in the flashy scenes. Their singing is not effective, but the appearance isn't bad and they certainly help populate this large floor.

Pritchard and Lord, standard ballroom tap and ballet turn, are featured in their own act, consisting of fast and tricky routines. Miss Pritchard dominates the finales of both shows with her accomplished spins.

Henry King's band, in Chicago for the first time in several years, fits the room well. The boys concentrate on dance music, some of it on the sweet side, some of it swingy, but none of it loud or messy. King makes a good front at the piano. Mae Allen, vocalist, sings infrequently; a good voice but a frigid personality. *Honigberg.*

CONGRESS HOTEL, GLASS HAT, CHICAGO.—This popular room continues as a business leader in town and, because of the long hours, still furnishes musicians one of the best paying jobs in this area. Vincent Bragale's capable six-piece band returned for an indefinite run, and it stacks up with the better combinations that have graced this bandstand. Bragale is a showman as well as a fiddler and vocalist and makes you feel that he enjoys working for you. Basic instrumentation consists of three rhythm, trumpet and accordion.

New girl vocalist, featured here as an added attraction, is Ellen Connor, clean-cut blond with a nice enough voice for pops. Ought to do well once she becomes familiar with the room.

Paul Kalling is finishing his eighth year as host and boasts a following all his own. *Honigberg.*

CHEZ PAREE, CHICAGO.—Club has revamped its current show, Phil Regan and the Murphy Sisters replacing Jean Sablon and Estelita. Regan is a handsome Irish singer who should develop into a good cafe act. Tho still limited in cafe experience, he is beginning to feel his way around on a floor. Has a clean cut, warm personality and his sets include standards (*Night and Day*) as well as pops (*Rose O'Day*, *White Cliffs of Dover*).

Murphy Sisters are a good-looking harmony trio who pay more attention to the mike than they do to customers. Their voices blend nicely.

On night caught Lew Parker subbed for Jackie Miles, who was called into New York by his draft board. Parker repeated his theater turn of gags and songs and, considering the lack of time to prepare for this job, fared all right.

Balance of talent includes Mata and Hart, Key Taylor, line of 12 girls, Buddy Franklin's show and dance band and a rumba combo fronted by Lucto Garcia. *Honigberg.*

CLUB GAUCHO, NEW YORK.—Closed since March 1, due to trouble with the liquor board, this tiny, colorful nitery in the Village section has reopened.

The floorshow is small but lively. Nedra Madera, sexy brunette, is back and doing an energetic rumba and a sinuous bolero. Tall, brunet Elissa sings almost in a whisper Latin tunes. Nice personality, but you can't hear her. Maria Del Carmen is the best thing in the show. She does castanet dances with verve, showmanship and grace.

Don Carlos leads the small orchestra, adequate for this spot, and gets surprising color into the Latin rhythms. The South American Troubadours, two men with guitars, sing in the show and at the tables. Fine.

Pedro Vall emsees the show and keeps getting smoother all the time. *Denis.*

CAFE SOCIETY DOWNTOWN, NEW YORK.—Albert Ammons and Pete Johnson continue to hammer boogie-woogie rhythms out of twin pianos, and the fine Teddy Wilson ensemble still furnishes jazz for dancing and show-backing, but all the rest is new here.

Lil Green, of whom swing statisticians speak in hallowed whispers, is in with her classic blues-singing style, and opening night had the customers cheering. Gal is on the portly side—no beauty-contest winner either—but no-body pays any attention to that, because she sings the blues the way great musicians play 'em—from the heart. Had to beg off.

Phil Leeds, sprightly comic from *O/V We Sing*, shows a fresh approach and some new gags, to make his first nitery venture a quite successful one. Humor is of a satirical sort, interspersed with a lot of screwball songs and burlesques of screwball characters. Registered nicely.

Ammons and Johnson drew the usual admiration for their frenzied eight-to-the-bar stuff, and Teddy Wilson got his quota of handclaps for a few numbers which opened the show. *Carter.*

Several Changes In Marcus Roster

DENVER, May 2.—A. B. Marcus Revue 1942 has welcomed back one of its acts, but two other members of the cast have left. Ed McCurdy, once a gospel singer, has rejoined after a month's absence due to a tonsil and sinus operation.

Sparky Kaye, comedian with the show seven years, has left to join the army. Sue May Lee left the show at the conclusion of the Denver run and will marry Danny Brennan, Denver business man.

After completing appearances in Salt Lake City and Ogden, Utah, next week, the unit goes to Vancouver for two weeks and then Seattle for three weeks. Following that, show moves to San Francisco for two weeks.

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NAT D. RODGERS

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3 WINTER SISTERS 3

(EFFIE—MAE—DOROTHY)

Currently Appearing at

LOU WALTERS' LATIN QUARTER NEW YORK

Thanks to our Exclusive Representative

HARRY NATHANO, 48 West 48th Street, New York

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

A

Acromaniacs (Chicago) Chi, t. Alexander, Cecil (Family) Scranton Pa., 4-9, t. Allen, Burns & Cody (Chicago) Chi, t. Allen, Vera (Royale Frolics) Chi, nc. Allyn, Jack (Queens Terrace) Woodside, L. I., N. Y., nc. Ames, Jimmy (Brown Derby) Chi, nc. Ammons & Johnson (Cafe Society Downtown) NYC, nc. Anthony, Allyn & Hodge (Park Central) NYC, h. Arden's, Donn, Revue (Glenn Rendezvous) Newport, Ky., nc. Ashburns, The (Rainbow Grill) NYC, nc.

B

Bacon, Faith Page (High-Way Casino) Fall River, Mass., 4-9; (Tower) Kansas City, Mo., 15-21. Baird, Bill (Royale Frolics) Chi, nc. Baker, Bonnie (Hurricane) NYC, nc. Banks, Sadie (Old Roumanian) NYC, re. Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc. Barry Sisters (Riverside) Milwaukee, t. Baxter, Marianne (Hurricane) NYC, nc. Belling, Clem (Capitol) Lynn, Mass., 7-13, t. Belmont Balladeers (Belmont-Plaza) NYC, h. Belmont, Barbara (Hurricane) NYC, nc. Belmont Bros. (Chez Ami) Buffalo 4-16, nc. Belmonte, Gloria (El Chico) NYC, nc. Benson, Roy (Commodore) NYC, h. Bergen, Jerry (Florentine Gardens) Hollywood, nc. Berl, Ben (Roxy) NYC, t. Bernard, Freddie (Old Roumanian) NYC, re.

AL BERKMAN VOCAL COACH-ARRANGER For the Better Performer NEW YORK CITY PHILADELPHIA Brill Building Earle Theatre Bldg. 1619 Broadway (49th) 1026 Market

Bernhardt, Jean (Dudley) Salamanca, N. Y., h. Bigbe, Dorothy (Queen Mary) NYC, c. Blackwell, Carlyle (Diamond Horseshoe) NYC, nc. Blackstone, Nan (Lindsay's Sky Lounge) Cleveland, nc. Blanchard, Jerry (Queen Mary) NYC, c. Blanche, Jeanne (885) Chi, nc. Blond Rumba Team (Dudley) Salamanca, N. Y., h. Boag, Wally (Fensgate) Boston, h. Boley, Kay (Royale Frolics) Chi, nc. Bond, Angle, Trio (Rogers Corner) NYC, nc. Boran, Arthur (RKO-86th St.) NYC, 8-21, t. Boreo, Emile (Latin Quarter) NYC, nc. Boswell, Connie (Chicago) Chi, t. Bourne, Charlie (Park Central) NYC, h. Bowes, Major, Unit (Tower) Kansas City, t. Bowman, Patricia (Music Hall) NYC, t. Brema, Silvia (Music Hall) NYC, t. Bruce, Carol (Paramount) NYC, t. Bruce, Eppie (Village Barn) NYC, nc. Bruce, Ray & Linda (Royale Frolics) Chi, nc. Brown, Evans (Clifton) Marquette, Mich., h. Bryant, Betty (Pierre) NYC, h. Buckmaster, John (Blackstone) Chi, h. Burke, Paul (Edgewater) Chi, h. Burns Twins & Evelyn (Beacon) Vancouver, B. C., Can., t.

C

Calgary Bros. (Stanley) Utica, N. Y., t. Callahan Sisters (Baker) Dallas 27-May 8, h. Carlisle Sisters (Queen Mary) NYC, re. Carlton & Juliette (Jimmy Kelly's) NYC, nc. Chick & Lee (Tic Toc) Milwaukee, nc. Chittison, Herman (Ruban Bleu) NYC, nc. Claire, Lillian (George Washington) NYC, h. Clark, John (Peony) Omaha 7-9, p; (Trianon) Chi 12-24, b. Clark, Mahlon (Commodore) NYC, h. Cole, King, Trio (Kelly's Stable) NYC, nc. Collette & Barry (George Washington) Jacksonville, Fla., h; (Henry Grady) Atlanta, Ga., 9-22, h. Colvit, Dolores (Queen Mary) NYC, re. Connor, Ellen (Congress) Chi, h. Conrads, The (Hurricane) NYC, nc. Cooper, Jackie (Strand) NYC, t. Cooper, Jerry (Earle) Washington, t. Costello, Don, & Co. (Glenn Rendezvous) Newport, Ky., nc. Covarro, Nico (Bal Tabarin) NYC, nc. Crabbe, Buster (State) NYC, t. Crane, Ford (Melody Club) NYC, nc. Crawford, Patti (18 Club) NYC, nc. Cross, Chriss (Riverside) Milwaukee, t.

D

Dantels, Billy (Onyx Club) NYC, nc. DeCruz, Neitha (McVan's) Buffalo, nc. Dec, Dorothy (885) Chi, nc. Delahanty Sisters (Martin's Tavern) Lima, O., nc. Dell, Lilyan (Bill Bertolotti's) NYC, nc. Delta Rhythm Boys (Ruban Bleu) NYC, nc. DeMarco, Isobel (Teddy's L'Aiglon) Chi, nc. DeMarco, Joe & Jackie (Villa Madrid) Pittsburgh, nc. DeSimone, Cheena, Dancers (Yaht) Pittsburgh, nc. D'Roy, Phil, & Co. (Talk of the Town) Peoria, Ill., nc. Del Rios, The (Beverly Hills) Newport, Ky., cc. DeSylva Twins (Royale) Detroit 8-21, nc. Dolphin, Chester (Roxy) NYC, t. Dombey, Ken (Puritas Springs Park Rink) Cleveland, p. Dorita & Velero (El Chico) NYC, nc. Drysdale, Grace (Glenn Rendezvous) Newport, Ky., nc. Duke, Al (Airway) Cleveland, c. Dumont, Marie (Crisis) NYC, nc. Durant, Jack (Paramount) NYC, t.

E

Eddy & Eddy (Red Gables) Indianapolis 11-16, nc. Edwards, Pat (Sawdust Trail) NYC, nc. Elliott, Leonard (Pierre) NYC, h. Esquires, Twelve (Roxy) NYC, t.

F

Fears, Peggy (La Martinique) NYC, nc. Fern, Pearl, & Eddie (Dover) Dover, O., h; (George's) Coshocton 11-16, nc. Ferris, Tommy (Singapore) Chi, c. Fisher's, Bob, Fearless Flyers (Shrine Circus) Omaha, Neb. Flamenco Dancers (Rathskeller) Fall River, Mass., ro.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE of the Billboard Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Foley Sisters (Top Hat) Union City, N. J., nc. Pontana, Georges (Diamond Horseshoe) NYC, nc. Franklin, Cass (Fifth Ave.) NYC, h. Franklin, Hazel (Biltmore) NYC, h. Frederico & Rankin (Wivel) NYC, re. Freshmen, The (Ben Marden's Riviera) Fort Lee, N. J., nc. Frisco, Joe (Club Frisco) NYC, nc. Fuller, Bob, & Jane Wood (Latin Quarter) NYC, nc.

G

Gale, Alan (Hurricane) NYC, nc. Gamble, Inez (Royale Frolics) Chi, nc. Gilbert, Gloria (Latin Quarter) NYC, nc. Giovanni (Chase) St. Louis, h. Golden Pair (Ritz) Brunswick, Ga., 6, t; (Lyric) Waycross 7, t; (Palace) Jacksonville, Fla., 8-10, t. Grace & Scotty (Garde) New Haven, Conn., h. Grandfather's Follies (Lookout House) Covington, Ky., nc. Grant, Billy (George Washington) NYC, h. Gray, Gary (Pat McBride's) Pittsburgh, nc. Green, Jackie (Harry's New Yorker) Chi, nc. Green, Jerry (Park Central) NYC, h. Green, Lil (Cafe Society Downtown) NYC, nc. Grisha & Brona (Royale Frolics) Chi, nc. Gunsett, Maarsya & Renee (Washington-Youree) Shreveport, La., h.

H

Hager, Clyde (Diamond Horseshoe) NYC, nc. Hall, Dale (Papiano's Club Cafe) Salt Lake City, c. Harmonizers, The (Park Central) NYC, h. Havilland, Dick (Corktown Tavern) Detroit, nc. Hays, Virginia (Netherland Plaza) Cincinnati, h. Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc. Healy, Eunice (Strand) NYC, t. Healy, Nancy (Century) Buffalo 4-7, t; (Oriental) Chi 8-14, t. Heasley Jack & Bob (Biltmore) NYC, h. Heath, Bobby (Sawdust Trail) NYC, nc. Heller, Jackie (Glenn Rendezvous) Newport, Ky., nc. Hollenbeck, Dot (Willmar) Willmar, Minn., 6-9, t; (State) Hutchinson 10-13, t. Hollenbeck, Loren (Music Hall) NYC, t. Honnert, Johnny (Embassy) Miami Beach, Fla., h.

VOCAL-INSTRUMENTAL QUARTETTE THE STYLISTS Featuring MARJORIE HYAMS currently 20th Century Club, Philadelphia, Pa. Pers. Repr.: Allan Rupert, 1697 B'way, N. Y. C.

Hopkins Sisters (State) NYC, t. Howard, Bunny (Park Central) NYC, h. Howard, Johnnie (885) Chi, nc. Howard, Mary Lou (Kitty Hawk Room) La Guardia Airport, N. Y., re.

I

Iles, Stephen (Weylin) NYC, h. Ink Spots, Four (Poll) Waterbury, Conn., 7-8, t; (Paramount) Poughkeepsie, N. Y., 13, t; (Trenton Arena) Trenton, N. J., 10, a.

J

Jackson, Joe (Roxy) NYC, t. Jason & Bell (Stanley) Utica, N. Y., t. Jason, Bobbe (Old Roumanian) NYC, re.

ALAN GALE 3rd Month HURRICANE CLUB, New York City Write Wire Phone Walnut 4677 JOLLY JOYCE Earle Theater Bldg. Philadelphia, Penna. Walnut 9451

Jean, Jack & Judy (Stanley) Pittsburgh, t. Johnson, Lucille (Belmont-Plaza) NYC, h. Jones, Owen (Leone's) NYC, re.

Advance Bookings

PHIL REGAN, Johnny Burke: Chicago Theater, Chicago, May 15. MILLS BROS.: Apollo, New York, May 15; Earle, Philadelphia, May 22; Stanley, Pittsburgh, May 29. PAT HENNING: Capitol, Washington, May 14. DEL CASINO: Strand, Syracuse, May 1. FOUR INK SPOTS: Poll's Theater, Waterbury, Conn., 7-8; Paramount Theater, Poughkeepsie, N. Y., 12; Paramount Theater, New York, 13 (four weeks).

Jordan, Jeanne (Queen Mary) NYC, re. Jordan, Joanne (Royale Frolics) Chi, nc.

POLLY JENKINS AND HER MUSICAL PLOWBOYS May 8-9, Grand Theatre, Ellsworth, Me. For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Ilion, N. Y.

Jose & Paquita (Benjamin Franklin) Phila 4-16, h.

K

Karyl, Iris (5 o'Clock) Miami Beach, Fla., nc. Kavan, Alice (Oriental) Chi, t. Kaye, Selma (Music Hall) NYC, t. Kella, Maya (Melody Club) NYC, nc. Kelly, Patsy (Earle) Phila, t. Kerr, Jack (Ben Marden's Riviera) Fort Lee, N. J., nc. Kewpie Dolls Beef Trust & Harry Taylor (Frank's Casa Nova) Buffalo, nc. King, Charles (Diamond Horseshoe) NYC, nc. King Cole Trio (Onyx Club) NYC, nc. King, Dolores (Leon & Eddie's) NYC, nc. King, Patricia (Versailles) NYC, nc. Knight, Scarlet (Royale Frolics) Chi, nc. Kuznetzoff, Adia (Russian Kretchma) NYC, nc.

L

Lambert, Preston (Helsing's) Chi, c. Lane, Eddie (Queen Mary) NYC, re. Lanyard, Janet (Hanger's) New Bedford, Mass., nc. LaRue, Sylvia (Hayward) Rochester, N. Y., h. LaVerne, Francis (Wonder) New Orleans, nc. Lawrence, Paula (Ruban Bleu) NYC, nc. Leeds, Phil (Cafe Society Downtown) NYC, nc. Lemmo, Jerric (Arcadia Grill) Canton, O., nc. Lemmon, Leonore (Queen Mary) NYC, re. LeRoy, Hal (Glenn Rendezvous) Newport, Ky., nc. Les & Poppy (Riviera) Los Angeles, re. Lewis, Ralph (Lexington Casino) Phila, nc. Lind, Della (Diamond Horseshoe) NYC, nc. Ling, Jade (Latin Quarter) NYC, nc. Lit, Bernie & Evelyn (Strickler's) Baltimore, re. Loper, Don, & Maxine Barrat (Copacabana) NYC, nc. Loring, Lucille (Town Tavern) Rockford, Ill., nc. Loring, Michael (885) Chi, nc. Louis & Cherie (Conventions) Des Moines, Ia., 4-8; (Circle Bar) St. Louis 9-15, nc. Lowe, Ruth (Sheraton) NYC, h. Lucas, Nick (Trocaadero) Henderson, Ky., 4-16, nc. Luz, Dora (Rumba Casino) Chi, nc. Lydia & Joresco (Netherland Plaza) Cincinnati, h. Lynn, Christina (Beverly Hills) Newport, Ky., cc. Lynne & Marianne (Bill Bertolotti's) NYC, nc.

M

McKinney, Nina Mae (Ubangi Club) NYC, nc. Mangan Sisters (Diamond Horseshoe) NYC, nc. Mann, June (Riverside) Milwaukee, t. Marina (Waldorf-Astoria) NYC, h. Marino & DeVoll (Maytag) Phenix City, Ala., nc. Mark & Viola (Park Central) NYC, h. Markoff, Gypsy (Yar) Chi, re. Marks, Tony (Helsing's) Chi, c. Marlowe, Don (Palace) Newport, Mass., 30-May 6, t. Marshall, Jack (Oriental) Chi, t. Martel Trio & Mignon (Latin Quarter) NYC, nc. Mathieu, Juggling (Pines) Youngstown, O., nc; (Tremont) Cleveland 11-16, nc. Mazone, Frank (Latin Quarter) NYC, nc. Meet the People (Earle) Phila, t. Mercer, Mabel (Ruban Bleu) NYC, nc. Montoya (Havana-Madrid) NYC, nc. Moore, Lela (Latin Quarter) NYC, nc. Moore, George (Royale Frolics) Chi, nc. Moreno, Consuelo (El Chico) NYC, nc. Moro & Chita (Belmont-Plaza) NYC, h. Morris, Will, & Bobby (Hamid-Morton Circus) Ottawa, Ont., Can.; Montreal, Que., 9-16. Mostel, Zero (Cafe Society Uptown) NYC, nc. Murray, Jean (Hickory House) NYC, re.

N

Na Pua (Lexington) NYC, h. Naldi, Nita (Diamond Horseshoe) NYC, nc.

Nathans Bros. (Mt. Royal) Montreal 4-16, h. Nelman, Austra (Park Central) NYC, h. Nelson, Diane (19th Hole) NYC, nc. Nevada, Vicki (Hollenden) Cleveland, h. New Yorkers (Helsing's) Chi, c. Nichols, Howard (Hollywood) Toledo, O., nc; (Oriental) Chi 8-14, t. Nizza & Ravel (Edgewater Beach) Chi, h.

O

O'Daniel, Mickey (Ubangi) NYC, nc. O'Day, Anita (Chicago) Chi, t. O'Dell, Dell (Park Central) NYC, h. Ody, Mel (Bismarck) Chi, h. Ortega, Eve (Drake) Chi, h. Owen, Rex (Leon & Eddie's) NYC, nc.

P

Paris, Frank (Music Hall) NYC, t. Parker, Ray (Park Central) NYC, h. Paulson, Lehua (Lexington) NYC, h. Payne, Frank (Rice) Houston, Tex., h. Pierce & Roland (Bismarck) Chi, h. Pickford, Murry (City) Biddeford, Me., 6-7; (Capitol) Pawtucket, R. I., 8-9, t. Pollakova, Nastia (Russian Kretchma) NYC, nc. Powers, Marlon (Famous Door) NYC, nc. Prentice, George (Earle) Washington, t. Price, Sam (Famous Door) NYC, nc. Princess & Willie Hawaiians (Dover) Dover, O., h.

R

Radio Aces (Strand) NYC, t. Rae, James (Palmer House) Chi, h. Randall Sisters (Harry's New Yorker) Chi, nc. Rardin, Joey (Chicago) Chi, t. Raye, Mary & Naldi (La Martinique) NYC, nc. Red & Cutley (Metropolitan) Boston, t. Regan, Paul (Versailles) NYC, nc. Reyes, Raul & Eva (Rice) Houston, Tex., h. Reuters, The (Park Central) NYC, h. Ringo & Harris (Cora & Irene's) NYC, nc. Rio, Mildred (Evans) Miami Beach, Fla., h. Rio & Rita (San Diego) Detroit, nc. Robbins, June (Palmer House) Chi, h. Rogers, Buddy (Earle) Phila, t. Rogers, Dee (Bill Bertolotti's) NYC, nc. Rogers, Roy, Trio (Cafe Sutton) NYC, c. Rolando (Havana-Madrid) NYC, nc. Rollet & Dorothea (Bal Tabarin) San Francisco, nc. Romero, Joe (Place Elegante) NYC, nc. Rossifanos, The (Benchamber) NYC, nc. Roxyettes (Earle) Washington, t. Royce, Rosita (Colosimo's) Chi, nc.

S

Sailors, Three (Strand) NYC, t. St. Claire & Day (Earl Carroll's) Hollywood, nc. St. Claire Sisters & O'Day (Olympia Circus at Stadium) Detroit 8-17. San Souci Dancers (Royale Frolics) Chi, nc. Santos, Daniel (Hurricane) NYC, nc. Schenk, Al (Lexington Casino) Phila, nc. Scott, Hazel (Cafe Society Uptown) NYC, nc. Scott, Libby (Royale Frolics) Chi, nc. Sergio, Alberto (Patlo) Cincinnati, nc. Shadrach Boys (Stamp's) Phila, c. Sharon, Nita (Belvedere) Baltimore, h. Sherman, Lee, & Beatrice Sackler (Roxy) NYC, t. Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc. Sloan, Estelle (Beverly Hills) Newport, Ky., cc. Smith, C. Ray (Nicollet) Minneapolis 4-7, h; (Royal) Detroit 8-21, nc.

HI PATSY SMITH AND BURNS Now Playing Ohio and Pennsylvania Circuit. Direction BALDWIN-DAVIS AGENCY. Moose Bldg., Akron, Ohio. Pa. Branch-402 Werner Bldg., Pittsburgh, Pa.

Spencer & Foreman (Stanley) Pittsburgh, t. Standish, Helen (Ball) Phila, nc. Stirling & Rubia (Dudley) Salamanca, N.Y., h. Stoker, Bill (Hi-Way Casino) Fall River, Mass., nc. Stone, Al (Band Box) Hollywood, nc. Stovanovsky, Arcadi (Russian Kretchma) NYC, nc. Strong, Johnny (Oak Hill Gardens) Youngstown, O. Stump & Stumpy (Metropolitan) Boston, t. Sumner, Helen (Ivanhoe) Chi, re. Suns, Three (Piccadilly) NYC, h. Sybil & Sandra (Park Central) NYC, h.

T

Tannen, Don (Stanley) Utica, N. Y., t. Tarasova, Nina (Casino Russe) NYC, nc. Taylor, Edna "Yack" (Kelly's Stable) NYC, nc. Taylor, Key (Chaz Parer) Chi, nc. Tell, Gladys (McAlpin) NYC, h. Thomas, Danny (5100 Club) Chi., nc. (See ROUTES on page 62)

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

Angel Street (Harris) Chi. Arsenic and Old Lace (Walnut) Phila. Barrymore, Ethel, in Corn Is Green (Colonial) Boston. Blithe Spirit (Selwyn) Chi. Blossom Time (Playhouse) Wilmington, Del., 4-6; (Shubert) New Haven, Conn., 7-9. Claudia (Wilbur) Boston. Claudia (Cass) Detroit. Cow, Jane, in Night for a Lady (National) Washington. Evans, Maurice, in Macbeth (Erlanger) Chi. Good Night Ladies (Blackstone) Chi. Hayes, Helen, in Candle in the Wind (Convention Hall) Tulsa, Okla., 6; (Forum) Wichita, Kan., 7; (Municipal Aud.) Kansas City, Mo., 8-9. Hepburn, Katharine, in Without Love (Hanna) Cleveland. High Kickers (Nixon) Pittsburgh. My Sister Elleen (Curran) San Francisco. My Sister Elleen (Lucast) Phila. Watch on the Rhine (Davidson) Milwaukee 6-9.

ICE SHOWS ON TOUR

Ice-Capades of 1942 (Pan-Pacific Auditorium) Los Angeles, until May 24. Lamb-Yocum Ice Parade of 1942 (Boulevard Inn) Elmhurst, L. I., N. Y.

2 Ex-Burly Houses Open With So-So Negro Revues in N. Y.; Business Below That of Burly

NEW YORK, May 2.—The Gaiety and Eltinge theaters have apparently abandoned their court fight to secure a burlesque license and have substituted septa revues. While this policy lasts, one operator said, appeal is impossible, as a license has been granted. The first week's operation reveals that, while shows cost a similar amount, grosses are far below those of the burly policy.

In both houses honest attempts have been made to provide fast and smooth shows. Both are using semi-name bands, altho the Gaiety has the edge with Benny Carter. Eltinge has Edgar Hayes. Gaiety has also bolstered the show's b. o. potentiality by inclusion of Stepin Fetchit. Despite okay production and generally good running of the show, biz is far below that of the previous policy.

Ops hope that the opening of Ed Sullivan's *Harlem Cavalcade*, a vaude-legit will hypo business. A similar type of show in a legit house may publicize the policy to the extent that it may catch on. The septa shows were decided upon in a hurry and no time could be spent in exploitation. This is another factor that has been hurting grosses.

The situation is further complicated by the imminent entrance of Harold Minsky into the army. Minsky, who holds an interest in both houses, is indefinite about date of entry, but has his 1-A rating.

Eltinge Show Faster

The Eltinge, while without any names of consequence, has a speedier show. Snappier routine of the line seems to be responsible for the speed-up. Talent, however, is mediocre outside of Al and Freddie, a comic dance pair, who score a solid show-stop. Concentration of

faster acts at the beginning is a definite aid to the show.

Comedy is by the team of Burns and Gibbons, whose ancient material nullifies their efforts. Singer with some blue material, Jenny Dancer, puts her stuff across solidly, while Slim Thomas taps satisfactorily. Jim Basquette emcees and also straights in a comedy sketch. Edgar Hayes does a solid job musically, with some excellent piano thumping and a choice assortment of boogie woogie. Marion Robinson canaries. Line of 14, routined by Addison Carey, steps capably. Four Crazy Cats, mixed jitterbug team, add to the generally fast pace.

Carter, Fetchit Lead Gaiety

The Gaiety layout is built mainly around Benny Carter and Stepin Fetchit. Carter does his usually brilliant alto sax and trumpet work, but ork failed to display the flash of its leader, mainly thru the fault of the rhythm section, which failed to give the outfit sufficient drive and backing.

Fetchit does his usual lazy man's act with the aid of a tiny septan in a bell-hop outfit. Drew a good quota of laughs and got a nice hand. Further comedy is supplied by Freddie and Flo which, altho weak, went over here. Similarly weak were the Three Speed Kings, who combine dance work with comedy.

On the plus side here are Sally Gooding, blues singer, with a solid rendition of *Empty Bed Blues*, in a manner reminiscent of the late lamented Mamie Smith. Clicked solidly. Strut Flash is a fast, hard-working tapper with more than a few tricky steps. Lad, however, displays his inexperience as he failed to make proper use of his body to get over some comedy attempts.

The line's routines, altho capably done, are outmoded. *Joe Cohen.*

Magic

By BILL SACHS

VAL VOLTAINTE hopped into Cincinnati Monday night of last week (27) to do his drink and perfume magic for the American Mining Congress, gathered at Hotel Netherland Plaza. He returned east Tuesday. . . . LITTLE JOHNNY JONES closed at the Moose Club, Erie, Pa., April 23, where he was set by Phil Tyrrell, Chicago. . . . CLAYTON has been handed another holdover at the Top Rail, Dallas. . . . BOBO THE MAGICIAN is making schools in the Dallas sector. . . . LE BROWN has changed his name to Willis, and after winding up at Jack Pepper's Showtime, Dallas, has opened at the Adolphus Hotel in the same city, set by MCA, where he is presenting his magic on ice skates. . . . MOXO (M. E. Backer) and Company, who have been presenting their magic in army camps the last four seasons, are back at it this summer and are currently showing their wares at Camp Roberts, Calif. Moxo formerly featured his magic on the Washington, plying between New York and Hamburg. . . . PRINCE SAMARA has been handed a week's hold-over at the Zephyr Club, Salt Lake City. He's presenting his mental turn and the old dope routine. . . . BLACKSTONE and brother, Peter Bouton, visited the Marquis show recently at the Roxian Theater, McKees Rocks, Pa. The Blackstone show goes full evening, beginning at the Royal Alexandria Theater, Montreal, this week. . . . BEN PARDO (the Great Lorenzo) has entered his 12th season with his mental act with the Kortes Amusement Company on the Beckmann & Gerety Shows. . . . JARVIS THE MAGICIAN typewrites that he caught Marquis the Magician at the Metropolitan Theater, Morgantown, W. Va., recently and witnessed several hundred patrons being turned away. . . . ROBERT FILLMORE last week was elected president of the Magic Hobby Club, Columbus, O. Other officers selected were Robert Pool, first vice-prexy; Thurman Miller, second vice-prexy, and Dr. Richard Brashear, third vice-prexy. Bob Nelson was re-elected secretary-treasurer. The club, entering its fourth year, boasts an active membership of 40. . . . THE GREAT JAXON, ventriloquist, has just finished a week each at the Swan Supper Club and Hotel Belden, Canton, O., both set by Ernie Crech, of the Gus Sun Agency, Columbus, O.

AL MUNROE, Detroit newspaperman-magician, was host to members of the Society of Detroit Magicians and their wives at his home in the Motor City April 25. Entertainment was furnished by Bill Heisel, Louis Peters, Robert Ungewitter, Dr. John Buell, Dr. William MacDougall, Arthur Wheelpley, Harold Sterling, Bill Smith, Al Zink, Ray Bonner and Monroe. . . . L. L. HENRY, featuring card fans, headlined last week at the Haymarket, Detroit, after a week at the Bowery Cafe in the same city. . . . MONK WATSON, recovered from his recent illness, returned to Detroit last week for a show at Masonic Temple Scottish Rite Auditorium, sponsored by the Casite Corporation. . . . PHILADELPHIA RING, IBM, held its annual banquet April 30 at Frank Palumbo's Cafe, Philadelphia, with more than 150 magi, wives and friends present. . . . AL PAGE and Company have opened at Nell Deighan's Cafe, Pennsauken, N. J., for an indefinite stay. . . . C. A. GEORGE NEWMANN, veteran magician-mentalists, reports that the annual vaude-magic revue staged by the Twin City Ring No. 19, IBM, at YWCA Auditorium there April 18 was the best job of entertaining ever turned in by the local magic crowd. Newmann blames the success of the fracas on the indefatigable efforts of Art Browne, local magic dealer, and the fact that the program was made up of all professional acts but two. Among those who displayed their wares were Jim Dawson, Jerri Brock, Bill Willard, Roderick Peck, Count De Boese, Carroll Munson, Hal Olson and Lew Brock. Peggy Dawson, pianist, played the show. Writing further on Twin City magic activity, Newmann says, in part: "There's a chap I've never seen mentioned in *The Billboard*, but take it from me he's entitled to more than passing mention. He is Jerry Bergman, who blew into town as part of a Major Bowes unit and whose skillful magical presentation made such a hit that he was drafted to return here when the unit closed. He did

Fay's, Philly, Shuts as Lack of Strips Hits Biz

PHILADELPHIA, May 2.—Falling to hike grosses to profit levels after two weeks of vaude following the ban on burly strip teasers by the city, Sam Stiefel shuttered his Fay's Theater Thursday (23). Using five vaude acts and a line of Gae Foster girls, Fay's topped each week's bill the past three years with one or two burly queens, who proved real money magnets. Blow-up came Holy Week when Fay's had three strips and invoked the wrath of city officials.

Without the burly lure, Fay's dropped as much as 75 per cent. House always shutters with warm weather, but usually hangs on until late May or June. Stiefel will reopen late in August, but next season's policy is not set yet. House is booked by the Eddie Sherman office.

Troc, Izzy Hirst burly temple, is only house in town now offering strips. Only they don't strip any more. Troc brings back Bill Hagen, burly comic who enjoys a big following here, May 3.

New Censor Threat; KC Aims at Burly

KANSAS CITY, Mo., May 2.—Suggestion that an ordinance be passed giving Welfare Department jurisdiction over theaters was only upshot of an informal hearing on burlesque here.

Specifically, the hearing revolved around Polly Theater, which opened Christmas Day, 1941, under management of Warren B. Irons. Police Chief Harold Anderson, Social Improvement League Secretary Nat Spencer, the Rev. Guy Twyman of the same group, and Dr. Hayes A. Richardson, city welfare director, were also in the hearing held in Chief Anderson's office.

Warren B. Irons statement: "We censor the show every Friday afternoon. No profane language—nothing bad, that is. And net brassieres and trunks at all times. No nudity. Keep it clean, and children under 18 admitted only with their parents."

Detroit Burly Biz Still at Low Point

DETROIT, May 2.—Business at local burlesque shows continues at a low level.

Few defense workers have actually arrived yet, and there are still local unemployed skilled workers awaiting complete change-over to defense work. Burlesque suffers more than other branches of show business because the "family trade" restricts amusement budgets to something the whole family can enjoy, such as the picture shows and amusement parks.

Sign of the Times; In-City Site Better

MACON, Ga., May 2.—Fay's Supper Club, largest niter in this boom defense section, destroyed by fire several months ago, has reopened in a downtown location.

In rebuilding, Manager George Fay figured that gas and rubber shortage might affect patronage out on the highway. Present business indicates he guessed right.

Joe Leighton's orchestra and Dorothy Dore, vocalist, are current.

Capacity, about 250. Minimum, \$1.25 per person.

Joe Ellul a Warden

DETROIT, May 2.—Joseph Ellul, owner of the Empress Theater, burlesque, has been appointed a district air raid warden.

return and played the swanky Hotel St. Paul, the Minneapolis Turf Club, the Policemen's Show and other spots. I've heard more local comment on him than I did on a lot of the magical big shots. I saw him three times and I'm just as enthusiastic as the outsiders. He did nothing new, but, my, how he put over the tricks he had up his sleeve."

Burlesque Notes

(Communications to New York Office)

NEW YORK:

PAULA NORTON, after a lengthy stay in niteries, opened May 4 as featured strip at the Casino, Boston. Deal consummated by Jimmie Pinto. . . . GAYETY, Norfolk, Va., changed from Hirst road shows to stock May 3, with Kenneth Rogers number producer. Opening cast included Hank Henry, Marian Wakefield, Murray Leonard, Pinto and Della; Steve Brody, singer, and Shirley Lind Martin. . . . HARRY KANE, singer, made an army private May 2. . . . EIGHT Abdallah Grls were part of the front-liners in the Allen Gilbert chorus for the new stock show that reopened the Gaiety, Montreal, April 27. . . . LEE BREWSTER and Helen Barry, ex-burly showgirls, are at the Swing Rendezvous here. . . . JOHNNY MACK, tap dancer, moved from the Hotel Commodore here to the Hotel Biltmore, Providence, May 4. . . . GUINEVERE MAYS, dancing chorine, out of Hirst Unit No. 24, home in Dayton, O., because of illness.

LOIS DEFEE, featured strip with Hirst Unit 24, has eight more weeks booked on the wheel after Union City (April 19-25). Has been touring consistently since August. . . . PRINCESS NATOMA (Jerry LaRose) switched to Werner's niter, Brooklyn, last week. . . . JEAN MODE flew here from the 606 Club, Chicago, April 26 to see her husband, Jerry Stralo, off for an army camp. Accompanying her on the return trip for May 4 opening was Diane Raya. . . . TROC, Philadelphia, changed from road shows to stock May 3. . . . WILL H. COHAN, comic, in receipt of a letter from his former teammate, Joseph K. Watson, now script writer in Hollywood. Latter plans revival of *Bankers and Brokers* skit for a reuniting of Watson and Cohan. . . . BEEP-TRUST WATSON is celebrating his 58th year behind the footlights, the first year of which he played in Professor Weeks' Chatham Square Museum here at \$6 per week. . . . REPUBLIC reopens May 10, this time as a news-reeler. Follies shows shelved for the duration or until a new license decides otherwise. . . . DIXIE SULLIVAN held over at the 2 o'clock Club, Baltimore, where she is featured. *UNO.*

MIDWEST:

EDDIE SHAEFER has succeeded Dave Hamill as manager of the National, Detroit. . . . "BOZO" SNYDER and Holly Leslie are playing the Fox, Indianapolis, this week. . . . LARRY NORMAN returns to Chicago after closing a long season on the Midwest and Hirst circuits. . . . MERRILL SEVIER opened on the Empire Circuit at the National, Detroit, May 1 after closing on the Midwest Circuit at Toronto. . . . BILLIE LEWIS has closed on the Empire Circuit. . . . MAC FERGUSON and Happy Rae have signed a 12-week contract for the Empire Circuit, opening in September. . . . EVELYN TAYLOR closed a long season on Midwest Circuit at Detroit April 30. . . . EDDY INNES closed on Midwest Circuit and opened on Empire Circuit at Milwaukee May 1. . . . MARGIE DALE and Bettine opened at the Grand, St. Louis, week of May 1. . . . DICK HYLAND, former burlesque producer, is now secretary-treasurer of the Four-Star Exposition Shows. . . . AMANDA FOLLET closed on Midwest Circuit at St. Louis April 30. . . . EMPIRE, Toledo, closed for season April 30. . . . POLLY, Kansas City, Mo., on Midwest Circuit, closed season May 3. . . . ROXY, Cleveland, adopting stock policy May 8. . . . N. S. BARGER will open his drive-in theater about May 9. . . . IRMA FOGELLE, Bobby Faye, Looney Lewis, Eddy Ubel and Russell Trent will be in the opening stock at Palace, Buffalo. . . . GAYETY, Akron, now on Empire Circuit, closed for the season Sunday (26). . . . JOHN HEAD and Francine Morgan are opening in stock at Roxy, Cleveland, May 8. . . . HARRY KATZ, one of the managers and owners of the Alvin, Minneapolis, is now working for Uncle Sam at Fort Snelling, Minn. . . . MARY JANE opened at the National, Detroit, May 1. . . . JOE BONELL, having played the Rialto, Chicago, last week, will remain in that city for the next few weeks, as the stork is expected at his home in a month.

BILL HAYES, formerly on the Midwest Circuit and recently in Chicago niteries, is in Hines Hospital, Hines, Ill., for an operation. He'll be there a month.

Krupa-Boswell Bill Tops Chi, 42G; Jan Garber Drawing 19G

CHICAGO.—Unseasonal heat and the seasonal moving period continued to take their toll at the box office, altho current figures will reach if not better average grosses. This is due to the popularity of the bands now playing in the Loop's two combo houses.

Chicago (4,000 seats; \$32,000 house average) opened big Friday (1) with Gene Krupa and Connie Boswell on stage plus Paramount's *The Fleet's In*, which features Jimmy Dorsey and his outfit. Set-up is in for two weeks, and the first session should have little trouble garnering \$42,000. Week of April 24, Wayne King's band unit did not pull as well as usual and dropped at the wind-up to \$36,000. High afternoon temperatures didn't help. Screen had *The Lady Has Plans*.

Oriental (3,200 seats, \$18,000 house average) looks for a good week starting May 9, due to following Jan Garber and band enjoy. His unit also includes the Whitsons and Jack Marshall. Should wind up with an okay \$19,000. Screen's *Affairs of Jimmy Valentine* means little at the b. o. Week of April 24 a Major Bowes unit and Rajah Rabold plus second Loop run of *Call Out the Marines* wound up with an off \$17,400.

"Red Hot" Unit Is Just That in Denver

DENVER.—Following a week's run at the Tabor Theater, *Red Hot Rhythm* unit is playing single dates in Colorado and Wyoming theaters.

Tabor manager, Frank Culp, reported the show drew as well as any stage unit within the past year. Rainy weather over the week-end helped pack them in.

The unit included Le Beau and Lulse, Be Ho Gray and company, Duke Jordan; strip, Flo, and Lord and Lyon. The line used was local, coming from the Florence Johnson School, and the orchestra worked on the stage, under the direction of Art Reynolds.

Show was booked into the Tabor and also on the one-nighters by Bill Wheeler of the Pittman-Wheeler Agency.

Red Hot Rhythm marked an upswing in vaude activity in Denver, as its last day at the Tabor coincided with the opening day of the *Marcus Show, 1942 Edition* at the Denham. Pittman-Wheeler is booking a new stagershow into the Tabor May 12.

Vaude Policy Hikes Spokane House Take

SPOKANE.—A change in film policy hyped the Post Street's faltering vaude week ago last. Manager William L. Evans tried supporting his stagershow with a pair of second-run films well studded with names instead of the usual Class B first-runs with little-known players.

He took Olsen and Johnson's *Hellzapoppin*, Frank Lloyd's *This Woman Is Mine*, an expensive vaude bill headed by Captain Van Der Wall's Lions, and extra space. It worked. Gross for April 16-18 was over \$1,400, double the previous week and about \$200 over the former average. Acts included Carl Freed and His Caballeros, Vernon and Draper, McConnell and Moore, and Mary Jarnis.

Krupa Ork, Raye 36G in Detroit

DETROIT.—Final week of downtown vaude drew one of the three biggest grosses of the season to the Michigan Theater (4,000 seats; house average \$18,000). Gene Krupa and his orchestra, with Martha Raye drawing around \$36,000, about double normal.

L. A. Orph 11G

LOS ANGELES.—Orpheum turned in a good \$11,000 week ended April 22 with *Beachcombers of 1942* on the stage and *The Stork Pays Off* and *The Adventures of Martin Eden* on screen. House average is \$6,500. Admissions, 30, 44 and 55 cents. House seats 2,200.

Vaudefilm Grosses

Blackout Hurts Broadway as Para Drops After Great Dorsey Run; Strand Okay

NEW YORK.—Despite the blackout on Broadway Thursday night taking place during an important 20 minutes (9:30-9:50), business in general has not been bad at all. Business at the Paramount and Strand that night was cut into by openings at the Roxy and State. Music Hall said that there was no perceptible drop, while the State estimated a 20 per cent decrease. Roxy also registered a drop.

The Paramount (3,664 seats; \$41,981 house average) opened Wednesday with Carol Bruce, Claude Thornhill's ork, Jack Durant and *The Great Man's Lady* and, despite general pull of stage band, gross is expected to drop to \$46,000 because of the film. Last week, the fourth of Tommy Dorsey's band and film, *My Favorite Blonde*, exited to \$42,000. Previous commitments prevented a fifth week. Other stanzas pulled favorable \$54,000, \$73,000 and \$80,000, which adds up to one of the best four-week sessions in Paramount's history.

The Strand (2,758 seats; \$30,913 house average) is entering the second week of Jackie Cooper, Abe Lyman's band, Eunice Healy and film, *Larceny, Inc.*, and is likely to hit \$32,000. First week did a fine \$42,000.

The Roxy (5,835 seats; \$38,789 house average) with the new show including Joe Jackson, Bob Hannon, Hollywood Blondes and Chester Dolphin, along with *My Gal Sal*, is expected to pull around \$52,000. Last week, the single session of Toy and Wing, Ben

Berl and *Rings on Her Fingers* did a mediocre \$29,000.

Music Hall (6,200 seats; \$84,000 house average) is set to do well with Thursday's opener of *We Were Dancing* and stagershow with Patricia Bowman and Paul Haakon. First week is likely to account for \$94,000. Last week, the fifth of *Keep the Wild Wind* and stagershow with Gil Maison, brought a fine \$71,000, previous weeks having pulled magnificently with \$83,000, 95,000, \$115,000 and \$99,000.

Loew's State (3,327 seats; \$20,500 house average) opened Thursday with *Water Follies* unit, featuring Larry Crabbe, and pic *Butch Minds the Baby*. Expectations run to \$2,000. Last week, with Jim Barton, Ciro Rimac and *To Be or Not To Be*, good a good \$25,000.

Smith's Unit Ups Macon Biz 20%

MACON, Ga.—An experiment in stage attractions at the Rialto Theater here last week proved highly successful. Manager Ted Munson booked Jimmy Smith's *Discoland Barn Dance Gang* Friday and Saturday, and gross upped about 20 per cent. Other units may follow, Munson said.

Smith emcees. Others featured include Red Murphy, Al Allums, Jerry Wakefield, Marvin Taylor and Little Daffodil.

Jimmy Durante Dips To 8G in Dayton, O.

DAYTON, O.—Jimmy Durante proved a near disaster as headliner on the Colonial bill week of April 24. Customers failed to warm up to his type of entertainment and as a result the box office nose dived to \$8,000.

Bill Robinson, this week, is calculated to up gross to around the \$12,000 mark, which the house has maintained for several weeks until Durante's arrival.

Ice Revue Gressed Big 11G on Coast

NEW YORK.—Verett McGowan, of the McGowan and Mack ice revue, which completed an engagement at the Orpheum, Los Angeles, claims \$11,700.77 gross for the date there, instead of the \$9,500 reported in April 25 issue of *The Billboard*.

The revue played on a guarantee and percentage basis.

Spokane Builds Up

SPOKANE.—Continuing its new policy of using second-run films from the major studios instead of first-run "B" films in support of circuit vaude, the Post Street again surpassed last year's house average, this time by more than \$100.

Bill included Patch and Beauville, Leon Navara, Duke Art, Ted Felton, Paul Doering and company and films, *It Started With Eve* and *Badlands of Dakota*.

Indianapolis 6G

INDIANAPOLIS.—*Hawaiian Nights*, on the B. F. Keith stage, grossed \$6,000 for four days ended April 26. Acts included Collins and Peterson, Hap Hazard, Vincente Yerro, the Hudson Wonders, Nani and Rico Manshine and a line of 10 girls. Pic, *Target for Tonight*, helped.

Lewis Poor in Sac.; "Vanities" Better

SACRAMENTO.—Ted Lewis played the Alhambra, a subsequent-run Fox-West Coast nabe house, April 18 and 19. Despite comparatively poor houses, Fay Reeder, city manager of Fox-West Coast, said gate was "satisfactory enough" to continue to book names.

Lewis ran into double-header Coast League baseball games Saturday night and Sunday afternoon, Shrine Circus both days, and Bob Crosby, playing a local ballroom, Saturday night. Location of house is 20 blocks from downtown district. Downtown theaters were standing them up.

Earl Carroll's *Vanities* unit with Doc Rockwell played the theater April 25 and 26 and did better than Lewis. Only opposish this time, tho, was Shrine Circus Saturday.

Fox is bringing in Paul Whiteman May 2 and 3. He may play a downtown Fox house, the Hippodrome.

Policy is new for Sacramento, which hasn't seen name bands or vaude since the advent of the talkies. Name bands play Sweet's Ballroom regularly and are sometimes booked into Civic Auditorium by Sweet.

Talent Agencies

GILLETTE & ROSE, new Rochester (N. Y.) agency, set Satch and Smiley and Stanley and Benson for Brownie's Marble Cafe, Rochester, week of April 19.

PAUL SAVOY, Salt Lake City, has set Sally Rand for the LaVida Club, Caspar, Wyo.

BERNIE ROTHBARD, Philadelphia agent, has joined the army, leaving for Fort Meade, Md. . . . JOLLY JOYCE, Philadelphia, reviving the Jules Black-Harry Myers' *School Days Revue*, veiled vaude act, for park dates. Also has the Hoosier Hot Shots set for the first Sunday in June at Lone Star Ranch, Reeds Ferry, N. H.

AL BORDE, Chicago agent, is preparing a new unit tagged *Laugh Priorities*. . . . AL GREENFIELD and Milt Schwartz, operators of the Rumba Casino, Chicago, picked up the option of *Fun for Your Money*, and it is scheduled to remain in that spot thru May.

GUY MARTIN, New York, expects to be drafted next week. . . . ARTHUR ARGYRIES, Rochester, N. Y., has been flying to New York regularly for bands and acts.

HENNY FRANKEL, indie agent, has joined A. & S. Lyons agency, New York.

AL WILSON, back from a Florida winter, has joined Eddie Smith's office, New York. . . . ALLAN RUPPERT and Guy Martin, of New York, inducted into the army. Ruppert's accounts have been taken over by Al Zugsmith. . . . JACK LENNY has been made part of the morale organization at Pine Camp, N. Y. . . . IRVING HOPFMAN, of New York, has received his 1-A rating. . . .

Sligh Joins GAC

CHICAGO, May 2.—Eddie Sligh, agent and booker, joins the General Amusement Corporation here next month in charge of the act and club date departments. Sligh has been on his own the last couple of years and prior to that was associated with Phil Tyrrell.

The agreement was reached between Sligh and Art Weems, local GAC manager, this week. Sligh replaces Tom Cassera, who recently left after a brief association with the firm. Weems says an audition room is being equipped for the use of acts and cocktail units.

Fort Worth Club Reopens

FORT WORTH, May 2.—Clover Club reopened Monday (27) with Roscoe Ates as emcee. Ates comes here from Jack Pepper's place in Dallas. His popularity during the March Southwestern Exposition and Fat Stock Show's run at Silver Spur caused Ates to be brought back to Fort Worth.

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DAYTON, OHIO

Paramount, New York

(Reviewed Wednesday Evening, April 29)

Current two-week bill just doesn't click somehow, despite the fact that there is plenty of talent displayed. A depressing turkey of a film, *The Great Man's Lady*, and a lack of punch and proper pacing in the stage fare make for a sort of lethargic atmosphere which was even reflected by the audience at show caught.

Flesh gets under way okay, with Claude Thornhill and ork breaking from their theme into a hot jumper, *Buster's Last Stand*. Band makes a nice opening flash, filling the elevated apron with its seven brass, six reed and four rhythm. Thornhill is spotted in the center at his ivory keyboard, and his work on the 88 dominates many of the arrangements. Entire band kicks over in fine, solid style but, and unhappily in this instance, makes a strong suit of a smooth interpretation of such things as Grieg's *Piano Concerto*, *Autumn Nocturne* and *The Arab Dance*. Fine jobs are done, but zip is needed to offset the depression created by the picture.

Tom and Betty Wonder got off to a slow start. Boy tees off with a modernistic and rhythmic soft-shoe number, Betty then doing a single zany song and dance. Lad's bit with the rubbery life-size doll got the usual big response and gave the act a strong finish.

Thornhill's unshowmanly introduction of Carol Bruce allowed her to sneak up on the audience. This shouldn't be held against the maestro, whose ability, after all, is definitely musical, but Jack Durant could have been employed as emcee. Miss Bruce does a smart job of warbling. She ran over *Happy in Love*, *I Remember You*, *St. Louis Blues* and *Three Little Sisters*. Showed up best on the last number and again because there was some life in the tempo as contrasted to the show's slowness. She stopped the proceedings cold, begging off to make a trip to a benefit at Port Jay.

Ork vocalists Martha Wayne and Buddy Stewart strike out on a couple of novelties, *Speaky*, *Spak*, *Spoke* and *Zoot Suit*. Do a neat job, but with that sophisticated restraint that is worn like a badge by the blueblood college youth today. They're joined by the other duo, Lillian Lane and Dick Harding, for a session of *Blues in the Night* in nifty style.

Jack Durant's repertoire of gags, foolery and satirical impersonations struck a receptive note here for much-needed light relief. His stuff on Clark Gable, Herbert Marshall and Charles Boyer, coupled with those "but-can-he-do-this" aerial somersaults, got plenty of solid laughs. Winds up with his comic acro dancing.

Good house last show opening day. The Ink Spots and Woody Herman come in here May 13. Harold Humphrey.

Chicago, Chicago

(Reviewed Friday Afternoon, May 1)

The opening show was too long (over 70 minutes) and the proper application of the scissors will improve its speed and general entertainment value. Both the stage and screen bills spell box office, Gene Krupa and band co-featured with



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Vaudeville Reviews

Gayety, Montreal

(Reviewed Tuesday Evening, April 28)

Vaudeville is here to stay if the enthusiasm attending its return is any criterion. After an absence of more than 10 years, two-day girlie and gag shows were ushered in by Thomas E. Conway, and indications are that the success of the venture is assured.

Opener, *The New York Follies*, proved chock-full of entertainment. While the comics and the gals dominate, a number of novelty routines inject relief at intervals during the two and a half-hour performance.

Production by Allan Gilbert deserves credit. Even at its outset the show went off smoothly. Featured 25 "Park Avenue Models," and the various chorus routines were executed with grace and polish against colorful settings. Conga and can-can numbers all but brought the house down. The line girls also invade the aisles to choose partners for a *Boomp-a-Daisy* finale.

Rich humor is dished out in generous portions thruout. Irving Benson and Charlie Lavine ring the bell every time, with Eddie Lloyd and provocative Jean Collette always in there punching. Comedy skits run the gamut from the dentist's chair to the fireman's home. *The Information, Please* number—live art scenes supposedly depicting motion picture titles, with the audience participating—added to the general hilarity.

Barbara Lee thrilled the crowd with her smooth singing. Phyllis Vaughan, acro dancer, rates a mention.

Probably the high spot was the Three Wiles, who reel off with mechanic-life precision a combination of dances involving intricate footwork and smart pantomime. The program is rounded out by a sextet of female acrobats, a hoop-juggling number and a xylophone act. Len Howard ably led the pit ork. Prices range up to \$1.33. Cal Cowan.

Earle, Philadelphia

(Reviewed Friday Afternoon, May 1)

Considering the revived interest in variety entertainment, Earle passed up the usual name band attraction for this trip and brought in the *Meet the People* unit. It's the shaving down of the regular legit musical to vaude house proportions. Set-up is swell for the draw at the variety houses, but as this unit shapes it misses the mark in entertaining those entering the house.

It would have been far more effective to ape the Hollywood moguls in buying a best-seller book, and let its identity run little beyond the use of the title, instead of trying to impress with songs and sketches of social significance as was the intent of the regular show, and which the unit version unfortunately tries to emulate. Fullest use should have been taken of the talents of the youngsters in the show. And what little chance they had to overstep the too-confined pattern of the unit proved that there is plenty of talent hidden on the boards.

Gets off to a novel and refreshing start as the entire company creates bedlam on the stage while Miss Hollywood (Sue Robin) sleeps thru it all. Is rudely awakened by Prince Charming (Jimmy Alexander), which cues the company's singing of *Step Up and Meet the People* and stepping down into the audience to meet the cash customers.

Dorothy Roberts, Joey Faye and Jack Albertson follow with a weakie blackout, tag in the husband shooting the lover because the latter's coat lacks a union label.

Buddy Pepper and Lorraine Krueger pick up the same theme with *Wear a Union Label* song and dance, mixed dancing chorus of 14 join in, with the gals stripping down to their chemise and the boys dittoing down to the union (underwear) suits.

Ted Arkin takes over with a medley of Hollywood impersonations, his artful mimicry stemming from a mythical trial of Martin Dies.

Buddy Rogers, who carries the star billing with Patsy Kelly, follows with a trumpet novelty. Has a dwarf puppet draped on his hand to press down the valves as he blows the bugle. Patsy Kelly comes on to exchange banter on man-chasing, Jack Albertson assisting in repartee that brings the show its first comedy moments, and all because Miss Kelly shrugs her shoulders at the show theme and plays up to the audience.

Jack Alexander and Alice Tyrrell confine themselves next to the romantic

Connee Boswell on the stage and Paramount's musical *The Fleet's In*, with Dorothy Lamour, Jimmy Dorsey and band, Gil Lamb, Cass Daley, Roy Atwell, Betty Hutton, and Lorraine and Rognon, on screen. Set for two weeks and business should hold up for the duration.

The kids did everything but tear the seats apart at the sound of Krupa's drums, and everything he and his band did was received in a similarly unorthodox fashion. The oldies went best, including *Blue Rhythm Fantasy*, *Let Me Off Uptown* (Anita O'Day and Roy Eldridge) and *Thanks for the Boogie Ride*. Eldridge, the colored trumpeteer, is at his best when he has his instrument handy, and on the stage he is seldom without it. He gets his own inning with *Embraceable You* and *Baby Knock Me a Kiss*, a couple of contrasting items which he airs in his own style. Miss O'Day is good enough and suitable for this organization. Johnny Desmond handles the ballads. A young chap with a good voice but still off on salesman-ship. Did *Tangerine* and *Miss You*.

Connee Boswell closes. Unusual but unnecessary is her repetition of *Somebody Else Is Taking My Place*. She opens with the number and repeats it in her finale, with the harmonious background of a rhythm tune. She can start off with this idea in the first place and save a couple of minutes. Vocally, she has seldom been better. She sings right out and her pipes are thoroly listenable. *Johnny Doughboy*; *Nursie, Nursie*; *One Dozen Roses* and *Stormy Weather* completed her set.

Joey Rardin, a fresh personality, went well with his vocal impressions of musical instruments, auto horns, James Cagney and finally with his musical rendition of *The Same Old Shillelagh*. He looks like Cagney, so that carbon is a natural one. It might be a good idea, too, to close with it. In all, he is clean and entertaining.

The Acromaniacs (Allen, Burns and Cody) went big with comedy acro antics. Their title is ideally descriptive of their work. The boys work fast and hard and are as up to date with their tricks and bits as Krupa's swing music.

Business good end of first show.

Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, April 30)

Looks like a two-week show. The film *We Were Dancing* (Douglas and Shearer) is an okay comedy, and the slageshow is a beautifully lighted, pleasant affair.

Show is called *Town Topics*, produced by Russell Markert, with settings by Nat Karson. Opener is an applause-getter. The ballet girls do a daisy chain dance before a campus set, achieving pictorial formations. Then tenor Loren Hollenbeck and soprano Silvia Brema duet pleasantly lyrics by Albert Stillman about the beauty of small-town life (music by Pem Davenport), with charming Patricia Bowman and lithe Paul Haakon then going thru a lively, interest-holding modern dance against a boy-girl flirtation theme. An applause winner.

Next scene has the mixed choral ensemble singing spirituals against a colorful garden scene. Soprano Selma Kaye leads the fine blending of voices. *Jericco*, *Nobody Knows the Trouble I've Seen* and *Gospel Train* were the tunes rendered in excellent style. Frank Paris then scored solidly with his exposed handling of marionettes. Offered a dancer, duck, phosphorescent veil dancer, ice skater and jitterbug puppets, handling each with skill and getting them on and off quickly.

The last number is called *Western Town* and has the 36 Rockettes doing their usual applause-rousing precision formations and kicking, while the choral ensemble sings *Deep in the Heart of Texas*. A pleasing production scene.

The pit symphony orchestra performed Johann Strauss' *The Gypsy Baron*, a melodious, gay overture.

Richard Liebert and Cass Parmentier at the grand organ. Paul Denis.

singing of *The Stars Remain*, with a reprise in Marion Colby's dead-pan singing in the exaggerated swing style.

Follows with a lecture skit that is the show's best—group faces the audience and mug away as an audience might react to the speechmaking of a labor leader.

Buddy Rogers is back for a two-piano specialty with Buddy Pepper, and pleases more on that instrument with the more popular *Smoke Gets in Your Eyes* and *Deep in the Heart of Texas*. Lorraine Krueger, cute and blondsme, is on for a dainty tap specialty. Jimmy Alexander, this time joined by Sue Robin, returns for another social significance ballad, *A Fellow and a Girl*, with Miss Colby again for the swing reprise.

Buddy Pepper and Jack Albertson join for an old-time minstrel song and dance turn set to another proletarian tune, *The Same Old South*. There's more life in the Mexican *In Chi Chi Castenango* follow, with Miss Colby the saucy senorita, joined by the dancing chorus.

Joey Faye, whose comedy talents are hidden until now, gets the next-to-shut spot with his burlesque stuttering specialty. House pit band moves up on the stage for the finale, allowing Buddy Rogers to put in his instrumental specialty of playing all the horns in the band. *Elmer's Wedding Day* brings out the entire cast for a jazzed-up version of a hillbilly wedding.

Show runs some 75 minutes. Tightening the sequences and setting a faster tempo could easily lop off 10 or 15 minutes, which would also help.

Screen shows *Butch Minds the Baby*. Biz fair at late afternoon show caught. Maurie Orodener.

Roxy, New York

(Reviewed Thursday Evening, April 30)

Layout here skillfully blends unrelated components, altho pacing is lost in the process. Show has a sprinkling of modern ballet and such staples as Joe Jackson, who is delightful in any setting. Bob Hannon is a definite help to the show's smoothness.

Given a nice special material number to give them atmosphere, the Hollywood Blondes, now three, provided a fast opener with their standard roller-skating stint. Act did well enough to take a bow, which is quite an accomplishment here.

The modern ballet, as presented here, with Hannon singing *Blues in the Night* as background, went far above the audience's head. The Gae Foster line, augmented by 12 Esquires, didn't do its usually okay precision work in this instance, which may account for its indifferent reception. Lee Sherman and Beatrice Seckler, in stepping to the front, livened the pace a bit.

Chester Dolphin did well with his acrobatic juggling, impressing with the novelty of his turn. Sole drawback is his occasional chatter, which is not as up to date as rest of his routine.

Joe Jackson follows, working in front of a dining car set. Drew his accustomed response, walking off to a solid hand after his pantomime-bicycle act.

The line does some jitterbugging when the lunch wagon drop raises to reveal its interior. There is an offstage lyric here about *Jenny the Juice Box*. A nickel placed in the machine puts on Benny Goodman's recording of *A String of Pearls* and the pit men drop their instruments in favor of the wax. The prancing is of sufficiently fast variety to please.

Pic is *My Gal Sal*, a technicolor extravaganza which is pretty much of a bore, altho it got some critical raves. Business was off opening night, possibly due to the blackout. Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, May 1)

A good band show augmented with three strong acts. Jan Garber's baton rules the stage this week, fronting a melodic 12-piece band playing the sweet and loud with commercial skill. Garber makes a good emcee, too, disposing of the introductions with little labor.

Boys open with *12th Street Rag* and go into *Plant a Little (Victory) Garden* with a short vocal by Fritz Heilbron.

Alice Kavan, tall and blonde, makes a good appearance in a blue suit costume as she taps out her interpretations of *St. Louis Blues* and of a Spanish bull-fight with the aid of a cape.

Jack Swift, singer who recently replaced Garber's veteran Lee Bennett (now an announcer on Station WGN here), did two numbers (*Keep 'Em Flying* and *Tangerine*). Voice at this show was not too strong.

Band's piano team next plays a milt

uet, followed by Hugo De Paul, one of the pianists, with an impression of various ivory ticklers. Good musically, but he should also make an attempt at visual showmanship.

Jack Marshall, the funny man with the humorous caricatures, stopped the show with his impressions of a Japanese politician, sea lion, *Bah Bah to You* song, the moronic Butch McGuirk and his hat rim encore. His work is not forced, hence more receptive.

Band gets back to work with the now familiar *Jersey Bounce*, and Hellbron gets his inning with his high voice in take-offs of Yvonne King doing *I Said No* and Mary Martin informing that *My Heart Belongs to Daddy*. Gets laughs.

The Whitsons and their circusy Risley turn is as strong as ever, fast and thoroughly entertaining. The boys perform strong tricks, interspersed with laugh-getting bits of comedy.

Garber finds his fiddle for the two closing numbers—an interpolation of the *Orpheus* overture and *My Buddy*. Both are well played.

On screen, *Affairs of Jimmy Valentine* (Republic). Biz average end of second show opening day. *Sam Honigberg.*

Harper, Detroit

(Reviewed Friday Evening, May 1)

Exceptionally strong and well-balanced bill for this nabe house, which has just restored stagershow after several months' absence. Happy, Tom and Jerry, two men and a girl, have one of the swiftest roller-skating turns this reviewer has ever seen. Routines vary, with some unique whirling, one and two-man holds and acrobatic work—mostly at a terrific clip.

The Kelly Sisters follow with a well-synchronized Moorish dance, done in full swirling skirts, with castanets and tamborines, nicely done in a rhythmic style. They return in abbreviated costumes with accordions for some music as tune-ful as the girls are cute.

Texas Tommy, in cowboy costume, brings on Baby Doll, educated Shetland pony who counts, plays tricks, mimics of persons, tells colors, poses, answers a variety of questions by nodding, and a host of other stunts. The animal appears about tops among performing equines.

Falls, Reading and Boyce come on with a loose-jointed hornpipe, dissolving into slapstick. The girl does a solo bit in semi-nautical costume, demonstrating smoothly produced acro work. The two men, individually and with the girl, turn in some fast and difficult contortion and acro-dance work, produced in novelty style. There's frequent hokum to give the act comic relief.

Phil Irving emcees and does a series of vocals, including an Italian opera bit and an effective double-song novelty, wherein he sings falsetto for the girl's part.

Mel Lowe and band work on stage thruout. Show booked by Sol Berns. *H. F. Reeves.*

Loew-Globe, Bridgeport, Connecticut

(Reviewed Monday Evening, April 27)

Layout this week runs 51 minutes, with Charlie Ferron and his pit crew getting the show off to a good start with a snappy overture. Joey Adams, emcee, must have unearthed a copy of Joe Miller's original joke book. His gags drip with corn.

The Skating Hamiltons, a mixed team tastefully garbed in white, prove a sock opener. Furnish plenty of thrills and use no plants.

White and Stanley, boy and girl, click solidly with their clever crossfire chatter and swell eccentric dancing. Do a nice gay '90s number in costume while warbling *The Band Played On*.

Tom, Dick and Harry score heavily with a fast routine of zany bits and low comedy. Crowd went big for their tomfoolery and slapstick. Close with clever stepping.

Tony Canzoneri, former boxing champ, headlines. Came on to a big hand after introduction by Joey Adams. Pair indulge in some unfunny crossfire, their material woefully weak. Adams tries hard and his alleged comedy consists hitting and slapping Tony after every few words. It doesn't take the customers long to realize that as an actor and comedian Canzoneri is a swell fighter. His impression of Edward G. Robinson was passable, but his shyness and habit of not facing audience didn't help.

The Speed Kings, sepian trio, drew a terrific hand with their sensational and clever hoofing. Lads have a punchy bit

when they execute a fast routine, with one foot on a chair. Lads indulge in comedy after being called back for a bow, which didn't go so well.

Louisiana Purchase and *Brooklyn Orchid* are the pictures, besides a news-reel and serial, in all a four-hour show for 33 cents. Harry Rose is house manager. *Samuel A. Lefkowitz.*

Loew's State, New York

(Reviewed Saturday Evening, May 2)

Chief attraction this week is the unit, *Water Follies of 1942*, headed by Buster Crabbe and including some 25 divers and swimmers. *The Follies* does not run continuously thruout the stagershow, but is broken up by the appearance of three acts, Sara Ann McCabe, Jimmy and Mildred Mulcay, and Gil Maison.

Water carnival set-up has a tank on stage with glass front making visible the motions of swimmers. Three diving boards overhang the tank, and are taking-off points for straight, fancy and comic diving. Production for the *Follies* is very simple, chief being a line of 10 girls who do a simple routine on stage and a water ballet in the tank. Crabbe, champ swimmer, gives an exhibition of swimming strokes, and later in the show introduces the divers and other features. He also announces a contest, asking kids of 8 to 18 years to send in names for one of his horses. Winning name (and kid) gets a week in Hollywood, cuffo.

Featured in *Water Follies*, in addition to Crabbe, were the stunt diver, Cornelia Gillissen; Larry Griswold, ace comedy diver; Charlie Diehl, Joe Seymour and Joe Peterson, experts in fancy diving; the Hopkins Sisters, twin rhythm swimmers, and Frank Foster, another comedy diver. Presentation interesting, altho water at times seemed not very clear and hindered visibility. Maybe this was due to lighting. The fancy and comedy divers impressed best, much more so than Crabbe or the water ballet gals.

Sara Ann McCabe warbled *Arthur Murray Taught Me Dancing*, a medley of Friml tunes, and one or two patriotic numbers. Quite impressive. Was most fetching with the *Murray* lyric, and displayed best technique with Friml show melodies.

Jimmy and Mildred Mulcay, harmonic artists, scored very well in solo and duo numbers. Act opened with an old, but good, gag—Jimmy coming out to do a solo and make it sound like a duet. Stops for a while, and attention is turned to a phonograph. This kills everybody. Really fine music, when they get down to serious playing. Best were *Chattanooga Cho Cho*, *Rhapsody in Blue*, *Carnival of Venice* and *Tiger Rag*. Had to encore.

Gil Maison is a cute animal act. All dogs, except for a chimp who sits off side and gets a bad case of jitters every time Maison says "Frank Buck." A good comedy antic. As for the pooches, one does a "contrary" act, doing everything opposite to what Gil orders. Other pooches and the chimp are used for beautiful balancing stunts. Act goes along swiftly and has good novelty value.

Pic, *Butch Minds the Baby*. Business good when caught. *Paul Ackerman.*

Orpheum, Los Angeles

(Reviewed Wednesday Evening, April 23)

Local friends of jive are having a field day, what with Louis Armstrong and band on deck here. While Satchmo doesn't jive as much as one might expect—or like—his program is so diversified as to please even the most radical j-bug or those whose ears are affected by blaring brasses. His program is well arranged and his selections offer opportunity for plenty of applause.

Show gets under way with the band (four reed, six brass, four rhythm) backing up the maestro, who vocalizes *Exactly Like You* to a big hand. The five boys take over with *Leap Frog*, which gives Joe Garland excellent opportunity to blare out on a bass sax; Prince Robinson, clarinet; Sid Catlett, drums, and Johnny Simmons, bass fiddle. After a bit of the light stuff, Armstrong brings on something heavy—Velma Middleton—who clicks solidly with *Deep in the Heart of Texas*, with the trombone section smearing it. Returns for more vocals, augmenting her warbling with a dance routine featuring splits.

Armstrong takes over to vocalize *Blues in the Night* to another big hand, Brookins and Van, song and dance, offer some Moran and Mack dialog, but Brookins puts the turn in the top brackets with a choice piece of boogie-woogie pianoing. Van dances and Brookins again takes spot for *Trees* vocals to fair results. Act could use more of Brookins's hot piano

and less corny dialog.

Following an all-out on *Cash for Your Trash*, with Armstrong clicking on the vocals, Sonny Woods takes over for more smash warbling. His tunes included *Without a Song* and *Dianne*, the latter featuring the muted trumpet of Shelton (Scad) Hemphill.

Cook and Brown, dance team, open with a meaningless vocal but quickly redeem themselves with some fast stepping. Smooth workers, they sell well. One of the fastest colored dance teams to appear here in months. Had to beg off.

With Rupert Cole taking a solo on the clarinet and Henderson Chambers on the trombone, Armstrong handles a hot trumpet on the closing tune, *Blues for the Second Line*. Tune also gives featured parts to the bass fiddler and drummer and is a smash number for the finale.

Pic, *Ghost of Frankenstein* and *Devil Pays Off*.

Packed house when caught.

Sam Abbott.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, April 22)

Paul Whiteman has his band here and he puts it thru a series of paces that had the customers ecstatic. Even apart from the Whiteman brand of

music-making, the whole show is excellent.

The Whiteman aggregation is on first, and how it can perform. His boys turn out one specialty after another—Gershwin's *Rhapsody in Blue*, something called the *Well Digger's Clambake*, *A String of Pearls* and *Lady, Be Good*. And at the end they doled out a medley of *Whispering*; *Swing Low, Sweet Chariot* and *Stardust*.

Buddy Weed and his piano give out with *I Found a New Baby*. Whiteman's only difficulty was in getting his band off the stage in the face of clamor for "more."

Also there were loud hands for Jimmy Cash, a young tenor; songbird Dolly Mitchell; the dancing Chiquita; Jerry Bergen, the comic violinist, and Clarence Nash, who is the Donald Duck voice. Cash gives some skillful treatment to ballads like *Night and Day*, all of which drew much favorable response. Dolly Mitchell is an extremely personable brunette who knows how to put a fast song across.

Bergen is a humorous little character with a Dutch-boy haircut, whose soulful reveries with his violin and his encounters with an overpowering soprano are very funny. His hefty partner is Allegra Warren. Chiquita, the dancer, was well received.

The Mayor of 44th Street on screen. *Edward Murphy.*

Reviews of Units

Ted Lewis and His

"Happiness Revue of 1942"

(Reviewed at the Orpheum Theater, Los Angeles, Wednesday Evening, April 22)

The presentation of *Happiness Revue of 1942*, a top-grade show, followed true to the Ted Lewis tradition of strong box office. With four shows a day instead of the usual three, the crowd couldn't be comfortably accommodated and the ropes were up.

Lewis emcees in his usual able manner. Orchestra is tops and Lewis gets plenty out of his boys. Instrumentation is four reed, four brass and four rhythm. Opening with *When My Baby Smiles at Me*, Lewis takes the mike for the vocals on *Be Yourself*, the theme of the show. *St. Louis Blues* has Tom Parenti, clarinet; Dave Wade, trumpet, and Sammy Blank, trombone, taking solo parts.

Gertrude Erdy clicked solidly with her rhythm tapping, and Helen Tell, pretty vocalist, followed with *Let's Be Buddies* and *My Mother Would Love You*, with Lewis aiding on the latter tune. Ork takes over with a swing arrangement of *Avril Chorus* to big applause. Ollie Hantock, drummer, and Rodney Davis, pianist, do socko work on the tune.

Lewis, in song, tells of the foundation of swing and brings piano, clarinet, sax, trombone, trumpet and drums down front to play *Jazz Me Blues*. Tune smashed and group encored with *Melancholy Baby*, with Lewis vocalizing.

Geraldine and Joe, acro dance team, do smooth work, marked by one-hand overs and Arabian cartwheels. Youthful, team works with enthusiasm. Clicked solidly.

In the next number, *I Want To Be the Leader of an Army Band*, Lewis brings out Charlie (Snowball) Whittier for some baton swinging as the Payne Trio vocalizes on *Me and My Shadow*, with Lewis strutting with Whittier as his shadow. Turn got its peak applause on this shot. Whittier goes into a Bill Robinson dance. He brought down the house. The Payne Trio, good lookers, take over for swell harmonizing on *Just a City Called Heaven*, with an interlude of *Over the Rainbow*. Encored with *Deep in the Heart of Texas*. Girls sell their numbers well.

June Edwards provides novelty with her contortion and acrobatic work. Working atop a small platform, she does the usual twisting and turning, moving to a pedestal for some amazing work which includes picking up a handkerchief in her teeth on a back bend that puts her head about three feet below her feet. Miss Edwards works smoothly and with plenty of personality. Tom Todd, blond vocalist, is on for a foreign-flavored tune and goes into *Aurora*, with the Paynes and Lewis helping out. Whittier, with peanut wagon, distributes nuts to those in the front row as the band

strikes out on *The Peanut Vender*, which brings the cast on stage for the finale.

Four Jacks and a Jill, the pic.

Prices, 40, 55 and 65 cents. Usual top is 55 cents. *Sam Abbott.*

"Hooray for Life"

(Reviewed Sunday, April 12, at the National Theater, Richmond, Va.)

A fast-moving, well-balanced unit, of which only the best can be said. Act after act lived up to the promise of the preceding performers. Flo Nickerson, director, works into the show well as a comedienne and torch singer. An eight-girl line is highly precisioned, and pleased.

The Howe Sisters, five, combine dancing, acrobatics and music in a nice manner. Mary and Betty leave the audience hungry with their work on the accordion, xylophone and guitars. Annette and Barbara have a neat tap, and the youngest of the act, Jean, rates top billing with her acrobatics, which she completes by sitting on her own head.

Pantomimist Tanglefoot, in his second visit in three months here, drew applause before he got on stage. His routine has improved since his last visit. Phil Bennett, assisted by Mitchell Robinson, does his pitch act with the sing-a-tina and later turns the lobby of the theater into a selling ground for his gadgets. Ralph Reno was well received with his tramp bicycle act. The usual strip is offered by Florette.

Pic, *The Affairs of Jimmy Valentine*. *Ban Eddington.*

PHILADELPHIA, May 2.—Joe Campo, president of the local AGVA chapter, having been called up for military service, his post will remain open until new elections are held. Nominations for officers will be held April 28, and election May 26.

McNALLY'S BULLETIN No. 21 PRICE ONE DOLLAR

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FUTURE BANDSTAND KINGS

Thornhill, McIntyre Grab Nod From 28 Universities Apiece

Les Brown, Johnny Long, Alvino Rey, Stan Kenton crash into first 10—only two non-recording orks score in the voting

(Continued from page 3)

the college editors made frequent bows to his novel arrangements, the punch the band packs, and the way it seems able to play the most righteous jazz without stretching the bounds of easy listenability. One or two caps were doffed to Dave Matthews, veteran tenor saxist responsible for many of McIntyre's arrangements and for considerable solo horn work as well, before he left the band recently.

Thornhill Hot

Whereas McIntyre polled his total on the strength of one extended engagement, with frequent radio broadcasts, Claude Thornhill arrived at the top of the up-and-coming bunch after a longer and more involved career as maestro and arranger. Until last year he was known primarily as one of the most sought-after arrangers and jazz pianists in the country. He had had several bands without setting any worlds on fire but had attained prominence as mentor of Maxine Sullivan. A band which he formed on the West Coast gained him a tie for 10th slot in this category last year, but by the time the votes were cast and published he had scrapped the band and had come east to form his present crew. Just one year ago his current aggregation was but a few weeks old and was being broken in at the same Glen Island spot which now houses McIntyre.

Thornhill followed that engagement with a lot of touring, plenty of theater dates, including one at the Paramount, New York, a repeat at Glen Island, a stay at the Palladium Ballroom, Los Angeles, and his current return run at the Paramount.

Where McIntyre features a solid-packed, hard-hitting outfit given to weird harmonies and a lot of sock sax work, Thornhill's stock in trade is a much "prettier" product, equally acceptable to the smart college set, to be sure, but much more on the sweet side. McIntyre has only been recording for Victor for a few months and has yet to score with a smash, but Thornhill has been waxing for Columbia from the beginning and, tho not as popular a seller as he eventually may be, has developed a clientele among the buyers of retail disks.

In voting for Thornhill, the college editors commented at length upon his unusual tonal effects, the delicacy of his piano work and went into ecstasies over his style.

Monroe Made!

The fact that Vaughn Monroe won last year's laurel as the new band most likely to succeed but finished third in this year's tabulation is no discredit to the New England lad. It must be remembered that he wound up sixth in the voting for the nation's top band, won by Glenn Miller for the third consecutive time. The man no longer is a "new" leader but is established—he has arrived. Those who voted for him as the ork most likely to reach the top in this year's census probably overlooked the "new" band angle in their enthusiasm.

The same applies to Charlie Spivak, third in last year's "Most Promising" class and one vote behind Monroe this time. Charlie is definitely in the upper crust now, having finished ninth in the leading band poll won by Miller and also having a string of record-breaking dates behind him.

Dunham Fifth

Sonny Dunham, Glen Gray's trumpet and trombone tooting alumnus, came in fifth after putting in a busy year on tour and in such coveted spots as Frank Dalley's Meadowbrook, Palladium Ballroom, and Totem Pole, Auburndale, Mass. Oddly enough, he is the fourth General Amusement Corporation band of the

top five in this year's voting. Thornhill and Spivak are both GAC orks, and McIntyre, while not under a booking contract with the agency, operates in close touch with it. Vaughn Monroe is handled by William Morris.

Dunham's band is of the swing variety, built around the leader's own brass work, and is quite different in every respect from the four orks listed above it, which shows in some measure that individuality is a necessary requisite of any band which hopes to catch the favor of America's collegians.

Dunham has been recording for Bluebird and has had several sides which fared moderately well.

Behind Dunham comes Les Brown, for whom 10 schools cast their ballots. Brown, booked by Music Corporation of America and handled by Joe Glaser, is hardly a newcomer to the bandstand, but the band which he now leads is considerably different from the ork he had last year, when he finished 12th. Grabbing off star instrumentalists whenever possible, turning out several best-selling Okeh platters, putting in a record-breaking stand at Log Cabin Farms, Armonk, N. Y., and a successful run at Blackhawk Cafe, Chicago, Brown is really moving. He recently completed a stand at the New York Paramount and is now on the road.

Long and Rey

In a tie for seventh place are Johnny Long, left-handed fiddle-playing property of GAC, and Alvino Rey, of the electric guitar and the Four King Sisters. Strangely enough, Rey was seventh last year, with Long right behind him in eighth place. Neither of these boys can be termed new arrivals, altho it is perhaps true that their serious upward progress is of comparatively recent vintage. Rey came in 14th in the voting for top band of the country this time, on the strength of several sensational Bluebird recordings and a series of top bookings by MCA. Long has been less successful in his disk efforts (for Decca) than Rey, but had a wonderful summer stay at Hotel New Yorker last year and opens for a return there this month. He

Recordings Count

NEW YORK, May 2.—Just how important records are in bringing a band to the attention of the public can be seen from the votes cast by 158 colleges in *The Billboard's* current poll of campus opinion as to up-and-coming orks. Of the 29 bands which drew votes, only two have never cut disks.

Bluebird had the most bands in the up-and-coming category, 10 in all. They are Vaughn Monroe, who finished third, Sonny Dunham (fifth), Alvino Rey, Shep Fields, Bob Chester, Tony Pastor, Teddy Powell, Sam Donahue, McFarland Twins and Mitchell Ayres. Decca was second with nine of their bunch—Johnny Long, Stan Kenton, Muggsy Spanier, Woody Herman, Bobby Byrne, Carmen Cavallaro, Terry Shand, Russ Morgan and Charlie Barnet, who recently switched from the Bluebird fold.

Columbia and Okeh tied with two bands each. Columbia nosed in with Claude Thornhill (who tied for first with Hal McIntyre, Victor's lone representative in the field), and Harry James. Okeh's bands mentioned are Charlie Spivak (fourth) and Les Brown (sixth).

The Elite label had one maestro in the running—Clyde Lucas.

Of the remaining bands, only Bob Allen and Pee-Wee Erwin have not cut disks since premiering as baton-wavers. Will Bradley and Ray McKinley used to record for Columbia before they busted up; their new bands have not appeared on tallow yet.

is moving in the right direction, not only in the opinion of the seven colleges which voted for him but also in the minds of the trade.

Shep Fields slides into ninth position with his braceless band, which has been getting a thoro build-up from MCA at such well-radned spots as Top Hat, Union City, N. J., and Hotel Edison, New York. Last year at this time the braceless ork was hardly more than a glint in Shep's eye, but today it bids fair to prove as lucrative an organization as his "Rippling Rhythm" crew. His Bluebird records sell.

Following Fields is Stan Kenton, who leads perhaps the most talked of new band of the past year. Hailing from the West Coast, where he stood the natives on their collective ears, Kenton has just concluded a run at Frank Dalley's Meadowbrook, and previous to that was at Roseland Ballroom, New York. He

Diskers To Keep Cheap Labels In; Decca Used Plan

NEW YORK, May 2.—Decca sent out letters this week to its branches and dealers, outlining its plan for salvaging disks. Firm has also instructed colu phono operators that, beginning May 15, they will be required to turn in one used platter for every three new ones purchased. Decca will pay or credit operators for salvaged disks at the rate of 2½ cents per platter or 6 cents a pound. This is 1 cent more per pound than Victor is offering.

Decca suggested three or four different plans to dealers in getting scrap from home consumers but, regardless, it will service them new stock on the one-for-three arrangement.

Columbia this week had still not announced any salvage policy, altho it was understood that some of their distribbs had set up their own on a 5-cent-per-pound basis, with a stipulation that at least half of the returned disks be either Columbia or Okeh labels. Shellac salvage content in Columbia and Okeh platters is reportedly very low because of the laminated core in them.

By the end of the week all diskers were finding themselves more or less in the groove on their new production schedules. Classic Record Company, headed by Eli Oberstein, is premiering a new pop label next week besides the Elite tag. It will retail for 50 cents and will be titled the Hit Record. First release on it is Les Hite's ork with *Jersey Bounce and One Dozen Roses*, and 40,000 copies are being pressed, according to Oberstein. Diskers will bring out one Elite and one Hit Record each week.

Altho nothing official has been announced, it is reported now that Columbia, Victor and Decca will continue, in a limited way, their 35-cent labels. Last week a Columbia exec unofficially stated that in all probability the Okeh tag would be dropped entirely for the duration. But latest information is that they will retain it for hillbilly and race releases. No Okeh disks have been released for two weeks. Decca says it will keep its 35-cent label in circulation for a while anyway. This week Decca brought out Woody Herman and the Andrews Sisters on the half-a-buck black label.

Victor is understood to have already switched Glenn Miller and Dinah Shore from its Bluebird to Victor label and will release them that way May 11. However, they too will continue the release of the 35-cent disk (Bluebird). Trade observers figure that this effort to retain the cheaper labels, even tho in a limited way, is probably due to a fear that the Office of Price Administration might frown on the complete elimination of the cheaper disks, considering such a move as a price rise.

COLLEGIATE CHOICE OF MOST PROMISING ORCHESTRAS

Following are the dance bands considered most likely to reach the top by students of the colleges participating in the music survey.

Votes were tabulated only for those bands whose careers and management have, or will, put them in a position of national prominence. Selections of strictly local or territorial orchestras were not counted.

In some instances colleges listed more than one band as their choice. Rather than attempt to decide which of the two, three or four bands was the college's first choice, *The Billboard* allowed a full vote for each band so listed.

Orchestra	Votes	Orchestra	Votes
HAL McINTYRE	28	McFarland Twins	2
CLAUDE THORNHILL	28	Bob Allen	1
VAUGHN MONROE	21	Mitchell Ayres	1
CHARLIE SPIVAK	20	Charlie Barnet	1
SONNY DUNHAM	11	Will Bradley	1
LES BROWN	10	Carmen Cavallaro	1
Johnny Long	7	Pee-Wee Erwin	1
Alvino Rey	7	Clyde Lucas	1
Shep Fields	6	Ray McKinley	1
Stan Kenton	5	Russ Morgan	1
Bob Chester	4	Terry Shand	1
Muggsy Spanier	4		
Woody Herman	3		
Harry James	3		
Tony Pastor	3		
Teddy Powell	3		
Bobby Byrne	2		
Sam Donahue	2		
NO CHOICE	38 Schools		

CAMPUS CRITIQUE

NEXT week *The Billboard* will wind up its survey of collegiate tastes in bands, singers and dance music by presenting the detailed reasons WHY—direct quotes from editors of 158 college newspapers from Coast to Coast expressing the likes and dislikes of thousands of music patrons.

HOW do American collegians feel about the conga? Will a band fall flat at a college prom unless the library packs plenty of Latin stuff? What about the jiveroo? Is it really finished and do the kids ask for waltzes now?

HOW do the collegians feel about the bands that played for their dances during the present season? Who went over? Who flopped?

ALL this direct, firsthand comment from the youngsters who rule the musical roost will be coming up in the next issue. This info is right from headquarters and packs plenty of value.

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

SAMMY KAYE (Victor 27870)

Here You Are—FT; VC. *Johnny Doughboy Found a Rose in Ireland*—FT; VC.

FOR the first time the smooth and melodious music of Sammy Kaye blends with a female voice. She is Elaine Beatty and it's a one-time singing shot, as a result of her winning a talent contest sponsored by the Cleveland (O.) Music Operators' Association. Apart from the benefits of a well-rounded set of pipes, gal gets good song material in *Here You Are*, swell ballad bit from the Leo Robin-Ralph Rainger score for *My Gal Sal* movie. Giving it a slow beat that runs a smooth course, the Kaye saxophones and muted solo trumpet divide the opening chorus. Miss Beatty handles the second chorus in expert professional style, and the band returns for another chorus to carry it out. The same musical mood is established for the *Johnny Doughboy* side, following the same pattern with Tommy Ryan's sweet pipes.

The novelty of a female voice with the swing-and-swayers is bound to attract phono attention to the "Here You Are" side, especially in view of the fact that the voice was selected by the Cleveland ops. Moreover, the picture ballad has strong hit possibilities. "Johnny Doughboy" is already among the more familiar soldier ballads of the day. Kaye's entry is definitely music-box material.

THE FOUR KING SISTERS (Bluebird 11522)

Jersey Bounce—FT; V. *Heavenly Hideaway*—FT; V.

ALREADY a heavy favorite on record and the radio as an instrumental number, *Jersey Bounce* now pops up with a set of lyrics, which explains what everybody knows—that it's a toe-tickling riff run that has caught on in a big way. However, the King gals turn in an excellent dish of harmonizing, singing it like the bands have been playing it. In moderate tempo the sisters sing it right from edge in unison to introduce the riff strain. The Rhythm Reys (Alvino Rey) step up for a second chorus, starting with Alvino's guitar and the girls exchanging licks at the bridge passage and then singing it to a fade-out finish. Even more relaxed is their singing for Lou Ricci-Jules Leman's *Heavenly Hideaway*, which packs plenty of promise. A particularly melodious piece, and the straight and smooth singing of the girls for a chorus and a half makes it particularly pleasing. It's vocal thruout, with the Reys bringing up effective support instrumentally.

With "Jersey Bounce" already an established phono hit, the vocal version by the King Sisters is bound to attract coinage. Moreover, their sweet singing for "Heavenly Hideaway" on the flipover is fashioned for wide use in the music boxes as the song builds as it is bound to do.

LANG THOMPSON (Elite 5023)

Tangerine—FT; VC. *Miss You*—FT; VC.

THIS two-hit label backs one from yesterday with one from today in this pairing that returns Lang Thompson's sweet band to the waxes. The interpretation afforded *Miss You* should keep the sentimental ballad around for still more time to come. Thompson sets in it a slow tempo, and for his full-voiced baritone on the opening chorus the band boys back him in swing choir formation. The familiar *Tangerine*, from *The Fleet's In*, also calls for slow ballad tempo, and again it's Thompson singing the opening chorus. Full band plays the second chorus for each side, with Thompson singing the tag lines in each instance.

Locations where sentimental war ballads find favor are just right for "Miss You," the unique vocal twist earning its attention.

HAL McINTYRE (Victor 27872)

I Threw a Kiss in the Ocean—FT; VC. *Daisy May*—FT.

The rich orchestration that McIntyre calls for in embellishing the ballads makes a silky setting for Irving Berlin's salute to the boys in blue. McIntyre's score has the soft-muted brasses, and whispering tenor sax share half a chorus for the opener, and then calls on Penny Parker to underscore the lyrics for the rest of the side. *Daisy May* doesn't go beyond the title in tying in with the famous comic strip. Instead, it identifies a tuneful musical riff that has been fashioned into the usual instrumental jumper by maestro McIntyre and Arletta May. Setting the strain in a minor key and taking it in a moderate jump tempo, band hits it solid, but soft and smooth, right from scratch. Saxs in unison introduce the theme, and the band choruses are full and rich in modern musical designs. Tenor sax, trumpet and the maestro's alto horn turn in neat get-offs for the instrumental solos.

All the appeal that "Jersey Bounce" has for the phono fans is found in "Daisy May." Moreover, the familiar name should help bring it an enthusiastic response.

TOMMY DORSEY (Victor 27869)

I'll Take Tallulah—FT; VC. *Not So Quiet Please*—FT.

Another song from his picture, *Ship Ahoy*, is polished off by TD in *Tallulah*. It's a production number, with the entire vocal corps, including the Pied Pipers, Frank Sinatra and even maestro Tommy, swarming over the lyrics for verse and chorus to open the side. It's taken at a fast beat and, to make it even more complicated, in a rhythm that's a cross between the Latin conga and the fox trot. Band lays it on heavy for the rest of the side, and it's difficult to distinguish the sole interesting sequence, which has the trumpet and trombone exchanging riffs in the Bix-Tram manner of old. The orchestral blasts are carried over to the other side, *Not So Quiet Please*. Buddy Rich beats the skins fast and furiously right from the edge. Band is in for a drum spot chorus on the opener, and for the rest of the side it's

the drummer on his own beating away to his heart's content. Solo drum music is about all there is to the side.

There's little here for music ops to note. Appeal of "I'll Take Tallulah" depends primarily on tie-ins with Tommy Dorsey's movie, while the drum concert on the flipover is hardly suitable fare for the boxes.

(See ON THE RECORDS on page 76)

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

Johnny Pineapple

(Rogers Corners, New York, WHN, New York, Monday, April 27, 10-10:15 p.m.)

THIS Hawaiian group must be the despair of the song pluggers. Here they've got these 15-minute shots over New York's most powerful independent outlet and they avoid No. 1 plugs as they would the plague. This shot was composed of four Hawaiian ditties and a standard ballad.

Boys maintain very good rhythm for dancing, and their South Sea twanging and yodeling ring so true that if you close your eyes you can almost see the grass skirts waving in the breeze.

Pineapple took a couple of vocal solos in a pleasant enough voice of the typical Pacific variety, and other lyrics were taken by the ensemble.

There isn't as much Hawaiian strumming on the air as there used to be, which is probably just as well. However, it was a welcome change from the usual four-beat blasting to hear these gentle rhythms.

Cab Calloway

(Hotel Sherman, Chicago, Blue Network, Sunday, April 26, 11:05-11:30 p.m.)

WE NEVER thought the cast-iron pipes that are Calloway's would wear out, but if this shot can be taken as a sample

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.

Ted Weems

(Reviewed at the Blackhawk Cafe, Chicago)

A BAND that goes along year in and year out (it's over 20 years old now) doing consistently well. It has never been shoved into obscurity nor did it skyrocket into top position. Weems has been a commercial leader all these years, which accounts for the lasting interest in his name. When sweet predominated over swing or when corn was tops, he dished them out in generous doses. Now that swing has the upper hand, he has added some top brass men and shifted his arrangements to conform with the present-day needs.

Joe Haymes, veteran swing student and arranger and former leader, is now penning most of the arrangements. He is doing a good job for the band, and Weems's boys, in turn, are playing his stuff spiritedly and inspiringly. Instrumentation still breaks down into three fours, with Elmo Tanner and Perry Como, whistler and vocalist respectively, occupying extra chairs. Tanner also pitches in with a vocal here and there during dance sets, but it is Como and his solid voice that dominates the song department. Billy Blair, comparative newcomer, is a bright feature, doubling from the bass on comedy vocals and mugging which are clean and good. The boy is fat and funny.

Dance sets consist mainly of current and standard tunes. Only now and then is there a waltz, while a rumba is almost a rarity. In short, the boys play what the customers want. *Honigberg.*

Del Weidner

(Reviewed Turnpike Casino, Lincoln, Neb.)

UPON suggestion of Reon Pauley, Turnpike manager, Weidner and his collegiate band will drop the bookends and end up as Del Weidner. Del has been signing contracts with the short form for so long the advice wasn't hard to take.

Weidner is from Indiana, and, after being graduated from college three years ago, did well as a leader until he heard the old showman's dare, "If you think you're good, go to Topeka." He went to Topeka a year ago, and now has a box-office rep there. Preceding Jan Savitt here didn't help Del any, but the crowd liked him.

Ork is 12 strong, including Del, who

does some section work on the trombone—two alto and two tenor sax, three trumpets and a trombone, and three rhythm. Tenor man Rex Bell turns out some fine arrangements. Novelty work has been dropped and plenty of danceable music is Weidner's bid for tinkling the cashbox. He takes a few vocals, mixes well with the dancers.

Band is okay for ballrooms and hotels. Left the Turnpike for a short stay at the Hotel Kansan, Topeka, for banquet work. Plans to use new, highly decorated red, white and blue fronts as soon as possible. Featured artists are Mitzel King, drummer, with plenty on the sticks; Lou Jones, clarinetist, and Abie Elder, trumpeter. *Oldfield.*

Teddy Wilson

(Reviewed at Cafe Society Downtown, New York)

THIS superb six-piece outfit, led by a truly great jazz pianist, is a fixture at Cafe Society Downtown and is a primary reason for the spot's standing as a swing haven.

Band plays in the manner traditional for combos of its size: the first chorus taken in ensemble with a driving trumpet lead, after which each of the boys solos and the ensemble winds matters up. It is a notorious fact that such bands are never better than their weakest member, but Wilson's bunch has no weak members—they're all good and any of them could sit with any jazz orchestra in the world.

Emmett Berry's forceful, full-toned trumpet is a standout as soon as the band tees off. He is immensely versatile, imaginative—everything he should be for this band. Edmund Hall, newest recruit to the Wilson ranks and an always interesting clarinetist, more than holds his own, which is enough said. Bennie Morton's fluent trombone, which has been gaining deserved prominence lately thru Morton's performances at various jazz concerts, is consistently fine. Johnny Williams, bassist, and J. C. Heard, drums, are excellent rhythm men, and Wilson continues to play delightful, delicate piano in the style he originated.

Band belongs in any fine hotel or club. There is no blast or blare, the rhythms are nicely varied, and the tunes played are none but the best standards and top pops. *Carter.*

Sammy Haven

(Reviewed at Plamor, Lincoln, Neb.)

SAMMY HAVEN, who started a couple years ago, wouldn't have to worry about the draft for some time if all his men were of the same age as his rhythm section. Plano man Bernie Holey's over the limits, and drummer Dave Roland is still a kid. And if his string-swatter should hit the trail Samuel wouldn't have to worry about replacement because he is his own bass man.

He bull fiddles where he can keep an eye on the band so they won't sneak smokes, while vocalist Verne Hall does the batoning nicely. Featured is Jack Monson, second trumpet, who does a risqué parody on *Shanty in Old Shanty Town* and some neat metal work.

Strictly swing, with absolutely no Michael Mouse, Haven appeals to the jitterbuggy type, and draws them in for refills. The nine-piece outfit, including *(See ON THE STAND on page 26)*

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The Billboard

WEEK ENDING
MAY 1, 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, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, May 1. Film tunes are designated by an (F); musical comedy tunes by an (M).

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

Position Last This Wk.	Title	Publisher	Plugs
6	1. DON'T SIT UNDER THE APPLE TREE	Robbins	34
—	2. LAST NIGHT I SAID A PRAYER	Block	31
14	3. SLEEPY LAGOON	Chappell	27
11	4. ALWAYS IN MY HEART (F)	Remick	25
—	4. NOT MINE (F)	Paramount	25
—	5. NIGHTINGALE	Marks	24
1	6. SOMEBODY ELSE IS TAKING MY PLACE	Shapiro-Bernstein	23
2	6. SKYLARK	Mayfair	23
4	7. JERSEY BOUNCE	Lewis	21
5	8. TANGERINE (F)	Famous	20
15	9. ONE DOZEN ROSES	Famous	19
7	10. JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND	Chappell	18
7	11. BREATHLESS	Campbell-Loft-Porgie	17
8	12. I DON'T WANT TO WALK WITHOUT YOU (F)	Paramount	16
13	13. ME AND MY MELINDA	Berlin	15
3	13. MISS YOU	Santly-Joy-Select	15
11	14. THREE LITTLE SISTERS	Santly-Joy-Select	14
1	15. FULL MOON	Southern	12
16	15. HEAVENLY, ISN'T IT? (F)	Greene-Rovel	12
11	16. DEEP IN THE HEART OF TEXAS	Melody Lane	11
12	16. I THREW A KISS IN THE OCEAN	Berlin	11
16	16. LAMPLIGHTER'S SERENADE	Robbins	11
—	16. MARINE'S HYMN	Marks	11
10	16. MOONLIGHT COCKTAIL	Jewell	11
11	16. STRING OF PEARLS	Mutual	11
14	17. SING ME A SONG OF THE ISLANDS (F)	Bregman-Vocco-Conn	10
—	17. YOU CAN'T HOLD A MEMORY IN YOUR ARMS (F)	Leeds	10
—	18. MEMORY OF THIS DANCE	BMI	9
15	18. SHE'LL ALWAYS REMEMBER	Witmark	9
—	18. YOU MADE ME LOVE YOU	Broadway	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.: Meter & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. Chicago: Hudson-Ross; Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Acolian 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 Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thelen; 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. Louisville, Ky.: Stewart Dry Goods Co. Butte, Mont.: Dreilbeis Music Co. Richmond, Va.: Gary's Record Shop; Waller D. Moses & Co.; Corley Record Co. St. Paul: Lyon & Healy. Long Island: Temple of Music Stores.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
3	1. TANGERINE —JIMMY DORSEY Decca 4123	1	1. Jersey Bounce —Benny Goodman	1	1. Tangerine —Jimmy Dorsey
2	2. JERSEY BOUNCE —BENNY GOODMAN Okeh 6590	6	2. Tangerine—Jimmy Dorsey	3	2. Jersey Bounce —Benny Goodman
7	3. WHO WOULDN'T LOVE YOU —KAY KYSER Columbia 36526	8	3. Don't Sit Under the Apple Tree—Glenn Miller	4	3. Moonlight Cocktail —Glenn Miller
1	4. MOONLIGHT COCKTAIL —GLENN MILLER Bluebird 11401	2	4. Moonlight Cocktail —Glenn Miller	2	4. Somebody Else Is Taking My Place —Benny Goodman
8	5. DON'T SIT UNDER THE APPLE TREE —GLENN MILLER Bluebird 11474	3	5. Sleepy Lagoon —Harry James	6	5. Don't Sit Under the Apple Tree—Glenn Miller
—	6. SOMEBODY ELSE IS TAKING MY PLACE —RUSS MORGAN Decca 4098	4	6. I Don't Want To Walk Without You —Harry James	—	6. Who Wouldn't Love You —Kay Kyser
10	7. SKYLARK —GLENN MILLER Bluebird 11462	5	7. Somebody Else Is Taking My Place —Benny Goodman	7	7. I Remember You —Jimmy Dorsey
4	8. I DON'T WANT TO WALK WITHOUT YOU —HARRY JAMES Columbia 36478	7	8. A String of Pearls —Glenn Miller	5	8. I Don't Want To Walk Without You —Harry James
5	9. SOMEBODY ELSE IS TAKING MY PLACE —BENNY GOODMAN Okeh 6497	10	9. Who Wouldn't Love You —Kay Kyser	—	9. A String of Pearls —Glenn Miller
9	10. SLEEPY LAGOON —HARRY JAMES Columbia 36549	—	10. My Little Cousin —Benny Goodman	9	10. Miss You—Dinah Shore

MIDWEST		WEST COAST	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
3	1. Tangerine —Jimmy Dorsey	3	1. Who Wouldn't Love You —Kay Kyser
7	2. Who Wouldn't Love You —Kay Kyser	6	2. Tangerine—Jimmy Dorsey
5	3. Somebody Else Is Taking My Place—Russ Morgan	10	3. Somebody Else Is Taking My Place—Russ Morgan
2	4. Jersey Bounce —Benny Goodman	4	4. I Don't Want To Walk Without You —Harry James
9	5. Skylark—Glenn Miller	—	5. Miss You—Bing Crosby
1	6. Moonlight Cocktail —Glenn Miller	5	6. Skylark—Glenn Miller
—	7. Jersey Bounce —Jimmy Dorsey	2	7. Jersey Bounce —Benny Goodman
8	8. Don't Sit Under the Apple Tree—Glenn Miller	9	8. Sleepy Lagoon —Harry James
—	9. One Dozen Roses —Dick Jurgens	—	9. Don't Sit Under the Apple Tree—Glenn Miller
4	10. A String of Pearls —Glenn Miller	8	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 16 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. 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.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
2	1. SOMEBODY ELSE IS TAKING MY PLACE	1	1. Somebody Else Is Taking My Place	1	1. Moonlight Cocktail
1	2. MOONLIGHT COCKTAIL	5	2. Moonlight Cocktail	3	2. Somebody Else Is Taking My Place
3	3. I DON'T WANT TO WALK WITHOUT YOU	3	3. Skylark	2	3. I Don't Want To Walk Without You
7	4. MISS YOU	2	4. Tangerine	13	4. Don't Sit Under the Apple Tree
5	5. TANGERINE	6	5. Don't Sit Under the Apple Tree	4	5. Deep in the Heart of Texas
9	6. DON'T SIT UNDER THE APPLE TREE	4	6. I Don't Want To Walk Without You	5	6. Miss You
6	7. SKYLARK	10	7. Johnny Doughboy	7	7. Tangerine
4	8. DEEP IN THE HEART OF TEXAS	8	8. Miss You	6	8. Skylark
12	9. I'LL PRAY FOR YOU	7	9. Always In My Heart	8	9. Blues in the Night
14	10. JOHNNY DOUGHBOY	—	10. I'll Pray for You	12	10. Me and My Melinda
11	11. I REMEMBER YOU	12	11. I Remember You	11	11. I Remember You
—	12. A STRING OF PEARLS	9	12. Jersey Bounce	10	12. I'll Pray for You
13	13. JERSEY BOUNCE	15	13. Sleepy Lagoon	—	13. A String of Pearls
8	14. BLUES IN THE NIGHT	13	14. Deep in the Heart of Texas	9	14. White Cliffs of Dover
10	15. WHITE CLIFFS OF DOVER	—	15. Marine's Hymn	—	15. One Dozen Roses

MIDWEST		SOUTH	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
2	1. Somebody Else Is Taking My Place	3	1. I Don't Want To Walk Without You
1	2. Moonlight Cocktail	2	2. Moonlight Cocktail
5	3. Don't Sit Under the Apple Tree	4	3. Somebody Else Is Taking My Place
6	4. Tangerine	7	4. Miss You
3	5. I Don't Want To Walk Without You	—	5. We'll Meet Again
7	6. Miss You	11	6. I'll Pray for You
8	7. Skylark	1	7. Deep in the Heart of Texas
4	8. Deep in the Heart of Texas	9	8. My Great-Great Grandfather
—	9. I'll Pray for You	—	9. A String of Pearls
14	10. Johnny Doughboy	6	10. White Cliffs of Dover
15	11. Jersey Bounce	8	11. Tangerine
10	12. One Dozen Roses	10	12. Skylark
—	13. Breathless	12	13. I Remember You
—	14. Always In My Heart	5	14. Blues in the Night
—	15. I Remember You	—	15. Don't Sit Under the Apple Tree

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			
1	I DON'T WANT TO WALK WITHOUT YOU (9th Week)	HARRY JAMES Columbia 36478	
—	—	DINAH SHORE Bluebird 11423	
—	—	BING CROSBY Decca 4184	
—	—	GUY LOMBARDO Decca 4104	
—	—	MOONLIGHT COCKTAIL (8th Week)	GLENN MILLER Bluebird 11401
—	—	—	TOMMY TUCKER Okeh 6526
—	—	—	HORACE HEIDT Columbia 36512
—	—	—	BING CROSBY Decca 4184
—	—	SOMEBODY ELSE IS TAKING MY PLACE (6th Week)	BENNY GOODMAN Okeh 6497
—	—	—	RUSS MORGAN Decca 4098
—	—	—	VAUGHN MONROE Bluebird 11454
—	—	JERSEY BOUNCE (3d Week)	BENNY GOODMAN Okeh 6590
—	—	TANGERINE (2d Week)	JIMMY DORSEY Decca 4123
—	—	DON'T SIT UNDER THE APPLE TREE (1st Week)	GLENN MILLER Bluebird 11474

COMING UP			
—	—	SKYLARK GLENN MILLER Bluebird 11462	
—	—	—	HARRY JAMES Columbia 36533
—	—	—	DINAH SHORE Bluebird 11473
—	—	WHO WOULDN'T LOVE YOU? KAY KYSER Columbia 36526	
—	—	SLEEPY LAGOON HARRY JAMES Columbia 36549	
—	—	—	JIMMY DORSEY Decca 4304
—	—	—	VAUGHN MONROE Bluebird 11496
—	—	JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND KAY KYSER Columbia 36558	
—	—	—	GUY LOMBARDO Decca 4278
—	—	—	TOMMY TUCKER Okeh 6620
—	—	—	DINAH SHORE Bluebird 11322
—	—	—	BING CROSBY Decca 4183
—	—	—	FREDDY MARTIN Bluebird 11286
—	—	—	DICK JURGENS Okeh 6636
—	—	—	ART KASSEL Bluebird 11486
—	—	—	GLEN GRAY Decca 4299

Lunceford a Strong Draw on One-Niters

PHILADELPHIA, May 2. — Jimmie Lunceford, winding up a month of one-nighters for Reese DuPree, proved a major attraction in this territory. Tour wind-up here at Strand Ballroom Friday, April 17, brought a banner 1,270 dancers. With ducats at 85 cents after 10 and 75 cents before, tax additional, Lunceford grossed a fat \$1,030. Draw was considered exceptional, considering the warm evening and opposition proms same night, with Claude Hopkins and Doc Bagby the attractions.

Night previous in Baltimore, playing at Fifth Regiment Armory, Lunceford drew a capacity 2,200. At the same scale, Lunceford rang the bell with \$1,720. Came to Baltimore from Washington, D. C., where the prom at Colonnade Ballroom found him chalking up a house record. At the 75-85-cent scale, crowd of 2,700 meant a record \$2,100. Previous record was held by Charlie Barnet.

Lunceford tour was so successful that DuPree is lining up another swing around his circuit in August. Promotions at Strand here close with Count Basie, the third time for the band here during the season.

Undecided about dance proms in Atlantic City this summer because of the dim-out there, DuPree will continue to bring bands into Convention Hall at adjoining Camden, N. J. Has Cab Calloway coming in June 19. Also has Calloway for a June 21 stand at his Carl's Beach Ballroom, Annapolis, Md., with Andy Kirk the resort's opener June 7.

NEW YORK, May 2.—Sylvia Diamond has left Gale, Inc., to take over advertising and publicity directorship of H. B. Burnett, Inc., woman's apparel firm in this city.

Plug Union May Pick on Jimmy Campbell as Workout for Its New Pro-Virtue Law; He's Calm

NEW YORK, May 2.—Music Publishers Contact Employees' Union, in the throes of an attempt to erase the payola, appeared to have found its first victim this week, when it became known that Jimmy Campbell, head of Jimmy Campbell Music, was due to be raked over the coals—or worse—for his alleged attitude toward a blacklisted maestro, Leo Reisman.

Coincidental with Campbell's predicament came an announcement yesterday that he is no longer associated with the firm bearing his name. Outfit, which publishes *If You Are But a Dream* and *All Those Wonderful Years*, among others, will continue to operate, but without Campbell, who appears to have been an employee. Firm claimed he didn't get enough plugs.

MCPE-Campbell situash started at a meeting Monday, April 27, when Reisman was declared out of bounds for all pluggers. Previously, the leader had made it known that he felt publishers should furnish arrangements as well as songs. Invited to explain his views to the meeting, Reisman failed to appear. Campbell's trouble arises from allegations that, the night of the meeting, he not only visited Reisman's location, the Rainbow Room here, but later, at the Biltmore Hotel, announced his intention of ignoring union's anti-Reisman edict.

Action taken against Campbell, if any, would consist of tearing up a "courtesy card" which he was given upon arrival from England last year. Union's by-laws forbid membership of non-citizens, but this was circumvented by issuance of the courtesy card. It is not considered likely that he will be fined \$500—penalty for guilty publishers—since it is apparent that he was head of Jimmy Campbell Music in name only.

Campbell told *The Billboard* yesterday that he was not present at the union confab last Monday and was unaware of Reisman's fall from favor until he arrived at the Biltmore after a brief visit to the Rainbow Room. He says he derided union's attitude and quipped, "It will probably be somewhat of a relief for Reisman not to have all the pluggers hanging around anymore!"

Campbell claims he is being persecuted by a clique which resents his lack of reverence for Tin Pan Alley institutions and personalities. "They have gone

o!

PHILADELPHIA, May 2.—Following a hit crop of songs with overlong titles—*I Don't Want To Set the World on Fire*, *I Don't Want To Walk Without You*, *Baby* and such—Frank Capano, head of Tin Pan Alley Music Company, figures the time is ripe for a shortie to click. As a result, Capano has penned what should be the shortest title of any song ever written. Title is simply —I.

T. D. Plans To Use Strings in His Ork

NEW YORK, May 2.—When Tommy Dorsey opens at Hotel Astor here May 19 he will probably unveil a new fem chirper and a nine-piece string section. The contemplated additions have been conversation among Dorsey's brain trust for several weeks and, during the last days of his Paramount Theater run, he conducted several secret rehearsals with the fiddles.

T. D. is now on the road, minus fiddles, but when he returns May 12, and provided he has not changed his mind, the catgut will be tossed back onto the bandstand in time for the Astor opening.

Girl singer, if any, will take place vacated by Connie Haines on the Coast. Jo Stafford has been doubling between the Pied Piper quartet and the fem solo chores.

Courtney OK in Davenport

DAVENPORT, Ia., May 2.—Del Courtney drew 1,422 patrons at the Coliseum here Wednesday (29). Gross totaled \$1,209, a better-than-average take.

so far as actually to accuse me of having instituted the payola." Campbell says, "My answer to that is, I wish I had the money to compete with them on payola terms. My first few months in this country I was amazed at my apparent inability to place superior songs in competition with inferior ones. I found out why later on when working for Meredith Willson Music. We had *You and I*, the No. 1 sheet seller in the country, but the week it hit No. 1, only three bands in New York had it in their books. So I don't imagine I can be accused of starting the payola."

Campbell avers that the limit of his payola activities has been \$25 here and there for arrangements. "I have not had \$1,000 bills to pay leaders for their theme songs," he says. "And if the union wishes to press its argument, I am not so certain about the attitude the Labor Board would adopt toward a union which has employers sitting on its council!"

Campbell said he was referring to the fact that Johnny O'Connor, song publisher, is president of the union. At the time he appointed the council, O'Connor explained that he was putting the worst pay-off artists on the board "so I can keep my eye on them!"

Union membership awaits with interest outcome of the Campbell case. Some of the rank-and-filers believe that, before many months have passed, plug power will be found lodged more firmly than ever among the big pubs. As evidence of this they cite action by NBC this week, forbidding pluggers from visiting its office to get info on air time available for clearance. From now on this vital data will be given only to Bob Miller, recording secretary and former prexy of the union, who is installing three new telephones in his office to take care of his added duties. Some pluggers feel that the boys with the power will continue to find out about spots for songs before the union does, and the lads who formerly were able to weedle such info from NBC will now have to wait for it to clear thru the union office.

Regarding the \$500 Defense Bond available to anyone providing information about payola, one plugger told *The Billboard*, "The day before I left for the army I'm going to collect a dozen of those bonds so I can leave my wife in security. Right now I wouldn't dare open my mouth."

ASCAP Board Okays Buck's 25G; Tables Move To Oust Mills; Gives Power to Paine

NEW YORK, May 2.—Board of directors of the American Society of Composers, Authors and Publishers met Wednesday (29) in its first session since deposing Gene Buck and electing Deems Taylor president last week. Much of the discussion hinged around getting a ratification vote for Buck's \$25,000-a-year stipend as an ASCAP consultant, which was written into the minutes of the election meeting last week. Attorneys pointed out that the board's intent to make Buck's contract at this figure for life was not legal and suggested that it be made read 25G for 15 years. This was agreed upon by the board members. Buck will be 72 when the contract expires.

Before the matter came to a vote, however, there was much apprehension on the part of some directors in making Buck's new position bound by a contract. Three of the publisher-members of the board wanted assurance that Buck was whole-heartedly back of the new regime, this fear no doubt developing from a feeling that Buck and many of the writers were anti the new administration. Interesting sidelight to this situation is a report coming to light recently that the pub-directors had offered this 25G to Buck a year ago if he would step down from the presidency. Buck flatly refused and there was no election last year. Some of the writer-members claim the two-thirds majority vote necessary to elect a president other than Buck could not be mustered at that time.

Vote was finally taken and the contract for Buck ratified. One pub-director asked just before it went to a vote why it wasn't possible to leave the entire matter as just part of the minutes of the previous meeting.

The expected fireworks from the pro-Buck writers did not materialize at this meeting and the reason for the calm was no doubt due to the fact that they did not want to crab Buck's chances for the contract. However, there is still much militant talk going on among the writers over last week's election. According to some reports the writers are going ahead in the forming of a committee which will protest what they will term a "monopoly conspiracy" before the Department of Justice.

Board also voted John G. Paine, ASCAP general manager, full authority "to conduct the business of the Society," subject to approval of Taylor and the board. There was an attempt to push E. C. Mills, chairman of the administrative committee, out of the picture. Buck was asked his opinion on this move, but refused to discuss it other than going

on record to the effect that he (Buck) thought very highly of Mills's ability. A move on Taylor's part to get public relations director Robert L. Murray for his assistant was also squelched. Mills is in Cuba at present.

A proposed resolution to give traveling expenses to board members when they had to travel over 100 miles to get to meetings was also killed. L. Wolfe Gilbert, the only one who would have been affected, is reported to have voted against it, too. Gilbert comes in from the Coast for meetings and has been fighting for expenses, but evidently he didn't like the motivation behind the resolution, whatever it was.

Red Nichols and Cecil Golly Are Nabbed by Draft

CHICAGO, May 2.—Frederick Bros. Music Corporation continues to lose its maestri to Uncle Sam. Latest to go are Red Nichols and Cecil Golly, following John E. Sullivan, who departed a couple of weeks ago.

Nichols, vet jazz man, left his hand to take an army commission following completion of an engagement at Lantz's Merry-Go-Round, Dayton, O. Agency had to cancel 10 dates set to follow the Dayton run, but hopes to keep the ork going. Several available front men are under consideration, but other building also will be necessary, since six sidemen are being drafted from the outfit.

Cecil Golly, finishing out a run at Schroeder Hotel, Milwaukee, was drafted this week, and his ork will henceforth be led by Gene Eymann, sax tooter with Golly for 10 years. Band will be billed as Eymann's.

The John E. Sullivan ork has disbanded. After Sullivan was drafted, boys tried to carry on under management of Sullivan's brother, and then, early this month, the brother was drafted.

Boston Scale Boosted

BOSTON, May 2.—April meeting of Local 535, musicians' union here, voted a 15 per cent increase in scale for location jobs and upped general business scale 10 per cent. George Gibbs, Bernard Grishaver and William Boyle were named delegates to the annual AFM convention.

I'm kind-a homesick for you, # for I love you.

DEAR MOM

A MUST for every MOTHER'S DAY program!

Recordings by your favorite artists

KATE SMITH —Columbia	GLENN MILLER —Bluebird
CHARLIE SPIVAK —Okeh	DICK ROBERTSON —Decca
ORRINTUCKER —Columbia	SAMMY KAYE —Victor

Irving Brown

REPUBLIC MUSIC CORP., 607 5th Ave., N. Y. C.

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

A

Akko, Earl (Wolford) Danville, Ill., h.
Alfon, Vic (Lawrence) Erie, Pa., h.
Allan, Bob (Arcadia Grill) Canton, O., nc.

B

Barnett, Arne (Harry's New Yorker) Chi., nc.
Baron, Paul (Muehlebach) Kansas City, Mo., h.
Barron, Blue (Central) Passaic, N. J., 4-6, t;

C

Cabin Boys (Faust) Peoria, Ill., nc.
Caceras, Emilio (San Diego) Detroit, nc.
Calloway, Cab (Eagle's) Milwaukee 10, b;

D

D'Amico, Hank (Main-Utica) Buffalo 3-9, b.
Dalton, Clem (Earle) Baltimore, nc.
Davis, Eddie (Larue's) NYC, re.

E

Eddy, Ted (Iceland) NYC, nc.
Elliott, Baron (Oh Henry) Chi., h.
Ernie, Val (Drake) Chi., h.

F

Farber, Burt (Netherland Plaza) Cincinnati, h.
Fisher, Freddie (Lido) South Bend, Ind., nc.
Fisk, Charlie (King's) Lincoln, Neb., b.

G

Garber, Jan (Oriental) Chi 4-7, t; (Riverside) Milwaukee 8-14, t.
Gasparre, Dick (Plaza) NYC, h.
Genovese, Vince (Rendezvous) Murphysboro, Ill., nc.

H

Harmotones (Strickler's) Baltimore, re.
Harris, Jack (La Conga) NYC, nc.
Harrison, Ford (St. Meritz) 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.

Herbeck, Ray (Donahue's) Mountainside, N. J., nc.
Hill, Tiny (Appleton) Appleton, Wis., 6, t;
Pond du Lac 7; Madison 8; (Stratford) Chi 9-10, t; Tune Town) St. Louis 12-18, b.

J

James, Harry (Palladium) Los Angeles, b.
Jelesnik, Eugene (Music Bar) NYC, nc.
Jerome, Henry (Child's) Paramount) NYC, re.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.
Karson, Maria, Musicales (Gene's) Fargo, N. D., c.
Kassel, Art (Capitol) Manitowoc, Wis., 6, t;

L

L'Ana (Famous Door) NYC, nc.
Ladies of Note (Middletown) Middletown, N. Y., h.
Lally, Howard (Belmont Plaza) NYC, h.

M

McIntire, Lani (Lexington) NYC, h.
McKinley, Ray (Commodore) NYC, h.
McShann, Jay (Eltinge) NYC 8-14, t.

Marshall, Mary (Seven Gables Inn) Milford, Conn., nc.
Martel, Gus (St. Regis) NYC, h.
Martell, Paul (Arcadia) NYC, b.

Miller, Jay (Freddie's) Cleveland, nc.
Millinder, Lucky (Regal) Chi 8-14, t.
Milton, Dick (Ray's Place) NYC, re.

N

Nagel, Freddy (Trianon) Chi, b.
Nerida (Leon & Eddie's) NYC, nc.
Nevel, Nik, Trio (West Front Grill) Dover, O., nc.

O

Olman, Val (La Martinique) NYC, nc.
Onesko, Senya (Commodore) NYC, h.
Osborne, Will (Edgewater Beach) Chi, h.

P

Pafumy, Joe (Belmont-Plaza) NYC, h.
Page, "Hot Lips" (Grand Terrace) Chi, nc.
Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.

Q

Quinton, Bobby (Hurricane) NYC, nc.

R

Raeburn, Boyd (school) College Station, Tex., 8-9; (Country Club) Shreveport, La., 10; (Night Club) Little Rock, Ark., 11-12.
Ramos, Ramon (Penobscot) Detroit, nc.

Rogers, Harry (Half Moon) Brooklyn, h.
Rogers, Ralph (Latin Quarter) NYC, nc.
Rotonda, Peter (Commodore) NYC, h.

S

Sainzar, Lou (Beachcomber) NYC, nc.
Sanders, Sid (Rainbow Inn) NYC, nc.
Sandier, Sandy (Almack) Alexandria, La., nc.

T

Tanassy, Cornel (Kern's) NYC, nc.
Terrace Boys (Cora & Irene's) NYC, nc.
Thompson, Lang (Aud.) Moundsville, W. Va., 8; (Castle Farm) Cincinnati 9, nc.

V

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

W

Wald, Jerry (Lincoln) NYC, h.
Walkins, Sammy (Beverly Hills) Newport, Ky., cc.
Weeks, Anson (College) Greeley, Colo., 8; (Rainbow) Denver 9-12, b; (Aud.) El Paso, Tex., 15.

Y

Yellman, Duke (Brown Derby) Chi, nc.
Young, Eddie (Rainbow) Denver 5-12, b; (Saltair Beach) Salt Lake City 14-18.

ON THE STAND

(Continued from page 23)

Haven, is split three ways. Each section is good, but his best is the reed, which resonates with ease. One woodwinder Ed Bruneau on first, and Bernie Haney do the arranging.

Haven has had good luck in ballrooms and more luck in that he has good tire for his sleeper and has been able to accept jobs for almost every night during Lent, whereas the rubber shortage has folded many other road bands. With present set-up he should stay clear of hotels and clubs. Oldfield.

FUTURE BANDSTAND

(Continued from page 22)

records for Decca, and his pounding, unusual style has excited much comment.

The Runners-Up

Of the 18 bands listed under Kenton in the balloting, several actually don't belong, because they are established. Among these are Bob Chester, Wood Herman, Harry James, Tony Pastor, Teddy Powell, Bobby Byrne, Mitchell Ayres and Russ Morgan, none of whom have made any changes significant enough to label them new bands, and at least a few of whom did very well in the poll which named Glenn Miller campus champ.

Of the others, Muggsy Spanier did best on the strength of air time from a location at Arcadia Ballroom, New York. Will Bradley got one vote after finishing in a tie for second last year, as did Ray McKinley, Bradley's partner at the time of the 1941 ballot. The boys both have brand-new orks from which much should be heard. Both are too new, however, to garner more than they did in this survey.

In all, the colleges voted for 29 bands three more than last year. Scattered votes were also received for local, territorial and student aggregations. The obscure bands, however, were not admitted to the list, since only outfits conceded a chance for eventual national prominence were considered eligible.

(Continued Next Week)

Kansas Mark for Spivak

PITTSBURG, Kan., May 2.—Charles Spivak broke the record at Tower Ballroom here April 19 when he drew 1,375 people at \$1.25 per.

Bands on Tour—Advance Dates

TOMMY REYNOLDS: Auditorium, Pittsburgh, May 14; Statler Hotel, Detroit, 15; Wabash College, Crawfordsville, Ind., 16; Trianon Ballroom, Toledo, 17; Platte Ballroom, Akron, 18; Rainbow Gardens, Erie, Pa., 22; Michigan State University, Lansing, 23.

LOUIS PRIMA: Jefferson Beach Park, Detroit, May 8-24; Coney Island, Cincinnati, 30-June 5.

VAUGHN MONROE: Central Theater, Passaic, N. J., May 7 (week); Sports Arena, Rochester, N. Y., 14; Brookline Country Club, Philadelphia, 23; Hamid's Million-Dollar Pier, Atlantic City, 30-31; RKO Theater, Boston, June 5 (week); State Theater, Hartford, Conn., 12-14; Paramount Theater, New York, 24 (two weeks); Hamid's Million-Dollar Pier, Atlantic City, June 11 (week).

COUNT BASIE: Savoy Ballroom, New York, May 10; Ballroom, Millsboro, Del., 11; Strand Ballroom, Philadelphia, 12;

Madrid Ballroom, Harrisburg, Pa., 13; St. Hildwig's Hall, Chester, Pa., 14; Howard Theater, Washington, 15 (week); Ballroom, Roanoke, Va., 22; Keith Theater, Charleston, W. Va., 23; Keith-Albee Theater, Huntington W. Va., 24; Warehouse, Danville, Va., 25; Riverside Park, Charleston, S. C., 26; City Armory, Charlotte, N. C., 27; Memorial Auditorium, Chattanooga, 28; Municipal Auditorium, Birmingham, 29; Paramount Theater, Birmingham, 30-31.

MATTY MALNECK: Muehlebach Hotel, Kansas City, Mo., May 8-28.

ALVINO REY: Capitol Theater, Washington, 14-20.

BENNY GOODMAN: State Theater, Hartford, Conn., May 1-3; Plymouth Theater, Worcester, Mass., 4-6; Metropolitan Theater, Providence, 8-10; Lyric Theater, Bridgeport, Conn., 11-13.

ART JARRETT: Blue Moon, Wichita, Kan., May 8-17.

Orchestra Notes

Of Maestri and Men

TOMMY TUCKER has been getting plenty of South American mail, attracted by his weekly short-wave airings to Brazil from the Essex House, New York. Shots are of half-hour duration, announcements in Portuguese, but the music is all Yankee. . . . **VAUGHN MONROE** has added **BARRY GALBRAITH** to the recently vacant guitar chair in his ork. . . . **COUNT BASIE** into Tune Town Ballroom, St. Louis, for two weeks, opening June 30. . . . **LEO REISMAN**, current at Rainbow Room, New York, opens May 8 at Ritz-Carlton Roof, Boston, for seven weeks and options. Will be his first home-town engagement in some years. . . . **BLUE BARRON**, the old Physical Fitness Program kid, points out that a former member of his band can be found in every branch of the armed forces. . . . **BENNY STRONG** now at Trocadero Club, Henderson, Ky., for a four-weeker, after having been at Casa Loma Ballroom, St. Louis, for two. First time in history of Troc that a band has played a return engagement only two weeks after closing initial run. . . . **EDDIE VARZOS** corrects an item run here a couple of weeks ago. He played Park Plaza Hotel, St. Louis, not Park Lane. Now at Providence-Eiltmore, until June 15 or so. . . . **PAUL MARTELL** has added vocalist **VIC LANE**. Band is in its 52d consecutive week at Arcadia Ballroom, New York, where it has worked on and off for eight years. . . . **RAUCOUS RHAPSODEERS** into Cafe Sutton, New York. . . . **AL DONAHUE** now on theater tour of West Coast with Merry Macs. Manager **FRANK WALSH** writes that he has been made 1-A in the draft. Says he supposes he'll be made a carrier pigeon or something. . . . **DICK ROBERTSON**, opening May 10 at McAlpin Hotel, New York, will have the **CLARK SISTERS** on vocals. . . . **JOHNNY HAYES** has replaced the ailing **DAVE MATTHEWS** in **HAL MCINTYRE'S** crew. . . . **REGGIE CHILDS** opens May 4 at Lantz's Merry-Go-Round, Dayton, O. May get a Blue wire out of the spot. . . . **CHELSEA QUEASLEY** added to **JOHNNY (SCAT) DAVIS** trumpet section. . . . **SAM DONAHUE** claims to be first name ork to be accoutered in Victory suits. . . . **GUY LOMBARDO** may have a Red Network wire when he goes into Waldorf-Astoria Hotel, New York, May 18. . . . **BUDDY CLARKE** adds **EVELYN SPOFFORD** as vocalist with his band, still at Coconut Grove, Park Central Hotel, New York. . . . **JOE GLASER** has booked **STUFF SMITH** for an additional four weeks at Garrick Stage Bar, Chicago.

Midwest Melange

ADA LEONARD and her all-fem ork signed by Frederick Bros. Chi office. **AL BORDE** continues as personal manager. . . . **TED WEEMS** has moved his band office into the Weems, Inc., headquarters, Chicago. **CARL SCHREIBER**, booker and leader with the office, now handles three accounts exclusively—Baker Hotel, St. Charles, Ill., and Pershing and Avalon Ballrooms, Chi. . . . **FREDDY NAGEL** returns to Trianon Ballroom, Chicago, for a second run, opening a five-week visit May 26. . . . **EDDY HOWARD** into Aragon, Chicago, May 31 for eight weeks. . . . **EDDY DUCHIN** to play theaters following closing at Palmer House, Chicago, June 24. . . . **JOE MUSSE** landed band job at Royale Frolles, Chicago, which reopened Monday (4). . . . **RAY PEARL** released by GAC, signed with Frederick Bros. . . . **BARRY WINTON** has opened at Roosevelt Hotel, New Orleans, and after that will return to Congress Hotel, Chi. . . . Here's a schedule of band bookings for Sherman Hotel, Chicago, rest of 1942: **GLEN GRAY**, June 3; **GLENN MILLER**, July 7-16; **CHARLIE SPIVAK**, August 14; **JIMMY DORSEY**, September 11; **WOODY HERMAN**, October 9; **ALVINO REY**, November 6; **STAN KENTON**, December 4, and **CLAUDE THORNHILL**, December 31. . . . Palmer House, Chicago, still looking for an ork to play Empire Room this summer. **SKINNAY ENNIS** canceled, to play theaters.

Atlantic Whisperings

LEO ZOLLO set as May 11 follow-up for **PANCHO** at Philadelphia's Benjamin Franklin Hotel. . . . **VAUGHN MONROE** taking in ballroom stands in Eastern Pennsylvania for the first time. . . . **ED JORDAN** at Legion Social Club, Hellertown, Pa. . . . **ION DAVIS** opens this week at Hotel Senator, Philadelphia. . . . **CHARLES HARDING** at Rocco's Villa Sunset, Blairstown, N. J. . . . **HOWARD**

COOK, leaving the bass fiddle spot with **JAN SAVITT**, has returned to his home in Camden, N. J., to complete private flying instructions preparatory to entering the Army Air Corps. . . . **HARRY MCKAY** fills sax vacancy with a fem tootler, **EVELYN KERWIN**, joining at New 20th Century, Philadelphia. . . . **JIMMY GORHAM** ushers in the summer season at Maple Grove Ballroom, Lancaster, Pa. . . . **TAL LEWIS** at Ely's Restaurant, Columbia, Pa. . . . **JANE WARD**, who took over the singing chores with **CLYDE LUCAS**, is the former **JANE WOOD**, who sang with **JAN SAVITT** as a member of the Toppers quartet. . . . **CLARENCE FUHRMAN** to play the dance this Thursday (7) for the long-hairs at the famed Curtis Institute in Philadelphia. . . . **JAY ARNOLD** at Shady Side Ballroom, Easton, Pa. . . . **BOB DELP** next at Glenside Sho-Boat, Reading, Pa. . . . **ROMAINE BROWN** takes over on piano with **BON BON** at Lou's Moravian Inn, Philadelphia. . . . **HARMOND FARR**, with **MARY BUCK** for the songs, reopens Eddyside Grill, Easton, Pa., which goes under management of **JOHN R. BROWN**. . . . **VAGABOND ORCHESTRA** at Paramount Hotel, Bethlehem, Pa. . . . **JACK DELL** at Cliff's Cafe, Allentown, Pa. . . . **JOE BELTZMAN** at the First Ward Cafe, Bethlehem, Pa. . . . **ROSE VENUTI** at DuMond's Restaurant, Philadelphia. . . . **ROYAL CRUSADERS** at Christy's Tavern, Bethlehem, Pa. . . . **CHARLES MEASE** at Fred Hussar's, Upper Mauch Chunk, Pa. . . . **ARCADIANS** at Green Pine Inn, Allentown, Pa. . . . **LINDY KNIGHTS** at Lindy Inn, Hellertown, Pa. . . . **JOHN WARGO** at Lehigh Valley Hotel, Bethlehem, Pa. . . . **HANK DALTON** draws a holdover at Ridge Valley Cafe, Philadelphia.

Coast Cacophony

LARRY COTTON, featured vocalist with **Horace Heidt**, goes in the army soon. . . . **XAVIER CUGAT**, on the Coast for picture work, will play a half dozen one-nighters. . . . **STERLING YOUNG** is set for Louisiana Club, to open soon in the Wilshire Bowl. . . . **JACK TEAGARDEN** is drawing them in on one-nighters. . . . **KEN WATKINS** moves into Arizona soon from Detroit. . . . **MIKE RILEY** continues on his long-term contract at Radio Room, Hollywood. . . . **HORACE HEIDT** playing army camps. . . . **PAUL PENDARVIS** recently concluded a successful engagement at Paramount, Salt Lake City. . . . **HARRY JAMES** played at U. C. L. A. Money taken in was spent for War Savings Bonds. . . . **THREE JUNCHES AND A JUDY** reported going like a house afire at the Showboat, San Diego. . . . **HARRY OWENS**, continues at the St. Francis, San Francisco. . . . **GUS ARNHEIM** heads into the Northwest. . . . **JOHN SCOTT TROTTER** was featured at the Pasadena Civic Auditorium recently. **BILL McDONALD** is set for the spot this month. . . . **SONNY DUNHAM** wound up a successful run at the Hollywood Palladium. **DON ROLAND** and His Tunemsmiths have been held over for the James engagement. Roland has been at the Palladium over five months. . . . **FREDDY MARTIN** puts the Coconut Grove of the Hotel Ambassador back on a six-day basis the middle of the month. . . . **DUKE ELLINGTON** had a big crowd at the Trianon to help celebrate his birthday (29). . . . **HARRY JAMES** opened at the Hollywood Palladium Tuesday (28) for four weeks, with an option of two and two. This makes his stay eight weeks. . . . **RUDOLPH FRIML JR.** featured at Florentine Gardens. . . . **MANNY STRAND** continues at Earl Carroll's, Hollywood. . . . **TED LEWIS** heads east after a terrific week at Los Angeles Orpheum. . . . **LORRAINE ELLIOTT**, featured with Ozzie Nelson's band at Florentine Gardens, has left and is back at Charley Foy's Night Club. . . . **ELLA FITZGERALD** is next at Trianon, South Gate. . . . **LOUIS ARMSTRONG** moved into the Los Angeles Orpheum following his Casa Manana date. **JAN SAVITT** followed him at the Culver City spot.

Lewis and Addy Into Action

NEW YORK, May 2.—Al Lewis and Mickey Addy, partners in the new E & R Music Publishing Company here, have purchased *Pretty Little Busybody*, an Al Lewis composition, from Chappell. They plan to work on the tune in conjunction with their current drive on the novelty, *Ooch Ooch a Goon Attach*, introduced on the air by Woody Herman and Johnny Messner.

But He Had To Call Her!

PHILADELPHIA, May 2.—Lou Enlin, local lad, has been away from home for many months in his capacity as Blue Barron's manager. When the band came to town last month for an engagement at the Earle Theater, the first thing Lou did was to call his mother. And as he was carrying on the telephone conversation the mailman handed his mother a post card notifying him to report to his local draft board for army service.

Music Items

Publishers and People

HAROLD CURRAN and Wallace Garland have placed *You Can't Win the War Without the Irish* with Murray Singer Music. Song is dedicated to the Rainbow Division.

Reis-Taylor Music has a new tune, *Sleepy Hollow*, by Don George and Sid Lippman.

Joe McDaniel Music has placed Curley Adams, writer of *I Left a Dream in Vienna*, in charge of its New York office as professional manager. He will be assisted by Jay Gordon Tittle and Lew Mel.

Excelsior Music is working on *A Little Jive Is Good for You*, by Mel Waters and Ralph P. Yaw.

Maurice O. Wells Music, Chicago, hard at work on *Heaven Is Mine Again*.

E. B. Marks has acquired *The Army Mule, the Navy Goat and the Kick of the Kangaroo*, by Private Al Frisch.

Abel Baer's new tune, "Patriotic Rhythm," was premed on a Blue Barron Blue network show. It is being pushed by the government's Physical Fitness office.

LET'S MAKE A BRAND NEW WORLD, by Russell E. Smith, radio writer, has made its radio debut.

Where the Silvery Colorado Wends Its Way, by C. H. Scoggins and Charles Avril, is being revived by Jerry Vogel.

Harms, Inc. is publishing another folio, including musical comedy faves like *Body and Soul*, *Blue Room*, etc.

We're Going To Lick Those Dirty Japs, by Roger Crombie, has been published by him in Covington, Ky.

Enrique Lebendiger, who operates three of Argentina's most important music publishing houses, has issued three songs by the British composer Gordon Streeton. They are "It Won't Be Long Now," "The Men of the Merchant Marine" and "Dot Dot Dash for Victory."

Philly Pickings

FRANK CAPANO and Harry Miller, local songwriters and pubes, have served notice on the Leo Feist firm that its latest plug song, *There Won't Be a Shortage of Love* is, in their opinion, too similar to their ditty *Smokes for Yanks*.

Gabrielle, local nitery songstress, collaborated with Marcia Greve to give *A Star Broke Into Song*.

Milt Kellern, former maestro, and his frau, Judy, make their first attempt with *Heavenly Days*.

The day Lester Sternman, local music arranger, finished his new ditty, *Some Day*, he received notice from his draft board that April 26 will be the day to depart for an army camp.

Bob Allen, Stan Kenton Strong Draws in Boston

BOSTON, May 2.—Bob Allen ork pulled \$783 into Raymor Ballroom here Sunday, April 19, eve of local holiday, Patriot's Day. Gross was considered very good. Allen opened April 14 and grossed around \$500 each of his first three nights, and much better Friday and Saturday.

Stan Kenton did terrific biz in the spot in a two-day stand Friday, April 10, and Saturday (11). Put 1,700 people in opening night and 1,800 following night at 65 and 75 cents.

Norton Sisters' Squawk

BRIDGEPORT, Conn., May 2.—Norton Sisters, fem vocal trio of this city, point out that they parted company with McFarland Twins ork three weeks prior to band's appearance at Ritz Ballroom here March 22. Story in *The Billboard* conveyed impression that gals were still with the McFarlands when they played here to an \$888 gross.

Song Pub Forms Own Disk House

NEW YORK, May 2.—Believing that recent developments in the music biz have made it more difficult than ever for any but the largest pubs to get their products on wax, Joe Davis, operator of the firm bearing his name, has formed the Beacon Record Company, and is embarking upon the most novel song exploitation campaign of recent years.

Davis has made a deal with World Transcriptions, by which he is guaranteed an initial pressing of 10,000 platters per release. One Beacon disk will be issued each month, and will be furnished free of charge to all disk jockeys. They will be placed on sale in strategic locations at 50 cents per. Needless to say, all tunes on the label will be published by Joe Davis Music.

Primary purpose is not to cultivate retail record sales, but rather to get the tune before the public by means of the multitudinous aired disk programs, music machines, etc. Davis has hired a promotion man who will devote full time to contacting disk jockeys.

First sides will be cut Monday (4) by Jerry Wayne, NBC warbler, backed by an eight-piece combo under leadership of Van Alexander. Tunes will be *This Will Be a Lonesome Summer* and *Indiana Blues*.

Chi Summer Vaude's Coin for Disk Aces

CHICAGO, May 2.—Balaban & Katz booking office is again setting aside July and August for top recording favorites to play the Chicago Theater here. Peak in the tourist trade is reached during those months, and grosses during the last three seasons indicate that acts and bands popular on records draw the most money.

Already set are Tommy Dorsey, July 17 week; Glenn Miller, August 7 week, and Jimmy Dorsey, August 14 week. Negotiations are under way for a return date of the Andrews Sisters in August. The girls played two weeks starting February 20 and walked out with over \$12,000 for their end. Deals are also under way for Skinnay Ennis and Eddy Duchin. Ennis allegedly wants \$7,500 for a week. Duchin is wanted for the July 3 week, but money terms have yet to be agreed upon.

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ANFA Elects Officers for Current Year

NEW YORK, May 2.—The Friday afternoon session of the Allied Non-Theatrical Film Association convention (24) was devoted to the election of officers and directors for the current year. Few changes were made from the organization set-up of last year, and when the final ballots were counted the officers were chosen as follows: William K. Hedwig, of Nu-Art Films, Inc., re-elected president; Thomas Brandon, of Brandon Films, Inc., first vice-president; Harold Baumstone, of Pictorial Films, Inc., second vice-president; H. G. Edwards, of Non-Theatrical Film Corporation, secretary, and Samuel Goldstein, of Commonwealth Pictures, Inc., treasurer.

The board of directors, in addition to the five executive officers listed above, also includes Kent Eastin, of Eastin 16mm. Pictures; Harry Post, of Post Pictures; Ben Jennings, of Agfa Ansco Corporation, and George H. Cole, of King Cole Pictures.

Fourth Annual ANFA Conclave Stresses Importance of 16mm. Industry's Role in War Effort

British and Canadian efforts outlined by speakers—association members endorse resolution pledging co-operation with gov't—immediate action is planned

NEW YORK, May 2.—The keynote of the fourth annual convention of the Allied Non-Theatrical Film Association, Inc., held at Hotel Astor, April 24-25, was centered about what the 16mm. industry can do to help in the war effort. Members of all phases of the industry were present at the two-day convention, including distributors, film librarians, producers and roadshowmen. The serious tenor of the convention was apparent from the opening address of welcome by William K. Hedwig, president of the association. The speakers and the open forum discussions showed conclusively that the 16mm. industry has something of value to contribute in the present emergency.

At the opening session Friday morning (24) committees on government relations, special service, credit, bulletin, publicity, legislation, trade practice and membership reported on their activities of the past year. In the discussions that followed, plans to carry on work of the various committees were approved and the importance of full collaboration in the government's war effort were stressed.

Use of 16mm. in England

The 16mm. industry and the war was the topic discussed by guest speakers at the evening session, which was opened by Bertram Willoughby, honorary president of the ANFA, who paid tribute to members of the industry in uniform. Richard Ford, of the British Library of Information, presented interesting facts about the use of 16mm. and 35mm. films in Great Britain. He pointed out that the British Government is very active in production, turning out 52 five-minute films a year of excellent quality. These are used to show the British people what the government is doing in the war effort.

Non-theatrical films are used thru the roadshows put out by the Ministry of Information. At the present time the ministry has 100 mobile units operating in England, with all costs shouldered by the government. An average of 10 free shows a week are given by each unit to an average audience of 150 persons. Cost per head for the shows has been figured at approximately 5 cents. The shows, Ford explained, are given in theaterless country districts. The government has also shown films in city libraries and recently in the recreation rooms of large factories working

three shifts. Ford also said that foreign language films are being produced for export to Sweden, unoccupied France and even countries under German domination where they are shown secretly in private homes.

Canadian 16mm. Distribution

Wesley Greene, of the National Film Board of Canada, speaking on use of war films in Canada, said that the Dominion welcomes ideas for films, and pertinent suggestions are utilized for 35mm. films shown thru regular theater channels. After six months these films are made available in 16mm., altho in some cases the waiting period is only 30 days. The set-up for 16mm. distribution in Canada includes 15 educational libraries. Several new outlets are being formed, as well as the Canadian Council of Adult Education, for the purpose of distributing the films. Commercial libraries can purchase the 16mm. prints at slightly above cost and may release them to their clients.

Greene said there are 43 circuits in operation, each going to 20 spots. Every month 860 postal areas having a population of 1,000 or less are reached, and the annual audience is estimated at 3,000,000, including repeats. Actually, approximately 400,000 people are reached thru the 16mm. showings in Canada. Greene outlined some of the difficulties of operators who go to the inaccessible spots by train, air and even by sleigh in the winter. The roadshowmen have to take in their own power generators. The roadshowmen play an important part in bringing war programs to the out-of-the-way communities, Greene said. In addition to the programs an effort is made to stimulate discussion, and speakers are sent out on the circuits. Open-forum discussions after the program are also fostered.

Industry Collaboration in U. S.

The third speaker, Arch A. Mercey, director of production of the Office of Emergency Management, gave a ray of hope to the industry by stating that his office is trying to start 16mm. distribution on a decentralized basis thru educational, commercial and other channels before the beginning of the new fiscal year in June. Mercey's remarks were confined mostly to what the government has done in the way of producing war films and their theatrical distribution.

Mercey stated he believed roadshowmen have an important contribution to make in the showing of 16mm. government films, and he said his department is doing everything possible to get more prints for more outlets. He said that the appointment of one government man whose sole job will be the problem of 16mm. distribution is pending approval. Until final plans are formulated, Mercey said the 16mm. industry could perform a valuable service by sending notes to the government outlining the

(See ANFA Conclave on opposite page)

Record Turnout Marks 4th ANFA Dinner-Dance

NEW YORK, May 2.—The dinner-dance given by the Allied Non-Theatrical Film Association, Inc., Saturday (25) as the wind-up for the two-day convention of the organization, drew a record turnout of close to 300 persons. The affair was the most successful given by the association since its inception four years ago. Members and employees from all branches of the industry were present in full force with their friends and relatives.

The speeches were brief and to the point, since all business matters had been attended to at the business sessions. Samuel Goldstein introduced Bertram Willoughby, honorary president, who spoke briefly on the determination of the association to do everything possible to co-operate with the government in the war effort. Willoughby acclaimed Gordon Hedwig, of Nu-Art Films, New York; Irving Salzberg, of Pictorial Films, New York; Irwin Buchsdal, of Cinema, Inc., Boston, and Jack Lewis, of Lewis Films, Wichita, Kan., as four members of the industry already serving in the armed forces. A service banner with four stars was displayed at the dinner and additional stars will be added as other members are called to the colors.

William H. Hedwig, re-elected president of the ANFA, made a brief speech of welcome and pointed out that the large attendance was proof that the 16mm. was definitely growing.

The entertainment, furnished by WIN's Artist Bureau, was emceed by Jack Waller, who drew laughs by tying in his routine with some of the 16mm. personalities present. A line of eight attractive girls were well received.

Lynn Kirk, torch singer, presented a series of popular numbers.

Jewell Sackett, daughter of Mortimer D. Sackett, treasurer of Commonwealth Pictures, also entertained the guests with two songs.

Mack Murray presented a series of cigarette tricks and a mental turn. Victor, Nova and Macy presented a comedy adagio dance.

Harry Silvers's orchestra furnished the musical background for the entertainment and for the dancing, which continued until 2 a.m.

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ANFA CONCLAVE

(Continued from opposite page)

type of films the 16mm. audience prefers. He mentioned five films that are now available to the 16mm. field, including Fellow Americans, Lake Carrier, Ring of Steel, Industrial Conversion and Air-Raid Warden. The last named is made in two versions, a two-reeler for civilian defense groups and another for the general public.

Material Conservation Problems

The final speaker of the evening, Joseph Koffman, of Consolidated Film Industries, read a prepared paper covering methods of conserving materials needed for film production. The most important point Koffman stressed was the importance of tightly wound film as a method of increasing the life of prints. He also said his firm had discovered that the heavy fiber containers used in place of metal containers for shipping films have been found a better fire safeguard.

The subject of priorities also came up in the Saturday morning session when Lee Jones and B. O. Jennings discussed problems requiring attention as well as use of substitute materials. A committee on priorities was appointed, with Thomas Brandon as chairman.

Ideas for Immediate Action

A resolution was unanimously adopted to the effect that the industry pledges its facilities and complete and unqualified co-operation with government agencies to help in the war effort. Copies of the resolution will go to President Roosevelt, the governors of the 48 States and the various heads of government film agencies. A complete list of members is appended to the resolution.

At an open discussion as to what association members could do now, it was decided that addition of trailers on the sale of War Bonds and Stamps to 16mm. films would be a concrete industry contribution. The addition of national anthem trailers on all programs was another suggestion.

A victory poster for the use of roadshow trailers was also discussed. (See ANFA Conclave on page 30)

\$19.50 PUTS YOU IN SHOW BUSINESS. We ship you everything, motion picture projector, sound equipment, tables. Guarantee you to make good. Show you how to line up circuit from the 5,000 theatres towns in U.S.A. Make up to \$50.00 week. Write Southern Visual, Box B-8, Memphis, Tenn.

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Macon Date Sock For Silas Green

Plays to 4,000 at 55 cents top—tent business good, says Collier

MACON, Ga., May 2.—Silas Green From New Orleans, Charles Collier's all-colored show, attracted terrific business at Macon Auditorium for a one-performance engagement Monday. Attendance was over 4,000 at 55 cents top. Receipts were more than 25 per cent ahead of the show's engagement here last year. Show recently opened the new season at Brunswick, Ga., and has been playing one-night stands under canvas in South Georgia. Business all along the route has been ahead of last year, Collier reports.

More than 90 persons are with the show, which travels by railroad car, buses and station wagons. New this year is the all-girl orchestra, concert (See SILAS GREEN on page 30)

Hayworth Launches Week-Stand Tenter

SOUTH MILLS, N. C., May 2.—"Sea-Bee" Hayworth, after winding up a 24-week season with his circle unit in Craver-Falls and Wilby-Kincey houses in North Carolina and Virginia last Saturday (25), arrived here Monday with his troupe to begin rehearsals for the tent season which got under way here Thursday night with a three-day stand ending tonight. Hayworth has been re-engaged to open for the above theater circuits October 1. Unit's theater equipment has been stored at Wilson, N. C.

Hayworth hopped in here last week and purchased a complete tent outfit. He is carrying a small show to play week stands thru North Carolina and Virginia, using tab script bills, vaude and pictures. In the cast are "SeaBee" Hayworth, Marlon Andrews, Billy King, Don Farwell, Dude Cook, Miriam Thompson and Larry Varl. Joe Hayworth will join after his school season, June 1, to do comedy. Show, which is tagged Toby's Tent Theater, will be transported on Chevrolet trucks and trailers. Two canvasmen complete the roster.

Rep Ripples

RALPH BLACKWELL, well known in rep and last with the Boob Brasfield company, was inducted into the army at Fort Hayes, Columbus, O., two weeks ago and is now at Camp Claiborne, La. "This is sure different from being on a show in the spring and how!" writes Blackwell. "So far have had nothing but rain and mud. Would like to hear from show friends." . . . GOVERNMENT REGULATIONS prohibit us from giving specific addresses of members of the armed forces. . . . RUDY HOFF, ork leader well known in repdom, was called to his home in Dubuque, Ia., to attend the funeral of his mother, Mrs. N. G. Udelhoff, who passed away there April 27. . . . HY HEATH, former tab and rep show comedian and producer, is mending from a recent illness and will shortly leave the National Military Hospital, Los Angeles, where he has been confined for some weeks. . . . "SEABEE" HAYWORTH reports that his mother, who has been gravely ill at her home in High Point, N. C., is slowly improving in health.

Heffner Reports Opry Biz Unusual

NASHVILLE, May 2.—Ben B. Heffner, who is doing the contracting and press work for Bill Ketrow's tent show housing the Grand Ole Opry, featuring Roy Acuff, of Station WSM here, reveals that the show has been enjoying unusual business since beginning the canvas trek three weeks ago.

According to Heffner, the radio unit has been forced to give two shows a night at most spots to accommodate the crowds. At Waycross, Ga., recently the show had 'em lined up for blocks waiting for the doors to open, Heffner says.

Acuff will leave for Hollywood May 23 to make a picture, returning to the tent show three weeks later.

CALHOUN, Ga., May 2.—Ben B. Heffner, contracting agent for the Grand Ole Opry Company No. 2, playing under Bill Ketrow's big top, was here Wednesday to set the town and post paper for the show's appearance here May 7. This will be the first tenter to show here this season and, with all plants running full blast, business should be good. Show hops to Dalton, Ga., for May 8, then into Tennessee for a string of dates.

New Tenter Bows In West Virginia; Huntington Biz OK

HUNTINGTON, W. Va., May 2.—A new tent theater company, operated by Jimmie Hetzer, local booking agent, and G. C. Bradford, whose last theatrical venture was as manager of the final edition of the Al G. Field Minstrels 10 years ago, cracked the season April 24 at Point Pleasant, W. Va. Hetzer and Bradford have partnered under the name of Hetzer-Bradford, Inc.

The new under-canvas troupe played three days in Point Pleasant, currently booming with defense work, but business was mediocre, blamed partially on the show's scarce prices of 50 cents, 75 cents and \$1. Management has since revised its admissions to 25 cents and 45 cents, with 25 cents extra for reserves.

The show opened here Monday (27) for a week's stay and will hold over for next week before proceeding on to Logan, W. Va., for a week. It is planned to play three-day and week stands in West Virginia, Ohio and Kentucky. Show is doing a matinee and two night shows daily and, according to Hetzer, business in Huntington has been good. Troupe (See NEW TENT SHOW on page 30)

Fontinelle Frames All-Family Cast

ST. LOUIS, May 2.—Robert C. Fontinelle, in celebration of his golden anniversary in show business, has framed his 1942 tent rep cast with all-family talent, including Nina Fontinelle Masters, leads; Mae Kennis (Mrs. Hal Fontinelle), ingenues; Mrs. Robert C. (Mom) Fontinelle, characters; Robert E. Fontinelle, leads; Hal (Toby) Fontinelle, comedy; Jimmie Masters, general business, and Robert C. (Pop) Fontinelle, characters. In addition there will be a four-piece orchestra and two workmen. Opening is set for St. Louis May 11.

Manager Fontinelle has just returned here from a trip over most of the coming summer's route and says he has found conditions favorable for a good season.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

13 and 3 Still Going in D. C.

WASHINGTON, May 2.—Thirteen couples and three solos are still in the Brady-Shapiro show at Turner's Arena here. Line-up has Mike Villa and Virginia Anderson, Joe and Mary Rock, Al Strong and Betty Douglas, Benny Leonard and Edith Merritt, Jimmy Stone and Alice Garcia, Phil Rainey and Joan Leslie, Jack Stanley and Leona Barton, Ray Dillsworth and Joan Walters, Frankie Donato and Lorraine Kight, Johnny Hughes and Mary Cullen, Larry Decorato and Hilda Ludwig, Johnny Henderson and Eileen Ritter, Bill Bern and Nadine Lynch, and Jack Glinn, Virgil Filkil and Johnny Longo, solos. Emcees are King Brady, Eddie Begley, Duke Hall and Pat Shannon; judges, Earl Clark and Jim Coffy. Eileen Ritter stayed in ice 18 minutes April 28.

Det. Derby Draws 120,000

DETROIT, May 2.—Roller Derby at Olympia here continued its record-breaking run up to the finish April 28, drawing 120,000 for the 16-day stand. Show was scheduled for 20 nights, but lost four because of boxing and hockey. Distribution of reduced admission tickets brought per capita admission price down to about 45 cents for a gross of approximately \$54,000, an all-time record for a roller derby here.

Chi Coliseum Show Ends

CHICAGO, May 2.—After six months and 14 days, the Coliseum Walkathon here has come to a close, with Ruthie Carroll and Bill Harris taking first place, and Chad Alviso and Louise Meredith finishing second.

TONY MANNING, former walkathoner, now in the navy, visited the Washington show recently.

AUDREY SAUNDERS would like to read something here on Joe and Margie Van Raam, Mickey and Eileen Thayer, Itsy Bachrach and Monte Hall.

KENNY GRUWELL is now in defense work in San Bernardino, Calif. He would like to read a line on Mickey Martin, Jimmy Johnson, Margie Knowles and others who have been in shows with him.

JOE BANANAS, well-known Chicago derbyshow enthusiast, is planning to visit the Washington and Baltimore shows soon.

PVT. SAMMY H. COHEN, now at Fort Bragg, N. C., would like to read a line here on Johnny Makar, King Brady, Jo-Jo Hill, Jack Kelly and others.

"AFTER SIX YEARS in the field I am saying adieu to all my walkie pals," writes Earl Harrington from Chicago. "I am going to work for the government in Washington and would like to see something in these columns on my brother, George."

JIMMIE PARKER, Red Kelly and Red Kimberley are in the armed forces at Fort Custer, Battle Creek, Mich.

ANGELO RICCI, ex-contestant, is now working on an oil tanker plying between San Francisco and Honolulu. He would like to read a line here on Sammy Allen, Porkey Jacobs, Lenny Paige, Charlie Lob, Erney Brenard and Mary Walker. Ricci's last show was in Mission Beach, Calif.

USED TENT BARGAIN No. 1-401—Hip End Front, Gable End Back, Push Pole Style Tent, 45x108 feet, 10' pitch, made in 4 pieces to lace with overlaps. Tent roped third. Sidewalls 10' high. Top 10.00 oz. Blue Loxox, walls 8 oz. D. F. Blue, trim red and green. Condition fair to service-able. Top and wall \$612 MANY OTHER TENT BARGAINS Write—Wire—Phone BAKER-LOCKWOOD 14th Ave. at Clay St., KANSAS CITY, MO. America's Big Tent House Eastern Representative, A. E. CAMPFIELD, 152 W. 42d St., New York City, N. Y.

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WANTED For Platform Med Show People in all lines—Straight Man, Piano Player. State lowest. We pay all after joining. 2 weeks' stands. If you drive say so. Kar Lacto Medicine Co. Cor. E. Pittsburgh & Maple Greensburg, Pa.

WANTED Med Show Black Face, Musicians, Hooper, Man and Wife, Snow and Corn. Also Piano. Open Tiffin, Ohio, May 11th. BILLY BEAM TIFFIN, OHIO Copyrighted material

The Final Curtain

BALZELL—Charles H., 75, known to circus people as Uncle Charlie, in Fort Smith, Ark., March 5. During his early life he was in the circus business and for many years spent his vacation with Ringling Bros.-Barnum & Bailey. He was a close friend of Charles Ringling. Survived by his widow.

BEACH—Mrs. Bertha Pearl, 63, wife of A. M. Beach, owner of Chippewa Lake Park, near Medina, O., April 23 at her home in Seville, O. Two sons also survive. Services and burial in Seville.

BREWER—Monte, 8, film player, of a stomach ailment in Los Angeles April 22. Survived by his parents and two sisters, Betty and Elene, both film players. Services April 23.

BROCK—George Thompson, 52, film actor, recently in Los Angeles. Survived by his widow, Thelma, and a daughter, Dorothy Forsyth. Body was cremated.

BROWN—Helaine L. (Brownie), 22, dancer, April 21 in Brooklyn. She appeared in several musical comedies on Broadway, including *Strike Me Pink* and *Anything Goes*. She was also seen in Earl Carroll's *Vanities* on the road and with Billy Rose's Fort Worth Centennial productions. She leaves her mother, two sisters and a brother. Buried in Brooklyn.

CAROSELLI—Carmela, mother of Al Caroselli, magician and magic apparatus manufacturer and president of the Society of Detroit Magicians, April 24 in Detroit. Survived by four children. Burial in Mount Olivet Cemetery, Detroit.

CARROLL—J. Ellison, 80, former world champion steer roper, at his home at Big Lake, Tex., April 22. He began rodeo competition in 1887 with Clay McGonagill and Joe Gardner. In 1904 he won \$5,000 and a gold medal for tying a carload of steers in record time.

PIEDLER—Bernard, 64, violinist with the Boston Symphony the past 40 years, April 20 in Brookline, Mass. He leaves a brother, Emanuel, also a member of the orchestra.

GUERMAN—Charles, 56, concessionaire and member of Pacific Coast Showmen's Association, in Los Angeles April 18 following a long illness. Services and burial in Los Angeles April 19. Survived by his widow, a son and a daughter.

HALLARD—C. M., 76, British actor, recently in a hospital in Surrey, England. He was on the stage 50 years, beginning his career with F. R. Benson's Repertory Company. Later he appeared in many Shakespearean roles. He appeared with Beerbohm Tree, John Hare, Julia Nelson, Fred Terry and Marie Tempest. He toured this country, Australia and South Africa.

HARTZELL—Simon R., 67, bandmaster, suddenly April 21 at his home in Easton, Pa. He was organizer and director of the Citizens' Band of Easton and later the Liberty and Commonwealth bands.

HAUCK—Louis J., 75, former head of the Cincinnati Zoo, in Holmes Hospital in that city April 30 after an 18-month illness. Survived by his widow, two sons, a daughter and a sister.

HAYNES—Samuel Langtree, 73, member of the horse show committee at Ohio State Fair, Columbus, April 28 in Mount Carmel Hospital, Columbus. Survived by his widow, Louise; two sons and a sister. Services and burial in Columbus.

HEMMES—Mrs. Emma L., 52, former

diver and swimmer, April 27 at St. Vincent's Hospital, New Brighton, S. I., N. Y., of heart disease. She was with carnivals and later appeared on the stage. Survived by her mother, a daughter and a sister.

HENRY—Mrs. Josephine, wife of C. R. (Speedy) Henry, tattoo artist with Dick Best's Side Show, in an auto accident in Tampa recently. She joined Royal American Shows in 1938. Survived by her husband, two daughters and two sons. Burial in Indianapolis.

JUSTICE—Charlie C., 50, former ride operator, in Veterans' Hospital, Fayetteville, N. C., April 22. Survived by his widow, Frances, and a sister. Services and burial in Fayetteville.

KARKUNOFF—Robert F., 70, scenic artist, April 23 in Buffalo. He painted sets for *The Red Mill*, *The Wizard of Oz* and also did murals for theaters and restaurants.

KELLY—Harry (Kid), 41, in show business since 1918, at his mother's home in Cedar Rapids, Ia., April 7 of a heart attack. Services and burial in Cedar Rapids.

LEROY—Professor Fred (Wilfred Amnot), 62, former vaude performer, April 20 in Lynn, Mass. He was well known as a contortionist.

LEVY—Louis, 53, former biller with Hagenbeck-Wallace, Ringling-Barnum, Washburn and other shows, in University Hospital, Philadelphia, April 19.

MCCORMICK—Mrs. Julia R., former concert singer, April 21 in Taunton, Mass. She was formerly a member of the Boston Opera Company.

McINTOSH—Burr, 79, actor, author, lecturer and former war correspondent, of a heart attack April 28 in Hollywood. His best known roles were in *Tribby*, *Arizona* and *The Gentleman From Mississippi*. He retired from the stage in 1910.

MORGAN—Eddie, 36, in Paris, Ark., April 12 after a two-year illness. Survived by his widow, Marie; a brother, John; a sister, Vera Hancock, and a half brother. Burial in Paris.

O'NEILL—Timothy, 44, elephant attendant at the old John Robinson Circus winter quarters, Terrace Park, O., April 29 when struck by a train.

PERRY—Horace (Red), 40, saxophonist, at his home in York, Neb., April 18. He played with dance bands in Nebraska and surrounding States for 25 years. Survived by his widow, a daughter, his mother and two sisters.

PETIT—J. B., 77, formerly with Tom shows and later superintendent of repairs on winter quarter buildings of Walter L. Main Circus, in Geneva, O., April 27. Survived by three daughters, a son and a half brother. Services in Geneva, with burial in Windsor, O.

PICKARD—George W., 31, announcer with Station WSPD, Toledo, in that city April 4. Survived by his parents, widow, son and daughter. Services and burial in Toledo.

RAFUL—Beni, 60, Akron theater owner, April 28 in City Hospital there of a heart attack. He was the father of Frank Raful, manager of Summit Beach Park, Akron. He leaves his wife, Dora; four sons and two daughters. Services and burial in Akron.

REHN—George William, 64, talker and member of Pacific Coast Showmen's Association, at General Hospital, Los Angeles, April 17. He was talker on the Browning show and also with Sam Houston, museum operator. Services conducted by Tom Louis, PCSA chaplain, with burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, April 21.

RUDLOFF—Gustus A., formerly with carnivals and parks, April 4 in Staten Island, N. Y. Survived by his widow, Elizabeth; a daughter, Erma, and a son, Gustus Jr.

SCOTT—W. N., 75, retired circus manager, April 23 at his home in Miami. He was at one time with John Robinson.

SMITH—William H., 76, former vaude and burly performer, October 10, 1941, in Roosevelt Hospital, New York, of a heart attack. He appeared for many years as a member of the team of Smith and Harris. He was also a straight man in burlesque, having appeared with his wife for several years. His last burlesque appearance was with the late Rose Sydel. Survived by his widow, Hattie, known professionally as La Serida, and a son.

TAYLOR—Hazel, wife of Raymond Taylor, concessionaire on Reynolds & Wells Shows, in a Junction City (Kan.) hospital May 2. Besides her husband, she leaves two sons, Robert and Raymond.

TYSON—John H. II, 31, grandson of

the founder of the Tyson Operating Company, Inc., New York theater ticket agency, April 30 at his home in Greenwich, Conn., of a self-inflicted bullet wound. He leaves his wife and three children.

UDELHOFF—Mrs. N. G., mother of Rudy Hoff, orchestra leader well known in tent show circles, at her home in Dubuque, Ia., April 27.

WESTON—Kendal (George K. Weston), 79, retired actor, producer and stage manager, April 25 in a rest home in Cambridge, Mass., after an illness of several weeks. He began his career at the age of 19 as assistant stage manager in a Boston theater. Later he appeared in Shakespearean roles. Weston was seen with such well-known players as Robert Mantell, Edwin Booth, Charles Bickford, Edna May Oliver, Maurice Costello and Donald Meek. He had the leading role in *A Pair of Sixes*, a popular play of several years ago. He retired from the stage 10 years ago but returned again in 1934 to direct the Hasty Pudding Club show at Harvard University, his last theatrical production. He leaves a brother.

Marriages

ANTONIAK-VIRAG—George F. Antoniak, projectionist at Capitol Theater, Bridgeport, Conn., to Joan Virag, nonpro, April 21 in Bridgeport.

BROWN-MORRIS—Nacio Herb Brown, songwriter, and Elizabeth Morris, nonpro, in Yuma, Ariz. April 27.

BUCHANAN-FUTRELLE—Claude Thomas (Tree Top) Buchanan, photo gallery operator, to Amelia Wallace Futrelle April 22 in Houston.

CADY-STREIBICH—Russell Cady to Alice Streibich, daughter of Joe Streibich, secretary of Showmen's League of America, May 2 in Chicago.

CLARK-MANNERS—John Clark, singer with Don Reid's orchestra, to Dian Manners, editor of *Bright Lights of Hollywood*, and former *Ziegfeld Follies* dancer, in Denver April 16.

COLEMAN-MORRIS—Jimmie Coleman, nonpro, to Pearl Morris, of Fleaming Shows, April 27 at Starke, Fla.

DELLHEIM-DALE—Edwin G. Dellheim, nonpro, and Carletta Dale, vocalist on the Station WIP-Mutual network in Philadelphia, April 27 in Jenkintown, Pa.

HELMUND-HODGES—Paul D. Helmund, radio writer and producer, to Joy Hodges, actress.

HOPKIN-LYNN—Edward T. Hopkins, nonpro, and Lent Lynn, nitery performer, April 20 in Rio de Janeiro.

MANGRUM-GROSSMAN—Tex Mangrum, former ice skater, and Hertha Grossman, ice skater, April 25 in New York.

MITCHELL-WILER—Al Mitchell, nonpro, and Donna Wiler, daughter of M. A. Wiler, well known in West Coast carnival circles, at Wee Kirk o' the Heather chapel, Glendale, Calif., April 17.

NELSON-OLSON—John Nelson, radio producer and official on the War Production Board's radio division, to Arnel Olson April 24 at Santa Barbara, Calif.

THAELL-BLADES—Clifford Thael and Edwina Blades April 25 at St. Malachy's Church, New York. Both are ice skaters currently with *It Happens on Ice*.

Births

A son to Mr. and Mrs. Michael O'Donoghue April 17 at State Hospital, Hazleton, Pa. Father is manager of Capitol Theater, Mauch Chunk, Pa.

A son to Mr. and Mrs. Johnny Beck at Cedars of Lebanon Hospital, Los Angeles, April 22. Father is with Music Corporation of America.

A daughter, Marie Antoinette, to Mr. and Mrs. Joseph Elul. Father is owner of Empress and Regal theaters, Detroit.

A son to Mr. and Mrs. Henry Patrick April 27 at Women's Homeopathic Hospital, Philadelphia. Father is orchestra leader and radio singer in Philadelphia.

Divorces

Mrs. Gene Krupa from Gene Krupa, well-known band leader-drummer, May 1 in Miami.

Evelyn Anderson Louis from Nick Saad, Los Angeles carnival concessionaire, in Las Vegas, Nev., April 15.

ANFA CONCLAVE

(Continued from page 29)
show operators is to be designed and will be distributed by association members. The poster will show the solidarity of the 16mm. industry and its willingness to co-operate with the government's war program. At the same time the poster

will be useful to roadshowmen in promoting their shows.

Harry Post was appointed to collect data on free films available for the 16mm. industry. A request for a special two-minute trailer from the government for the exclusive use of the industry will be made to Washington officials. Finally, it was agreed that it is up to each individual member to decide just what he wants to do and just how far he will go in the drive to co-operate with the government.

The Saturday session wound up with the showing of special war films. *High Stakes in the East*, a one-reel all-color film dealing with Java; *All for Victory*, a Russian one-reeler; *Five Guard*, a three-reel British film, and *Tools of War*, a Canadian film. Films, with strong commentary, showed preparations being made for the inevitable and final Allied victory.

Interest in the ANFA continues to grow and, during the convention, the following new members were added to the association membership rolls: Charles Yuille, of Florida; Astor Pictures Corporation, New York; Bray Pictures, New York; Radiant Screen Manufacturing Company, Chicago; Monarch Films, Chicago; Standard Processing, New York; J. H. Dunlop Company, Boston; Raygram Corporation, New York; Newmade Products and Theater-on-Films, Inc.

SILAS GREEN

(Continued from page 29)
feature. Many acts of former years have been dropped and new acts added.

Performance is in the nature of a musical comedy based on army life, featuring Ford Wiggins, who has played the Silas Green role for 30-odd years, and Dinah Scott. Other principals include Julia Moody, Vashli Paterson, Lassa Brown, Jell Smith, Charles Rue, Charles Morton Jr., and S. H. Dudley Jr. Last named produced and staged the show.

Executive staff includes Charles Collier, manager; Charles Morton, assistant manager; Hortense Collier, secretary; Al Gaines, sound equipment; Fred Durham, master of transportation; Walter Wade, chief electrician; Goldie Morton, wardrobe mistress; Vara Gaines, in charge tickets; Mert Chaplin, captain of girls; Sergeant King, musical director. A band of 21 men is carried, in addition to the all-girl orchestra. As usual, the band makes the noon parade. The above executive staff, all colored, is augmented by a white advance force under S. B. Warren, contracting agent. Sid Lovett, well-known circus and rep show agent, is handling 24-hour duties.

Specialty acts include the Two Toppers, male dance team, and the Gaines troupe of acrobats. Girl numbers are a high spot in the program, with costuming above average. Girls are unusually light-complexioned and perform routines well. The chorus includes Mert Chaplin, Vanda Ray, Pauline Griffin, Elise Roundtree, Anna Bwatch, Goldie Wong, Lillian Florence, Paulette Jones and Sara Courtenay.

Eleanor Moore is pianist and leader of the all-girl orchestra. Others are Myrtle Polite, Myrtle Young, Mary Stewart, Mildred Jones, saxophones; Margaret Gibson, Leora Bryant and Virginia Audley, trumpets; Sammie Lee Jett and Doris Nicholson, trombones; Mildred Shaw, bass violin, and Thelma Perkins, drums.

Show resumed its under-canvas trek northward after the Macon date and will play the Eastern Carolinas the next few weeks.

NEW TENT SHOW

(Continued from page 29)
will do a midnight show on Saturdays, and one of the Thursday night performances will be given over exclusively to colored patronage in the territory.

Featured with the company are Diane Duncan, song and dance specialties; Larry Best, producing comic; Jot Harrod, violinist; Leona Light, singer; Dick Hall, acrobatic contortionist; DeMarise Sisters, dancers; Margaret Payne, accordion; Myra Lott, character dancer; Mel Marcus comedy-hand-balancer, and Shirley Leonard, dancer. Music is furnished by Frances Carter and her five-piece male orchestra. George Chapman has the advance.

Hetzer is producer and Bradford general manager. Blue Smith is boss carvasman, with four assistants. Top is 50 by 133-footer, with seats for 900. It is planned to add a line of girls after May 30. Hetzer reports. Eddy Dorey, still walker, joined here yesterday as a bally feature.

Murray Phillips

Murray Phillips, 53, veteran dramatic agent, producer and actor, died May 1 at his home in New York of a heart attack.

He produced many plays, among them *A Woman in Bronze*, *Mystery Square*, *Madame X*, *Happy, Kempy*, *Lombardi, Ltd.*; *I Want My Wife*, *Love Technique*, *Tommy*, *One Glorious Hour* and *Tragic Eighteen*.

Phillips began his stage career as an actor, later turning producer. He appeared with the late William Gillette in *Successful Calamity* and other plays. While an agent he was associated with Walter Hampden, Margaret Anglin, Carroll Comas and other notables.

He is survived by his widow, Lucille, dramatic agent and former actress; a daughter, Peggy, a press agent, and a son, Arnold, serving with the army somewhere in Australia.

Funeral services were held May 3 at Riverside Memorial Chapel, New York.

HYPED INAUGURAL BIZ HOLDS

Goodman Strong In Little Rock

LITTLE ROCK, May 2.—Rain failed to spoil Max Goodman's Wonder Shows of America inaugural here April 24 in Fair Park, under Little Rock Zoo Commission auspices. Several thousand patrons, far from being disappointed, were patient and good humored concerning mechanical defects, those that always occur before initial curtains. As the finale to an evening of mishaps, Jimmy Podeska, trick rider with Zeke Shumway's Thrill Show, took a head-on tumble from the top of the motordrome wall, suffering numerous cuts, contusions and bruises.

With fair weather Sunday and with all difficulties overcome, shows and rides recorded big grosses and over 6,000 paid admissions were registered at the front gate. Civic officials, newspaper and radio folk voiced praise of the revamped midway and Buddie Moon, W. B. Sutton, Orval C. Jorgenson, Shumway, Dr. Sam Friedman and other attractionists came in for laudatory comment.

Heavy exploitation, billposting, newspaper, radio and tie-ups with local merchants proved a business hypo. Staff: manager, Max Goodman; assistant manager, Ted Cope; lot superintendent, Denney E. Howard; trainmaster, William J. Griffiths; superintendent of construction, Grant Chandler; concession manager, Lou Yuffe; electrician, Eddie Latham; treasurer, Arthur Sharp; secretary, Joe Goodman. Joe Rowan is special agent, Walter Hale press agent and Louis Berger, general agent.

Hennies Clicks At Ala. Dates

BIRMINGHAM, May 2.—Following successful stands in Tuscaloosa and Selma, Ala., Hennies Bros. Shows moved in here today to open a week's engagement May 4. Touted as a preview to Alabama State Fair, General Manager Warren Leach of the fair had 20 blocks laid out with span wires covered with red, white and blue bunting and General Douglas MacArthur silk banners and neon signs outside the fairgrounds a week in advance of the opening, giving event a festive atmosphere. Three papers and three radio stations gave good co-operation 10 days ahead of the opening.

Run here from Selma was made in good time and everything was in readiness at getaway time. Fair management tied up with War Bond and Stamp idea, with the stamps being accepted for parking cars inside the grounds. Many of the fair employees' salaries were paid in bonds.

General Manager Leach was host to the press, radio and local notables at a dinner in Tutwiler Hotel Wednesday. In attendance were Victor Hansen, J. E. Chappell, Osburn Zuber, Harry Bradley, Vincent Townsend, Zipp Newman, Robert Phillips, John C. Clarke, *New Age Herald*; Charles A. Fell, editorial; McClelland Vanderveer, editorial; Turner Jordan, Fred Taylor, Roy Sims, Associated Press; Harry C. Frye, *Birmingham News*; Bob Kinsey, Ronald Wood, *Age* (See *Hennies Click in Ala. on page 34*)

Endy Launches Tour In Md.; Miami Big

BALTIMORE, May 2.—Endy Bros. Shows got off to a good start on their 1942 trek here recently, coming in after closing the winter tour in Miami at Dade County Colored Fair, where they scored the largest gross business ever recorded during their six years there.

Shows' 32 new transport trucks made the 1,250-mile jump here without mishap and all attractions were ready for opening, which was hampered by cold weather. Attendance increased nightly the rest of the engagement, however. In charge of the move here were Jake Davis, Sam Murphy, Lewis Rice, James Zabritski and Neville Baker.

Jack Metz is foreman of the new Rocket Ride.



MEMBERS of W. W. Workman Tent, CSSCA, 260 strong, were guests of John H. Marks, owner shows bearing his name, at the Circus Night and Jamboree held on the organization's midway in Richmond, Va., April 16. Guests partook of a typical circus dinner in the special cookhouse and later toured the midway with Owner Marks, A. D. (Ham) Watson produced the mid-night jamboree, and L. H. Mundin, club president, was toastmaster.

Marks's Richmond Business Topping Last Year's Gates

RICHMOND, Va., May 2.—With good weather, John H. Marks Shows' second week here proved better than the initial stand at West Broad Street, Walter D. Nealand, press representative, reported. Shows played to near capacity opening night at the showgrounds at Petersburg Pike and Muary Street, with midway getting plenty of play from employees of the big Dupont plant, and Camp Lee. One of the best attendance figures chalked up by the shows was registered on April 18, closing night of the stand on West Broad Street, when 9,376 patrons turned out.

Second Children's Day matinee, sponsored by a local dairy company, proved successful. Owner John H. Marks played host to E. Lawrence Phillips, J. C. (See *MARKS BIZ HIKE on page 35*)

2 Army-Navy Relief Units, Plan of Hamid

NEW YORK, May 2.—Response from outdoor fields to participation in the Army and Navy War Relief Fund drive has been gratifying, according to George A. Hamid, national chairman of the outdoor division of the committee. Hamid is planning to create two subdivisions, one to embrace the East and the other the West and Middle West. Each area chairman will have under his jurisdiction the chairmen of local committees. Full plans will be discussed at the May 7 meeting to be held at the National Showmen's Association here.

Hamid is issuing certifications to showmen who have agreed to the provisions of the plan. They are signed by executives of the Army and Navy Relief Funds. In addition, advertising matter showing participation in the plan is being forwarded to all acceptees.

Carnivals and the War

War Bonds • Red Cross • Pay-Roll Plan • Salvage Stamp Exchange • Gate Prizes • Ads and Publicity Bonuses • OCD Classes

What leaders in the field promise in connection with the war effort and how they expect to carry it out:

John Gecoma, Bright Lights Exposition Shows.—"All ticket sellers will be War Savings Stamps salesmen. . . . Will committees accept a minimum of 25 per cent of their participation in bonds, balance in cash? . . . Red Cross benefit one night a week. . . . Containers on midway to salvage waste paper, tin, etc. . . . Working out plan to deduct from salaries each week for stamps and bonds."

E. W. Skerbeck, Skerbeck's Great Northern Shows.—"Planning to offer War Stamps for change and to encourage sale of War Bonds. . . . Once a month entire take of evening's business to Red Cross. . . . Doing everything possible for an organization of our kind."

Dee Lang, Dee Lang's Famous Shows.—"Have been giving away \$25 bond every night, two on Saturday. Very good crowd-holder and encourages sale of bonds and stamps."

John F. Reid, Happyland Shows.—"Every form of advertising used during our 1942 season will publicize sale of War Bonds and War Stamps. . . . Have special booth in prominent location where stamps may be purchased. . . . Employees will be organized on Pay-Roll Allotment Plan. . . . Every bonus will be paid in War Bonds at close of season. . . . Will soon become active in Red Cross effort. . . . Several members attending classes in first-aid and air-warden work and co-operating with local defense officials."

Max Gruberg, World Famous Shows.—"Will organize employees to accept part of salaries in stamps and encourage them to buy bonds. . . . Will have electric sign on midway asking public to buy."

Joe J. Fontana, Blue Ribbon Shows.—"Front entrance decorated with colors of flag and big 'V for Victory' sign. . . . Tax box inside entrance offering War Stamps to public and our own personnel. . . . Everyone on pay roll will be asked to take part of salary in stamps. . . . Offering entire facilities to OCD officials in each city."

(To be continued)

RAS Mound City Curtain Raiser Record Breaker

ST. LOUIS, May 2.—Royal American Shows got off to a flying start here with two of the largest still date opening-day crowds in the organization's history, April 25 and 26, Elmer C. Velare, manager, reported. In the heat of Saturday night's opening, nine ticket sellers served the front gate, three the Grand Avenue gate, and three the back gate. Carl J. Sedlmayr, president; J. C. McCaffery, general manager, and Harry Hennies, director, Amusement Corporation of America, visited. Elmer Velare, treasurer, and his brother, Curtis J. Velare, director, who are respectively manager and concession manager, were other ACA executives in attendance.

Officials reported that Sunday drew over 28,000 paid admissions, resulting in a \$2,812 gate. Midway gross was \$9,054. Saturday's figures were said to be on a par with Sunday's business.

Mrs. Annie Gruberg, because of the sudden death of Rubin Gruberg, did not attend. Large crowds of showfolk from other organizations playing near-by engagements were guests of the shows Sunday night. Among them were Charles Goss, ride owner, and Sunny Bernet, Globe Poster Corporation.

Leon Claxton's Hep Cat Show topped the midway Saturday and Sunday. Claxton returned here for his fourth consecutive engagement with the shows. Marjorie Kemp's Thrill Arena, Dick Best's World's Fair Oddities, Larry Banthin's Monkey Town and Cliff Wilson's Monster attraction are back this season. Joy Cube, former dancer for the late Dad (See *RAS Mound City Start on page 35*)

15-Day Inaugural In Norfolk Gives Lewis Sound Start

NORFOLK, May 2.—Art Lewis Shows' 15-day getaway stand at 20th and Monticello avenues gave the organization exceptionally good results despite cool but fair weather. Staff includes Art Lewis, general director; Charles Lewis, general manager; Eddie Delmont, assistant manager; F. Percy Morency, secretary; Al Autrey, assistant secretary; Howard Ingram, superintendent; Frank Seeger, trainmaster; Ray Perry, electrician; Dr. E. F. Partello, medical director; Alyne Potter Morency, *The Billboard* sales agent; Harry Parker, general agent; Morris Stokes, special agent.

Attraction line-up includes Al Mercy's Follies, Charles Johnson's Vanities, Jerrle Jackson's Hepeats, Pop Kuntz's Circus Side Show, Del Crouch's Motordrome, Katherine Tusher's Hi-Hat Parade, Amanda Diaz's Aloha, Josh Kitchens' Monkey Circus, Dr. Garfield's Hall of Science, Tillie's Miniature Circus, Mrs. George Roy's Laughing Ship, Carlson Sisters' Fat Show, War Show and Penny Arcade.

Rides are Clint Myers's Garden of Kiddie Rides, consisting of miniature train, auto and aeroplane; Merry-Goround, Whip, Rocket, Triple Ferris Wheels, Scooter, Octopus, Rolloplane, Spitfire, Twister, Flyer and Fly-o-Plane.

Eddie Viera's Four Stars are the free act, and Eddie Madigan has the cook-house. Six new Diesel light plants are used to illuminate the shows.

Midway Shows in Impressive Opener at Marion, O., Stand

MARION, O., May 2.—D. Stack Hubbard's Midway Shows scored an impressive opening engagement here under Veterans of Foreign Wars auspices.

Shows played to a 10-cent gate and nightly attendance was good.

Organization carries 6 rides, 8 shows and 37 concessions. Jules Jacot, with his Wild Animal Show, arrived in time for opening from Mexico City, Mexico. Local papers and radio station co-operated.

CONCESSION TENTS
CARNIVAL
 Our Specialty for Over 48 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.

Wayne American Legion
 Indianapolis, Indiana
Spring Festival
 May 11-16 and for Balance of Season
 Want legitimate Concessions not conflicting—Fish Pond, Pitch-Tilt-U-Win, String Game, Sno Cone, Floss and Apples. SHOWS—Best proposition for Shows with own outfits. WANT A-1 Second Man for Tilt-a-Whirl, Second Man for Wheel and Merry-Go-Round Foreman.
Tom Baker's Attractions
 Columbus, Indiana, this week

WANT SHOW PAINTER
 Must be a capable, modernistic and scenic Painter, also good Letterer. Long season. Positively no lush tolerated. Wire or write
Dee Lang's Famous Shows
 Rock Island, Ill., this week; Alton, Ill., May 11-16.

Mad Cody Fleming Shows
WANT
 Spit Fire or Whip; Brundage, write. Jack and Jimmie Foster, wrote you; come on. Estelle Ward, contact McNatt. Heart-Shaped Pitch, Bumper, Custard. Our help is paid in cash each week; no meal tickets. Studio Help.
 Moultrie, Ga., this week.

SEASIDE HEIGHTS CASINO
 Seaside Heights, N. J.
WANT
 Photo Gallery. Must be capable turning out first-class work. Few choice locations for Stock Concessions.
 J. ERNEST MOBERG, Mgr.

WANTED CONCESSION PEOPLE
 Can place Agents capable for Radio and Ham-Bacon Wheels, Grind Stores, Slum Stores, Cook House Help. Other Useful People. Can place Cusby Photo Gallery, Seales, Long or Short Range Gallery, Penny Arcade, Candy Floss, Snow Cones, or what have you? We are playing money spots. Reply: ROY GOLDSTONE, Fuzzell's Shows, Flat River, Mo., week of May 4; Moberly, Mo., week of May 8.

JOHNNY J. DENTON SHOWS
 Want Stock and Grind Stores. Have top for Girl Show. Ride Help who are sober and capable. "Georgia Red," come on, Spring City, Tenn., this week. Come on, don't write, wire.
 JOHNNY DENTON, Mgr.

BARGAIN
Cook House and Truck
 Chevrolet Truck, '30, 14,000 mileage, top 16x32 canvas anchor, used 1 season, in perfect shape. For sale account death of Charlie Phillon. Price \$500.00 cash. Apply
 RED SPOT INN, 231 N. 5th Ave., Rome, Ga.

CAN PLACE
 First-class Builder and Designer who can design and build fronts. Diesel Engine Man who understands plants and maintenance of same thoroughly. Scooter Foreman. Will pay highest salary for capable men. Long season, best treatment and salary weekly. All address:
Dodson's World's Fair Shows
 Springfield, O., until May 9th; Lima, O., week May 11th.

WANT: GLASS FOR GLASS HOUSE
S. B. RAMAGOSA, Casino Arcade Park, Wildwood, N. J.

Weather Hits Buck At Silver Springs And Trenton Dates

TRENTON, N. J., May 2.—Inclement weather resulted in poor business for O. C. Buck Shows at their week's stand here under Chambersburg Republican Club auspices. Shows lost opening night to rain, and cold weather kept patrons at home until Friday and Saturday, when big crowds turned out. An intensive radio and newspaper publicity campaign was utilized here and Station WTTM and Trenton Times co-operated with special radio shows and press interviews.

Organization came in here after playing to only fair business at the 10-day opening stand in Silver Springs, Md., under American Legion Post auspices. Tuesday, the first good day, a blackout was announced to take place at 9 p.m. for 15 minutes. Thru a mistake in signals Silver Springs was blacked out 30 minutes ahead of Washington, with the result that the light plants did not turn a wheel all night. The rest of the week, altho fair, was cool. R. Goldie Pitts and Fred Munn walked off with the high honors for what business was done, with the Motordrome second. Irish Jack Lynch has taken over the speaker's platform on the Side Show.

The Washington Star and Post and Station WOL co-operated. Kid Claude Long visited, as did Mr. and Mrs. C. O. Day and J. C. (Tommy) Thomas. Roster includes O. C. Buck, owner and general manager; William B. Howland, secretary; James Quinn, general agent; Lon Ramsdell, press-radio representative; Pat Finnerty, business manager; Sam Beaty, concession manager; Tom Fisher, lot superintendent and transportation manager, The Billboard sales agent and mailman; Jack Lambert, electrician; Francis Corliss, assistant; Colonel Sykes, master mechanic; Mrs. Toby Kneeland, front gate ticket seller; Toby Kneeland, artist. Free act is the Bersolini Troupe, including Joseph, Magdalene, Josephine, Sonia, Klara, Veno, Michael and Otto.

Shows

Monkey Land, Fred Munn, owner-manager; Clara Munn, treasurer and trainer; Howard Munn, assistant trainer; Wanita Munn, secretary; Claude Woods, talker and tickets; Otto Drehr, props. Freakatorium, R. Goldie Pitts, owner-inside lecturer; Irish Jack Lynch, openings; John McMahon and Fred Brown, tickets; Joe Lee, top spinner; Hattie Pitts, assistant; Tom Osborne, knife thrower; Jerry Jones, fire eater; Nira Brown, sword box; Jack Bally, tattooer; George DeGrass, knee figures; Joe Bentley, pigeon illusion; Lee Lestra, annex; A. G. Chadwick, chef; Frank Sherman, property man. Isle of Bull, Mrs. Lloyd Coffee, general manager; Mr. and Mrs. Pete Thompson, Lida Unger, T. E. (Shorty) Davis and Bobbie Tucker. Varieties of 1942, Mrs. Lloyd Coffee, general manager; Mrs. Tom Fisher, manager and talker; Jean Rodgers, Rose Allen, Leona Davis, Millie Lynch; Freddie Carlton, pianist; Frenchie Levoic, canvas. Crime, Lon Ramsdell. Motordrome, Ted Barro, owner-manager; Walter (Whitey) Mecker, talker; Walter Karnes, Vonnie Wilson, Bobbie Hicks and Ted Barro, riders; Toby Kneeland, tickets.

Rides

Silver Streak, Albert Boneberg, foreman; Frank L. Weidhardt, second man; Chairplane, Happy Lyons, foreman; Merry-Go-Round, Thomas Shepherd, foreman; Edward Priest, second man; Twin Wheels, John Pawlak, foreman; George Miller, second man; Whip, Roy W. Goins, foreman; John St. Denis; Kiddie Ride, Edward Heffernan; Octopus, William Chevalier.
 Concessions: Lloyd Coffee's Restaurant,

Mrs. Sam Beaty, cashier; George W. Fulton, cook; Joseph E. Reeves, griddle; LeRoy Strambert, vegetables; Bill Crowley and Laurel E. Smith, waiters; Chester Melton, dishwasher; Phillip Dusku, chinchilla spreads; Claude Hughes, ham and bacon; Jackie Owens, groceries; Danny Tamburr; toy stand, Joe Soret; radio store, Bert Roache; cigarette gallery, Mrs. Joseph Soret; penny pitch, Mac McFarland; Martie Jaffee, pan game; Frankie Fay, rolldown; Mr. and Mrs. Buster Anderson, blocks; Sam Pedrone, rolldown.

Concessions under management of Mr. and Mrs. Edward Evans include William Kelt Jr., Mrs. Claude Hughes and Mrs. Edward Evans, ball games; Archie Johnson and Arthur Morris, shooting gallery; Clark D. Wilson, pitch-till-you-win, Bert Symonds and Colonel Sykes; pea pool, W. G. Staton; color games, George Hewitt, L. Davis; Russell Coleman, rat game; Joe Patona, Frank W. Roach, Charles Law, Penny Arcade; William Warren, popcorn No. 1; Mr. and Mrs. Harry Fletcher, popcorn No. 2; Mr. and Mrs. James Evans, popcorn No. 3; Mrs. Larry Maraccio and Mrs. Bert Symons, penny pitch; Johnny Minerick, diggers.

Gates Brothers' Galleries, Harold Lloyd, aerial bowling; Harry, Raymond and Mrs. Harry Schwartz, frozen custard; James Howard, Ernest Kennedy Jr. with Howard and Pinkoson's photo gallery; Ada Pinkoson, manager; Larry Marcaccio, scales; Specs Davis.

Prell Chalks Big Gate in Baltimore

BALTIMORE, May 2.—Prell's World's Fair Shows chalked up one of their best gates of the early season at opening here April 20, C. W. Franklin reported. Prell's idea of giving away \$50 in War Bonds gained approval nightly and resulted in increased gates. Cold weather Saturday night, however, held down attendance. Size of the lot prevented the erection of the Motordrome, Unborn and Snake shows. Rest of shows played to near capacity, however.

Rides did well, with Steve Lagrue's Rocket topping that department. Matt Crown has begun work on a new front for the Hillbilly Show. Because of a local ordinance shows were unable to tear down until after midnight Sunday. Entire personnel, at a special meeting, pledged 15 per cent of their salaries for the purchase of War Bonds and Stamps.

Tribute to Arch Clair

ELIZABETH CITY, N. C.—In the untimely passing of Arch Clair, veteran showman, park operator and gentleman of the first order, show business loses a personality who had devoted the better part of his life to the upbuilding of the business in general. He always stood for that which was clean and meritorious and above reproach and contributed much to the business. To be associated with Arch Clair socially or in the business was to be associated with one who actually radiated that which stood for high principles, and association with him placed one in an atmosphere of pureness that carried an aroma of all that is clean and wholesome.

The writer, affiliated with show business in the capacity of presenting fairs, festivals, etc., boasts the friendship of many show people and some very fine ones, too, but never in his experience has he met one for whom he held a higher regard or greater respect than that in which he held Arch Clair. Arch and I first met in 1927 when he was under the banner of the Brown & Dyer Shows with that fine gentleman, Alfred J. Dernberger, and from that time there grew a friendship between us that lasted until the end. It had been some time since I had seen Arch, tho we corresponded regularly and I had made plans to visit the Jones show in Raleigh, N. C., for the express purpose of seeing my old friend when the news came of his death on the show train.

Always a gentleman, a true and loyal friend, always jolly, with a sense of humor and a dignity that few men possess, always to be trusted, always going about life in a manner that would make him an ideal for any man to follow—that was Arch Clair, who was just Arch Clair, and there never will be another like him. In his passing I lose a true friend and I feel this loss very keenly, but, according to tradition, "The show must go on," and I go on from here with a beautiful memory of my friend Arch Clair, consoling myself with the thought that I, like many others, am a better man for having known him.
 W. C. (BILL) DAWSON.

RIDES WANTED
FOR LONG SEASON
 All Choice Locations.
 Work 7 Days a Week.
 Rocket, Spit Fire, Tilt-a-Whirl, Whip, Grab Joint open. Second Man on Ferris Wheel, Whip Foreman.
CHARLES GERARD
 Room 420
 1545 Broadway New York City

HAMPTON, VA., and NEWPORT NEWS
 Four Weeks Playing Lots.
 Save Gas and Oil. This Show Plays Virginia Exclusively. Have Six Fairs. Those Joining Now Are Given Preference.
 Rides—Help for Merry-Go-Round and Chair Plane. Want Ferris Wheel with transportation, 25 per cent. Shows—Have Minstrel. Can place any other with transportation, 25 per cent. Concessions—Any Stock Store that works for 10 cents. No gift. Want capable Percentage Agents. Cook House and Bingo still open. All wires by Western Union.
THOMAS H. BOSWELL
 Boswell's Amusements Hampton, Va.

CHET DUNN
WANTS
 Sober, competent Ride Help for Fly-o-Plane Ride. Mr. and Mrs. Aimer Gosner, wire me immediately. Have good proposition for you both.
MARKS SHOWS, this week, Hampton, Va.

FIREMEN'S CARNIVAL
 Souderton, Pa., May 14 to 23
WANTED—Shows, Legitimate Concession, Free Acts. Ride Help wanted, top salary.
 D. J. VAN BILLIARD, North Wales, Pa.

WANTED MUSICIANS
 All instruments. Top salary. Borth and transportation on train. If married can place wife. Join at once. Wire BAND LEADER, Dodson Show, Springfield, Ohio.

HUGHEY & GENTSCH SHOWS
WANT
 Good, experienced Second Men and Helpers on all Rides. Address: Savannah, Tenn., this week; Ripley, Tenn., next week.

NOTICE
 I will book my 50 K.W. Diesel Light Plant, No. 5, Elb Wheel, Lead Gallery, Cook House. Interested parties telephone or come in person to Tiptonville, Tenn., May 4-9. Act quickly.
ED GROVES

FOREST C. SWISHER WANTS
 Side Show Acts and Concession Agents, Marician to pitch and lecture, Girl for Sword Box, Mentalist, No Code Acts, Fire Eater, Pin Cushion, Girl to handle Snakes, Opener, Boss, Canvasman, Ticket Seller, Concession Agents for Cigarette Gallery, Clothes Pin Pitch, Penny Pitch, Mouse Game. Address: F. C. SWISHER, Care Parada Shows, Picher, Okla., May 4-7, or per route.

BILL JOY SHOWS WANT
 Chair-o-Plane Foreman and other Ride Help. Few more 10¢ Stock Stores, also Agents, American Palmist, Grind Shows, Kiddie Rides, Brass for Jig Show. Very low privilege and percentage. Playing nothing but industrial centers and haven't missed yet. All replies:
 Shannon, Ga.; then as per route.

WANTED
 Athletic Show Manager. Other Shows with own equipment, 25 per cent. Have opening for Cork Gallery, Coca Cola Bottle, Guess Age, Pitch Tilt Win, Ball Game other than Milk Bottle. What have you? Tom Hale wants Counter Men for Bingo. Red Dye! Miller, please answer at once. New Harmony, Ind., this week. Address: DIXIE BELLE SHOWS, Newburg, Ind., week May 4th.

HUTCHENS MODERN MUSEUM
WANTS
 To join at once, Lecturer that can handle big Side Show and sell Feature Act and Blade Box; also Ticket Seller that can make second openings.
 Oswego, Kan., this week

EDWARD McCUE WANTS
 Annex Attraction for Side Show, Girls for Revue, Talkers and Grinders, Freaks and Working Acts. Also Geek, EDWARD McCUE, L. J. Hot Shows, Central City, Ky.

WANTED
 Foreman for Elb Wheel, \$20.00 per week and percentage. Stay on lot four to eight weeks. All short moves.
HARRY HUNTING
 Ona, Neston, So. Car.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 2.—Out of the maze of orders issued by the War Production Board there is now some evidence that the outdoor amusement industry will be given consideration as a morale-building activity entitled to preferential treatment in connection with the war effort. On April 23 WPB directed that motor vehicle equipment may be used to carry performers and other participants in morale-building recreational activities to and from army and navy establishments without losing their eligibility under list A of the rationing regulations, provided that no other means of transportation is available and the commanding officer in charge makes a request for the service. Full text of the order is on file in this office, as is a release explaining provisions of the order.

Congress has taken up the matter of automobile rationing orders by reason of numerous complaints made to the effect that small business men are being put out of existence. In this connection we have on file a copy of the address delivered by Congressman Raymond S. Springer, Indiana, which sheds much light on the subject. Information concerning the offices where application should be made for priority ratings as to commodities required by the industry is on file here.

Los Angeles

LOS ANGELES, May 2.—Showfolk on the West Coast were grieved by news of the death of Burr McIntosh April 27 of a heart attack while aboard a bus en route to his office. Long associated with show business, he was an honorary member of the Pacific Coast Showmen's Association and he was the principal speaker at the annual Memorial Day ceremonies sponsored by PCSA at Showmen's Rest, Evergreen Cemetery, here in December.

Harry Phillips has purchased a pool hall on South Central Avenue. PCSA is sending out instruction booklets on how to conserve tires and gasoline. Ross Oglivie, midget, is doing bit work in pictures. Ross Davis is making trips to the beaches in the interest of his rides. Capt. W. D. Ament is still on the sick list. Charles Nelson is out of town on fair booking business. Elden Prock is with Crafts Fleeta shows.

St. Louis

ST. LOUIS, May 2.—This city is proving a bonanza for carnivals. With ideal weather the last two weeks, shows chalked up record business. On April 25 and 26 Royal American Shows played to near capacity, Carl J. Sedlmayr, general manager, said. Fidler's United Shows and Oliver Amusement Company broke all previous records in their history for gross business at still spots. Max Goodman's Wonder Shows of America open May 5 for a 10-day stand at the Kingshighway and Natural Bridge lot. Frisk Greater and Maryland shows are playing local lots, while Dee Lang's Famous Shows chalked up good business in Granite City, as did Evers Bros.' Shows at Wood River. Four Star Exposition Shows are playing Belleville to good results.

J. C. McCaffery, general manager Amusement Corporation of America, spent several days visiting Royal American, as did Harry W. Hennies, of the same corporation. Louis Berger, general agent; Bob Rowan, special agent, and Rube Curtis, advertising agent, and his son, Robert, have been here for 10 days making arrangements for Wonder Shows of America's local appearance. Frank J. Kelly, advance representative National Wild Life Conservation Exhibit, visited The Billboard office while en route to the South. Kenneth and Viola Blake

were here for several days visiting friends preparatory to leaving for Chicago to join one of the shows playing that vicinity. Cary Enrie, old-time showman from Cincinnati, also visited on Wednesday.

Mr. and Mrs. Ed H. Moran returned from a tour of Northern Illinois. Bob Kline, general agent All-American Exposition Shows, spent several days visiting friends and making railroad contracts. Mr. and Mrs. Frank J. Lee, Al Baysinger Shows, visited Tuesday, as did Jack Edwards, general agent, and H. P. Hill, manager Byers Bros.' Shows. Zebbie Fisher, Chicago, spent several days visiting shows in the vicinity. Mr. and Mrs. T. R. DeWitt, concessionaires, who have been playing local lots with Oliver Amusement Company, left for the East to join one of Floyd Gooding's units. H. Frank Fellows spent several days here visiting the various shows. Tom W. and Nell Allen sold their Kiek Inn Cafe here and purchased a new home in Waynesville, Mo. Ralph Lipsky and Red Keltner returned last week after operating concessions on Great Lakes Exposition Shows. Both joined concession row on Royal American Shows.

Motor City Draws At Richmond Debut

RICHMOND, Ind., May 2.—Scoring one of the largest initial-night attendances in their history, Motor City Shows got off to a creditable start here April 29, drawing 5,300 paid admissions. Bob Bremson reported. Well-illuminated midway presented an attractive appearance and all rides are featuring a patriotic color scheme. Receipts of the midway so far are about 60 per cent ahead of last year for this engagement.

Combo consists of 8 rides, 10 shows, 32 concessions and Captain Sells, free act. Shows are Ten-in-One, Life, Minstrel, Hawaiian, Posing, Revue, Silodrome, Wild Animal, Snake, Hell's Half Acre and S. W. Lakes' Penny Arcade.

Staff includes Vic Horwitz, manager; Helen Horwitz, secretary; J. S. Rondie, treasurer; R. S. (Bob) Bremson, general agent; Vic Canares, press agent; Bing Randolph, lot superintendent; J. W. Price, electrician; Ed Swerigen, assistant; E. J. Pelkins, special agent; Elmer Pelks, billposter; John Williams and Joe Hurtt, sound truck, and Jack Doty, legal adjuster.

World of Today's Staff, Concession Line-Up Set

SALINA, Kan., May 2.—Staff and concession line-up of World of Today Shows, announced during organization's week's engagement here, includes Denny Pugh, general manager; Joe Murphy, business manager; H. C. English, secretary-treasurer; Fouts Reeves, concession manager, and Sam Benjamin, billposter. Also with it are Capt. Bruce Chester, Hans Hauser, Eddie Shimm, E. Spurling, W. Purcell, Ted Boyer, H. W. Kelly and H. F. Houston.

Concessions: Mr. and Mrs. Frank Harrison, manager; Frank Harrison, chef; Cockey Jones, headwaiter; Al Warmouth, Garland Jones, Dean De Wells, waiters; Bob Vandiver, second chef; J. C. Morris, O. S. Scott, dishwashers; Otis Laberta, Kitty Harrison, cashiers; ball game, Jackie Dollinger, manager; Mountain Beecher, agent; clothes pin game, Roy McCurdy, manager; Jimmy Case, agent; palmistry booth, Bab Ulear, manager; Kitty Thomas and Babe Ulear; Elizabeth Harris, tickets; rolldown, Jack Meisterman, manager; Bill French and Jack Thomas, agents; ham and bacon, Clarence Katz, photo gallery, Peggy Schotlin, manager; Dorda Riza, agent. Ham and bacon, Lester Schotlen, manager; Jimmy Roberts, agent; string game, Toney Nelson, manager and agent; pet shop, Joe Ulear, manager; Joe King, agent; blower, Wabash Haley, manager; Mac McCoy and Bob Sachs, agents; pan game, Perk Perkinson, manager; grab stand, Floyd Shankle, manager; Inez Shankle and Arnold J. Griffith, agents; frozen custard, Jack Guthrie, manager; Ethel Guthrie and Kenneth Henson, agents; popcorn, Paul Julian, manager; C. Morrison, agent; candy floss, Clarence Fuller, manager; Mary Fuller, agent.

J. L. (Tex) Chambers concessions: Bingo, J. S. Panther, manager; Jack Adenholz, Floyd Shankel, Joe Beecher and Nelson C. Brenneman, agents; ball game, Dora Adderholt and Edith Case, agents; penny pitch, R. L. Boyd and Katy Reeves, agents; basketball, Charles Elder and Jack Jordan, agents. Jingle board, Katharine Elder, agent; soft drink, W. F. Scott and Johnnie Colbs, agents.

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!
SELLNER MFG. CO., Fairbault, Minn.
Immediate shipment on necessary parts.

ENDY BROS.' SHOWS, INC.
SIDE SHOW MANAGER AND ACTS FOR SAME
WANT ALSO TALKER. WE HAVE ALL EQUIPMENT.
Chorus Girls and Manager for complete Hawaiian Show.
Speedy Bower wants Talker and Riders for Motordrome.
Want Long-Range Shooting Gallery. Few legitimate Concessions open.
ENDY BROS. SHOWS, INC.
CHESTER, PA., THIS WEEK.

ART LEWIS SHOWS, INC.
CAN PLACE
FERRIS WHEEL FOREMAN, top salary. DIESEL MECHANIC, experienced on Light Plants. Working Men in all departments. Sax Player for Al Mercy's Follies. Legitimate Concessions—American Palmist, Scales, etc.; Long Range Gallery. Bertha Cohn wants Lady Ball Game Agents. Jerrie Jackson wants Colored Musicians.
FOR SALE
Smith & Smith Chairplane. Can now be seen in operation. Sixty-foot Panel Front for Girl Show, excellent condition. Wire or write
ART LEWIS, Gen. Mgr., South Norfolk, Va., until May 9; New Brunswick, N. J., May 11-16.

WANT WHIP FOREMEN
Can place Fun House, Illusion, Monkey Circus or any Grind Shows. Can place Spitfire, Flyplane or any Ride not conflicting. Concessions all open. Want Penny Arcade, Diggers, Frozen Custard. Can place Foremen and experienced Second Men all Rides. Want Mechanic, also capable Banner Man. Frankie Tezzano wants Girls for Posing and Revue. Also Freaks and Talker for Frank Zordas 20-in-1. Roland Richards, wire Frank West.
ALL AMERICAN EXPOSITION, INC.
MURPHYSBORO, ILL.

DICK'S PARAMOUNT SHOWS, INC., WANTS
Cookhouse and Grab. Side Show Acts, also Feature Act. Sure, top salaries.
Concessions — Scales, Guess Your Age, Grind Stores. Experienced Ride Help only, Semi Drivers, top wages. Office Assistant. Wire or write
DICK GILSDORF, Week May 4, Torrington, Conn.; Week May 11, New London, Conn.

TWELVE WEEKS, VARIOUS LOTS, CHARLESTON, S. C.
V. F. W. DEFENSE CARNIVAL
No graft or gyps. Why waste rubber? Want Bingo, Pan Game, Big Six and Rat Game. Fifty-fifty with office. Also open: Custard, Grab, Arcade, Hoopla, Pitch-Til-U-Win, Cane and Shive Racks, Lead Gallery, Cotton Candy, Snow Cones, Scales, Bumper, etc. Shows: Big Snake, Monkey, Fun and Glasshouse. Martin wants Girls for Revue. Prof. Vidala wants Musicians and Performers for Deep South Minstrel. Salary and living quarters furnished. Tickets? Yes. Tuba, Trombone, Trumpet, Drums, Girls. R. V. Lewis, Art Conley and Hot Papa, wire me. Rides: Spitfire, Fly-o-Plane, Tilt, Roll-o-Plane and Rocket. Get well here. All replies:
LIBERTY UNITED SHOWS
CHARLESTON, S. C.

GREAT LAKES EXPOSITION WANTS
Billposter who can drive show owned truck. Must be good Lithographer. Can place capable party who has something for Ten-in-One, or will make an office show out of to one who knows what it is all about. Have neat frame-up for Snake Show or Geek Show. Girl Show open to capable man or woman operator. Concessions of all kinds. Photos open; also Long Range Gallery. Harry Smiley can use two Wheel Men and two Men for Blower. Will finance any worth-while attractions. Everybody address:
AL WAGNER, Manager, Vincennes, Ind., this week; Elkhart, Ind., next week.

GREATER DANVILLE EXPOSITION AND HISTORY WEEK
DANVILLE, VA., ALL NEXT WEEK IN HEART OF TOWN
Want Rides not conflicting with Ferris Wheel, Chair Plane and Kiddie Auto. Shows of all kinds. Concessions of all kinds. No racket. Ride Help, Concession Agents and Bingo Help. Positively all celebration conventions and fairs till last week in Oct. Write or wire
JOHN GECOMA
Lawrenceville, Va., this week; Danville, Va., week May 11; Harrisonburg, Va., week May 18; then Confluence, Pa., on streets.

MATTHEW J. RILEY ENTERPRISES
Now showing Frankford and Lehigh Aves., Philadelphia, Pa. Will play city lots and towns in vicinity.
WANT SHOWS, RIDES OF ALL KINDS, WILL BUY OR LEASE. CONCESSIONS.
FERRIS WHEEL FOREMAN.
MATTHEW J. RILEY, Mgr.
917 WALNUT ST., PHILADELPHIA, PENN. PHONE: KINGSLEY 0855

SWEENEY AMUSEMENT CO. WANTS
For Firemen's Spring Festivals, Shady-side, Ohio, week May 11th; Paden City, West Va.; Elm Grove follows. Photo Gallery, Ball Games, Grind Stores, Pan Game, any ten cent Concessions. Four Rides booked. Wire or write
McMeehan, West Va., this week.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, May 2.—Final spring meeting April 30 had Vice-President Harry W. Hennies presiding, and with him at the table were Vice-President M. J. Doolan, Treasurer William Carsky and Secretary Joe Streibich. Lew Hamilton advises he is with World of Mirth Shows. Brother Harry E. Walker improving and will soon be out of the hospital in San Antonio. Elmer Kussman and Louis Brandini are showing improvement, but the report on L. S. (Larry) Hogan is not so encouraging. Edwin J. Hock is resting at his home, as are James Murphy, Tom Rankine and Jack Lydick. Committee on kits for members in the service has been okayed.

Brother Mal M. Fleming has been at Hot Springs for rest and treatment. Mike Wright returned after a short vacation. Brother Bob Kline visited, and Rube Liebman was here for a few days before returning to his Iowa duties. Irving Malitz is back from the East and plans to work Chicago lots. Robert Fink and Bud Hanson were guests of Rube Liebman at the rooms. Lew Dufour was in town on a short business trip. Fred H. Kressmann left for his home in Newway, Mich. Brother Walt Peatheston advises he expects to join the armed service soon. Al Rossman says action on the 1943 Outdoor Amusement World Directory is encouraging. New listings and checks covering those already in have been received and plaques will be sent out soon.

Ladies' Auxiliary

Club held its regular meeting April 23, with Mrs. William A. Carsky presiding. Seated with her were First Vice-President Pro Tem Mrs. Nan Rankine, Second Vice-President Mrs. Anne Doolan, Secretary Mrs. Jeanette Wall and Treasurer Mrs. Rose Page. Past Presidents' Social Club presented Elsie Miller with a birthday card bearing the names of all past presidents. Sisters Mrs. Evelyn Hock, Mrs. Al Miller and Mrs. Ray Oakes are recuperating from illness. President Mrs. Joseph L. Streibich is on the sick list.

Sister Anne Doolan received a rising vote of thanks for the successful social she conducted April 16 at the Sherman Hotel. Sister Pearl McGlynn, who is vacationing in Texas with her daughter, Edna, lettered. Plans are being formulated to place books out on the War Bond award. Mrs. Anne Doolan is ticket chairman. Final meeting will be held May 9. Following the meeting sandwiches and coffee were served, with Sister Mrs. Anne Young donating homemade bread.

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, May 2.—With Lawrence Greater Shows in near-by Dunellen, N. J., Brothers Max Sharp, Willie Gottlieb,

TENT FOR SALE

20x40 Green Vivatex Tent with 12 foot sidewall, three push pole type, in good condition and in two chafing bags. First \$100 takes it for delivery after May 10. Address:

MAX KIMERER

Care Rubin & Cherry Shows
Albuquerque, New Mexico, May 4 to 9;
Wichita, Kan., May 11 to 16.

GOLDEN BELT SHOWS WANT

General Agent that knows Mo. and Ark. Banner Man that puts up paper, Sound Truck or Car. Can place Rides, Shows and Concessions. Wanted—Fun House Operator. Address: Salem, Mo., or per route Billboard.

Sam Cohen, Harry Sandler and Harry Kaplan paid a visit to the rooms. Harry Rosen is out of the hospital after a serious operation. Secretary Sam Rothstein is taking care of affairs until Walter K. Sibley, the new executive secretary, comes on the job. Jack Lichter brought in the service plaque bearing the names of those in the armed forces. It will be hung this week. Irving Gold is in the Jewish Memorial Hospital, 195th Street and Broadway. Brothers Casper Sargent and Al Katzen left for Springfield, Mass., to join Brother Jack Green-spoon at Riverside Park. NSA was well represented at opening of Palisades Park last Saturday.

Ladies' Auxiliary

April 22 meeting was presided over by First Vice-President Marlea Hughes in absence of President Blanche Henderson. Annual picnic will be held at Palisades Park on June 12, and final arrangements will be discussed at May 13 meeting. Books of chances on three War Bonds to be given away at picnic will be ready soon for distribution to membership. The amounts are two \$50 bonds and one for \$100. Last meeting of season will be held on June 10. Sister Edna Lasures is with I-T Shows, Sister Marlon Berry with Ben Williams; Sister Kate Benet, White City Park, Worcester, Mass.; Sister Agnes Burke, Woodside Park, Philadelphia; Sister Phyllis Heffernan, Kaus Shows, President Henderson, Secretary Ethel Gross and Sisters Pearl Meyers, Helena Rothslein, Lillian Brooks, Midge Cohen and others visited Palisades Park at April 25 opening and greeted Sisters Helen Cuny, Edith Devany, Margaret and Jane McKee, Sylvia Nierenstein, Margie Cooper, Eleanor Rinaldi, Sadie Harris, Gladys Rosenthal, Lydia Nall and Anna Halpin.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, May 2.—Originally billed as Pat Shanley Night, Monday night's meeting turned out to be a substitution session. Shanley, who greatly improved, was not able to make the grade, so his appearance was deferred to a later meeting. John M. Miller substituted for vice-presidents Backman, Nelson and Ludington, and Eddie Tait substituted for Secretary Ralph Losey. Meeting opened with a memorial service for the late George Rehn. Communications from President Krekos, Brothers J. W. (Patty) Conklin, J. C. McCaffery, M. E. Arthur, R. L. (Bob) Lohmar, Joe Glacy and Frenchy LaMonte.

Brothers Kennedy and Backman are making substantial improvement on the road back to health. Chairman Eddie Tait was the recipient of a bouquet for the excellent financial reports emanating from his auditing committee. Custodian Ben Beno was in charge of refreshments.

Ladies' Auxiliary

April 27 meeting was called to order by First Vice-President Edith Bullock, with 35 members present. Communications were read from President Margaret Farmer and American Legion Post. Ethel McDonald is recovering from a recent illness. Members arrived at the rooms at noon, sewing for the bazaar this fall, and 25 glove bags were made. Dinner was served at 6 p.m. and hostesses were Vivian Horton, Maybell Bennett and Marie Tait. The Home Guard Carnival has turned in \$50 in subscription books.

Mary Taylor and Francis Barth donated toward luncheons. First 1942 card was issued to Anna Stewart, and Ida Delno introduced Pauline Celeste, a new member, who responded with an interesting talk. Ruth McMahan and Ruth Korte, Crafts 20 Big Shows, attended their first summer meeting. Babe Miller also gave an interesting talk. Members were happy to have Inez Walsh, Peggy Sintic, Tille Palmateer, Jennie Regal and Maxine Ellison with them. Peggy Forstall presented plans for club's summer social activities. Peggy Forstall was named chairman of home-coming party for President Margaret Farmer. Stella Linton celebrated her birthday.

RAS MOUND CITY START

(Continued from page 31)

Aldrich, Hawaiian Show producer, is producer of the Latin American Show. The Singer Midget Revue and Circus, of which Howard Y. Bary is executive director, was unable to open the first two days because of reconstruction work.

Zorima Gardens Score

Zorima Gardens, presented last season by Beckmann & Gerety Shows and revamped for its tour with RAS, attracted big crowds the first two days. Capt. Bruce Chester's Marineland, transferred to the midway from Rubin & Cherry Exposition, got off well and created a favorable impression with show people and the public. Rides and shows are in good condition. Walter H. DeVoyne, secretary; Charles Davis, superintendent; Ed Nelson, construction; Slim Sowerby, decorations, and Jack Dads-well, publicity, are back again this season.

MARKS BIZ HIKE

(Continued from page 31)

(Tommy) Thomas, Ralph Lockett, Morris Lipsky, Buddy Paddock, Clyde and Harriet Beatty; Herb Pickard, press agent; Duke Drukenbrod, Howard and Betty Hartwick and Bertha (Gyp) McDaniels, Johnny J. Jones Exposition; Jim Lodos, Mrs. Fred Lewis Sr., Mrs. Fred Lewis Jr., Capt. Jack Lorenzo, Howard Ramsey, Carl J. Lauther and Lou (Peazy) Hoffman, Bobby and Josephine Wicks, and Joe Brown's Radio Gang from Station WRVA.

Graves H. Perry, having completed his booking tour, is back with the shows and assisting Owner Marks. The Grotofents, high act, will present the free attraction beginning May 4 for 16 weeks.

Staff

John H. Marks, president-general manager; Graves H. Perry, assistant manager-general representative; Nicholas B. Stepp, secretary-treasurer; Walter D. Nealand, publicity director; Willie Lewis, legal adjuster; Walter W. Rowan, chief electrician; H. E. Stahler, contracting agent; Al Palmer, trainmaster; T. A. (Red) Schultz, front; Theo Parker, transportation superintendent; Jimmy Plouff, scenic artist.

Shows

V-Ranch, Art Gordon, manager; M. L. M. Kupit, Dixie Douglas, Frances Joslin, Henry Wray, Henry Sesson, John Douglas, Fred and Marie West, Joe Adams, Marlon Wollfrenger, Margaret SeWythe, James Staton. Wall of Death, Speedy Merrill, owner-manager; Hazel Merrill and Ralph Justice, riders; Gean Nadreau, talker; Sherman Akins and Oscar Ragan, tickets. Harlem Club, E. C. (Doc) Anderson, manager-band director; Evelyn Anderson, stage manager; Charles H. Burk, Oscar Dantzer, Herbert McCoat, Angus I. Harley Jr., Walter (Lucky) Berry, Charles (Jazzbo) Hall, Evelyn L.

Bailey, Villa Mitchell, Jenny V. Berry, Mary Porterfield, Dorothy Barney, Israel Johnson, Margaret Pouse, Ethel M. McKelvin, Ruth Hopper; Ruby M. Carrington and Mrs. Dewey, tickets; Willie Fouts, canvas; Mr. Dewey, candy.

Snake, Richard (Pats) Lorraine, manager; Harry Spivak. Freak Animal, T. W. Kelly, manager; M. J. O'Connor, William Calum, Brownie Peyton, Red Hutchinson, Frank Hulsman, Frank Resil, Posing, Art Gordon, manager; Geneva Martin, Marie Seablin, Elmer Rubin, Matthew Solobwskic, Duke Jeannette's Circus Side Show. O. R. Bible's Society Circus Revue, featuring Ruth-Roy Trained Animals and Wild West Show, and Pennyland.

Rides

Speedway, Charles E. Leister, foreman; Ernest Davis, Harry Jackson, Edward Lehoudier and Mrs. Maxine Ludwig. Moon Rocket, Lee Morgan, foreman; J. E. and G. W. Ferguson, Mr. and Mrs. Dean (Rabbit) Sypett. Merry-Go-Round, Tommie F. Lewis, foreman; Ernest Smallwood, Earl Lee Palmer and Mrs. Helen Osborn. Whip, W. H. Meade, foreman; W. H. McGuire, William Carille, Carolyn Hall. Caterpillar, C. E. Cramer, foreman; Sidney Justice, Johnny Alcorn and Jean Lewis. Fly-o-Plane, Chet Dunn, owner; Luther Reese, foreman; Norman O. Martin, Russell Land, Ona Wilson. Kiddie Rides, Chet Dunn, owner; Joe Sontag, foreman. Ferris Wheels, Allen W. Riffey, foreman; William H. Williams, Mrs. Margie Cramer. Octopus, Chet Dunn, owner; Gene Compton, foreman; Bill Kolbaugh and Pearl Wiggins.

Concessions

Mouse game, E. H. Hawkins, J. A. Quinn, Jack Stern; pan game, Bucky Yeager, Betty Stirwill, Marie Owens; duck pond, Clyde Warbritton, Millard Davis; ball game, Harry Forbes, James Phipps; jewelry concession, Louis Sandler; photo gallery, C. Lutz, Freddie Berry, Harry Stringer; cookhouse, John Cravis; custard, Walter Holliday, Mrs. Walter and William Holliday; candy apples, George Welsh, Bill Sherling; ball game, H. Kerkin, J. T. Woodward; hoop-la, Clyde Warbritton; fish pond, Neva Warbritton; ball game, Mr. and Mrs. John L. Downing; cigarette shooting gallery, Peter and Mickey Manzi, Fred Goarck; pitch-till-you-win, Buddie Fowler, Kitty Owens.

Balloon game, Beatrice Forbes, Billy Stone; ball game, Caroline Campbell; doll stand, Sam Applebaum; ball game, Harry Kirkes; nails, Toney Linkis, Claude Smith, Mac McCarthy; tommy guns, Bob Edwards; waffles, Grace Maruon and Larry Osborn; corn game, H. W. Jones, owner; Ralph P. Flannigan, manager; Jack Burke, Art Ludwig, Stephen Egri and Al Hyman; penny pitches, Huppy and Mickey Hawkins, Mrs. Ray Sparks; diggers, Happy Hawkins, owner; Scotty Brown, manager; ball game, Mr. and Mrs. Braxton Seamans, Helen Novak; scales, John Aidesk.

FITZIE BROWN

WANTS - - WANTS - - WANTS

Cook, Griddle Man and Waiters. Can also place Coupon and Wheel Agents. Charlie Lee, Claude Hughes, Freddie Reed, get in touch with me at once.

Care of Great Lakes Exposition Shows, Vincennes, Ind., next week; then as per route.

LAST CALL--CUMBERLAND VALLEY SHOWS--LAST CALL

OPENING SOUTH PITTSBURG, TENN., MAY 11TH

Want Motordrome, Monkey Circus, Athletic Show People, Geek Show, Side Show People with or without outfit. Percentage reasonable. Any legitimate Concessions that do not conflict. This show carries 8 Rides and has 12 BONA FIDE FAIRS booked, and playing money territory. Pony Bud and Henry Pallisen, answer. All capable show people, get in touch with me.
ELLIS WINTON, MANCHESTER, TENN.

NOTICE

Will furnish beautiful outfits for Girl Shows, Posing Show, Athletic and Side Show. Want Ride Help and legitimate Concessions. No pay gate here. Free admission to our grounds at all times.

ROGERS GREATER SHOWS

BENTON, ILLINOIS, MAY 4TH TO 9TH

Keystone Modern Shows

WANT Cookhouse to join at once. Ferris Wheel Foreman and Ride Help who drive semis. Side Show Acts of all kinds for office show. Half and Half and one Strong Act to feature. Legitimate Concessions of all kinds.

BRISTOL, VA., THIS WEEK; RADFORD, VA., WEEK MAY 11



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 12-16-20-24-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.

Midway Confab

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

WHAT'S cooking?

BILL GARY, with *Charlesque Revue*, joined *Great Sutton Shows* during the stand in Marion, Ill.

"HAVE again signed with *Hennies Bros.' Shows* for my second season," infos *Harold Henry Jones* from *Tuscaloosa, Ala.*

BOTHERED with the shorts will mean men and not money this season.

MR. AND MRS. WILLAM HANCOCK joined *Dude Brewer's* concessions on *Wallace Bros.' Shows*.

ANNE ELLIDGE joined *Virginia Greater Shows* with her ball game at *Suffolk, Va.*

AN apology is unheard of when a native has been insulted.

TOTO, skating clown, after closing at *Rainbow Gardens, Little Rock*, joined *Wonder Shows of America* May 3.

REJOINING Mr. and Mrs. *Ed Evans* on *O. C. Buck Shows* at *Trenton, N. J.*, was *Louise Anderson*.

MOM AND BILL BIRCHMAN, carnival troupers, advise from *Leonardo, N. Y.*, that they will not tour this season, but will remain at their home there.

"BUSINESS as usual today" means the usual pump-handling and backslapping for a legal adjuster.

JAKE SHAPIRO, owner *Triangle Poster Printing Company*, was a welcome visitor to *The Billboard Cincinnati* office April 29 while awaiting train connections.

FREE ACT on *O. C. Buck Shows*, the *Bersolinis*, entertained more than 100 of their fellow townfolk when the shows played *Trenton, N. J.*

IN years to come the then old-timers will be telling the youngsters how wartime curbs forced them to walk six blocks to the lot.

J. F. MURPHY carded from *Harrisburg, Ill.*, that he had been doing well with his *Rolloplane* since joining the *Gold Medal Shows* in *Columbus, Miss.*

MRS. AL KISH (*Diamond-Lou*), carnival trouper, has returned to *Dover (N. J.) General Hospital* for a second operation. She would like to read letters from friends.

CUSTOMER: "I haven't come to any hamburger in this sandwich." *Griddle Chef*: "Don't eat so fast. You may have passed it."

SERGEANT DUANE L. DOTY, formerly with *Northwestern Shows*, letters that he was inducted into the army at the close of 1941 tour and is stationed at *Fort Lewis, Wash.*



DAVE DAVIDSON, well known in outdoor show circles, recently began his third season as general agent for *Mad Cody Fleming Shows*, having signed with the organization in March, 1940. Shows, currently playing *Georgia spots*, plan to begin their tour of soldier camps and factory belts soon.



FORMER concession manager of *Dee Lang's Famous Shows*, *Joshua A. (Jack) Barnes* is a private and stationed at *Camp Crowder, Mo.*

RAZOR-BLADE rationing won't affect the midwayite who shaves only for the Sunday run.

TOM FISHER has succeeded *Tom Hefernan* as lot superintendent on *O. C. Buck Shows*, *Lou Ramsdell* reports.

FRED SHELTON, for several seasons with *Sol's Liberty Shows*, is in the army and stationed at *Camp Bowie, Tex.*

COMPROMISE between a show and committee sometimes means both getting what they don't want.

JOE PEARL returned to *Johnny J. Jones Exposition* for his sixth season as mailman and *The Billboard* sales agent.

JAMES HURNEY, of *Hurney Bros. Penny Arcade* on *J. R. Edwards Shows*, is in the army and stationed at *Will Rogers Flying Field, Oklahoma City.*

MANY new show owners learn from their old and experienced people until they know as little as their people.—*Cousin Peleg.*

FRANCIS J. BLYGH opened on the front of *Milo Anthony's Side Show* with *F. E. Gooding Shows* at *Bluefield, W. Va.*

PRIVATE HENRY COHEN, formerly with *Royal American Shows*, is stationed at *Las Vegas, N. M.* Mrs. *James Buccini* infos from *St. Louis.*

"ANTICIPATION" keeps some shows moving, while "realization" never strikes until closing week.

MR. AND MRS. PAUL KLIEDER have returned to *Lipsky and Paddock* concessions on *Johnny J. Jones Exposition*. It's their fifth year there.

That Ain't Hay

WITH a boom season in the offing, I am planning to stay off of a dandelion diet. Never realized that there were so many different kinds of wild greens and so many different ways of cooking them until I joined a side show. It was a constant *St. Patrick's Day* diet. Every actor doubled in greens hunting. We had a standing 9 a.m. call for the green fields and were grazing, more or less, for two hours daily. The show's chef had a concoction of ragweed, sunflower leaves and wild onions that he could prepare as a salad, boiled vegetables or just let jelly for a dessert. We ate the tops of every vegetable from sweet potato vines to turnips. Had some spinach down in *Florida* one winter that we couldn't eat until our foliage chef doubled it up with palmetto hearts and swamp cabbage. The side-show manager kept the fat boy bloated on green alfalfa to square his banner. To prove that science is right in "it takes poison to kill poison," we human guinea pigs were fed a witch brew of poison ivy, blisterweed and scorpionweed and won the point. When Saturday night arrived the fields and trees were so bare of foliage that the natives thought a grasshopper plague had arrived. The first question the show's hay-fever general agents always asked the lot owner was "How green is your valley?"—*DIME JAM JOHNSON.*

cutter's figures. Figure's don't lie except when gained thru that source.

BRYANT SEAMON, with concessions, joined *John H. Marks Shows* during the *Richmond (Va.)* engagements. *E. H. and Mickey Hawkins* also have several concessions on the midway.

MRS. TEDDY BARROW was painfully burned while *O. C. Buck Shows* were playing *Silver Springs, Md.*, recently when the oil heater in her trailer exploded. She was removed to *Walter Reed Hospital, Washington.*

SHOULD the talk of drafting girl labor for war work become a reality it won't affect our women shows on the lot.—*Gate & Banner Shows.*

INTERESTS headed by *Ralph J. Klotzbaugh* and *Joseph (Skelly) Garfink* have purchased *Cooper Novelty Com-*

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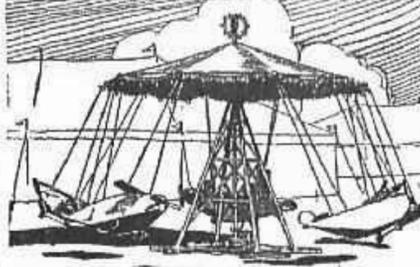
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Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
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Seasoning, Cones, Bags, Ctns. and complete line Popcorn and Peanut Supplies. New and Reconditioned Equipment bought and sold.
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pany, wholesale and retail carnival merchandise house, operated in Baltimore for many years by J. G. Cooper.

GREAT GRAVITYO, who appeared in Ripley's Odditorium at the Golden Gate Exposition, was a Chicago caller en route to Hamilton, Ont., where he will join J. W. (Patty) Conklin's Shows and will appear in the Ten-in-One Show.

M. H. GRIFFIN writes from Sugar Valley, Ga.: "Visited Scott Bros.' Exposition Shows here last week. Shows present a good appearance, and a large crowd was on the midway when I visited. Business was good."

WHEN a show owner makes a mistake it is considered "a minor error of judgment," but when a general agent does the same thing he is accused of trying to break the show.

WILLIAM CALLIS, formerly a talker with World of Mirth and other shows, advises from Norfolk that he will continue to operate his two shooting galleries there and will not return to the road this season.

"MRS. LYDIA L. MARTIN, general agent and special events director, is convalescing in Atlanta since undergoing a goiter operation in Jessie Parker Williams Hospital there. Mrs. Martin expects to resume her work soon," Mrs. Carl Bryant reports.

OPERATOR of a tattoo studio and jewelry store in Leesville, La., Billy Mack advises that he will not troupe this season. Mrs. Mack is visiting her parents in Wichita, Kan., and was the guest of Mr. and Mrs. Le Roy during Beckmann & Gerety Shows' stand there.

NOTES from Little Exposition Shows from Marion, S. C., by A. V. Moore, special agent: Shows opened here April 20 and will head for Virginia and West Virginia. Mrs. Lydia Martin signed as general agent and is expected to arrive soon. Shows carry 3 rides, 8 shows and concessions and a free act.

AFTER 10 weeks of work Robert F. (Bobby) F. Wicks, scenic artist on Johnny J. Jones Exposition, decorated the midway to conform with the present



MR. AND MRS. J. F. MURPHY, now with Gold Medal Shows, were photographed (left and right) while they were paying their annual visit to Mr. and Mrs. M. P. Tate in Clearwater, Fla. The Tates had the cookhouse on the J. F. Murphy Shows about eight years.

patriotic trend. Satisfaction of show managers on the midway and compliments received from visiting showfolk have established the fact that the show is proud of his work.

WINTER-SHOW manager was escorting a visiting fair secretary around his lot. "This," he said proudly, pointing toward a can of stew cooking on a campfire, "is just one of our many culinary departments."

"**WE'RE** operating a photo studio here and plan to remain off the road this season," Mr. and Mrs. Roy Coon write from Joplin, Mo. "Visited Bremer Shows during their recent Carthage (Mo.) stand and renewed acquaintance with many old friends. Pvt. Joshua (Jack) Bains, formerly with Dee Lang's Famous Shows, is in the army with the signal corps at Camp Crowder, Mo."

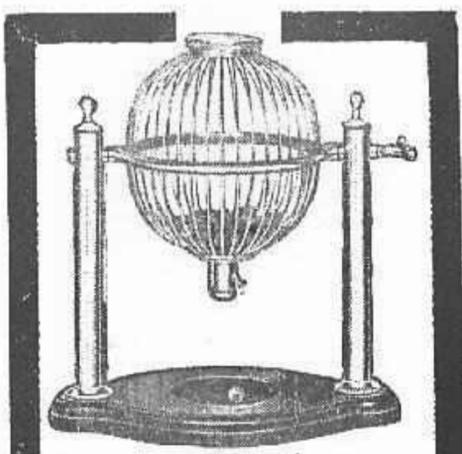
MR. AND MRS. BILL RICE, Mighty Sheesley Midway, celebrated their wedding anniversary with a party on the midway during shows' stand in Decatur, Ala. Guests included Owner John M. Sheesley, Mrs. Charles Pounds, Mr. and Mrs. Clay May, Mr. and Mrs. Rudy Rivers, Mr. and Mrs. Russell Andres, Mrs. Tillie Rice, E. H. Smith, Al Renton, Mr. and

Mrs. Whitey Wray, H. Donally and Robert North.

REMEMBER when earlier-day shows played under fire departments and press agents wrote: "For the benefit of those brave lads who risk their lives in fire and flame while you and your beloved ones rest peacefully in the arms of Morpheus?"

PERSONNEL of Richard & Pringles Minstrel Show on Rubin & Cherry Exposition includes S. V. Bevard, Slim Austin, Bow Mills, Benjamin Porter, Stanley Hardy, William Shields, Calvin White, Cecil Tompkins and Billy Freeman, bandmen; Lillian James, Grace and Eunice Walker, Naomi and Rosa Lee Dymes, Della Jersey, Tiny Dymes, chorus; Fannie Dymes, leads; LeRoy Dorsett, Stepping Willie and Floyd Wright, dancers; Tommie Harris, Floyd Young, Jake Dymes and William Goodman, comics; Leonard Dymes, emcee; Mrs. Val Austin, wardrobe mistress.

MEMBERS of O. C. Buck Shows have pledged over \$2,000 in weekly sales of War Bonds and Stamps. Bond Club was instituted during the stand in Trenton, N. J., where these members pledged themselves for weekly purchases: Mr. and Mrs. Sam Beatty, Philip Durkin, Mr. and Mrs. Edgar L. Lewis, Mr. and Mrs. E. C. Evans, Mr. and Mrs. Larry Marraccio, Anthony J. Falco, Bery Symons, Mr. and Mrs. O. C. Buck, Mr. and Mrs. Harry Schwartz, Mr. and Mrs. Tom Fisher, Frank Neidhardt, Mr. and Mrs. Toby Kneeland, Mr. and Mrs. J. A. Soret, Mr. and Mrs. Lloyd Coffee, Russell Coleman, Mr. and Mrs. Albert Boneberg, Pat Finnerty, Arthur Morris, K. W. Howard and Lon Ramsdell. K. W. Howard, concessionaire, is founder of the club and in charge of sales.



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Federal regulations prohibit the sale of Coconut Oil for Popcorn Seasoning after May 31, 1942. We have a limited stock on hand which we offer subject to prior sale as follows: Hundred Pound Drum, \$24.00; Fifty Pound Drum, \$12.00; Twenty-Five Pound Drum, \$6.50. Mail your order today.

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WANTS --- H. LEWISTON --- WANTS

PAUL SPRAGUE, Mgr.

Useful Side Show Acts. Haven't closed in four years. The following people, if at liberty or dissatisfied, can place you: Duke Edwards, Alfred Langevain, Grace McDaniels, Maxie Susser, Marie Johnson, Jimmy Murray, Art and Edith Hubbell, Bronson or anyone that worked for me or Paul before. Write or wire 2366 Monterey St., Detroit, Mich.

P.S.: Workingmen—Pleasant, profitable offer for you. Interested in Tattooed Girl who does Tattooing also. Animal Act, wild or domestic.

HAPPYLAND SHOWS

WANT

Foreman for Ride-O and Octopus, Workingmen on all Rides. Top salaries, best treatment. Must be Semi Drivers. Free Act, must be high. Paul Nickel, wire. Royal Oak, Mich., this week. Lincoln Park, Mich., next week.

WANT

REYNOLDS & WELLS SHOWS

WANT

Cookhouse. Concessions of all kinds that work for 10c. Pony Ride, Motor Drome, Life Show, or any worthwhile Shows, with or without equipment. Ride Help for new Rides. Fairs start at Ada, Minn., June 28th, and end November 1st in Texas.

Address: Chillicothe, Mo., this week; Quincy, Ill., week of May 11th.

Great Sutton Shows

WILL BOOK OR BUY: PENNY ARCADE and ROLL-O-PLANE. Will furnish panel fronts and new tops for any worthwhile attraction. Good proposition for Animal Show. Mr. Starke, "Dipsy-Doodle" and Arcade operator, contact me at once. Suitable compensation for whereabouts of Barney B. Spear.

FRANK M. SUTTON,
Eldorado, Illinois, this week.

WANTED

Foreman for Merry-Go-Round and Ferris Wheel, also other Ride Help. Can also place a flat ride, Whip or Tilt-a-Whirl, and a good Show. Address:

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China Red Delorey or Doc W. W. Wilson, contact me at once.

STANLEY STELLMAN

Care Gold Medal Shows Vincennes, Indiana

Faminize

SOLOMONS OF 1942 had gathered for the day in the well-arranged cookhouse of John Cutembig. It was well arranged because it didn't cater to the hungry alone, but to those who were in the know on any question. Many changes were made in the equipment of that sit-down grab joint. There were tables for diners and a complete section that had been donated to the wordly wise. First table near the entrance was known as the hand-shaking altar and was reserved as a private food-balancing board for staff members and visiting committees and fair managers. Here the booking of the show held sway. If that table could talk a book could be written titled, *Booking Betwixt Bowls and Bottles*. Next table, formerly a neutral one, was the War Council Slab, with a seating capacity of 10. Only the smartest showmen and concessionaires were allowed to sit there at a nominal rate of one cup of coffee every 15 minutes. Behind were the political, scandal and knitting tables, but the War Slab stood out above all others like a reported gross does over the actual take. Here the Solomons had gathered to inform one another as to how they, as individuals, and if given complete command, could soon win the war, while knocking their cigarette ashes off into the empty coffee cups, mashing butts in wet saucers and burning the oil-cloth with lighted stubs between puffs. One must remember that everything setting on a cookhouse table is considered an ash tray. "I'd starve 'em out," yelled one Solomon as his cigarette butt that was resting on the cream pitcher fell inside. "How would you do it, smart guy?" yelled another as he carefully knocked his ashes off into the sugar bowl. "I'll tell you damn quick," bellowed the cookhouse operator. "By simply letting 'em gather in a cookhouse."

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

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Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 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, 50c.
 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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WANTED

Ride Help, Wheel Foreman, Chair-o-Plane Operator, Help for Kiddie Auto and Kiddie Aeroplane Ride. Charlie Seiforth and Tex Graves, wire at once. Walter (Red) Langford, come on. Can use Top Man on Wheel and Swing. Top salaries. Write or wire
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Direct from the Lots

Virginia Greater

Suffolk, Va. Week ended April 18. Business, fair. Weather, cold. Pay gate, 10 cents.
 Week started out with cold weather, but business increased and Saturday night drew 1,847 admissions. Anna Lee King's Minstrel Show topped shows, with Louis Augustino's Ten-in-One Show second. Ride boys present a neat appearance in their new uniforms and caps. Lacey Smith was around the lot renewing old acquaintances. New fronts and ticket boxes have been built. Jungle Life Show, under direction of Dutch Myers, proved popular with the kids. Albert Rivers is the new assistant in the office and also sells tickets on the front gate. The writer, free act, was heard on two programs over Station WLPM.
KEN DAVIS.

Gold Medal

Memphis. Eight days ended April 25. Location, Hodge Field. Auspices, Al Chymia Shrine Temple. Business, good. Weather, cool.
 Move from Columbus, Miss., was made in good time and everything was ready for opening April 17. Shows were located 12 blocks from the heart of town and business proved satisfactory, altho weather was cool. All shows, rides and concessions ceased operations for three minutes on Saturday in tribute to John Bloom, father of General Manager Oscar Bloom, who died April 22. He was very popular with the personnel and visited the shows frequently. *Commercial-Appeal* and *Press-Scimitar* were liberal with space, and the four local radio stations co-operated, as did Potentate Louis Be Jach, Dr. King, Ben Bluestein, Woody and Tom Bryan. Ben Moulton, free act, was popular. Jim Pierce and Mr. Lucas are on the sick list. Clyde Mayhall and committee from Florida visited. New Kiddie Ride arrived.
HARRY E. WILSON.

Arthur's Mighty American

Bakersfield, Calif. Ten days ended April 28. Location, Kern County Fairgrounds. Auspices, Moose Lodge. Business, excellent. Weather, rain five days. Pay gate, 15 cents.
 First three days here resulted in big business, with the marquee and reserved circus seats topping all previous records. Monday it started to rain and continued until Friday. The final two days brought out large crowds and a 15-cent plus tax gate was inaugurated. New circus lineup includes Henry's Hollywood Madwags and Arthur's Educated Canines; Mary Henry, Capt. Bill Foix's lions, Arnott Brothers, Arthur and Henry's military ponies, Delbert Graham's educated chimpanzee; Andy Calino, Bobo Arnott and Cliff Henry; Glenn Henry and the Aerial Baretis. Sponsors gave good cooperation. Concessionaires reporting fair results were Joseph Blash, Ralph Balcom, Charlie Ferguson, Philip Walker, Charles Youngman, William Bottrell, William McDowd, Pat Williams, Al Bozarth, Art Johnson, Tex Hudspeth, Jack Christensen and Sam Miller. Shows which proved popular were John and Ethel Olson's Circus Side Show, Eva Perry's Casa Rumba, Roy Bishop's Athletic Show, Al Gerlinger's Wild Horse and Glenn Henry's Amazon Babies. Ferris Wheel led rides, with Octopus and Merry-Go-Round close seconds. Daniel Budd Cross visited Houston en route to Oakland, Calif., on business. Joining here were Donald and Susie Bullock,

Darryl Gorick, Mr. and Mrs. Richard Alexander, Vern Bisbee and George Tigner. Mr. and Mrs. Jack Dyke visited briefly en route to Crafts Fiesta Shows. Richard Perry Arthur was under a doctor's care for several days. Glenn and Ethel Henry made several trips to Fresno on business. Mr. and Mrs. John Donzelli visited friends in Taft, Calif., during the week. Louis Goebel, Goebel's Lion Farm, visited, and Charles Youngman spent a day visiting his home in Encinitas, Calif. General Agent Everett and Mrs. Coe report fair results with their booking trip in Oregon and Washington. Owner Martin E. Arthur entertained sponsors during the week and was the guest of Secretary Frank O. Greenough of the Moose Lodge at dinner.
WALTON DE PELLATON.

Al Baysinger

Chester, Ill. Week ended April 18. Location, City Ball Park. Auspices, Illinois National Ball Club. Business, fair. Weather, mostly cold.
 With Mayor Charlie Oetting heading the committee and local papers co-operating, folks showed their willingness to patronize the midway but did not stay late because of cool nights. Midway Cafe, under management of Alton Pierson, is popular. Owner Al Baysinger received many compliments on the appearance of rides and show fronts.
Poplar Bluff, Mo. Ten days ended April 11. Location, North End Grounds. Auspices, American Legion Post. Business, fair. Weather, cold and rain six days.
 Altho city and near-by towns were well billed and shows received good cooperation from local papers and radio station, the opening stand was below last year because of bad weather. Patrons who did come out spent well. This year a 10-cent gate is used, with the Flying Romas, under direction of Roy Valentine, presenting the free act. Midway features a new color scheme, the work of artist Roy Rohn. Mrs. Mabel Baysinger celebrated a birthday at a party at winter quarters.
FRANK J. LEE.

Buckeye State

Jackson, Tenn. Week ended April 25. Location, Federal Compress lot. Business, good. Weather, fair.
 Long move from Philadelphia, Miss., was made without incident, and Gus Litts had the lot laid out when the show arrived. Business started off slow but it picked up nightly. Friday was the best day, but Saturday was good. Light showers Saturday night sent many scurrying off the lot. Owner-Manager Joe Galler made two business trips to Memphis, and Secretary and Mrs. H. G. Starbuck visited their daughter in Memphis. J. R. Cooper, father of Russell Cooper, electrician and concession operator, entertained relatives and friends. Mr. and Mrs. Bob Heth had two concessions here for the week. Bama Freedman also added a concession. Kack Harrison's cookhouse clicked. Cotton Club Revue had a big week, and Tilt-a-Whirl and Ferris Wheel led rides.
PERCY MARTIN.

Crafts

San Diego, Calif. Week ended April 25. Location, waterfront showgrounds. Auspices, American Legion Post. Business, fair on week-ends.
 Shows' five consecutive weeks at the same location established a record for the organization. Record grosses on all attractions were recorded the first three weeks, but bad weather, cool nights and other obstacles hampered attendance the rest of the time. Frank Warren, son of Mrs. O. N. Crafts, has been inducted into the army. Jimmy Lynch, commissary manager, will leave soon for the service. Red Cross booth will be installed on the shows the first week in May, operating in conjunction with the local chapter in the town the shows play. Karl Miller has taken over the Magazine Show, and C. H. Dugan the Side Show.
JACK SCHELL.

Four Star Expo

Carbondale, Ill. Week ended April 25. Auspices, VFW and American Legion posts. Business, fair. Weather, good.
 Eddie Moran, general agent, opened the city after it had been closed for two years to carnivals, and the engagement ended on the right side. Police Commis-

ASTROLOGY

1942
 HOROSCOPE WORKERS

Cash in on the new Venmar 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.

COOKHOUSE WANTED

Must be modern and clean. Privilege guaranteed in meal tickets. Special Agent with car that can post paper. Place few Wheels and Grind Stores, Lead Gallery or any legitimate Concessions not conflicting.
 Address:
L. J. HETH SHOWS
 Central City, Ky., this week.

RICHIE MARASCO WANTS NAIL AGENTS

For all season's work on Royal American and Beckmann & Gerety Shows. Big Still Dates and splendid Fair Route. No buy-off. Address: Care ROYAL AMERICAN SHOWS, St. Louis, Mo., this week; then per route.

WANTED

Griddle Men and Waiters. Good pay and bonus. Joe Ewton, write.
JERRY FISH
 Care Motor City Shows Anderson, Ind.

WANTED—RIDES

of all kinds. No joints. Long season at bathing beach, summer spot. Contact
C. A. COREY
 BOX 1784 FALL RIVER, MASS.
SECOND-HAND SHOW PROPERTY FOR SALE
 Side Show Tent with Poles. Cheap.
 Electric Mechanical Man, full size. Smokes cigar, rolls eyes and head. Cheap.
 \$12.50 Spiders Illusion. Great Prop. Others.
 \$65.00 Two Headed Wax Baby. Glass case.
 We buy Chicago Rink Skates, all sizes.
 Carnival Tents. Pay cash.
WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia, Pa.

WANTED

PHOTO STUDIO AND SCALES for Marshall Hall Amusement Park, opening May 30th. Large steel excursion steamer daily from Washington, D. C., 7 days a week. This will be a banner season.
LEHMAN & HENNING Bryans Road, Md.

READERS AND AGENTS

Want Readers for American Camp and Agents for 10¢ Concessions. **CLAYTON and CAROLINE HOLT**, care **WONDER SHOWS OF AMERICA** (Kingshighway and Natural Bridge), St. Louis, Mo., May 4 to 18.
 Committees in Minn. and adjoining States, write.
RIDE HELP WANTED
 Men for Ferris Wheel, Loop-o-Plane, Parker Merry-Go-Round, Chair-o-Plane. Must know how to get them up and down. Top salary. Wire or come on. Legitimate Concessions, \$12.50 to \$20.00. Want Shows. **E. J. McARDLE'S MIDWAY OF FUN**, 2013 Bryant Ave., So., Minneapolis, Minn.

NOTICE

All Griddle Men and Waiters who have worked fairs before with me and wanting to work this season, write
R. C. MILLS
 Care SOL'S LIBERTY SHOWS, as per route.

WANTED

On account of enlarging show, good Mental Act, Freak Midgets and Fat People. Other useful Side Show People, write **SAM GOLDEN**, care **West Bros.' Show**, this week, Quincy, Ill.; May 11, Ottumwa, Iowa.

TORTURE PROOF

Original Illusion. First Time Advertised. Write
ABBOTT'S, Colon, Michigan
 World's Largest Illusion Builders

stoner Hill and Mayor Johnson were nightly visitors, as was State's Attorney Gene Brown. Shows obtained good co-operation. Concessions reported good business. Several new stands were added. Shows carry 11 rides, 10 shows and two free acts. A callope sound truck and a clown work the streets. Robert Neely added two attractions to his Pit Show. A Minstrel Show joined, as did Harry Lavin, with auction store. Birthday parties were held for Mrs. Robert Neely and Ellene Smith. Manager Frank Sutton, Great Sutton Shows, was a frequent visitor. The writer visited Mr. Brewer, West Bros.' Shows.

N. L. DIXON.

Great Sutton

Marion, Ill. Week ended April 25. Location, Gray's Showgrounds. Auspices, VFW Post. Business, very good. Weather, fair.

Everything was ready at opening and shows had one of the largest night's business in their history. Sponsors co-operated. Commander Rodgers and Past

Commander Gus Kempner presented Manager Sutton with an honorary guest card in their organization at close of the engagement. Plan of awarding War Bonds nightly obtained front-page publicity in local papers. Visitors from Pan-American and Four Star Exposition, including Curly Vernon, owner-manager of the latter organization, were on hand. Manager F. M. Sutton, Herman Schwartz and Punk Smith motored into St. Louis to visit Royal American Shows. Manager Sutton framed a new office-owned show titled Jungleland. Leek Nelson will operate it. Scenic artist Beatty put finishing touches to the new front. Mr. and Mrs. Keith Chapman, corn game operators, have framed three new stands.

JEWELL BELLE RICHARDSON.

Moore's Modern

Litchfield, Ill. Week ended April 25. Auspices, American Legion Post. Business, fair.

Shows opened Monday night to fair crowds, and good co-operation was given Manager Moore and shows by sponsors. Bill Murray's bingo did well, as did Everett Winrod's soft-drink stand. Rides had a steady business, with the Ferris Wheel getting top money. The writer's show, Gay New Yorkers, is still getting top money, with the Athletic Show second. Visitors included H. P. Hill and Carl Byers, Byers Bros.' Shows; Mr. and Mrs. Jack Lewis, and Celina, Mary and Bobby La Coute and Lee Alridge, Woodriver, Ill. Manager Moore has recovered from his recent illness.

BUDDY BUCK.

Mighty Sheesley Midway

Decatur, Ala. Week ended April 25. Location, Route 31 and 11th Street. Business, good. Weather, fine.

Shows were the first railroad organization to play here in three years. Business was fair. Monday night was good. Rest of the week was fair, with a good business being recorded Friday and Saturday. Honey Lee Walker's Gay New Yorkers and Al Renton's Side Show led shows, with the Silver Streak topping rides. R. W. Shelton, editor of *The Decatur Daily*, was liberal with space and he and staff were guests of the writer Thursday night. Joe Gannon, manager of Station WMSL, gave show several half-hour programs, using talent

from Al Renton's Side Show, Harvey Williams's Midget Village, Walker's Gay New Yorkers and the Hollywood Wild Animal and Monkey Circus. A special program was presented at the Kiwanis Club luncheon Thursday afternoon. Dave Mauerson, formerly with A. B. Marcus Show, was a daily visitor. Editor Colvin and Mrs. Maxwell, *Anniston* (Ala.) *Times*, were guests of Owner Sheesley. Curley Rivers is managing and talking on the Scan-Dolls. Jene Padgett opened his Body and Soul Show here. Mike Green returned with his candy concessions. Harvey Williams added Margaret Ann Meek to his Midget Village. Jack Baillie has assumed his duties as trainmaster. Steve Kuznitz, billposter, visited here. Singlee, Man From India on Al Renton's Side Show, was treated for foot and leg injuries sustained while alighting from a show train. Harla Parris, animal trainer of John D. Sheesley's Wild Animal and Monkey Circus, was injured by Frieda, one of the lions, during the feeding of the beasts. Bud Tomberlin, of Harry Pollack's cannon act, was injured Thursday night in making his landing. Members were shocked over the death of Trainmaster Richard (Tex) Neiter.

ROBERT NORTH.

Sol's Liberty

Champaign, Ill. Week ended April 25. Location, South Neal Street. Auspices, Knights of Pythias. Business, satisfactory. Weather, clear and cool.

Playing a return engagement here under the same auspices for the fifth time in as many years found the shows chalking up good patronage, altho weather was too cool for anticipated business on shows and rides. Warmer weather Friday and Saturday, however, brought the date to a satisfactory conclusion. Attendance at Children's Matinee Saturday was somewhat retarded by a high wind-storm. Station WWDS made a 15-minute broadcast from the grounds Friday night in which short talks were given by Manager Solomon, Dr. J. T. Gould, Lillian Murray Sheppard and Mrs. Dodson. Earl Tyree left for a short business trip to Memphis, and William Solomon briefly visited Thursday night with the Danville Committee in tow. Visitors included Ned Torti, Wisconsin De Luxe; Herb Hoffman, Continental Premium Mart; Robert Kenostan, Chicago, and Mrs. Elie Jackson. WALTER B. FOX.

a home-coming fete. Rides, shows and concessions are scheduled for the midway.

STEPHEN'S SHOWS have been awarded the contract to provide the midway at July 4th celebration to be held in Osceola, Ia., Otto Stephen, manager, reports.

COMMITTEE for the annual Cowbell Festival, Wayland, Mich., has signed F. L. Plack's Northwestern Shows to provide the midway at this year's event.

GOODING'S GREATER SHOWS have been contracted to furnish the midway at the annual Old Home Week and Celebration in Punxsutawney, Pa., under firemen's auspices.

SPONSORS of the annual Firemen's Home-Coming Celebration at Wooster, O., have re-engaged J. R. Edwards rides for the annual event there. Date will mark Edwards' second year at the event.

BUNTING SHOWS
WANT
(Formerly Tilley Shows)
Will make good proposition for late model biplane with own transportation. Can place Pinhouse and one more Grind Show with own outfit. Will book few more legitimate Merchandise Concessions. No Concessions or P. C. Can place sober, experienced Ride Men who can drive semi-trailers. Address:
East Peoria, Ill., until May 16.

COTE-WOLVERINE SHOWS
Now at Oxford, Mich.
WANT
Shows and legitimate Concessions, three Ferris Wheel Foremen and Helpers, one Loop-o-Plane Foreman, Merry-Go-Round Foreman and Helper, Working Men in all departments. Highest wages paid.
LEE B. SMITH, COTE AMUSEMENT CO.
11728 Broad Street Detroit, Mich.

WANTED
Ride Help on all Rides. Give details in first letter as to experience. Those who wrote previously write again, as letters were lost. Charles and Kenneth, come on.
HARRY MAMSCH
4147 Dickinson Ave. CHICAGO

BORTZ SHOWS WANT
Ride Help, First and Second Men, Eli Operator. Salary or per cent. Shows with or without own outfits. Concessions that work for stock. Get in touch with me at once at Anceff, Mo.
LEO BORTZ

CONCESSIONS WANTED
Duck Pond, Fish Pond, Devil's Bowling Alley, Dart Ballroom, Long Range Gallery, Small Bingo Outfit, Hoop-La.
MIKE ZEIGLER
HOTEL MILNER PHILADELPHIA, PA.

WANT
Cook House, Photo Gallery, Sound Car, Bill Poster, Banner Man, Ride Help, come on. Girl Show People, Mechanical Show, Pony Ride, Wire or come on.
Sunflower State Shows
PRATT, KANS.

HAVE GOOD PROPOSITION
For experienced Carnival Electrician. Guaranteed salary. Must be sober. Would book Chairplains, Shooting Gallery, Scales and other Concessions and Rides that do not conflict.
WRIGHT AMUSEMENT COMPANY
Missouri Valley, Iowa

WANTED—TALKER
Man or Woman for Life Show with plenty to back it up. Also Girls to hally only. Best of wages and conditions. Join at once.
JACQUES E. GOULDE, Care Sol's Liberty Shows, Kankakee, Ill., this week; Ottawa, Ill., next week. P.S.: Doc Murphy, Joyce Reynolds, Shannon O'Day, please answer.

WANTED
Agents for Grind Stores. Charley White, Cury Mitchell, George Hixon, wire.
EDW. R. COLE
Care Latip Shows Dunbar, W. Va.

PLAYTIME SHOWS WANT
Long or Short Range Gallery, Fish or Duck Pond, any Grind Stores except Ball Game & Pitch 'n' Win, Help for Merry who can drive semi. Cookhouse wants Counter Man, Konbraush Playground, No. Billerica, Mass., until May 9; then Boston; all defense spots. Mail to E. W. BURR, Box 206, Quincy, Mass.

Sponsored Events
Veteran, Lodge and Other Organization Festivities
Conducted by ROBERT R. DOEPKER
(Communications to 25 Opera Place, Cincinnati, O.)

United Nations Expo May Show in Soldier Field

CHICAGO, May 2.—United Nations War Exposition, to be held early in the summer, is opening an office in the Hotel Sherman in the storeroom formerly occupied by North German Lloyd Steamship Line. While local papers carried stories this week stating the show will open about July 4 at the International Amphitheater, it was learned that both opening date and location are still in doubt. It looks as if Soldier Field probably will be selected and the probable opening date will be late in June. James W. Pope, secretary, has just returned from London and announces that more than 500 items of battle-scarred equipment will be sent to this country by England. U. S. Army and Navy will have large exhibits and there will be various entertainment features. Exposition is not a government show. It was promoted by well-known Chicagoans.

Maitland, Mo., Festival Lines Up Midway Talent

MAITLAND, Mo., May 2.—Rides, shows, concessions and free acts will make up the midway program for the annual Bluegrass Festival here under American Legion Post auspices. Dale A. Marion, Legion commander, announced last week. Marion said that Stephen Shows have been awarded the midway and selection of a festival queen again will be one of the features. A patriotic theme will be stressed thruout and a program of free acts on a large outdoor stage will be featured one night.

Defiance Works Out Plans For Civilian Defense Fete

DEFIANCE, O., May 2.—Plans for a Fort Defiance Festival here are under way with approval of the Office of Civilian Defense, which has endorsed historic dramatizations for its morale-building benefits in war time. *Fight for Freedom* is the title of the historical spectacle, which will be staged probably for seven nights on a stage built over the Maumee River. Pageant will review American history with particular emphasis on the national importance of the Maumee Valley in the post-Revolutionary period. If the event proves successful, it is expected to become an annual festival.

Altoona Victory Ball Clicks

ALTOONA, Pa., May 2.—Victory Ball and Frolic in Venetian Gardens here under auspices of Moose Lodge proved a big success, Jack Alexander reported. Ball was held for the benefit of Home Defense, with Tom Hannon as producer. Features included Barney Rapp's New Englanders, Barry Wood and Jimmie Crowell's Sunshine and Beauty Revue.

Shorts

MEMBERS of Grove City (O.) Business Men's Association have announced plans for a Victory Fair Celebration, with part of the proceeds to be used for defense work. Event also will mark the 90th anniversary of the laying out of the Grove City community and will also serve as

Selden
THE STRATOSPHERE MAN
TRADE MARK
WORLD'S HIGHEST AERIAL ACT!
AN ACE ATTRACTION ANY PLACE!
Recently featured at the St. Louis Police (Indoor) Circus
Write today for complete information and illustrated folder.
PERMANENT ADDRESS
Care of The Billboard, Cincinnati, O., or Representative, Barnes-Carruthers.

WANTED FOR
American Legion
4th of July Celebration
All Kinds of Legitimate Concessions.
Largest Celebration in Eastern Illinois.
Write F. R. JOHNSON, Hoopston, Ill.

WANTED
Concessions and Rides for
Fourth of July Celebration
Write G. H. HEINZ, Brimfield, Ill.

JULY 2nd, 3rd and 4th WANTED
Rides, Concessions—no controlled games—in connection with huge outdoor pageant. Nothing scheduled for 4th within 100 miles. Capacity crowd expected as in past years.
CHAMBER OF COMMERCE, Madison, S. D.

BEAM'S ATTRACTIONS
Open May 9, Holsopple Firemen's Street Fair (near Johnstown). Want Cookhouse or Grab, Fish Pond, Pitches, Hi-Striker, Shooting Galleries, American Palmistry, Carmel Corn (have sugar for you). Shows. My full season celebrations follow.
M. A. BEAM, Windber, Pa.

LARGER CARNIVAL NEEDED
American Legion Race Meet, Fairgrounds, Hamilton, Missouri, August 25-26-27-28. On account of increasing attendance it is necessary to increase the midway. Same carnival has played spot last few seasons and has requested again, but need a change in Shows and Rides. Address communications to R. C. HENDREN, Hamilton, Missouri.

WANTED WANTED
Spring Festival, May 16th to 23rd, Wooster, Ohio. Cook House, will take tickets. Shows and legitimate Concessions. Foremen for Tilt-a-Whirl and Chairplane. Top salaries. Other Ride Help, come on. Two thrilling Free Acts that will work percentage with gate. Address all mail and wires to
J. R. EDWARDS SHOWS, Wooster, Ohio

WANTED CARNIVAL
To show under auspices Eagles' Drill Team. Last of May or first of June at Brazil, Ind. Contact
CHARLES CLASQUIN, R. R. #3, Brazil, Ind.

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

Hunt and Mills in Okay Starts

Vet Feted by CFA on 50th Anniversary

TRENTON, N. J., May 2.—Circus Fans of America, headed by Bill Montague, publicity director, and Eastern Vice-President Samuel Prentiss, paid their respects to Charles T. Hunt, founder of the 50-year-old Hunt Circus at a party tendered by an Eastern delegation of the CFA at the Stacy-Trent Hotel on April 26, day before the golden anniversary opening at Pittman Tract in Trenton.

His immediate family, including his sons and wife, were guests of the delegation. Over 75 members of the CFA were on hand to honor the showman. Prentiss spoke over WTTM and emphasized the importance of the circus and Owner Hunt's contribution to show business. Mrs. Madelena Park, internationally known sculptress, presented Mrs. Hunt with a small bronze figure she had modeled several years ago after Dolly, noted Hunt elephant. Numerous telegrams and letters were received by Hunt and CFA moguls.

Opening Biz Excellent

Business on opening day was excellent. Before curtain call the members of the CFA made numerous presentations, and Uncle Don, radio character, entertained children. Reserved section was sold out and many stayed to watch the extra attraction, Buck Steele's troupe of Wild West performers. A creditable presentation of clowns and acrobats featured the three-ring program. Clowns include Runt Taylor, pint-sized laugh producer, and Jimmy Olcott, in his third year with the show. George Hanneford Family riding act is the outstanding new feature. Acts were in charge of Charles T. Hunt Jr., oldest of the Hunt offsprings. An added attraction of the show will be the presence of Uncle Don thruout the summer. In view of present conditions, the show will make many two and three-day stands. On April 29 the show moved to Somerville, N. J., and will play Central Jersey as far north as Rahway. Hunt is featuring the De Rizkies. An 18-month-old son of the De Rizkies is being heralded as the best (See HUNT FETED BY CFA on page 61)

Cole Early Dates Top Takes of '41

ANDERSON, Ind., May 2.—Late arrival of the Cole show in Owensboro, Ky., Zack Terrell's home town, on Monday did not dampen ardor of circus lovers. Show had a capacity matinee and straw at both ends at night. Show arrived in Evansville, Ind., early on Tuesday and matinee was on time, with near-capacity house and straw at both ends at night. Terre Haute, always an indifferent town for the show, turned out a half house at Wednesday's matinee and better than three-quarters at night, which was ahead of last year.

Five-day engagement in Louisville gave the show ample opportunity to straighten out all kinks before taking to the road, with the result that the big show performance is now clicking in mid-season form, running time being two hours flat.

Acts that are scoring are Elephantine Ballet, Boxing Horses, Hubert Castle, the Wallabies and many last year's favorites, including the Reiffenachs, Flying Thrillers and Jean in big menage number. Clowns are pronounced exceptionally good, with many new walk-arounds. Betty and Marlyn Rich are show-stops, and the closing spec, *My America*, keeps audiences cheering after the all-out-and-over is given.

RB in Baltimore Five Days

BALTIMORE, May 2.—The Ringling-Barnum circus will, for the first time in its history, make a five-day stand here May 19-23. Heretofore a three-day stand was the longest. For the most part its former stands were generally for two days.



TWO CIRCUS MEN, former employees of the RB circus, on which they served in various capacities, meet at San Diego Naval Training Station. Stroud Eli Hester (left), as a recruit, is greeted by Bluejacket Edwin C. Berryman, petty officer 3d class, USN, assigned to special duty at the station receiving unit. He enlisted the day after Pearl Harbor. Hester has received a petty officer's rating of machinist mate 2d class. They tramped together for years and their unexpected meeting in San Diego was a pleasant surprise to both.

Chi Stadium Circus Holds Up Well Thru Second Week

CHICAGO, May 2.—Attendance at Olympia Circus dropped considerably this week in comparison with the first nine days, but still is on a profitable basis. Most matinees have been light, nights fair to big. Last Saturday and Sunday (25 and 26) were sellouts, with many turned away. Show closes Sunday (3) and indications are that week-end business will be good.

Show moves to Detroit for a 10-day run, May 8-17.

Kaycee Good for Sunbrock

KANSAS CITY, Mo., May 2.—Larry Sunbrock's Circus and Thrill Show, held here recently in Pla-Mor Ice Arena, played to 42,000 admissions during its eight-day engagement. Three Redingtons, trampoline act, left the show due to the death of their mother in Springfield, O. Jackie Reinhart, trick roper, left to join the army. Show plays Lawrence Stadium, Wichita, Kan., May 9-10 under Police Department auspices.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Dear Editor:

Show is making time thru South Carolina. We have had 25-mile drives every day and lost five matinees on the week. Management today decided to cut down the jumps due to the stock tiring. Our cotton mules hitched to light rigs can jog along okay, but the heavier draft stock is losing weight. First town in this State was Gooberville, where the show grossed heavily in peanut hay. Show Sundayed there and we matineed. Parade left the lot at 12:30 p.m., circled the main thoroughfare and was back by 12:40. Would have been back sooner if everyone hadn't stopped for a drink. Population there is two in the day time and none at night. The two are a storekeeper and a peanut buyer, who return to their out-of-town farms after business hours. Matinee was well attended by colored help from their plantations. They came in on lithograph passes. Clowns wowed 'em.

North Branch on Tuesday would have been a mop-up if rain hadn't set in after our street spectacle of gold and glitter at 7 p.m. Several hundred people were lined

Bill Is Well Balanced for Buckeye Bow

PAINESVILLE, O., May 2.—Perfect weather, a near-capacity matinee, a well-filled night house and the strongest program ever presented under its banner, Mills Bros.' Circus opened on Lake County Fairgrounds here April 25. Show was sponsored by local Kiwanis Club, which worked untiringly for seven weeks to make the date a success. Equipment was spick and span with much newly built and purchased much in evidence.

Altho only one rehearsal was held on night previous to the opening, performance ran with few delays. Program is well balanced with plenty of animal, ground novelty acts and aerial performances. Show ran one hour and 30 minutes. Big show canvas is an 80-foot round top, with three 40-foot middles. Seating capacity is about 2,000, including grandstand sections and blues. Show moves on 12 trucks with one ahead. (See Mills Has Good Opener on page 61)

Beers-Barnes Mopping in Sticks of North Carolina

ASHEVILLE, N. C., May 2.—Beers-Barnes Circus has been enjoying capacity night business thru the Smoky Mountain district of North Carolina for the past three weeks. It was the first circus to play that section since Mighty Haag show appeared there several years ago. Played to turnaway houses at Franklin and Bryson City, N. C. Show was sponsored by Lions' Club at Seneca and a fire department in Sylva, N. C. Messrs. Campbell and Dillard, CFA's, visited at those stands.

Roger Barnes and family, Mr. and Mrs. Walt Davis, the writer and Henry Carter Sundayed here recently while the show was in Black Mountain, N. C. Reported by Elmer Meyers, agent for the show.

Cincy Wrapped in CB Paper

CINCINNATI, May 2.—Advance Car No. 1, mahaged by Verne Williams, did a wonderful job of billing Cincy and surrounding territory for Cole Bros.' Circus. Car remained in town for two days. Personnel includes Tom Bryden, Frank Counsel, George Caron, Earl DeGlopper, Ham DeLotel, Tom Gunnells, James Haddon, Bill Kennedy, George Malley, Art Miller, George O'Connor, Buck Owens, Houston Rhodes, Nelson Thomas and C. Sowash. Brigade: James O'Brien, Harry Patterson, Herbert Wilson and James Gephart, brigade manager. C. S. Primrose, press agent.

up in front of a cotton gin when it passed. Proof that they were circus-hungry lay in the fact that when the axle of the dog wagon broke 15 of the natives carried the back end of the wagon over the parade route and to the lot. High water had the show marooned for the night. Had we been at South Branch we could have made it.

On our arrival in Luggoff on Wednesday we were surprised to see several bags of canvas, poles, stages and boxes on the lot. We later learned that the equipment belonged to Joe Hepp, Joe Winch and Joe Ghost, who had bought the eating privilege for their Three Bills cookhouse. The news threw everyone into a panic until the bosses infoed that they would in no way interfere with the show's cookhouse.

We never did learn the name of our Thursday spot. The cotton gin owner, country storekeeper and the filling station operator each claimed that the hamlet was named after their fathers. We had our choice of calling it Hilltoddle, Berkshire or Ranneyhan. To mention the subject was only a feud starter. All mail (See WON, HORSE & UPP on page 61)

RB Registrants, 45-65, Get Big Play in Met Press

NEW YORK, May 2.—With Draft Board No. 21 moving into Madison Square Garden to sign up male personnel of Ringling-Barnum in the 45-65 brackets, newspapers gave the event a tremendous play with stories and pictures. A lot of "ages" were revealed, some of which were probably "sub-rosa" until now. Midget Howard Marco was listed as 58; Thomas O'Brien, groom, 49; Frank Shepherd, aerialist (christened Franklin Arthur Shepherd), 48, was listed as a product of New Rockford, N. D., but Shepherd prefers Huron, O., as far as *The Billboard* files are concerned. He saw service with the 15th Machine Gun Battalion of the Fifth Division in World War I. O'Brien is also a war vet. Clown and acrobat Charles Bell listed himself as 55 and a native of Barnesville, O. Pat Valdo, personnel and (See Ringling Registrants on page 61)

Beam's Thrill Show Plays To Good Houses in Toledo

CHICAGO, May 2.—Opening April 4 thru 9 at the Ice House in Toledo with a Rodeo Thrill Circus, B. Ward Beam played to favorable houses considering the fact that the spot has never been used for anything but skating and hockey.

Jack Raun's C. A. Rodeo gave a beautiful exhibition of bucking bronks, bulldogging and Brahma bull and steer riding. From the opening serpentine to the final bone crash the show was heartily accepted by appreciative audiences.

Acts included Mann Brothers, rolling globes and bounding rope; Joe Bird with Golden Miss, high-jumping horse; Mansfield's shooting and impalement act; Stan and Polly Insley, trick riding; Hodgini Brothers, clown numbers; Pape and Conchita, perch; Bea Bristow with Kentucky Boots, high-school horse; Kenny Brothers, balancing in rhythm and triple ground bars; Bert Fish, clown walkaround; Ralph (Jelly Bean) Duke with Herbert Hoover, "College Jack-ass"; Bold Family, trick riders; Earl Hapgood, motorcycle crashes and "Chick Sale" house; "Lucky" Lee Lott, auto crashes; Jack Raun on the mike, with Smith's Tennesseans of Station WSPD, Toledo, furnishing musical background.

Advertising included 450 spots on the air, 48 24-sheets, heavy window carding, prize saddles and cowboy equipment in downtown store windows and covered wagon on the streets.

Bridgeport Lot Passes

BRIDGEPORT, Conn., May 2.—This city faces a new shortage now, lack of a lot for circuses. Nationally known for years as the home of the Big Show, the apparent dearth of accommodations for circuses was the topic of discussion at a meeting of board of park commissioners here recently. It was pointed out that new streets are being cut thru the old circus lot on Fairfield Avenue in Black Rock, making that lot unsuitable for the continued use of the circus. Seeley Field, adjoining Seaside Park, which was used last year, proved inadequate and cannot be used again, it was decided. A section west of Seeley Field which has recently been filled in could be used for the circus if it is large enough. Sylvanus D. Locke, president of the board, was named as a committee to consult Police Superintendent Charles A. Wheeler on the matter.

Ringling Kin Win Will Suit

MADISON, Wis., May 2.—The \$6,000 estate of Mrs. Eliza Ringling, Baraboo, widow of Al Ringling, will go to nephews and nieces as the result of a ruling on April 25 by County Judge Fred M. Evans. Court action brought by nephews and nieces of Mrs. Ringling concerned probate of a will dated April 5, 1937, in which Mrs. Ringling named William Prielipp, Baraboo, former chauffeur for the family, as sole beneficiary. The judge admitted evidence that Mrs. Ringling had executed another will on April 10, 1939, naming cousins as beneficiaries, but loss or destruction of the second will left Mrs. Ringling intestate. Judge Evans ruled.

Under the Marquee

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

FLAGS flying.

FIRST circus in Akron will be Cole Bros. on May 16.

ERIS FAMILY (Repenski) will play Rink Wright's Omaha date.

ONE of the Two Novellos, appearing with the Olympia Circus, is a brother of Ottavio Canestrelli.

LOOMING: Sunshine and defense smoke-stacks.

BILLY GRIFFIN, last season on Mills Bros.' Circus advance, attended the show's recent opening at Painesville, O.

PAUL ZIMMERLY, CPA of Massillon, O., caught Cole Bros.' Circus during its Louisville engagement.

BILL TINGLEY, several seasons with Lewis Bros.' Circus, has been appointed Chief of B. I. D. A. Police at Lockport, Ill.

NEW truck-show route: That contemplated highway to Alaska.

SCOTTY, clown, cards: "Have signed with Arthur Borella on Cole Bros.' Circus."

SUGAR FOOT WILLIAMS, who played fairs for two seasons, is now with Ringling-Barnum circus.

TONY BALSON, former circus trouper, is a member of U. S. Coast Guard at Curtis Bay, Md.

RAILROAD CONDUCTORS like to tell of experiences lived while moving show trains.

J. PAUL ASHLENOOK, CPA of Campbellsville, Ky., attended the opening of Cole Bros.' Circus at Louisville.

FRANK B. HUBIN, former circus showman residing in Atlantic City, was appointed fire prevention inspector of the famed boardwalks there.

PVT. MARTIN J. HEALY, former circus candy butcher, is now in the army and is stationed at Fort McClellan, Ala.

COULD happen again: Early-day circus man was arrested for driving a wagon thru town too fast.

ACT billed as the Orantys at the Olympia Circus, Chicago, was the Three Orantys. They will play the show's Detroit date.

LEWIS (KID) BARTON, formerly with Ringling-Barnum side show, recently joined Lee's Colored Minstrel at Mobile, Ala.

COLE BROS.' Circus will play Canton, O., on May 15 following Wallace Bros.' Circus, which played there May 5. Stark County Fairgrounds will be used.

SUCKER-BOX trick has been and will continue to be a tradition with circus side-show magicians.

OLLIE (PAT) ROBERTS and P. Jones, formerly with Mighty Haag and Haag Bros.' circuses, are with Lee's Colored Minstrels playing in Alabama.

EARL SHIPLEY, clown, who played Olympia Circus in Chicago, advised from there that because of returning to his defense job he would not be able to play Detroit.

MAYOR JAMES FALLON on Pittsfield, Mass., effectively silenced City Councilman Leland C. Talbot and George B. Galt, who protested to the mayor against Ringling-Barnum showing on the William Street lot. The mayor commented: "Everybody wants the circus, (See UNDER THE MARQUEE on page 63)



With the Circus Fans

By THE RINGMASTER

President: **FRANK H. HARTLESS** 2930 W. Lake St. Chicago

Secretary: **W. M. BUCKINGHAM** P. O. Box 4 Gales Ferry, Conn.

(Conducted by **WALTER HOENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 2.—Members of Pete Mardo Tent are sponsoring a State meeting and "get-together" in Summit Beach Park, Akron, on the afternoon and night of May 24. Occasion is opening of Clyde Beatty's Jungle Zoo, which will be in the park this season. CFA members everywhere are invited. Dinner will be served at 6 p.m. and other features arranged to make the day entertaining. Reservations for the dinner should be made with Murray Powers, ringmaster, in care of *The Akron Beacon-Journal*.

Charles E. Davis, elephant biographer of Hartford, Conn., writes: "A few days ago a gift package arrived for me from London. It was sent by a man who had heard of my odd hobby. He stated that he also collected elephant-tail hairs, but that he made articles from them and sold them for good luck charms. He (See *CIRCUS FANS* on page 41)

The Corral

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

SECOND annual championship rodeo at Baltimore will be held in the Stadium there under sponsorship of Baltimore Forest Tall Cedars of Lebanon.

BOB FOLLETTE, well known in radio circles, has quit the rodeo business to devote his time to his horse and mule interests in Bennettsville, N. C.

WILLIAM KERSCHER managed the three-day Dublin (Tex.) Championship Rodeo, which ended April 26. Pete Reed was arena director.

ANNUAL rodeo in Reno, Nev., has been canceled for the duration, directors of the Reno Rodeo Association announced last week.

RODEO announcer for the Swift Current (Sask.) event will be John Sanders, it was announced last week. City has started to display false fronts on its

"Tops in dressmaking and horsemanship," Says The Billboard.

ROBERTO de VASCONCELLOS

"King of Horsemen"

featuring the sensational, unharnessed LIBERTY HORSES — the only act of its kind!

and presenting

MISS ERIKA ZARINA

in this marvelous POSTILLION

★ Starring 3rd Consecutive Season

RINGLING BROS.—BARNUM & BAILEY CIRCUS

sincere thanks to John Ringling North

ORCAJO PHOTO REPROS

The Best That Money Can Buy

POST CARDS	Gloss	8x10 LOBBY
100—\$2.75	12—\$2.75	
250—5.75	25—5.75	
500—9.00	50—8.50	
1000—16.00	100—12.50	

—One Copy Negative Per Lot—
50% Cash—Balance C. O. D.
Get Samples and Preferred Customer Card.
CAMPBELL'S ORCAJO PHOTO ART
303 Keowee St., N. Dayton, O.

WANTED

FOR PHILADELPHIA CIRCUS DATES MAY 31 TO JUNE 13.

Choice locations for Candy Floss, Novelties, French Fries, Snow Balls, Candy Apples, Jewelry, Photos, etc. Candy Floss Tex, get in touch.

LOUIS J. KANE
931 Arch St. PHILADELPHIA, PA.

Experienced PHONE MEN

For Firemen and Police Victory Ball and Home Defense. Maiden city for phones. Write or wire **TOM HASSON**, care Neptune Fire Co., Tyrone, Pa.

WANTED TO JOIN ON WIRE

SECOND BANNER MAN. All stands under auspices.

Wire **WILLIAM J. DeCAMP**, Mills Bros.' Circus, as per route in The Billboard.

FOR SALE

Diving Tank, glass 3 sides, 10x15x10. Excellent condition. Reasonable.

LEON & EDDIE'S, 33 W. 52d St., N. Y.

FOR SALE

Female Indian Elephant, 16 years old; not trained; been used as zoo animal. Write

LYLE AMBS, Supt.
Ella W. Sharp Park Jackson, Mich.

TIGHTS

KOHAN MFG. CO.
290 TAAFFE PLACE BROOKLYN, N. Y.

BACK WITH THE "Big Top"

THE WALLENDAS

To all our friends everywhere: Many thanks for your many wires and messages. It is good to know that we still rate your good opinion.

(Signed)
Karl Wallenda

Ringling Bros.—Barnum & Bailey Circus

stores in preparation for the rodeo, and men are beginning to let their beards grow.

LH-7 RANCH at Barker, Tex., has concluded plans for its 23d annual rodeo. E. H. Marks, owner-producer, announces. Weaver and Juanita Gray, trick and fancy ropers, have been signed.

HAL RAMSEY, Salsaw, Okla., a director of Southwestern Rodeo Association, has signed with Memphis Exchange Club to produce a rodeo at Midsouth Fairgrounds, W. Curtis Pope said last week. Contract calls for four night performances, with Saturday and Sunday matinees.

ROGER WESTCOTT, owner Totem Ranch near Maple Shade, N. J., presented

the first of his Sunday rodeos April 19 with a well-balanced program. Featured were Al Workley, champion horseman and arena director; Ted Cole, clown, and steer riders Red Holden, Danny Lyons, Red Edger and Ray Unger. Westcott said that all stock was brought in recently from Colorado.

ABOUT 7,500 saw the annual Dublin (Tex.) Championship Rodeo April 25-26. Stock used at Madison Square Garden, New York, was presented. Show was rained out at the first performance scheduled for April 24, but all seats were sold for the last two days, with many buying standing room. J. K. Harris was first in the calf roping event, with Jeff Slocum winning the cutting horse contest, which carried a prize of a \$150 saddle. Grady Blue took second, a \$50 belt.

ANNUAL GREATER OLYMPIA CIRCUS ANNUAL

FLYING

BEHEES

Opening
Atlantic City
Steel Pier
JUNE 27
For Entire Season

Just Back From
5 Month Tour
**FERNANDEZ
CIRCUS**
Hawaiian Islands



"The Greatest
Flying Trapeze
Act in the World"
★
Permanent Address:
Clayton Behee
576 E. Main St.,
Peru, Ind.

WRITE NOW
for
OPEN DATES
after
SEPT. 9

TWIN THRILLERS

★ PRINCE RUPERT ★

Plunging 91 feet from the girders of the Stadium to a 10-ft. net surrounded by razor-edged steel spears.

★ PRINCESS MARLENE ★

Daring 320-Ft. Iron Jaw Slide for Life
Thanks to SAM LEVY, Barnes-Carruthers

TWIN THRILLERS

Thanks to

Messrs. Wirtz, Burke, Levy and Barnes
and all fellow performers
for a wonderful OLYMPIA CIRCUS engagement

TERRELL and DOLLY JACOBS

R Acrobatic Skating
O Beauties
L ★
L Thanks to
E SAM LEVY
R Barnes-
E Carruthers
T ★
T Currently
S Olympia
Stadium,
Detroit,
May 8-17

Four Skating
Marvels in a whirl-
wind exhibition of
speed, thrills and
chills.

Mgt.
HARRY MILNER
Rensselaer, Ind.

THRILLING-EXCITING-BEAUTIFUL

Peaches O'Neill
and her

ALL-GIRL SKY REVUE

" . . . Here is the aerial act beautiful"
The Billboard

Direction
GEO. A. HAMID

Thanks to
SAM LEVY

★ The Original
Revolving Aerial Novelty
★
**The
ATENOS**

" . . . A thrilling novelty . . . Acro-
batics on a high pole, followed by an
amazing performance of the two men
in revolving loops-high in the air. The
Atenos are probably two of the oldest
acrobats in the business and they give
a performance that is a real thriller."
—The Billboard.

A Real Thriller
For
PARKS — FAIRS — CELEBRATIONS
Direction: Barnes-Carruthers

LEO HAMILTON
Equestrian Director
2nd Consecutive Year

thanks to
BARNES-CARRUTHERS

In The Center Ring

The ANTALEKS
present
"The World's Greatest Balancing Sensation"
3 Girls ★ ★ ★ 2 Men
Mr. Sam Levy and the Chicago Stadium Management declare,
"The Antaleks are better than ever"

**VALESKA
RADTKE**
"Still the Charming Trapeze Girl
of the Air"

Booked for 1942 Season
with
CRASH DUNIGAN

★ Again The HEADLINER — — 3 YEARS In A Row ★
The World Famous
LOYAL-REPENSKI (ERIS) TROUPE

What's In A Name!
When it comes to riding acts, The Loyal-Repenski
Troupe has always stood for the acme in daring and
perfection.

(Before the Stadium audience of
15,000 people, Justino stopped the
show for 2 solid minutes of laughs—
without baggy pants and a putty
nose.)

Want Proof?
Here it is — Solid bookings this year and every
year.

CHICAGO STADIUM CORP. BARNES-CARRUTHERS

CO-PRODUCERS
AND
DIRECTORS

CHICAGO STADIUM
APRIL 17-MAY 3 1942

Featured Attraction **THIRD** Consecutive Year!

OTTAVIO CAMESTRELLI presents

★★★ **LA TOSCA** ★★★ "BEAUTY ON THE BOUNDING ROPE"

Read what *The Billboard* says: "This pretty miss, in brilliant sarong, is given a special build-up, entering on a gaily caparisoned elephant preceded by a brilliantly costumed entourage. Her work on the bounding rope, finishing with a double back somersault, is excellent entertainment."

Herbert Victoria

presents

SIX VICTORIAS

Trick, Music and
Comedy Cyclists

Reynolds and Donegan

6 PYRAMID SKATING GIRLS

Produced by Nellie Donegan

30,000 people daily acclaim by solid applause Greatest Center Ring Attraction in Skating.
OLYMPIA CIRCUS, DETROIT, MAY 8-18TH
NEW YORK TO FOLLOW
JUNE 15, AL MARTIN'S GREAT SHRINE CIRCUS, PROVIDENCE
JUNE 29, SIX WEEKS WESTERN CANADA
AUG. 15, SIX WEEKS MIDDLE STATES FAIRS

Sam Levy, BARNES-CARRUTHERS

Direction Earle Reynolds

"IZZY" CERVONE

Musical Director For
BARNES-CARRUTHERS

4th Consecutive Season at
Chicago Stadium

GRAND ENTRY COSTUMES
by
LANQUAY COSTUME CO.

121 NO. CLARK ST. CHICAGO, ILL.
—TIGHTS—SPANGLES—TRIMMINGS—

QUEEN OF THE SPIRAL TOWER . . . THE SENSATIONAL

BETTY

THE ONE AND ONLY GIRL PERFORMING FEATS OF BALANCE AND DARING
ON THE ROLLING GLOBE

Rolling globe on the spiral done for the first time by a girl . . . Graceful and works with sureness of a veteran. Holds attention. Gets big hand.
—The Billboard.

A THRILLER AND
BOX-OFFICE ATTRACTION
FOR
PARKS—FAIRS—CELEBRATIONS

UNDER THE EXCLUSIVE MANAGEMENT OF
HAPPY KELLEMS and VAN WELLS

Care of THE BILLBOARD, 25 OPERA PLACE, CINCINNATI, OHIO
FEW OPEN DATES STILL AVAILABLE—WRITE OR WIRE

Pape & Conchita

A study in Balance on
the highest shoulder
perch pole ever used or
ever displayed.

Conchita's

ORIGINAL AERIAL STRIP TEASE

A unique iron jaw
featuring ultra-modern
phosphorescent costum-
ing.

100 FEET ABOVE THE CENTER RING

HE
HANGS
TO
LIVE

THE GREAT PETERS

HE
WALKS
ON THE
SKY

Read This Rave Review:

" . . . A sure-fire thriller with his upside-down loop walking, trapeze stunts and his feature-leaping 70 ft. into space with a noose around his neck. A spectacular trick that draws gasps from the audience."—The Billboard.

Write ★ ★ Wire NOW
for Open Dates
THE GREAT PETERS
Care The Billboard,
155 N. Clark St., Chicago

For Big Crowds at
PARKS, FAIRS, CELEBRATIONS
Book This Super Thriller!

Dressing Room Gossip

RINGLING-BARNUM. Buck Reager, accompanied by Mrs. Tave Reager, arrived from Los Angeles. He will have charge of inserts on program when show goes under canvas in Baltimore. Eddie Mader, heavyweight fighter, who scored six straight knockouts in Sarasota, leaves for the army shortly. He will be assigned to the Morale Division. Eddie has been working the front door in New York. Hughie Hart and Bill Webster in the blue ticket wagon have been working overtime lately, adjusting salaries for

boys called into service. Nearly \$100 was collected in a few minutes and forwarded to the Reiffenach troupe when the tragic news came of the death of Mrs. Betty Olivera, member of that troupe. She had worked with the Ringling show for some 19 years before joining the Cole show. Wardrobe department, under the direction of Laurence Bianchi, received a special nod for the fast handling of the hundreds of costumes. "Muzzle" Tanner heads the ring stock wardrobe department. Barbara White, featured in the elephant ballet, has recovered from a recent brief bout with the flu and is working again in the No. 1 ring. Bob For-

syth, assisted by "Indian Joe" Anderson and "Red" Hunter, heads the ring stock department. Tommy Cropper, featured horseman, is expecting a call any minute now to join the armed forces.
JIMMY GURNETT.

COLE BROS.—Dick Scatterday gave Ernie White a workout in Louisville. I counted 37 banners hanging in the big top. Nice painting, Ernie. Quite a few trailers on the lot in Louisville—Roxy Fiber, Clarry Bruce, Harold Volse, Bert and Corrine Dearo. Every time you looked around another one would roll in. It looked like Gibsonton, Fla. Mickey O'Brien looked right at home selling

capdy floss on the midway in Louisville. I notice Paul Nelson is having a little foot trouble and does that cold water feel good. Arthur Borella made a hit with his new clown gag, "burying the hatchet," assisted by Scottie the Clown. Horace Laird was a busy man the first week out and he was right on time with copies of *The Billboard*.

First birthday of the season was celebrated by little Rosie Reiffenach, granddaughter of the Reiffenach family, and did she have a time. I think everyone in the dressing room presented her with something. Many visitors the past week: Doc Edgar H. Wilson, who stayed the (See *Dressing Room Gossip* on page 81)

Eastern Ohio Brightens

Optimism Rife As Pre-Season Biz Hits High

CANTON, O., May 2.—A survey of a dozen Eastern Ohio play spots reveals that operators are in a much more optimistic mood than 60 days ago, when the first of a long list of restrictions affecting amusement parks was announced. Every park in the district is making extensive plans for the new season, and many are rushing new construction in the face of priorities.

What effect the tire shortage and possible gasoline rationing will have upon outlying parks and dance pavilions is the controversial problem. Despite the war difficulties several parks in the area have upped their improvement budgets and the more optimistic operators are predicting there will be greater patronage of Eastern Ohio's amusement places than ever before. They point out that nearly all of the amusement parks and resorts in the territory can be reached within slightly more than an hour's driving time. Owners of some parks plan to build attendance by encouraging auto drivers to carry larger parties, doubling up with friends to save tires and gasoline.

Operators who already have started operations week-ends say spending to date has been better than for the same period last season. The weather, too, has been ideal.

Management of Meyers Lake Park here is rushing improvements and will be ready for week-end operation by the middle of May. Two and possibly three new rides are being added to the midway, and the Old Mill is being modernized. Concession fronts are being revamped and much new neon is being added. A new dansant is also ready to bow.

At Summit Beach Park, Akron, many new features are being added to the midway, chief of which will be Clyde Beatty's Jungle Zoo, now being installed. The free-act policy will be continued, and many special events are being planned, according to Jerome T. Harri-man, press agent. Regular season begins May 23.

Parker Beach, manager of Chippewa Lake Park, near Medina, anticipates a good season. Two new motor boats have been added to the fleet, now concessions are being added, the free Sunday after-noon (See *Eastern Ohio Bright* on page 47)

AC Beach Opening Earlier; Early-Season Biz Healthy

ATLANTIC CITY, May 2.—With many war industry workers taking their vacations early this season, the resort is formulating plans to open the beach May 16 instead of on Memorial Day, former opening date.

A crowd of visitors, described as the largest since the Easter holidays, visited the resort last week-end (25-26) and filled the Boardwalk. Amusement places and restaurants did a rushing business throughout the week-end.

Riverside Pre-Season Fine

SPRINGFIELD, Mass., May 2.—Favored by excellent weather, the four pre-season week-ends brought unusually good play to Riverside Park, Agawam, according to Edward J. Carroll, owner-manager. On the last of the April week-ends some 23,000 people visited the play spot. The new Flying Scooter is being installed, and the Auto Speedway is again ready for operation after undergoing rebuilding.

Sandy Beach, Akron, Opens

AKRON, May 2.—Favored with ideal weather, Sandy Beach Park, near here, bowed for the new season last Saturday (25) with all attractions except the beach in operation. Lenny Leonard and band played for dancing in pavilion. Park will be open daily. Picnic bookings are heavier than last season. Manager W. I. Warensford announces.

Amusement Parks and the War

Door Prizes • Pay-Roll Plan • Booth Sales • War Charities • Inspirational Ads

What leaders in the field promise in connection with the war effort and how they expect to carry it out:

J. F. Olive, Olivecrest Park, Cuba, N. Y.—"Giving away War Stamps for door prizes at dance hall every evening. . . . If permitted, will pay bingo winners in stamps. . . . Will pay employees a certain percentage in stamps. . . . Plan to send up advertising balloons, stamps to finders."

W. B. Haeffner, Enna Jettick Park, Auburn, N. Y.—"Intend to stimulate sale of War Bonds in every conceivable manner. The writer is chairman of Defense Savings Staff for Cayuga County and is spending about 75 per cent of his time in connection with stimulating sale of these securities. Naturally, we are rather conversant with all methods being used thruout the country and intend to employ the very best of them in this great patriotic opportunity."

Olympic Park, Maplewood, N. J.—"Planning booth for sale of War Bonds and Stamps. Will include in our advertising the slogan, 'Buy Bonds,' and our employees will subscribe for stamps and bonds."

H. F. O'Malley, Playland, Rye, N. Y.—"Playland and other departments of Westchester County have adopted the Pay-Roll Allotment Plan for purchase of War Bonds by employees. Playland subscribed 100 per cent. Have given bond sales space in our publicity. Co-operating fully on Civilian Defense program, which is now in process of development. Use of our facilities by government, Red Cross, etc., is a matter of county policy, which has not been decided."

(To be continued)

Edgewater Opening Dim-Outs To Place 35% Ahead of '41; Stress on Day Biz

Many Improvements

DETROIT, May 2.—Detroit's amusement park season was well under way this week with opening of the second fun resort, Edgewater, to excellent business last Saturday (25). Weather was perfect. Eastwood Park, on the opposite side of town, opened three weeks earlier to good business. Edgewater's 1942 opening grosses ran about 35 per cent ahead of the 1941 opening, according to Charles S. Rose, president of the park company, who will be managing director this season. Edgewater, altho the only park within the city limits, is without direct street car or bus service and gets the bulk of its patronage from auto trade. To meet wartime conditions of car conservation, the park now has four busses, instead of the one used last year, to carry patrons to the park from a transportation and business center a mile away.

Improvements this year have cost well over \$100,000 and include the most radical changes since the spot was opened 15 years ago. New archway entrance sets the keynote, carried out by 14 multi-colored theme towers, doubling as neon light carrier columns and p.-a. outlets.

A new midway is being installed at the rear of the refreshment garden. Work on this has not been completed, but all materials have been assured for its completion. Some rides from the original midway have been moved down and rearranged. Eight new rides are being installed this year, including a twin Ferris Wheel, Tilt-a-Whirl and Rollo-plane. Fred Walker, who had the Scooter (See *EDGEWATER UP 35%* on page 47)

NEW YORK, May 2.—Dim-outs will find showmen putting on a greater drive for morning and afternoon business all thru the week, according to George A. Hamid. Most amusement centers in the East are near war industries where three full shifts are in operation. Two thirds of the total population in that area can be counted upon for attendance. Night crowds are expected to dwindle.

An additional hour of daylight saving, if adopted, would be of tremendous help to outdoor fields. Not many States are expected to add another hour of daylight, however. The transportation problem, also affecting outdoor business, has improved, Hamid claims, as bus companies will be able to get their quota of gas and tires. Hit in this respect are the chartered busses, which will not be able to get replacement tires. Public transports will remain unaffected.

Park business this season, despite restrictions, looms as one of the best in history, Hamid said.

Beckwith Savin Ride Chief

NEW HAVEN, Conn., May 2.—Ben L. Beckwith has been placed in charge of all major rides for Fred Levere's interests at Savin Rock Park. According to Beckwith, business has been excellent since the pre-season opening April 10, with the Thunderbolt getting top money among the rides. Some 10,000 people crowded Savin Rock Sunday night when the order came to black out the resort area, seriously hampering all business at the park. The blackout ruling is expected to be lifted soon in favor of a restricted lighting plan.

Briefs From All Around the Field

DETROIT.—Professor Ruhtra (Arthur H. St. Amour), graphologist, is opening his fifth consecutive season at Edgewater Park.

YOUNGSTOWN, O.—Purchase of the 30-acre Chestnut Grove Park at Geneva, Pa., by Lewis Kopp & Sons, of Youngstown, has been announced. L. P. Neff, Geneva, had operated the park more than 25 years.

BUCKEYE LAKE, O.—Pink Elephant night club at Buckeye Lake Park opened for the new season May 1, with Johnny Hofer's ork playing for dancing. Spot has tables for 500 plus an 80-foot bar. Nightly sessions will be the policy, according to A. M. Brown, park manager.

BALTIMORE.—Mary Ann, Baltimore's lone elephant at Druid Hill Park Zoo, died last week shortly after being found ill in her enclosure. Just before Easter

one of the lion cubs was found dead in its cage. A movement has been started to replace Mary Ann with another elephant.

WOODSTOCK, N. B.—Two buildings were destroyed by fire which started in grass at Island Park, which occupies all of an island in the river here. The stand used for shows was saved from the flames but the building used as dressing rooms was burned. The grandstand was saved, altho fire burned part of the roof.

MECHANICSBURG, Pa.—Central States Racing Association-sanctioned automobile races will be presented at Williams Grove Amusement Park speedway, according to Roy Richwine, park owner. First of a twice monthly speedway schedule opened at the half-mile course May 3. Richwine has signed a two-year agreement with CSRC.

Delicate Selling

WILDWOOD, N. J., May 2.—Concessionaires and Boardwalk stores, with loads of Japanese merchandise on their shelves and priorities restricting the availability of American-made items, are waging a campaign among resort visitors to ward off a boycott on the Japanese merchandise. Handbills have been printed asking visitors to conserve defense material by using all Japanese merchandise on hand. The handbill also carries news stories and editorials from *The New York World Telegram* and *P.M.* emphasizing that a boycott on Japanese merchandise only hurts American business, as the goods here have already been bought and paid for.

Failure To Block Lights May Bring Dire Consequences

WASHINGTON, May 2.—Secretary of War Stimson this week stressed the "imperative necessity" of controlling lighting which might aid enemy submarines along the Atlantic Coast. Voluntary efforts to control lighting of coastal resorts and cities have failed, Stimson said. He also said no mass evacuations were contemplated on the East Coast, but instead policing and control of certain vital but limited areas with the aim of prohibiting potentially dangerous persons, whether alien or citizen, from entering these areas.

The War Secretary said further that he believed resorts along the Eastern shore would be permitted to continue to operate, but added, "If it is a question between bright lights and the lives of men aboard tankers who are bringing us oil, the lights will have to go out."

ATLANTIC CITY, May 2.—Atlantic City has redoubled its dim-out efforts after being warned that its shore-front glow is still visible at sea. Boardwalk stores were cautioned to roll down awnings at night when the store lights are on. Mayor Taggart warned that the over-all glow must be eliminated or drastic action will be taken. The first full blackout test was conducted here Tuesday night (28).

In combating false rumors about wartime conditions here, the Chamber of Commerce is sending out scores of mimeographed statements to travel agencies, tourist bureaus and railroad ticket agents.

"To tell the truth," the statement reads, "there is but one noticeable change in Atlantic City, and this is our dim-out. Obviously you will approve this action which has been taken to ensure safety of our coastwise shipping. You'd be amazed at the number of us who have rediscovered the beauty of our ocean at night, and the stars and the moon. We honestly believe you'll enjoy it . . ."

The statement goes on to say that all amusements and resort features will continue this season as usual. Thomas L. Huselton, manager of the Chamber of Commerce, said that while publicity and advertising are educating most people to the fact that Atlantic City will operate as usual this summer, a few scattered inquiries are still coming in. The Chamber is also distributing thousands of blue and white stickers which read: "Don't repeat any rumor. Boost your home town today."

Gawles at Mass. Resort

WEBSTER, Mass., May 2.—Mr. and Mrs. Walter P. Gawle, well known in carnival circles as Prof. Howard and Madame Iah, have retired from the side show business for the duration to assist Gawle's father in the operation of Point Breeze, popular resort on Lake Chagogogogogmanchagagoggchaubunungamaugg, of Robert L. Ripley fame, near Webster. Four Gawle brothers are already in the country's armed forces, with another slated to leave soon. Prof. Howard has operated side shows on Gold Medal, Motor City and John R. Ward shows, and Madame Iah is the former Kathleen Riebe, of the Missouri's Show Women's Club. They were accompanied here by their daughter, Doris Elizabeth, who will enter a nurses' training school in Boston this fall.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Annual Forecast

On the eve of the opening of the outdoor swim season it is the custom of this department to attempt a little prognostication each year. I'm going to try rubbing the crystal ball with the hope that my predictions will be of some interest. To these bespectacled eyes the forthcoming aquatic season looms as one of the biggest in the industry's existence. Lest you think me too optimistic, let me substantiate my forecast.

The war will definitely play havoc with outdoor amusements. Already reports of dim-outs and enforced blackouts

have had damaging effect on advance bookings at beach resorts. All these things are going to help outdoor swimming. The public will seek the relaxation offered by the sport of swimming more than ever because in some localities their nocturnal entertainment is going to be curtailed. Then, too, you must agree that all of us are more health conscious than ever and nothing is as exhilarating as bathing and swimming. The safety angle will also create more swimmers this summer, for every time there's a news report about a sinking, with the resultant drownings, there's a tendency for all of us to check up on our individual aquatic ability.

Outdoor swimming is done in the afternoon—in the sunlight—and unless there's a series of daytime raids, which is very unlikely, swim activities will go full blast this year. Of course, night swimming will suffer, but then, with few exceptions, not many pools or beaches have done much business with that phase of operation.

Beach ops at Atlantic City, Long Beach and Asbury have been down in the dumps for months, fearing that the tire and gasoline rationing would keep people away from those shores. However, for every person from afar who is kept away from visiting those spots because of the shortage an equal number of near-by swimmers will be kept close to home to take their place at the pools and beaches.

Outdoor plunges like the Riverside Cascades, Miramar, Bronxdale, Manhattan and Bronx, and the Farragut, Brooklyn, should do terrific. All are situated in residential sections, with thousands of people to draw from. And if people are going to stay home instead of taking summer vacations, all these pools should benefit.

Pool men so situated should plug season lockers this summer. The public is conscious of fact that it won't be able to take long trips and hence can be sold easily on spending its vacations at its local beach or pool.

Of course all these statements depend a great deal upon the weather.

Men and Mentions

Charlie Keane, boss man at Coney Island's Ravenhall pool, is one busy guy. Besides being prexy of Coney Island's Chamber of Commerce and getting Ravenhall ready for the season, Charlie is also handling the Flushing (L. I.) tank again this summer and has also taken on some voluntary work with various air-raid organizations and executive duties with the Salvation Army. And now George A. Hamid wants Charlie to act as sub-chairman on his Army and Navy Relief drive committee.

Has anybody noticed how much A. R. Eldred, Clementon (N. J.) Lake Park, looks like Art French, of Brighton Beach, N. Y. They even talk alike.

Just discovered that all that swell build-up given recently to Gloria Callen, the pretty swimmer, was the handiwork of Mark Klausner, former praise agent for Washington Baths, Coney Island, and now a member of the medical detachment stationed at Fort Hamilton, Brooklyn.

Concession Men Using NAAPPB Insurance Plan

CHICAGO, May 2.—The insurance committee of the NAAPPB in a recent report touches upon several developments which have a bearing on the methods employed in the placing of insurance. In the past, says the committee, some operators, due to what they have considered high rates or to their inability to procure ample protection, found it necessary to carry their own public liability and fire insurance.

The committee states that thru its development work in the insurance field, amusement park, pool and beach owners are today in a position to not only buy their coverages at reasonable rates but full protection in recognized United States stock insurance companies. This applies to public liability, workmen's compensation and fire insurance.

"There are many individual concession men participating in the benefits of the plan," says A. R. Hodge, NAAPPB secretary. "Many of them are covered under blanket policies carried by the park company, while others have individual policies even where the parks themselves may not be under the plan."

CLEVELAND.—Newest additions to Brookside Zoo are a male and female Bengal tiger, purchased recently in New York. Fletcher Reynolds is zoo director.

American Recreational Equipment Association

By R. S. UZZELL

The aspect of amusement park operation changes as we more nearly approach patriotic and defense requirements. No operator would want the lighting of his park or any of its devices to become a help to the enemy. The dimming of water-front lighting is being done with a vim, to be complete before opening. All realize that an important beach could serve as a direction finder and be of importance in helping the enemy locate some vital war objective.

The parking space at Playland, Rye, N. Y., vast as it is, was filled Sunday, April 26. Autoists apparently reason that they may as well use the car and gas while they can. The later announcement that gas rationing will not be as severe as at first announced may have been a factor in causing the owners to use some of the scant supply. Cars on public highways are decreasing in number, as are gas sales at filling stations. Tires and gas are being rationed, and to what extent it will affect park business remains to be seen.

Shooting galleries are prohibited in Canada for the duration. This will work a hardship on the owners, not only in the loss of income, but many had purchased a supply of ammunition to meet future requirements. So the war has its effect on all industry.

We have been ordered to carry on to keep up morale, but where some features cannot go on they must gracefully step out of line.

Watch for John T. Benson to arrive at some ingenious method of getting food for his meat-eating animals. He will not shoot them, nor will he let them starve. His jungle train from Boston, which has been very successful, cannot get by this year because of demand for troop trains and coaches.

The bathing beaches along the Eastern Seaboard are off to an early start. The 80-degree temperature last Sunday (26) was just about an all-time record. Perhaps bathing is to finally get the break in the weather. Servicemen from inland places consider it a lark to bathe in the ocean and there are a lot of them passing thru our ports.

The Amusement Park Division of the Army and Navy Relief plan is taking definite shape and gaining headway each day. No objections have come from any parks but, on the other hand, constant offers of support are coming in. Parks believed safely located away from possible bombing areas are just as loyal as the

coast resorts. But there is no safe location anywhere now, and there is going to be universal need for this fund. There is not too much time left in which to get thoroughly organized for the first day allotted to this worthy cause—Wednesday, June 3. No one is in this drive for glory or compensation, but for patriotism and deep-felt sympathy. There is no halting of the scheme now.

Riverside Executives Busy On Extra-Curricular Duties

SPRINGFIELD, Mass., May 2.—War-time operation, with new problems of taxation, priorities, policy changes, etc., are not the only things keeping Riverside Park executives busy this season. Extra-curricular activities at the Agawam play area are many and keep growing.

Eddie Carroll, owner-manager, has been pegged for USO activity, is State director for the outdoor amusement industry section of the Massachusetts Committee on Public Safety, is sub-chairman for New England on the new Outdoor Amusement War Relief Fund and is also chief air warden in the park district of the local civilian defense set-up.

Harry Storin is publicity chairman for Springfield for the WPB salvage drive, publicity head for the "Springfield Fights" dinner of the Springfield Advertising Club, on local publicity steering committee for Red Cross and head of the information center in the park area civilian defense organization.

Beatty Sets Akron Staff

FORT LAUDERDALE, Fla., May 2.—Clyde Beatty's animals and personnel will leave here May 15 for their opening at Summit Beach Park, Akron, May 23. Among those engaged for the season with the Beatty attraction at the Akron park are Pauline Sylvester, in charge of office and tickets; Frank and Siva Phillips, trainers; Otis Bryant, in charge of elephants, and Charlie Kies, construction chief.

Ventnor Casino Completed

VENTNOR CITY, N. J., May 2.—Ventnor's new \$35,000 Pier Casino has been completed. Materials for the Colonial-type structure, located on the site of the pier that burned to the sand August 1, 1940, were obtained last fall before priorities became the construction barrier. Thirty-two doors make the casino a virtual solarium during the daytime, and four thermostatically controlled gas heaters will provide heat during the cold season. A movable stage is provided for concerts and theatricals.

MOXAHALA PARK

SO. ZANESVILLE, OHIO

TIM NOLAN, Owner and Manager

Opening May 30

May 10, Week Ends

For Rent or Lease

ROLLER RINK, good floor, BEER GARDEN, equipped. Dance Floor. SWIMMING POOL, or want Operator-Manager. Ball Park, 5000 seats, suitable for all types outdoor attractions as races, etc. Percentage proposition to any attractions.

Will Book

CONCESSIONS—Photo, Palmistry, Arcade, Bingo, Grind Stores and Joints of all kind. RIDES—Fun House, Live Ponies, Miniature Train and any others not conflicting.

Want

Ride Help, Promoter and Picnic Man.

POINT AMUSEMENT PARK

HIGHWAY 12-20, GARY, IND.

This is the only Amusement Park in the busy city of Gary. Steel mills working day and night. Will book Roller Rink, Pony Track, Penny Arcade, Scales, Photos, Lead Gallery, Skeet Shoot, Custard, Fun House, Mechanical Show or other Shows suitable for park.

WANT Ride Men for park; work, also Ride Men who drive semis, for portable Rides. Concession Help.

E. A. HOCK, GARY, IND.

WANTED

Penny Arcade, Ball Game, Mickey Mouse Game and other Concessions on percentage. Also have a Shooting Gallery for rent.

IDEAL PARK

P. O. Box 111 Johnstown, Pa.

DANCE PAVILION

and

ROLLER SKATING RINK

To Lease for Season.

BAY SHORE AMUSEMENT PARK, INC.

C. F. Keller Jr., Manager

P. O. Box 122 Sparrows Point, Maryland

WANTED

Several Ride Operators. Steady summer job. Write stating experience and references to

KENNYWOOD PARK

Farmers Bank Building, Pittsburgh, Pa.

WANTED!!

LOCATION FOR PENNY ARCADE!

BOX NO. 315, Care of The Billboard, 1564 Broadway, New York City.

MINIATURE TRAIN

Four Cylinder Gas Motor, three Coaches, 24-Passenger Kiddy or Adult Ride; 350 foot Portable Track, \$1,200.00. P. O. BOX #4, Chesterfield, Mo. Phone Lake 749.

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Proudly Presents His
INTERNATIONAL CONGRESS
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WORLD'S STRANGEST PEOPLE

CONTRACTING NOW FOR
RIVERVIEW PARK, CHICAGO, ILL.
TO OPEN WEDNESDAY, MAY 20

Entire season's work under the most pleasant working conditions. No ups, no downs; no long, hot Sunday jumps; no shortage of gas, no worries about tires. Can place Novelty Acts of all kinds. Mechanical Man, Dave and Al, can place you. Want good Jagger, Johnnie and Ruby, Mrs. Ward, can place the kids. Want to hear from Billie Marano, Mrs. Pushnick, Major West, good Magician, George Burkhardt, Nellie King, Geo. Orman, Aunt Sadie and Jerry and all others who have ability, appearance, etc. Close Labor Day week, with 6 big Fairs to follow, including Dallas; then indoors for the winter. All reply to

RAY MARSH BRYDON, GENERAL MANAGER
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GOLDEN OPPORTUNITY
FOR
RELIABLE RIDE OWNER

Have the choice and only zoned park location in city of Wichita, Kansas. (The N. W. Corner of Old Matheson Pasture, Central and Ohio Streets.)

Wichita produces more war planes than any city in U. S. A. Weekly payroll exceeds \$1,000,000.00. Want 5 or 6 good Rides and a few Stock Concessions that work for 10¢. Positively no racket. You must have own transformer and cable. Straight percentage proposition. We furnish this choice location and city license. Act quick if you want a nice season's work without moving.

CENTRAL AMUSEMENT PARK CO.
WICHITA, KANSAS.
A. N. RICE, MGR. OFFICE, APT. 401, SHIRKMERE APTS.

OAC Is Endorsed by IAFE; Support, Pledges Solicited

DES MOINES, May 2.—International Association of Fairs and Expositions has endorsed the Outdoor Amusement Congress, A. R. Corey, OAC executive vice-president, announced. Official word on the International's action came to Corey here this week thru Frank H. Kingman, Brockton (Mass.) Fair, who is executive secretary of the fair body.

Meantime, Corey's office started its campaign to enlist support and pledges from fairs in general. Copy of a letter sent to fair secretaries follows:

"I assume you have read *The Billboard* reports of the Tampa and Chicago meetings that resulted in organizing the Outdoor Amusement Congress. These meetings were well attended by a group of men interested in all types of outdoor amusements. The State fairs had a strong delegation at both meetings and

had much to do with perfecting the organization and formulating the objectives. You will note that 12 of the 22 directors of OAC are State fair secretaries. As usual, Mr. Kingman rendered yeoman service and should receive an orchid.

"The thought back of the movement was that many problems would be coming up during these trying times that will affect nearly every outdoor amusement enterprise and that the Congress would serve as co-ordinator to look after the members' interests.

"The IAFE has a very strong organization and Government Relations Committee that has been doing excellent work. It is not the purpose of the OAC to attempt to take over any matters that can be more efficiently handled by the officers and committees of the IAFE, but to assist them when called upon.

"We recognize fairs are primarily educational institutions, but they are more or less dependent upon various types of amusement features to attract crowds and provide funds with which to carry out their educational program.

"If the OAC is to live up to its slogan, 'Representing the Entire Outdoor Amusement Industry,' the fairs should be enrolled as members. A blank is enclosed for that purpose. There is no membership fee."



COMMENTING on the increased attendance figures and grandstand receipts of Wisconsin's 77 county and district fairs just released, William T. Marriott, for two decades secretary of Sauk County Fair, Baraboo, and chief of the division of fairs, said, "These figures indicate that the better type of grandstand shows being staged by fairs is appreciated." Figures released by the "Fairmen's Handbook" revealed an attendance increase of 64,017 for last year's fairs over the 76 annuals held in 1940. Grandstand admissions showed a 20 per cent hike.

GGIE Deficit Hits 9 Million

SAN FRANCISCO, May 2.—H. C. Botoroff, general manager Golden Gate International Exposition since the termination of operations in September, 1940, handed in his closing financial report of the 1939 and 1940 fairs on Treasure Island. He revealed that the exposition closed its books with a net deficit of \$9,106,489.10. Report showed a deficit of \$9,646,836.98 existed at the end of operations the first year, with the second year netting a surplus of \$540,347.88. Profit from actual operations totaled \$6,651,546.01, which was raised to \$6,996,546.01 by a \$345,000 government contribution.

These items, however, were deductible from the profits: \$11,171,320.16, amortization of capital assets after deducting salvage; \$4,558,645.82, expenses of period prior to operation, and \$343,069.13, expenses of period subsequent to the exposition. Botoroff balanced the deficit against an \$8,000,000 landmark left from the fair and the expenditure of \$65,000,000 in the bay area by tourists who came here for the exposition. Treasure Island is now being used by the navy as a training center.

Investors and concessionaires who left their money in for the two years of the fair will receive about 85 per cent in their investment. A final dividend will be paid about May 15, Botoroff said. Exposition management handled about \$46,900,000 for construction, operations and participants' accounts.

Race Meets Seen as Aids To California's Annuals

SACRAMENTO, Calif., May 2.—In granting dates for a four-month meet at the Pleasanton track in Alameda County, future of California's many State, county and district fairs may be insured. At least the State's share of the pari-mutuel betting will go into the fairs and expositions fund, which in turn is allotted to the various fairs by the State. Thus following the war the annuals that elect to resume operations will have this nest egg to fall back on.

This had been one of the most perplexing problems facing the many fair directors and, while receipts from Pleasanton and other smaller meets that may be held cannot be hoped to total those of past seasons, they will provide a nucleus around which the various fairs can renew operations.

Sam Whiting is president of the Pleasanton Race Association and will have associated with him officials from the Santa Anita, Bay Meadows, Tanforan and Hollywood tracks. Pleasanton track is located a few miles out of Oakland, Calif., on the original Hearst ranch.

BURTON, O.—Directors of Geauga County Agricultural Society at a recent meeting awarded the midway to Klein's Attractions for the three-day annual. Klein has set his Rhythm Revue of 1942 for the closing day, with the circus unit scheduled for Saturday and Sunday.

ESTEVAN, Sask.—Joseph Hill was re-elected president of the Estevan Agricultural Society at the annual meeting here.

Fairs and the War

Gate Awards • Booths • War Relief • Central Co-ordinating Agency • Pay-Roll Plan • Prizes in Stamps

What leaders in the field promise in connection with the war effort and how they expect to carry it out:

J. S. Dorton, North Carolina State Fair, Raleigh—"Plan to carry in all our advertising, as well as premium lists, appeals for purchase of War Bonds and Stamps. Also plan to pay all our premiums, amounting to more than \$20,000, in stamps. These stamps will be bought at once, and compiled on cards to suit our premium offerings. Have offered our entire facilities to the government and volunteered our personal services to the War Department for active duty anywhere."

Paul Smith, New York State Fair, Syracuse—"Pleased to advise that every employee of this division (of the State) has a certain amount deducted from his salary for the purchase of War Bonds."

J. H. Peterson, Clay County Fair, Spencer, Ia.—"Have assured local committee that we will provide a booth for whatever plan it has in mind for the War Bond drive. Our board has decided to offer War Bonds for attendance prizes and awards in other departments where heretofore we have been giving trophies and other items in recognition of certain services or accomplishments."

"Office of Clay County Fair is now serving as headquarters for all war activities in county. These include the chairmen of War Bond Committee, Civilian Defense Council and American Red Cross. The writer is chairman of the County Rationing Board as well as county chairman of First Aid and Life-Saving Work. By having this office as central headquarters for these agencies, we feel we are offering a service as well as a convenience to the general public and, incidentally, this puts us in close touch with their problems."

"Chairman of the Bond Committee has been responsible for completing approximately 90 per cent of Clay County's quota up to the present moment (late in March). Within a very short time the quota will have been completed, thereby making this county the first in the State of Iowa to go over the top in this drive. When you take into consideration the amount of the quota, nearly \$1,600,000, this has been no small task."

(To be continued)

Around the Grounds

SASKATOON, Sask.—Travelers' Day, with its downtown parade, will be held again this year during the Saskatoon Industrial Exhibition. A wartime theme will be used. President of the parade committee is Phil K. Wilton.

ESTEVAN, Sask.—A saddle horse class has been added to the prize list of the Estevan Agricultural Society's Exhibition here. Boys' and girls' camps again will be a feature.

REGINA, Sask.—Budget for 1942 Regina Industrial Exhibition has been approved by city council. It calls for an increased expenditure of \$4,000 over last year, majority of the sum to go for advertising and to stock committees. More money will be spent on advertising to feature the Diamond Jubilee celebrations being staged in conjunction with the exhibition. In last year's livestock section there was a falling off of exhibits and consequently a reduction in the amount of prize money paid out. No

provision was made in the budget to cover the cost of staging a rodeo in front of the grandstand. It was decided by directors to treat the new feature the same as the races, which are self-sustaining. Cost of the rodeo is expected to be \$20,000.

PHILADELPHIA.—Automobile racing will make what probably will be its last appearance for the duration at near-by Langhorne May 10, it was announced by Lucky Teter, who was scheduled to promote the races. "It is doubtful if any racing can be held after that date because of gas rationing," he said. "We want to support the nation's sport program as far as possible, but we find it necessary to restrict our activities to one meet."

DES MOINES.—Plans for a complete market livestock show and a State-wide 4-H Club Show as the central features of the 1942 Iowa State Fair here this summer were discussed last week by the

Gov't Absorbs Michigan Plant

DETROIT, May 2.—Leo V. Card, State Commissioner of Agriculture, last week confirmed the report that there will be no Michigan State Fair this year. Altho contracts have not been penciled with the Army Quartermasters Corps, Card said that the grounds will be turned over to the government during the war.

The commissioner said that a meeting between State officials and army officers was scheduled for Thursday in Lansing, Mich., to give further consideration to the contract. The firing of a dozen fair board employees was announced here following the decision to abandon the fair. Bernard J. Youngblood, fair manager, was retained, Card said, "because he's an appointive official and we need someone there to take care of the buildings and grounds and rent available buildings."

If approved by Herbert J. Rushton, Michigan attorney general, funds allocated for fair use may be diverted to county annuals. A \$35,000 premium fund is in the State exchequer.

DETROIT, May 2.—State Budget Director Loe J. Nowicki, Lansing, last week rejected unpaid a bill for \$550 for re-decorating, plastering and papering a fairgrounds dwelling here occupied by the superintendent of the grounds. Nowicki said the superintendent is paid \$240 monthly and uses the house and utilities and fuel without cost.

Gates at Wisconsin Annuals Beat 1940; Grandstands Hypoed

MADISON, Wis., May 2.—Paid attendance at Wisconsin's 77 county and district fairs in 1941 totaled 820,481 as compared with 765,464 for the 76 fairs held in 1940, according to the *Fairmen's Handbook* just issued by the State department of agriculture. Again in 1941, over half the total gate admissions were reported by 12 leading fairs, which had a combined attendance of 440,473. Attendance at these fairs was: Superior, 60,580; Elkhorn, 55,522; Marshfield, 48,863; Ashland, 46,456; Chippewa Falls, 45,155; Manitowoc, 35,060; La Crosse, 31,755; Wausau, 26,609; Plymouth, 23,562; Beaver Dam, 22,978; Monroe, 22,844, and De Pere, 21,090.

Paid grandstand admissions showed about a 20 per cent gain, reaching 366,640 last year compared with 304,449 in 1940, according to the report. Gate receipts for the 77 fairs increased from \$192,706 in 1940 to \$221,365 in 1941. Grandstand receipts increased from \$86,850 to \$120,045 during the same period, indicating, in the opinion of William T. Marriott, chief of the division of fairs, that "the better type of grandstand shows being staged by fairs is appreciated."

Total income from all fairs increased from \$801,041 in 1940 to \$885,370 in 1941. Exhibitors were paid \$211,468 in premiums last year, compared with \$208,684 the preceding year, which is also an indication that Wisconsin fairs are maintaining and improving their educational exhibits and features, Marriott said. In the junior department, premiums increased from \$72,538 to \$74,220.

fair board executive committee. Because the fair has turned over all its livestock barns and exhibit buildings to the army for the duration, livestock at this year's annual will probably be housed in circus tents, officials said. Tents will probably be used also for show rings and judging events. Altho plans are only tentative, this year's program is expected to include these livestock features: Market barrow show open to all exhibitors; 4-H market pig show; annual 4-H baby beef exhibit; market lamb show, and market egg and market poultry show.

BUCYRUS, O.—Crawford County Fairgrounds, usually one of the quietest places in the county at this time of year, is now one of the busiest. Within the last month a small army of carpenters, electricians, plumbers and sewer workers have been remodeling the fair-ground buildings and staking off new (See *Around the Grounds* on opp. page)

TRADE SERVICE FEATURE
Agricultural Situation
 Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

AMERICAN agriculture is face to face with the biggest, toughest job in the history of farming. This year, next year and for as many years thereafter as necessary, America's farmers and America's farm lands must produce more food, more oils and fats and more fiber than anyone ever dreamed of before. It must be done to beat Hitler, the Japanese war lords, the Fascists of Italy.

America's farmers and farm lands must produce gigantic amounts of Food for Freedom—represented by the nation's food production goals—because we can't win the war without food. The plain, hard fact is that we must not only feed and clothe our soldiers, sailors, marines and airmen, but feed and clothe our own industrial workers, the rest of the United States population, a sizable portion of the armed forces and population of our allies, and on top of that provide a reservoir of food for reconstruction days after the war.

PRODUCTION: CONSERVATION

This is a job demanding the most we have in efficiency of work and planning. We must be as relentlessly thoro on our farm lands as we are in our bomber plants. That means planning for 1943 and 1944 as we produce in 1942. That means producing the conservation way.

Too many people associate conservation with some passive, preservative action aimed at restoring a former status quo. Such an interpretation of modern soil conservation farming is a terrible libel. Conservation farming as it has been developed during the past 10 years is the most dynamic, efficient type of farming this country has yet known. With it, America's farmers will do their part in war production. Without it, no one can predict what will happen.

Positively stated in terms of the present, conservation means the most efficient use of our land now and in the immediate future. It means increasing yields per acre and per animal unit this year. It means paving the way for still greater increases next year and the next.

The simple fact is that, unless we have more positive conservation on more farms than ever before, we shall be unable to reach our 1942 production goals, and we shall fall short on the added demands certain to be made as the war advances.

Think back to agriculture's experience in the first World War. It was a short war for us—we were in it only 19 months

—and yet agriculture was just barely able to do what was asked of it. And this was done only by disregarding the future, recklessly plowing up acres that should not have been in cultivation and throwing everything we had into a gamble that it would be a short war. We won on that, but we might not have been so lucky if it had been a long war.

Any number of examples can be cited to show how soil conservation measures can step up production at once—this year. Consider tomatoes, for example. Tomatoes are one of the most urgently needed war crops. Obviously, anything that can be done to increase the tomato yield per acre is a positive contribution to the war effort. And one of the most promising means of getting more tomatoes is thru mulching. One can almost double the tomato yield, in addition to improving both size and quality, by mulching tomato vines with three tons of straw per acre.

Or consider the case of green silage, something that is of great importance to dairy farmers in the realization of dairy production goals. Plots of corn drilled up and down the slope lose nearly twice as much water and approximately 10 times as much soil as plots of corn drilled across the slope—and the tonnage produced per acre is much lower than can be obtained from land that is contour-cultivated.

INCREASES CITED

A farmer in Minnesota increased his butterfat production almost 14 per cent per cow by planting different varieties of grasses to maintain good pasture thru-out the season. * * * A rancher in Wyoming, by improving his watering and grazing system, managed to get an additional pound of wool per sheep, and his lambs averaged eight pounds heavier. That is something we ought to keep in mind as we try to make up for imports of wool lost because of the war.

For years conservation methods such as these have been an important part of the national farm program and of federal and State recommendations. Thru the department and the land-grant colleges, millions of farmers in all parts of the United States have been persuaded to adopt these practices and others like them as sound helps to better farming, altho here we must admit that popular acceptance has come slowly and has not yet reached as high a level as the merits of the case warrant. But, once the farmer sees conservation as a vital aid to immediate, practical production, it becomes a basic part of his farm operations.

There is a realistic truth, I think, in my illustrations of ways in which many soil conservation practices can be brought into a vital, down-to-earth relationship to current plans for production. You know it, and every farmer who has ever used these practices also knows it.

PRODUCTION: FOR WAR

It seems to me the situation comes down to this: We must strengthen and vitalize the conservation practices that mesh into the war production drive now in progress. And the conservation practices which will not directly contribute to the war effort this year or in the near future must be set aside for the duration. This calls for a thoroughgoing analysis of present practices by all of us—departmental staff experts, field workers, farmer-administrators of action programs—so that our determinations may be made with a maximum benefit to the present war production effort in all needed commodities and all areas.

I see no great obstacle to such a determination provided we always keep in mind the objectives of balanced, maximum, wartime production. This is the paramount consideration which must govern all our thinking and decisions. The shift of emphasis from the extreme long-range to the immediate objectives involves a psychological change—a recognition that unless we do what is needed to win the war there will be little prospect indeed for the survival of all we have attempted to build. First things must come first—and today!

DILLON S. MYER,
 Acting Administrator, Agricultural Conservation and Adjustment Administration.

Fair Elections

WAUSAUKEE, Wis.—Marquette County Fair Association re-elected C. P. Schroeder, president; Roy Gustavson, vice-president; Charles B. Drewry, secretary; Amos Grundahl, assistant secretary; Philip Downing, treasurer, and Francis Dilleit, director, succeeding Richard P. Murray.

LAKE CHARLES, La.—Arthur L. Gayle, Lake Charles, was re-elected president Southwest Louisiana Fat Stock Show and Rodeo. John M. Powell was named vice-president; Robert L. James, treasurer; Sam M. Richard, secretary; N. E. Vincent, manager rodeo division, and C. H. McCall, manager fat stock division.

AROUND THE GROUNDS

(Continued from opposite page)
 ones in preparation to receiving several hundred soldiers who are coming here soon for training in the New York Central Railroad shops.

SPRINGFIELD, Mass.—War Production Board's ban on construction over \$5,000 has canceled Eastern States Exposition's plans to remodel the Junior Achievement Building on the fairgrounds, recently purchased from the Achievement group by ESE for \$14,000, to make room for annual's permanent offices there. At present the exposition's year-round offices are in Springfield, with the staff moving to the grounds for fair week. The government ban ends all remodeling plans and the building will be used for general exposition purposes.

EASTERN OHIO BRIGHT

(Continued from page 44)
 noon vaude-band shows will be continued, and an ambitious dance policy is planned. Operators will watch this spot with interest, as it is off the beaten path, without transportation facilities other than automobile.

At Art Mallory's Craig Beach Park near Diamond, O., improvements are going forward in preparation for the opening of the new season. The spot plans to continue its occasional free-act policy. Dance pavilion will be opened soon.

Idora Park, Youngstown, where Max Rindin is assistant manager in charge, has one of the most extensive picnic booking lists in years. This season this spot will have a number of new features. Dance pavilion will continue its policy of May parties, most of them sponsored by district groups. There will be special

attractions and free acts at intervals thruout the season.

Rock Springs Park, Chester, W. Va., is in the area affected by the Eastern States' gas rationing, but is not likely to feel the restrictions, due to its being just across the Ohio River from East Liverpool, O., which State is unaffected by the gas rationing. Picnic bookings are heavy and two weeks of district school picnics will precede the start of the regular season late in May.

Helen and Dick Johns have been operating the dance pavilion at their Lake Park, Coshocton, since Easter Sunday and will soon go on full-time operation. Johns says the play spot should fare as well as in previous years.

Puritas Springs Park, near Cleveland, has been drawing good crowds week-ends since early in April and will go on full schedule within the next two weeks. Officials at Cedar Point on Lake Erie are booking a caravan of big name bands in anticipation of a boom summer. Season opens Saturday, June 13.

EDGEWATER UP 35%

(Continued from page 44)
 last year, is installing four kiddie rides to create a new Kiddieland. General changes have been made thruout, including a 50-foot neon theme tower around the central column of the Rocket Bomber and conversion of the old Honeymoon Express into a Spook Town Trolley.

Arcade has been redesigned and improved in appearance by creation of a merchandise flash set-up for the concession booths.

Practically all game concessions have been taken over by Louis Wish, operator of concessions at Eastwood Park, and Jack Dickstein, former manager of the Gus Sun Booking Office here, who have formed a new partnership.

Park is being managed by Rose, associated with Bernard F. McNab and Rex Billings Jr.

Policy of free acts, mostly aerial, with weekly change of bill, is being continued, with Mile. Bernice, high pole act, current there.

MILWAUKEE. — A collection of 60 snakes comprised of 16 different species has been added to the Washington Park Zoo. The snakes were caught by Henry M. Kennon, director of the zoo, and Walter Klassy, zoo watchman, on an eight-day hunt in the snake country of South-west Arkansas.

SENSATIONAL

MARIONS

Featuring
Marion Linwood

120 FEET NO NETS
 Only Girl Aerialist Doing a Hand-Balancing High-Swaying Pole and One-Hand Stand at This Height. ALSO The Original "Breakaway Pole"

NOW PLAYING FOR AL MARTIN

Personal Representative
CHARLIE ZEMATER

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 For
LORAIN COUNTY FAIR
 Dates: August 25, 26, 27, Inc.
 SHOWS — GAMES — CONCESSIONS
 Must be licensed by the State of Ohio.
 Address CLAIR L. HILL, Secy.
 Wellington, Ohio.

MARION COUNTY FAIR
 of Salem, Illinois
WANTS A BIG CARNIVAL
 For June 29 to July 5. Let us hear from you.
 E. E. IRWIN

WANTED
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Rinks and Skaters

By C. H. STARK (Cincinnati Office)

Fireworks at Open Forum of Rink Ops At Chicago Meeting

CHICAGO, May 2.—Open forum meeting of the Roller Rink Safety League, held on Tuesday in the LaSalle Hotel, developed largely into an exchange of personalities between proponents of the RSROA and the ASU, with most of the fireworks coming from Pete Miller, president of the Amateur Skating Union, and Fred A. Martin, Detroit rink operator and secretary-treasurer of the RSROA.

Called by Rufus M. Foster, of the RRSL, for the announced purpose of bringing out the "facts concerning roller-skating contests, jurisdiction, etc.," the meeting drew an attendance of more than 40 operators and others interested in the roller-skating game. Foster presided as chairman, and with him sat Harold Anderson, newly elected president of the safety league. Foster explained the aims of the league, which are, he said, to guard against accidents and to assure the greatest safety to roller-rink patrons. He emphasized that the league had no membership fees, no dues and no financial obligations.

The outstanding problems at the present time, said Foster, are for rink operators to develop ways of linking up the rink business with war needs and to stay in business if they can. He called attention to the fact that in a government list of 20,000 occupations only 638 are listed as essential to the war effort. Several suggestions for aiding in the war effort were made by Foster and President Anderson. It was suggested that rink operators create a fund for the USO to be raised by donating a percentage of profits over a certain amount to this fund. Another suggestion was that rink operators not called into service aid in running the rinks of those called to the armed forces.

Aid in War Effort

Several operators told of steps they have taken to participate in war efforts, such as sending skating groups to camps to entertain men in the service, aiding in sale of War Bonds and Stamps, displaying patriotic posters, etc. Fred Martin said the RSROA is making a survey of all rinks to ascertain their needs in the way of supplies. All of those who took part in the discussions were agreed that roller skating is one of the finest morale builders for young men. Said I. J. Paul, of Riverview Rink, Chicago: "We represent 4,000 rinks and many thousands of skaters between the ages of 19 and 23. Roller skating keeps the boys fit. It has been demonstrated that roller skaters are excellent officer material. Of 14 members of Riverview Rink's per-

sonnel who have entered the service, seven have been made sergeants or lieutenants."

After a brief discussion of the war angle, Chairman Foster introduced Pete Miller, of the ASU. Miller, after a few brief remarks, called upon Avery Brundage, of the AAU, who outlined the principal points of dispute that led to RSROA being divorced from AAU and ASU. "We think it important that amateurs be controlled by amateurs," said Brundage. "The principal point of dispute was controlled by the RSROA. In all amateur sports everything having to do with the technical end of the sports is controlled by the AAU. We see no reason why the same arrangement should not apply to roller skating."

Miller, of ASU, then gave his version of the controversy that came to a head at the Cedar Rapids meeting last fall, the four-month ultimatum given the RSROA by AAU, and told of his announcement in a Chicago newspaper three days before the ultimatum was to go into effect stating that the RSROA, having failed to meet AAU's terms, was to be suspended. Miller went into detail as to what the ASU is trying to accomplish for the amateurs. "The interest of the youngsters is paramount," he said. "Rink operators now have the greatest opportunity to foster roller skating. You are either going to improve or kill the sport. We are in full accord with the operators making money, but amateurs should not be exploited. There should be no favored few or one rink played against another."

Martin Tells of RSROA

At the conclusion of Miller's remarks Fred Martin asked to be allowed to present the side of the RSROA. Chairman Foster at first refused to allow him to be heard, but when there were vigorous protests from several members of the safety league Foster yielded to their demands and allowed Martin to proceed. "Who made the skaters?" Martin asked. "The operators made them," he declared. "Until five years ago the skaters were just muddling along, getting nowhere. For 30 years the AAU had done nothing. The RSROA in the last five years spent \$72,000 to promote the amateurs."

Speaking of amateur control of amateurs, Martin said: "Put the amateur roller-skating clubs in the hands of the amateurs and they will tell us (the operators) how to run our business. We have to have business men at the head. How do you expect the amateurs to control themselves when they are dog-fighting all over the place. The kids have their chance under the RSROA just as much as under the ASU."

Regarding Miller's statement that the RSROA was suspended, Martin stated that his organization sent its resignation to the AAU and ASU on March 13, two days before the AAU ultimatum expired, and that Miller had no right to tell anyone that the RSROA was suspended until March 15. Crossfire between Miller and Martin and their respective adherents became more and more personal, and Chairman Foster finally asked that a motion to adjourn be made.

The board of directors of the Roller Rink Safety League passed a resolution pledging their co-operation to the ASU and the recently organized Amateur Roller Skating Association of America. It was made plain, however, that no attempt was being made to tell the operators what they must do and that it was strictly up to them as to whether they would follow the board's suggestion. President Anderson of the ASU also announced that a committee soon will be appointed to suggest to rink operators that they

adopt some form of financial contributions to the USO.

Ops in Attendance

Following the meeting a dinner was held at the LaSalle at which there was some brief discussion of rink problems. In attendance at the meeting were Harold Anderson, Paramount Rink, Rockford, Ill., and Mrs. Anderson; Rufus M. Foster, Roller Rink Safety League, Rockford; Fred A. Martin, RSROA, Detroit; Avery Brundage, AAU; Pete Miller, president ASU; Mr. and Mrs. George R. King, Silver Leaf Rink, Canton, Ill.; E. K. Bartlett, Skateland, Aurora, Ill.; Earl Van Horn, Mineola, N. Y.; Ed and Eva Roberts, Whitewater, Wis.; Mary Foster, Mellbridge Rink, Lyons, Ill.; Virginia McCormick and William Woodridge, Madison Gardens Rink, Chicago; J. E. Collom, Playland Rink, Danville, Ill.; Phil Hays, manager Arcadia Gardens Rink, Chicago; I. J. Paul, Riverview Rink, Chicago; Oscar Jellse and Mrs. Myrna Jellse, Peoria; V. J. Lindemann, Columbus, Wis.; H. Ragsdale, Decatur; Phil Lopez, Grand Rapids; Mr. and Mrs. Bauman, Riverview Rink, Milwaukee; W. E. Klefer, Kalamazoo; S. E. Bowen, Bowen Rink, Grand Rapids; Herbert J. Knudten, Chicago, president Illinois Skating Association; Sid Novak, Chicago, secretary ASU; Thorneil Barnes, Chicago Arena Corporation; Charles Muffler, Muffler's Rink, Morris, Ill.; Thomas Fairclough, Fairway Skating Palace, Sandwich, Ill.; Al Flath, Chicago and Brooklyn; Clarence W. Dixon, Dixon's Rink, Monroe, Wis.; H. A. Gettert, Gettert Rink, Davenport; Fred E. Leiser, Planet Rink, Chicago; Mr. and Mrs. Charles E. Jones, Rock Island, Ill.; Mrs. Victoria E. Holmes, Anderson (Ind.) Rink; Mr. and Mrs. Ed Holbrook; Dale Replogle and W. Neal, R. & B. Rink, Charleston, Ill.; Roy A. Alexander, Moonlight Gardens Rink, Springfield, Ill.; Earle Reynolds, skating act producer, Bensselaer, Ind.

"Wheels" Head Writes On RSROA and ARSA

Bayonne, N. J.

Editors *The Billboard*:

I have received many letters from rink operators asking me about the controversy which exists between America on Wheels and the RSROA. Knowing that *The Billboard* is read by almost every rink operator in the United States, I would appreciate it if you would permit me to clarify the situation in your magazine.

The RSROA is an organization consisting of approximately 130 rink operators, which is a small minority when you consider that there are close to 4,000 roller-skating rinks in the United States. In some way it obtained, several years ago, the charter from the ASU to govern amateur roller skating. After it obtained this power it started to discriminate against the skaters of rinks not belonging to the organization. Any rink wishing to join the organization in order to protect its skaters was judged from a strictly business angle.

For instance, I tried to join the organization. However, I was prevented from doing so because I was considered a competitor to some RSROA rink in New Jersey. This automatically prevented us from sending any skaters into any State or national championship meets. From letters which I have in my possession, this same discrimination was exercised thruout the entire United States. This small group tried to monopolize the roller-skating sport. After complaints were filed by us and a leading New York newspaper, investigations were started by the ASU and the AAU, which resulted in the severance of alliance between the AAU and the ASU on one side and the RSROA on the other.

The so-called national championships of the RSROA which were recently held in Philadelphia were not recognized by the ASU or the AAU, and all participants in this contest were suspended by the AAU and the ASU and all their affiliates. During this controversy some of the amateur roller skaters from New York, New Jersey, Massachusetts, Connecticut and Pennsylvania united and formed the Amateur Roller-Skating Association of America with national offices at 120 West 42d Street, New York.

I was contacted by the officers of this organization, who asked for my co-operation. After examining its constitution and by-laws I found that this organization is a purely amateur roller-skating association and it already has obtained its affiliations with the ASU and the AAU which were formerly held by the RSROA.

According to Ozzie Nelson, president of the ARSA, this organization is open

to all skaters, regardless of rink affiliations, and it is hoped that all rinks, regardless of the controversy, will give this new organization their fullest co-operation. I am sure that by helping this new amateur organization all rink operators will help themselves, as a united sport brings prosperity, while a sport torn by strife will bring destruction to all.

W. SCHMITZ, General Manager, America on Wheels.

Barnes Will Continue Rinks

PHILADELPHIA, May 2.—The \$15,000 estate of Joseph H. Barnes, operator of several roller rinks in this territory, who died on April 3 in Miami, will be shared by members of his immediate family, it was revealed by his will, probated last week. Barnes directed his trustees to carry on his operations at Adelphia Sporting Club, Willow Grove Skating Club and Woodside Park Roller-drome, his rinks here. He stipulated that his son, Joseph, be employed as rink manager at not more than \$50 a week and that his widow, Mrs. Beatrice Barnes, and his daughter, Katharine, shall receive \$35 and \$15 a week, respectively. Mrs. Barnes is to receive 40 per cent of net profits and each of the children 30 per cent. Residue of the estate goes to his widow.

Fire Ruins Lancaster Rink

LANCASTER, Pa., May 2.—Fire destroyed Jack Dalton's Olympia Roller-Skating Rink April 27. The rink was located in Convention Hall Building. The entire structure was consumed by flames. Laird Pitts was manager of the rink.

THE ROLLER-SKATING RINK at Mountain Park in Holyoke, Mass., opened Friday (24) for the summer season.

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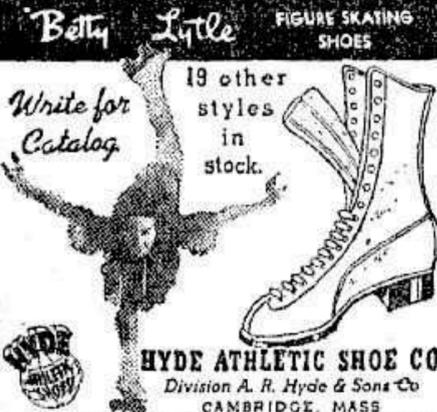
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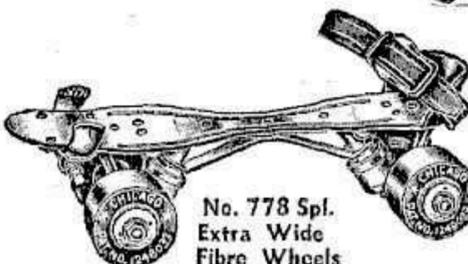


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Claude Ellis's

The Editor's Desk

CINCINNATI

VALUE of the Outdoor Amusement Congress is to be enhanced rather than reduced or vitiated by the appointment of Christopher J. Dunphy as chief of the amusement section of the War Production Board in Washington. This appears certain from the attitude of the new chief, one of whose first announcements was that he would name a co-ordinator for the outdoor division of the industry. This is where the OAC will have opportunity to justify its existence and prove that its founders were wise in their efforts to solidify the outdoor wing in all phases of operation during wartime. One of the objectives of the OAC is to be in a position to gather and submit such information to Washington as the amusement arm of the WPB might desire to have. We hope that the OAC will not fall down as a focal point in supplying such information. We feel that Chief Dunphy has already shown himself to be the sort of man who will realize the worth of knowledge or suggestions provided by persons who have spent most of their lives in the industry which now comes under his special supervision.

LOTTA showmen were accustomed to doing without long before there were any priorities.

MARVELOUS are the publicity ways of the Big One. For several seasons close observers have noted the huge amount of publicity gleaned by the RB circus in the press, over radio and in magazines and photo periodicals. Now we have seen a fine art layout and story in—of all things—an organ for the chemical trade! Under the caption "The Laboratory of the Big Top—Chemicals on Parade" a little-thought-of angle of Ringling trouping is covered. List of chemical supplies used in heavy quantities is replete with jaw-breaking names and mystic symbols. They are needed, it seems, in treatment of tents, sanitation, painting, costumes, machinery maintenance, confections and first aid.

SHEETWRITER (trying to halt a farmer driving a wagon thru the street)—"Hey! Stop a minute, you! Did you get one yet?" Farmer—"Just throw it in the back of the wagon. I'll look at it when I get home."

BIG-MONEY weeks seldom go down in history as things to be remembered in outdoor show biz. They appear to be soon forgotten after the moola has been spent. A few round-table knights of the jackpot occasionally rehash such weeks when wishing to build up prestige. But many showmen seem to prefer to forget heavy-sugar periods, perhaps in the fear that someone might crack. "Why didn't you see me when you had it?" A few old-timers will refer to such weeks as "the good old days." But evidently there isn't anything funny enough about making money to let it linger long in the mind. But consider a series of bad weeks, with dough so short that everyone had to take pot luck with a can of mulligan. They will tell of them and laugh about them for years to come. Passing the hat in order to move, tearing down in water higher than their boot tops, riding on short tickets, missing the show train and highwaying to the next spot, etc.—all go down in the book as things never to be forgotten. In fact, there is a feeling that the one who can take a lot of hardship and smile is a better showman than one who can merely make money!

GHOST hadn't walked for so long on Bounce Bros.' Shows, it is reported, that when it finally did so the treasurer wrapped himself in a white sheet to add color to the event.

"PLEASE find enclosed." Secretary Julius Cahn, Kewaunee County Fair, Luxemburg, Wis., in sending in the fair's subscription to *The Billboard* until February, 1945, remarks: "I don't recollect how many times I have had this pleasant duty during my career as 'mismanager' of Kewaunee County Fair, but you don't have to be an Einstein to figure it out, as our fair is 25 years old this year. We have started to plan early and will book heavily on the

amusement end. The fair was born during World War I and will do its best to help win this one, too. . . . Milton Danziger wants this publication for another three years, declaring he needs it to help him "general manage" Saratoga Springs (N. Y.) Raceway. . . . J. F. Murphy, of the J. F. Murphy Shows of fond memory and midway censor of the Pennsy fairs in York and Bloomsburg, wants his copy to go for another three years to his home in Piqua, O., altho he is en tour with his Rolloplane to excellent results with Oscar Bloom's Gold Medal Shows. . . . B. L. (Bennie) Beckwith, Savin Rock Park, Conn., ride superintendent, another three-year renewer, tells of big ride trade there, even on cool nights, until a recent blackout order put the kibosh on biz. He looks for a restricted lighting plan to smooth things out again.

THREE rustics, out for a good time at the fair, paraded the midway bedecked with "Oh, You Kid!" hatbands; buttons reading "Hello, Chicken! Here's Your Roost!"; false mustaches, miniature umbrellas, Durante schnozzles held on with rubber bands, small celluloid kewpie dolls dangling from lapels; bamboo canes with pennants reading "Mamma, Here's Your Hot Stuff" and squawkers which they blew at every step. They looked so much like ready money that a concessionaire called them over with: "Hey, Buddy! Got a match?" Walking over to the stand, one of them handed him a box of matches, and they continued merrily on their way. Lighting a cigarette, the agent promptly burned when one of the gift matches exploded in his face. "Rank suckers!" he yelled. "They're the type that'd fall for anything."

GOOD house-trailer neighbor is the one who'll lend you a cold patch.

Nat Green's

The Crossroads

CHICAGO

NOTES and Observations: Too much feminine domination appears to have upset the peaceful routine of Show Folks, Inc., an organization made up mainly of old-timers with a sprinkling of the younger element. Last week Philip Lord, president, resigned. So also did Walter F. Driver, one of the vice-presidents, and a couple of others followed suit. When the ladies make up their mind to have their way they usually have it! . . . John Sloan, head of Racing Corporation of America, and Aut Swenson, of the Sloan organization, are not going to be denied their thrills just because there are restrictions on auto racing. Both of 'em are taking flying lessons. Sloan has about 20 hours to his credit and Aut is now well past the 100 mark in solo hours. . . . Lew Dufour, who has spent a lot of time and money readying his show-exhibit idea only to see it knocked into a cocked hat by the war, was in Chi last week and is casting about to find something to take its place. . . . Jack Hunt, manager of the Oriental Theater, whose daughters, Bonnie and Gloria, are with the RB show, took a couple of days off last week to spend a couple of days around the show in New York. . . . Why hasn't somebody thought of a mechanical version of quoits or horseshoe pitching? Or have they? . . . Al Miller isn't trouping this season. Says with conditions as they are he figures he's better off just looking after his Chi properties. . . . J. Bryan III, in his story on Harry Doll, midget, in last week's *Collier's*, slipped a bit on his figures. Bryan gives Harry's age as 40, then goes on to say, "In 1925 when Harry was 21," etc. But maybe we shouldn't expect a guy to be good at writing and arithmetic, too!

Paul Eagles, West Coast friend of showmen, must have thought the ACA

office force was on short rations—or something, for J. C. McCaffery received a big air-mail package from Paul the other day and on opening it found it contained a dozen sandwiches and several jars of pickles from Phillippe, well-known L. A. restaurateur. . . . Evidently the legal adjuster of the Beckmann & Gerety Shows failed to "see" old Jupiter Pluvius promptly, so in retaliation the old boy doused the lot at Wichita so thoroughly the show couldn't unload for five days. . . . Andy Markham, of Riverview Park, is at Rochester, Minn., with his wife, who has been seriously ill. . . . Edward A. Hock will be in the amusement park game this season. He's operating a number of rides at Point Park in Gary, Ind. . . . C. D. Odom left last weekend for a short rest at Hot Springs. . . . Leo Dailey, former Spencer (Ia.) Fair sec, now with the Sioux City C. of C., caught the Olympia Circus last week. . . . George Hodges, who was in the exploitation department of the New York World's Fair, is now with a construction firm that is building the ordnance plant in Southern Illinois.

Doc Waddell, circus evangelist and vet circus-carnival press agent, didn't go out with the Max Goodman show as he intended. He writes from Columbus, O.: "My parsonage here in the home of Willis E. Piggins, former circus man, now an undertaker, is a beehive of activity. Plenty of 'honey' around, as I sure am marrying them. Funerals numerous and babies plentiful for baptizing. Am constantly on the go, preaching and delivering addresses. Am near 80, with perfect heart action, unimpaired appetite, sleep soundly and read without glasses. I've earned my laurels with and for shows. Why troupe again!"

HAVE you read Dan Parker's *Saturday Evening Post* article *So You Want To Be a Sports Editor?* Well, we know from sad experience that what Parker says about pass moochers is true. For some reason people have the idea that anyone working on an amusement paper such as *The Billboard* receives a fistful of tickets for all theaters, concerts, circuses and even sports events, and whether or not they have any legitimate claim for favors they have no hesitancy in asking for ducats—and if you don't come across you're a heel. As a matter of fact, only the man whose job it is to review the shows receives passes, and then only a pair for opening night. Occasionally a friendly show manager will say, "Let me know if you need anything," but even so it puts one under obligation to accept, and that is embarrassing—or perhaps a newspaper guy shouldn't be so sensitive. The moocher isn't!

CIRCUS FANS

(Continued from page 49)

presented me with his best wishes and four very long African elephant tail hairs, very heavy; also a V badge, a brooch, two rings, a calendar and greeting card. All have elephant tail hairs in their making."

Ted Dappish, CFA, Canton, O., screened a program of his circus movies for the advance crew of Wallace Bros.' Circus on the night of April 25 after the men had finished billing city.

Dr. and Mrs. Tom Torney, Madison, Wis., attended the Big Show at the Garden, also the eastern CFA meeting and opening of Hunt's Circus in Trenton, N. J.

National President and Mrs. Frank Hartless, Chicago, were dinner guests of Mr. and Mrs. W. H. Hohenadel, Rochelle, on April 26.

National Secretary and Mrs. Walter M. Buckingham, Gales Ferry, Conn., celebrated their 30th wedding anniversary on April 24 by attending the Big Show in New York. They also joined in the celebration extended to Charlie Hunt and his family on their 50th anniversary in circus business. On their way home stopped in New Haven and took in the Shrine Circus.

Robert C. Zimmerman, CFA, located at Fort Sheridan, Ill., accompanied by his wife, attended the Olympia Circus in Chicago as guests of Captain and Mrs. Terrell Jacobs.

Leonard Traube's

Out in the Open

NEW YORK

Word to the Wise . . .

ATTENTION is called to a piece in the New York papers which will be of extreme interest to all hands who are engaged in contacting the public face to face, particularly those who are employed at or operate games. The quote is from *The Mirror*:

"The whipping block was recommended for sneak thieves who prey on our boys in the armed services while they doze in the subways and railroad stations. The recommendation came from Magistrate Andrews in Felony Court after he had held two accused as sneak thieves in \$10,000 bail each. One allegedly tried to steal a wrist watch from a soldier as he slept on the Lexington Avenue subway, and the other is accused of lifting the wallet of a sailor asleep in Penn Station.

"We should use whips on people like you who rob the boys who are risking their lives for our protection," said Magistrate Andrews as he held the two. Do you get the idea?

A CARNIVAL, bazaar and dance will be staged by the Russian War Relief organization for a week beginning June 20 at a lot in the Bronx. On the last day the affair is scheduled to wind up in a big arena, where a monster rally will be held. It celebrates the first anniversary of the war between Germany and Russia. Rides, concessions, act, etc., are wanted for the Mardi Gras. Get in touch with Gene Pollock or Mrs. Wechsler, Russian War Relief, 535 Fifth Avenue, Vanderbilt 6-3203.

SOMEONE on *The New York Times* had an inspiration on April 30 and did a story about the memorable World's Fair and what's left of it now. April 30 marked the third anniversary of the opening. The expo, it seems, still maintains an office, at 45 Beaver Street, with Thomas F. Marrah, assistant secretary

of the fair corporation, as operating official. Herbert J. Slingo is director of import and export, "so to speak," and Edward Ungelter is general auditor. (We might remark that "Ungelter" could be translated to mean "without money.")

The Beaver address happens to be the Manufacturers Trust Company Building, and that brings to mind Harvey D. Gibson, boss of the fair and the counting house. Grover A. Whalen, top man of the first edition, is connected with Coty, Inc. Commander Howard A. Flanigan is now Captain Flanigan, "reportedly in London." It will be recalled that the former commander served as general manager. Other interesting memories of the great Gotham Gargantua are turned up. We beg *The Times* to reveal who wrote the yarn. It rated a by-line.

And talking of the late Flushing Fantasia, Robert S. H. Vance, attached to the sales promotion department of Sheffield milk, is making a survey of the food and restaurant grosses at the expo. We refer him to the 1940 and 1941 Spring Numbers of this publication if he wants to enjoy a cinch assignment.

Dribbles. . . . Gene Autry and some of the rodeo boys, including Homer Pettigrew and Mickey McCrorey, visited NY a few days ago. Another corralite in town is Tex Sherman. . . . Thanks to Richard L. Kannaly, Chicago, and Celeste Ward, Sterling, Ill., for their nice letters in connection with recent mention here of the late Charlie Kannaly, John Ringling's lieutenant. . . . A. V. Ackley, who worked with the late Arch Clair for many years, forwards a letter Clair wrote to him on April 10, two days before his death, in which he wrote, "I am not going to let any grass grow under my feet." Ackley is working diggers on Hennies Bros.' Shows. Also on hand is a letter from Roy A. Phillips, friend of Clair, whose funeral he attended in Battle Creek, Mich. "The many beautiful floral pieces showed the high esteem of his many friends and acquaintances," writes Phillips.

A New, Earlier Date

for the

SUMMER SPECIAL

★ MAY 30 ★

THE last issue of this month is the one you want to remember! . . . Remember to read and remember to advertise in because of the many extra editorial features and increased distribution.

The month of June is the big buying period for all outdoor show people, a time of cash buying as the summer season goes into full swing. Advertise in the Summer Special to let everybody know what you have to sell and how you can serve them.

Forms start to press on Wednesday, May 20.



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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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BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties...

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MEDICINAL ITEM - \$1.98 HEALTH BOOK Deal. No investment. Receipts free. FLORADEX CO., P. O. Box 973, Columbus, O. my23x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20. INCREASED CIRCULATION - NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

PATRIOTIC NOVELTY HUNTING LICENSE - Every man in service will want one as a memento to keep long after the war. Hustlers, peddlers, gift and novelty shops will sell hundreds. Sample and price list, 10c. KANT NOVELTIES, 323-B Third, Pittsburgh, Pa. x

SELL IMPROVED, ORIGINAL; 9x11 BLUE Signs, Religious and Changeables; cost 3c, retail 25c. Write now. KOEHLERS, 335 Coetz, St. Louis, Mo. my30x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. my30x

SALESMEN WANTED

ATTENTION, CALENDAR MEN - FAMOUS, Esquire Magazine 1943 Varga Girl Calendar can be specially imprinted with your customer's advertisement. Opens up big field for right men. Backed by national reputation; sells instantly to prospects everywhere. Excellent exclusive sideline. Be first in field. Liberal daily cash earnings. Write today. ESQUIRE MAGAZINE VARGA GIRL CALENDAR DIVISION, 406 Palmolive Bldg., Chicago. x

GOOD SIDELINE - EVERY BASEBALL FAN A prospect. Baseball's most unusual pitching record book. Game by game record of each pitcher against each club for last year's games. Gives dates of games, number of innings pitched, hits allowed, indicates which games played on road, at night, etc. Sells for 50c. Your cost, 25c. GORHAM PRESS, Gorham Bldg., Minneapolis, Minn. x

SALESMEN - SELL NOVELTY NECKLACE LINE to department stores, gift shops, chains. Good commission. MISSION, 2328 W. Pico, Los Angeles, Calif. my30x

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

WRITE YOUR OWN INCOME - THERE'S no limit. 40% commission daily. No experience necessary. Sell 1,000 everyday business necessities and advertising specialties. No investment. Free sales portfolio. WILLENS, 2130 Gladys, Dept. 55, Chicago. x

INSTRUCTIONS BOOKS & CARTOONS

BOOKS, PHOTOS, EXCITING NOVELTIES - Samples 25c; large assortment, \$1.00. New Comic Cartoon Books, \$1.00 dozen. BONAGURA, 545 Bushwick, Brooklyn, N. Y. my16x

JUST OUT! - 20 PATRIOTIC CHALK STUNTS, \$1.00. Sensational, terrific. Catalog of Chalk Talk Supplies, 10c. BALDA ART SERVICE, Oshkosh, Wis. my9x

BUSINESS OPPORTUNITIES

FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

FOR RENT - SPACE FOR SALT WATER Taffy Machine, popular resort on Lake Erie; also other concessions. BOX C-402, Billboard, Cincinnati.

FOR RENT, SALE - RESORT, KEUKA LAKE. Roller Skating Rink, modern Hotel, equipped, Cottages, Camping. WILLIAM FRANCISCO, Lakeside Park, Hammondsport, N. Y.

FOR SALE - SUMMER RESORT AT CANADOHTA Lake. Cement and Steel Bath House, Hotel and Restaurant. Proceeds last year, twenty thousand dollars. Can be doubled. E. P. LEE, Marcesan Beach Park, R. D. 4, Union City, Pa. my9x

MAILORDER YOUR OPPORTUNITY! - "Opportunity Book" gives inside information about this fascinating business. Large size, only 10c postpaid. WADDELL'S, 245 E. 77th, New York.

MONEY BY MAIL MAGAZINE BRINGS proven tested money-makers to start your own business. Sample copy, 25c. LUX BROS., 428 S. California, Chicago.

SEND 10c STAMPS FOR ILLUSTRATED CATALOG on "Hard-To-Find Merchandise." GOLD-SHIELD PRODUCTS, Dept. B, 350 Greenwich St., New York. my9x

6 CENTENNIAL BOWLING ALLEYS - AIR conditioned, practically new. Center defense area. Cash deal. Owner's health only reason. BOX C-401, Billboard, Cincinnati.

MISCELLANEOUS

NAME-IN-HEADLINES NEWSPAPERS, \$7.00 per thousand. We do retail work, 25c each. Send six words. KRIMM, 1609 N. Broad, Philadelphia, Pa.

PRINTING

TWO COLOR FLASHY WINDOW CARDS, 14x22, \$3.00. Special prices on Herald's, Tickets, Route book free. HUBBARD SHOP-PRINT, Mountain Grove, Mo. my9

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines, all types, all kinds. Also Rockola Weighing Scales, Drink Machine and Peanut Venders. Bargains. ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A-1 MILLS CHERRY BELLS, MILLS JUMBO, late; Keeney Track Time, Evans Dominos, Mills 1-2-3. BRADFORD, 309 Maple Ave., Falmouth, Ky.

ADVANCE GUMBALL, MODEL D, \$3.00; MODEL 4, \$2.00; Northwestern Triselector, \$12.00; Tid-Bit, \$5.50. Each machine in excellent condition. Gumball Five Star, 5 1/2", 50 lb. boxes, \$9.00. Want Northwestern Deluxe also in trade in. BRISTOL VENDING, P. O. Box 322, Englewood, N. J.

ALL KINDS OF VENDING GUMS - BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-my9x

BALLY BULLSEYE, \$30.00; DUALWAY CIGARETTES or National 6-30, \$15.00; Penny Hershey, lot 4, \$5.00; Advance Nickel Bar or Walzer Nickel Merchandiser, \$3.25. 4043 Agnes, Kansas City, Mo.

BALLY HIGH HAND, FREE PLAY, CONV., \$145.00; Mills Jumbo Parades, Free Play, \$75.00. Excellent condition. 1/3 deposit. J. O. YOUNG, 1722 West End, Nashville, Tenn.

BALLY TORPEDO, SAMPLE, \$249.50; KEENEY Submarine Gun, used 3 weeks, \$219.50; Caille Roulette, 25c play with stand, \$99.50; Columbia Slot, latest model, \$65.00; Mills Dewey, 5c play, Marble-Glo finish, \$69.50. 1/3 deposit. SUN SALES, INC., 264 N. E. 79th, Miami, Fla.

CLOSE OUT COUNTER GAMES - BINGO, \$6.00; Criss Cross, \$6.00; Spit Fire, \$10.00; Master Target, \$12.00; Home Run, \$10.00; Indoor Striker, \$7.00; Whirl Wind, \$5.00; Tid Bit, \$6.00; Fire-Smoke, \$20.00; Track Reels, \$5.00; Kounter King, \$15.00. EASTERN, 350 Mulberry, Newark, N. J.

"CLOSEOUTS" - 50 1c SNACKS, \$4.95; 50 1c Advance No. 11 Nut, \$2.95; 25 5c Handkerchief Venders, \$4.95. Wanted: Challenger Guns, Counter Games. CAMEO VENDING SERVICE, 432 W. 42d, New York.

FOR SALE - REFINISHED SLOTS: 17 BLUE Fronts, \$75.00; 15 Chiefs, \$49.50; 10 Rol-a-Tops, \$47.50; 4 Extraordinaries, \$47.50; 2 Comets, 25c, \$47.50; 2 Goldens, \$40.00; 2 Silent Escalator, 3-5, \$40.00; 3 Duchess, \$15.00; 30 others at \$12.50. Plenty of Free Play Pin Balls. THE MUSIC MACHINE CO., Brunswick, Ga. my9x

FOR SALE - SHOOT-THE-JAP RAY-O-LITE Guns, legal and tax free, reconditioned Seeburg Chicken Sam Guns. These machines are made into a Shoot-the-Jap Gun, cabinets are refinished in a solid blue with black trim. Interior back and center board hand painted realistic battle scene entire inside of machine. Oriental doll, entire changeover done by well known artist. Amplifier, cables and all parts inspected, \$89.50. One-third deposit with order, balance C. O. D. Special offer, 5% discount for cash, certified check, \$85.00, will start one of these machines on the road within 24 hours with best investment you ever made. CHICAGO NOVELTY CO., INC., 1348 Newport Ave., Chicago, Ill.

FOR SALE - THREE-WAY, TWO-WAY AND Single Slot Cabinets, Reconditioned and in good shape. Price reasonable. C. A. ROBERTS, 23 S. Center St., Springfield, O.

FOR SALE - PHONOGRAPHS, PIN TABLES, all types Coin Machines. Biggest selection in country. Write stating equipment wanted with prices. BUCKLEY TRADING POST, 4227 W. Lake St., Chicago.

FOR SALE - TEN SLOTS, BLUE FRONTS, ETC. Nickel, dime and quarter play. All clean and ready for location, six hundred dollars. Half with order. Above machines stored in Reno. HARRY LEE, 432 37th St., Oakland, Calif.

FOR SALE - 1 SEEBURG MAYFAIR WITH Speaker, 1 Rockola De Luxe, 1 700 Wuriltzer, 1 24 Wuriltzer, 1 412 Wuriltzer and 1 P12 Wuriltzer. All on location. First offer of \$775.00 takes them. SMITH'S NOVELTY HOUSE, Hayward, Wis.

FOR SALE - FIVE MILLS GOLF BALL MACHINES, 25c play, Fruit Reels, \$200.00 each. WM. WAKELEE, Mellon Ave., Troy, N. Y.

GOTTLIEB 3-WAY GRIPPERS, \$14.00; Advance Bat-a-Penny, legal and tax free, \$5.00. VARIETY VENDING, 4172 W. Montrose Ave., Chicago.

MILLS BLUE FRONTS AND BROWN FRONTS, drill proof, club handles, 5c-10c-25c, \$99.50 each; Brown Fronts, slug proof heads, \$105.00; Penny Q.T.s, \$30.00; Menna heavy steel seven bolt Cabinets, triples, \$145.00; doubles, \$110.00. H. R. HORN, 137 E. Market, Akron, Ohio. x

MILLS 1-2-3, AUTOMATIC, REFINISHED, \$54.50; 50c Jennings Chief, brown, \$165.00. Request list. Hi-grade rebuilt Slots, etc. COLEMAN NOVELTY, Rockford, Ill.

PIKES PEAKS, ORIGINAL CARTONS, \$15.50; Kicker-Catchers, like new, \$19.75; Keeney Anti-Aircraft, brown, \$37.50; ABT Big Game Hunters or Model F Target Skill, \$15.50; two Flippers, \$6.75 each; Master Venders, \$6.75; Batting Practice, \$129.50; Big Six, Mister Chips or Lotta Fun, \$14.50. One-third deposit. Wanted: All Legal Counter Games. McLENNAN, 189 W. Montana, Detroit, Mich.

ROCK-OLA WALL AND BAR BOXES, \$19.95 each; Keeney Wall Boxes, \$14.95 each; Wuriltzer 24 with Keeney Adapter in steel cabinet, \$199.50; Wuriltzer Twin Twelve with Keeney Adapter in steel cabinet, \$179.50. CENTRAL DISTRIBUTING CO., 916 Scioto, Indianapolis, Ind. my16x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20. INCREASED CIRCULATION - NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

SHOOTING GALLERY AND PENNY ARCADE - Surrounded by army camps. Well equipped. Good location. Neon signs. Low rent. Owner going into service. Priced low for quick sale. ARCADE, 1813 W. Pico Blvd., Los Angeles.

SMART OPERATORS AND SALESMEN MAKING a barrel of money labelling own money salesboards. Saves 30%; arrange own top prizes, increase profits. Few minutes required. Beautiful, distinctive and repeats. Fastest deal of year; 1,200 hole, 5c play, single step up seal labeled; 1,000 hole, 10c play, single step up, \$3.50 each. Cash with order. Guaranteed as advertised or we positively will refund your money. SQUARE DEAL NOVELTY CO., Manteno, Ill. x

WANTED TO BUY - LATE MODEL PHONOGRAPHS and Arcade Equipment. Highest prices paid. BADGER SALES COMPANY, 1612 W. Pico, Los Angeles, Calif. my23x

WANTED TO BUY - PENNY A.B.T. CHALLENGERS, Model F, Blue Cabinets, Bingo, Gyro, Flip Skill, Pikes Peak, Roll-A-Pack. Send list. State lowest prices. BUCKLEY TRADING POST, 4227 W. Lake St., Chicago.

CLASSIFIED ADVERTISING FORM

The Billboard Pub. Co. 25 Opera Pl., Cincinnati, O.

Insert the Following Advertisement in the SUMMER SPECIAL Under the

Heading of

Table with 3 columns and 10 rows for classification details.

5-9-42

Name and Address Must Be Included in Copy

Remittance of \$..... is enclosed to cover the cost of

..... words at 10c each.

From

Address

City and State

Due to the increased size and circulation of the SUMMER SPECIAL issue, we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING COPY

Intended for the SUMMER SPECIAL

Must Be in Our Hands No Later Than

Wednesday, 4:30 P.M., MAY 20

WANTED — WE PAY \$47.50 CASH, F. O. B., your city, for run down Chicken Sams. Appearance of cabinet and condition doesn't matter. If you want real service and action try us. Ray Guns only. CHICAGO NOVELTY COMPANY, INC., 1348 Newport Ave., Chicago, Ill.

WANTED — ONE TO FORTY SEEBURG WALL-omatic Boxes. State age, condition and price. A. H. YOPP PIANO CO., Wilmington, N. C.

WANTED — X-RAY POKER TABLES. STATE make. Chicken Sams, Jail Birds, Tommy Guns and Arcade Equipment. Quote lowest price. ACME AMUSEMENT CO., INC., 3114 Boardwalk, Wildwood, N. J.

WANTED — TWO CENT COIN CHUTES. Write quantity and prices. Can also use Mechanic on amusement machines. SPORTLAND BOWLING ALLEYS, INC., 14 W. Bay, Jacksonville, Fla.

WANTED — EVANS TEN STRIKES. STATE prices for high and low dials. Will trade Wurlitzer Skeeballs. UNITED COIN MACHINE EXCHANGE, 3101 Brooklyn Ave., Detroit, Mich.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City.

WILL PAY \$25.00 CASH FOR 12 RECORD Rock-Olans, serials over 14,000; Wurlitzer 412s, in operating condition. State quantity. BOX C-400, Billboard, Cincinnati.

3 HOLLY GRIPPERS, \$7.00 EACH; 2 ABT BIG Game Hunters, \$7.50 each; 1 Flipper, \$5.00. 1/2 cash with order. TIMMONS, 111 W. Memorial, Muncie, Ind.

5 KEENEY'S SUPER BELLS, 5c FREE PLAY OR convertible, \$229.50; 5 Keeneey's Two-Way, two 5c slots, Super Bells, like new, \$369.50; 10 like new Mills Jumbo Parades, cash pay, \$149.50; 2 Mills Jumbo Parades, cash pay, used, \$119.50; 2 Bally High Hands, \$149.50; 10 24-Seeburg Selectomatics for Wurlitzer 600, \$14.50; 3 16 Selectomatics for Wurlitzer 16, \$10.00; 10 5c like new Mills Glitter Q. T.'s, \$72.50; 2 5c Jennings 4 Star Chiefs, A-1, \$64.50; 1 5c Mills Blue Front, late serial, \$64.50; 1 Watling 5c Rollatop, Mystery, \$54.50; 1 brand new (Universal) Twins, Revolveraround Slot Safe, \$59.50. Send 1/4 deposit with order. FRANCO NOVELTY COMPANY, P. O. Box 927, Montgomery, Ala.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettle, \$14.50; All Electric Popper, \$65.00. CARAMEL 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., Indianola, Iowa.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies.

FOR QUICK SALE — REAL BARGAIN. 24 Seat Mangels Chair-o-Plane and 3-Ton Federal Truck, all for \$500.00. MICHAEL SWEDIE, 11825 Eggleston Ave., Chicago, Ill.

FOR SALE — SLIGHTLY USED PORTABLE Maple Skating Rink Floor, size 60x150. HENRY BOLDUC, 27 Pratt St., Fitchburg, Mass.

MINIATURE TRAIN — STREAMLINED, GAS-driven. Capacity 24 passengers. Details dime. Sacrifice, \$675.00. P. MURPHY, 1726 N. Third St., Philadelphia, Pa.

POPCORN CRISPETTE MACHINE, CARAMEL Outfit. Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O.

PORTABLE ROLLER RINK FLOOR AND UNDER Timbers. In good shape, size 120x44, \$450.00 cash. HERBERT BRAUCHLA, Warren, Ind.

RUSS FREEZER — 2 1/2 GAL.; 40 GAL. Hardening Cabinet, 20 Gal. Storage Cabinet. Bargain. Terms. 212 Rugby Bldg., Owensboro, Ky.

WATCHES — FIVE USED RUNNING POCKET and Wrist Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 311, St. Louis, Mo.

FOR SALE—SECOND-HAND SHOW PROPERTY

COMPLETE TENT SHOW—30x60 NEW WHITE Top, Seats, Stage, Piano, Truck. First \$500.00 takes all. ART GILBERT, Davant, La.

DIME PHOTO MACHINE — WITH TRAILER, 2 Tents with Frames. Some flash and slum. Good, cheap. HASSINGER, 1366 E. 88th, Cleveland, O.

FIRST \$200.00 TAKES COMPLETE OUTFIT — 9x9 Anchor Top, 10 oz. khaki, 6 ft. around; Butterfly Awnings, Cypress White Pine Slipper Frame, used 5 weeks; Dry Gasoline Kingery Blast Furnace, 20 gal. Copper Candy Kettle, 8 gal. Copper Kettle, Sale Water Hand Kiss Cuffer, Candy Hook, Thermometer, etc. Guaranteed A-1 condition. Recipes for Candy Apples, Kisses, etc., included. E. B. APPLE-GATE, 4222 E. Michigan Ave., Jackson, Mich.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago.

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FOR SALE, CHEAP FOR CASH — LARGE Dramatic Outfit, complete except chairs. Stored in Topeka. Address "TED" NORTH, Throop Hotel, Topeka, Kan.

HOUDINI'S HANDCUFFS, LEG-IRONS, OREGON Boots, Strait Jacket, Punishment Suit and Substitution Trunk. HARDEEN, 537 E. 21st St., Brooklyn, N. Y.

KIDDIE AUTO RIDE, 8 CAR, IN GOOD CONDITION, \$200.00; 2 Wheel Trailer, 16 ft., 8 ft. rack sides. Used for Merry-Go-Round horses. Has stringers for horses. New tires, \$100.00. TIM NOLAN, Moxahala Park, South Zanesville, Ohio.

NATIONAL NEW TONE AIR CALLIOPE — Operated by hand or roll. 312 E. Washington Ave., North Little Rock, Ark.

NEW LAUGHING MIRRORS — GREATLY REDUCED prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O.

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. B81, Rochester, N. Y.

DEAL WITH ORIGINATOR — FORMER Carnival Roadman. Leatherette Folders for 1 1/2x2. Price with free sample. G. GAMEISER, 146 Park Row, New York.

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.

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.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies.

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y.

PHOTO OPERATORS — WHY BE WITHOUT an Enlarger? We will build an Enlarger-Reducer from your old discarded lens for only \$20.00. GLOSSICK MFG. CO., 300 Cass St., East Peoria, Ill.

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.

MUSICAL INSTRUMENTS, ACCESSORIES

THE BEST IN SWING — TRUMPET, SAX, Clarinet Choruses copied from records. Two, \$1.00. BURROWS MUSIC SERVICE, 86 Verdale St., Brookline, Mass.

COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS — EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York.

SCENERY AND BANNERS

A-1 ATTRACTIVE SHOW BANNERS FOR Circuses and carnivals. Lowest prices, quick delivery. MANUEL'S STUDIOS, 3544 North Halsted St., Chicago, Ill.

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill.

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Futuro Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O.

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y.

SAMPLES 40 DIFFERENT LATEST TRICKS, Jokes and Novelties, \$1.00 postpaid. Wholesale catalog 10c. (Magic for Pitchmen). ARLANE, 4462 Germantown, Philadelphia.

VENTRILOQUIST FIGURES — BARGAINS, SHOP worn Figures with seven Effects, \$20.00. TURNER, 511 Faraon, St. Joseph, Mo.

ANIMALS, BIRDS, REPTILES

ALLIGATORS, TURTLES, SNAKE DENS READY for shipment to shows. Write for special offer list. ROSS ALLEN, Ocala, Fla.

BEAR CUBS — SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. RELIABLE BIRD COMPANY, Winnipeg, Canada.

CHINESE DRAGONS — REAL GIANTS FROM Nicaragua. Great flash. Leopard and Black Iguanas, Agoutis, Pacas, Coatimundis, Badgers, Spider Monkeys, Rhesus Monkeys, Giant Lion Slaying Baboons. SNAKE KING, Brownsville, Tex.

LIVE ARMADILLOS — ALL SIZES, HEALTHY specimen, \$3.00 each; \$4.75 pair; Mother, four Babies, \$10.00. Also Armadillo Baskets, etc. Cash with order. APELT ARMADILLO FARM, Comfort, Tex.

PLENTY HEALTHY SNAKES, ALL KINDS — Also Boas, Iguanas, Gila Monsters, Dragons, Armadillos, Horned Toads, Alligators, Raging Terrapins, Owls, Parakeets, Peafowl, Talking Parrots, Prairie Dogs, Porcupines, Agoutis, Pacas, Kinkajous, Coatimundis, Monkeys, Lions, Ring-tail Cats, Squirrels, Dingos, Guinea Pigs, Rats, Mice, Pigeons, Bantams, White Doves, Rabbits. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

SPECIAL — MEXICAN DONKEYS (BURROS), very tame for children to ride on, \$20.00; Armadillos, \$4.00 pair; tame Kangaroo Rats, \$4.00 pair; Chipmunks, tame, \$4.00 pair; Snookum Bears, \$15.00; Wild Cats, \$8.00; Honey Bears, \$30.00; Spider Monkeys, \$25.00; Agoutis, \$15.00; Zambo Monkeys, \$30.00. Dens of Diamond Back Rattlesnakes, \$10.00; Harmless Snakes, \$10.00 den. WORLD'S REPTILE IMPORTER, Laredo, Tex.

PARTNERS WANTED

PARTNER WANTED FOR NEW MUSIC Publishing Company. We have the songs and most all the radio stations. Write VOORHEES, 238 Academy St., Newark, N. J.

HELP WANTED

MAN OR BOY JUGGLER OR OTHER NOVELTY — Steady work with established club and theatre act. State age. Write ACT, Room 315, Park Hotel, Houston, Tex.

MECHANIC FOR SMALL ARCADE ON SHOW — Also experienced Assistant. Top wages. A. HOWARD, 1165B Wyoming, Detroit, Mich.

MED SHOW PEOPLE ALL LINES — TEAMS, Singles, Singers, Dancers, Comedians, etc. Singer of popular songs that can sell it, Hill-billy and Cowboy Musicians, Singers and Yodelers, Accordion, Bass, hot Fiddle. State salary wanted and say just what you can do if you want prompt reply. No wires. Those with us last season write. T. C. JACOBS, Russells Point, O.

WANTED — SMALL HILLBILLIE SHOW AND Band. Must have Comic and good all round men, one Girl. BOB WHITTON, Millbridge, Me.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20. INCREASED CIRCULATION — NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WANTED QUICK — BLACKFACE AND MED People, all lines. State salary in first. It's sure. CHIEF GRAY FOX, General Delivery, Van Wert, O.

WANTED — RIDE HELP. DRAFT EXEMPT. Must be sober. Top wages. DEALING'S RIDES, 2680 Falls Blvd., Tonawanda, N. Y.

WANTED — EXPERIENCED MAN FOR PENNY Arcade. Also all kinds of Arcade Machines. EDGEWATER PARK, Detroit, Mich.

WANTED — DANCING GIRLS AT ONCE. Summer's work. Hawaiian, Oriental, Specialty Dancer, Strip. Write OSCAR CORBIN, 929 N. Main, Kokomo, Ind.

WANTED — PEOPLE ALL LINES. DRAMATIC Stock, Rolling Green Park, Sunbury, Pa. Details, photo first letter. Can place some students. Address ELLA KRAMER, 8 W. Steuben St., Bath, N. Y.

WANTED TO BUY

USED MERRY-GO-ROUND HORSES WANTED — Wood preferred. BOX C-398, care The Billboard, Cincinnati, O.

USED SMALL WURLITZER SKEEBALL ALLEYS and used Shooting Gallery Guns. State condition and price. Cash. E. M. PERA, Geneva, Ohio.

WANTED TO BUY — DOUBLE LOOP-O-PLANE. State lowest cash price. Enclose photographs. E. W. TRACY, 365 Britton St., Fairview, Mass.

WANTED — KIDDIE AUTO RIDE, WITH OR without cars, or Chairplane. Will pay \$100.00 cash, or as down payment, balance 50 per cent until paid. Address WADE PALMER, 774 Carroll St., Baltimore, Md.

WANTED — SHOOTING GALLERY, 22 SHORTS Ammunition, any quantity in case lots. SPORLAND, 354 Asylum St., Hartford, Conn.

At Liberty Advertisements. 5¢ a Word (First Line Large Light Capitals) 2¢ a Word (First Line Small Light Capitals) 1¢ a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only. MINIMUM 25¢ CASH WITH COPY

NOTICE. Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

CIRCUS AGENT, CONTRACTOR, Booker, Publicity Director. Twenty years' Coast to Coast circus, vaudeville, musical revue and minstrel experience. Real contractor, expert press. State salary. Join on wire. Have car. ROBERT SAUL, 150 N. Winter St., Adrian, Mich.

Agent — Versatile, experience. Contracting, publicity, organization work. Age 48, single, sober, hard worker. Have good car, tires. Offers solicited only from reputable units. W. G., 309 Morrison Spring Rd., Chattanooga, Tenn.

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SMART FIVE PIECE BAND AND VERY FINE Girl Vocalist available May 15. Uniforms, experienced, sober, reliable. Hotels, agents, contact BOBBY JAMES, General Delivery, Charlotte, N. C.

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THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20. INCREASED CIRCULATION — NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

Tomlinson — Versatile 3 Men Union Swing Orchestra, Trio, Do Club Juggling, Rope Twirling, Ventriloquism, Sing, Tap, Eccentric Dancing. High class hotels, cocktail lounges. Write Harry Thomas, Manager, 3600 Addison St., Chicago.

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AT LIBERTY — SOUND. Truck, A-1, with forty lights, finest sound equipment. Appearance of a circus wagon. Forty years' experience, salary \$40.00 week. Can join at once. AL DAVINE, Mt. Holly, N. C.

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White Faces Clown at Liberty — Neat wardrobe, Walk Armons, Corset in clown band. Clown Juggling. Formerly with Hagenbeck and Wallace, Cole Bros., and other circuses. Write George De Mott, Millville, Pa. my9

AT LIBERTY COLORED PEOPLE

Colored Bellhop — 15 years' experience, Atlantic City reference. Start on quick notice. Past or Northern hotel preferred. Eddie Collins, 507 E. 8th St., Columbia, Tenn. my9

AT LIBERTY MISCELLANEOUS

Vodeling Cowgirl — Age nineteen. Also does Trick and Fancy Riding. Would work in other acts if necessary. Prairie Fern, care Billboard, 1564 Broadway, New York City. my9

AT LIBERTY M. P. OPERATORS

Projectionist — draft exempt, twenty years' experience. Single, sober, reliable. Theatre or tent. Go anywhere. Arthur Blair, 914 Central Ave., Cincinnati, O. my9

AT LIBERTY MUSICIANS

GIRL STRING BASS available June 10th, would like to locate with reliable outfit. Union, experienced; also Vocals. Excellent wardrobe. Photo upon request. BOX C-403, Billboard, Cincinnati.

HAMMOND ORGANIST— Have organ. Young, union, draft exempt. Experienced radio, clubs, hotels, either solo or with band. Play shows. Arrange. Minimum \$50.00 per week. BOX C-399, Billboard, Cincinnati.

AT LIBERTY — TRUMPET, TONE, RANGE, experience. Age 28. 522 Penn St., Camden, N. J. my9

AT LIBERTY — ALTO SAX, TENOR, CLARINET. Age 21, good reader, reliable. Write or wire ED MONDRACH, 221 1st St., Niagara Falls, N. Y.

BAND DIRECTOR, TEACHER, VIOLINIST — Experienced all lines. AL PALING, Lake City, S. C. my30

BAND DIRECTOR AND INSTRUCTOR JUNE 11 for summer. Fourteenth year band director public schools here. GERALD SMITH, 5200 7th Ave., S., Birmingham, Ala. my16

STRING BASS DOUBLING VIOLIN — V. COURVILLE, General Delivery, Cambridge, O.

STRING BASSIST, ARRANGER — UNION, EXPERIENCED in all type combos. Cut shows. Good reader. Equally proficient with Pizzicato or Bow. College education, young, sober, reliable, draft exempt. References. Prefer location. Short notice. All essentials. Double Piano and Spanish Guitar. WILLIAM LENZ, 23 E. Livingston, Orlando, Fla.

TENOR SAX, CLARINET — CUT OR NO notice; 3A classification. Working now and must give two weeks' notice. JOHNNY SCHULTZ, care Waldo Hotel, Lima, O.

TROMBONE — CIRCUS EXPERIENCE. CAN join at once. Trouper. WALTER R. COOK, 737 W. 9th St., New Albany, Ind. my16

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20. INCREASED CIRCULATION — NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

Drummer and Tenor Sax — Ages 23 and 28. Both 3A. Style band experience, cut shows, etc. All essentials. Job on two weeks' notice. Box C-404, Billboard, Cincinnati.

Guitarist — Modern takeoffs and rhythm. Name band experience. Read, fake, finest electric Spanish Guitar. Reliable, clean habits, union. Age 25, draft exempt. Consider all offers. Locations preferred. Two years with "Les" Brown's org. Stacy McKee, 52 Southeast Ave., Bridgeport, N. J.

Hammond Organist — Doubling on Piano, Solovox, Novachord. Play two of these simultaneously. Exceptionally gifted musician. Just finishing year and half steady playing with combination for MCA. Play single or acclimate myself at moment's notice with any combination; 35 years old. Looks, personality and above all dependable delivery. Read or fake anything. Classical, swing, sweet or take off. Engaged in profession since the age of 17. Playing is second nature. Cut clean show. Handle any situation. Will send picture and more specific data upon request. Consider going anywhere. 802 man. Box N. Y. 31, Billboard, 1564 Broadway, New York.

Trombone — Good reader, excellent range. Play straight and hot the way it should be played; \$35.00 minimum. Require transportation. Earl Darow, Miami, Okla. my16

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS — Parachute jumping for fairs, parks and celebrations. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. my23

FOR YOUR FREE ACTS — Contact BOB FISHER'S FEARLESS FLYERS. We pledge 25% for National Defense Bonds. Address Billboard, Cincinnati, O. my9

PURCELL'S STAGE CIRCUS and Sensational High Aerial Act. Have a few open dates in Midwest and Southern territory. For prices and particulars address L. A. JOHNSON, Box 85, Chillicothe, Ia. je13

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HIGH EDDIE — KING OF STILT WALKERS. For all occasions. EDDIE DOREY, care Billboard, St. Louis, Mo. my9

JAMES COGSWELL — CLOWN, STILT WALKER, Uncle Sam, Cop, Etc. For literature write 1433 Rose St., Lincoln, Neb. my9

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STEVE FARKAS — STILT WALKER, FULL dress; Uncle Sam for fairs, celebrations, parades. Write Central City, Pa. my9

THE HOLLYWOOD DUO — PRESENTING TWO Clever Acts, Lady and Gent, Trapeze Novelty; second act, fast and funny Hoop and Club Juggling Presentation. BOX 833, Hollywood, Fla. my9

Aerial Cowdens — Standard attractions of merit. Past Double Trapeze, Comedy Revolving Ladder, Flashy appearance, outstanding acts. Draft exempt. Literature, price on request. Address Billboard, Cincinnati, O. my30

Clown for coming outdoor season. Neat props, wardrobe. Comic Stunts, Clown Juggling, assisted by wife, formerly with Hagenbeck and Wallace, Cole Bros. and other circuses. Write George De Mott, Millville, Pa. my9

Four Acts — Muscle control and strong man act; 1,000-pound horse supported by a 150-pound man. Twice featured in "Bellevue It or Not." Expert rope spinning and wonderful educated horse act. Nice acrobatic and contortion act; very unusual. Leistad's Attractions, Elkhorh, Iowa. my16

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Three Free Acts at Liberty — Slack Wire Act, Comedy Juggling and Balancing Act, Comedy Trapeze Act. Chester Huber, Wabasha, Minn. my16

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AT LIBERTY PIANO PLAYERS

VERSATILE GIRL PIANISTE — ALL ESSENTIALS, experienced. Prefer show. PIANISTE, 308 Byers, Joplin, Mo.

AT LIBERTY SOON — PIANO, VOCAL SINGLE. Male, no draft worries, young. Fine singing voice. Repertoire of late and popular tunes. Union. Plenty Piano and also plenty rhythm Guitar for strolling. Experienced stage, bars, lounges, night clubs and radio. Go anywhere for good money. Agents, write immediately. Anything considered. Address BOB THORNTON, care Brydon's Beachside Cafe, R. R. No. 3, Knox, Ind.

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Pianist — Union, draft exempt, sober, dependable. Go anywhere if steady job. Read, fake. Piano Player, care Hoffmann House, Geneva, N. Y.

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ALL AROUND TEAM — MAN, BLACK; LADY. Straights. Or Novelty Acts as Contortion, Juggling, Magic, Rings, Knockabout Act, Barrel Jumping. State salary. Join at once, KAYE & BOBO, General Delivery, Waynesboro, Ga.

At Liberty — All Around Comedian. Do Singing, Talking and Novelty; also some Dancing. Do Black and White Face. Change specialties 2 weeks. Up in acts, bits, etc. Sober, dependable, long experience with med and vaude shows. Answer by mail. State salary. Frank Varo, 517 E. 7th St., Concordia, Kan. my9

At Liberty — Fat, stout Girls Entertainers Revue. Chorus Line of 8 girls. 5-Piece Comedy Orchestra, Trio, Teams and Singers, Specialties. Advertising, photos and wardrobe first class. Managers theaters, night clubs, tents and booking agencies, what can you offer? Go anywhere by own cars. Cliff Shaw, Producer Comedian, 1409 N. State St., Chicago, Ill. Phone Delaware 1215.

Comedy Juggler and Comedian at Liberty, with changes, for outdoor season. Reliable tent shows only. Just completed winter season in Iyccum and school assembly work. Assisted by wife. Literature on request. Write George De Mott, Millville, Pa. my9

Novelty Act — Man and wife, featuring "Lute O'Capri" Dance, Fandangos and Sword Dancing in their native costumes. Man sings and plays five various string instruments, featuring Oriental, Spanish, Hawaiian and popular music. Have own transportation. A high class act available for one week stand. Write Marce & Loung, 3831 Garfield Ave., Kansas City, Mo. my16

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CLAUD
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Barnett, Capt. David
BARR, WALTER
OTIS
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Barnett, Capt. David
BARR, WALTER
OTIS
BARR

COOPER, PAUL
COOPER, RUTH
COOPER, W. N.
COOPER, HAROLD
NEW ZEALAND
Covey, Pete
CORNELL, Mrs. Joann
CORNEVALE, RALPH P.
Corting, Mack
Cortez, Tanya
Cesby, Doc
COSTELLO, LARRY JAN
Cotley, Horace W.
COTTON, JACK
ERNEST
Cotton, Geo.
Couch, Geo. A.
COUNTER, WM. J.
Couser, Clifford
Couture, L. J.
Cowan, Mrs. Eva
Cowan, Joe
COWART, T. M.
COWART, T. J.
Cox, Ernest
Cox, Jack W.
Cox, Leo J.
COX, VICTOR
WATKINS
Coxe, Mrs. Lillian
Cozzolino, Nick
Crabtree, Lawrence L.
Craig, Billie
(Winnipeg)
Craig, Capt. G. E.
Crawford, Lillian
CRETE, ROMEO
CROSS, JOS.
Crows, Charlie
CREWS, ELMER
JAMES
Crosier, R. B.
Crose, Lillian
Crosby, Doc W. C.
Crouch, Jimmy
Crow, Frank
Crow, Ned
Crown, Bill
Crowley, G. C.
Crown, Frances
Crum, Mr. Jesse
Culbert, Dan
Cumbly, Wild Bill
Cunningham, Silta
Curt, Dr. A. M.
Curtis, Geo. H.
Cushing, Rita
CUSTER, ROBT.
P.
Cutler, Lou
Cutler, Mrs. Ross
DAILEY, EUGENE J.
Danforth, Lucille
Dancy, J. Frank
DANIEL, NORMAN L.
Danks, Thomas A.
Darlington, O. W.
Darlington, Si
DARRAH, ALBERT FRANK
Dass, Wm.
DAUCHY, HOMER ALLEN
DAUGHERTY, DANIEL E.
Davies, Austin
Davies, Henry
(Dudson)
Davis, Arthur R.
Davis, Mrs. Cassie
Belle
Davis, Charles
Davis, Ches
DAVIS, EARL W.
DAVIS, EDW.
ELMER
DAVIS, EVERETTE
JESSIE
Davis, E.
(Red Skin)
Davis, Harvey
Sherwood
Davis, Jimmie
(EComposer)
DAVIS, JOE
Davis, Mrs. Louise
DAVIS, MAJOR
STANLEY
Davis, Steve
Davis, Texas Jay
Davis, Mrs. Vlna
DAVIS, WILLIAM
ROOSEVELT
DAVISSON, JAMES BRUCE
DeFee, Lois
DeKain, Perry
DeLand, Philip
James
DeLa Wesley, Z.
DeLong, Sunny W.
DeMark, Van
Del Monico, Ted
DeRaney, J. L.
DeWitt, Miss
Bobbie
DE WITT, LOUIS
HENRI
DeWitt, Mrs. Rosey
Lee
Dean, Dorothy
DECOTEAU, WM.
EDW.
Deheard, Wm. H.
Decko, Chief
Delaney, Sam
Delmore, Lou C.
Delvine, Harry C.
Delph, Gladys
Dember, Barney
Demery, Peter
Denard Bros.
Denham, Capt.
Elton
DENNIS, JACK
BERNER
Dennis, Frank
DENSMORE, GORDON K.
DENTON, ROBT.
Derisko, V.
Diamond, Miss
Holly
DIAL, EDWARD
Diamonds, Jack O.
DiCarmo, Puss
DICKERSON, RALPH
RICHARD
DICKSON, PAUL
D.
DIES, RICHARD
JOS.

PAGE, PAUL
PAGE, EDWARD
PAGE, OTTO
PAINTER, W.M.
PALMER, LEROY
PALMER, CHESTER C.
PALMER, Connie
PALMER, Guy
PALMER, Black
PALMER, Jack
PALMER, Pierre
Palma, Prof. Chas.
Parks, Frank
Parks, Billie
PARK, GEORGE
Parker, Albert
Parker, Bob K.
Parker, Dan
Parker, Glen
Parker, Mrs. Henry L.
Parker, James
Parker, Robert
Parsons, Augusta
Parsons, A. G.
PARSONS, FRED
PARSONS, SKILLINGER
Parson, Louisville
Parson, Perry
Partello, Dr. E. F.
Patt, Jimmy
Pastor, Tony
Pate, Blanche
Pate, Richard
PATRICK, ROBT.
PATRICK, WILSON
PATRICK, RYAN
PATRICK, THEO.
PATRICK, ROOSEVELT
PATTISON, JAS.
PATTISON, RUDOLPH
PATTON, JAS.
PATTON, CUMFORTH
Patterson, L. W.
Paul & Quila
PAUL, RAYMOND
LANCELOT
Pauder, Albert
PAYETTE
PAYNE, RAYMOND
PAYNE, CHARLES
PAYNE, HENRY
PAYNE, WM.
PAYNE, GREEN
Payton, Charles
PEASE, JOHN
PEASE, WM.
PEGUES, JESS
LEONARD
Pelusa, Johnny
PENDLETON
FLOYD WM.
Penn, Mildred
PENNIMAN
PENTZ, THOS. P.
PENTZ, FRANK
CHESTER
Perrill, Alex
PERKINS
JOHNNY B.
Perry, C. H.
Perry, Frank
PERRY, GENE
Perry, Joe
PERRY, ROBERT
PESCAOLDO
AUGUSTO
Peterson, Mary Ellen
PETERSON
GLENN F.
PETERSON, HOWARD RAY
Petrella, Louis
Pett, Robt. Lee
Phelan, Herman
Phister, Mack
Phillips, Leroy & Corino
PHILLIPS, RAYMOND R.
PHILLIPS, WALTER
ROSCOE
Phillips, Mrs. Jerry
Phlips, Frances
Phlot, Alexander
Pickering, Valero
Pickert, Rolly & Verma
Pickles, Lonie
Pinnick, Max
Pitman, Smokey
PITNER, HIRAM
LAMBERT
Pizzo, Mrs. John P.
Pizzo, John K.
Plada, Herman
Plato & Jewell
Pleckett, Friscilla
Plock, Bud
Pollies, Johnnie
Pompanini, Mrs. Neil
POMPONENI, ANTHONY
PONTIUS, KENNETH WM.
POORE, ROSCOE
Poplin, Mrs. Chas.
PORACKI, JOE
PORTER, STANLEY
PORTER, JOHN
HOWARD
Potter, Gordon
Potts, Helen
POWELL, FRED
WM.
Powell, Mrs. Irene
Voas
POWELL, LOUIS
C.
POWERS, TOM
PRESNELL, ALEXANDER
PIRESTI, FRANK
Preston, Happy
PREVOST, DAVID
JOS.
PRICE, ARCHIBALD S.
PRICE, ARTHUR
COMPONI
Price, Irene
Price, Joe
PRIEST, HUBERT
THOS.
Pugh, George
PURCELL, JOE
SARTO
PUTENAT, JESSE EDW.
Quigley, Evelyn
QUINN, CYRIL E.

Rae, Don
Ragsdale, Loyd
Smith
Raney, Phil
RAMEY, HARRY
E.
RANA, BILL
Randall, Jack
RAPER, ARNOLD
Rawley, Lloyd Dick
Rawls, Mavie
Rawson, Perry B.
Ray, Earl C.
RAYBURN, HAROLD
RAYBURN, MARCUS
Rayette, Miss Ray
Raymond, Nicky
Rea, Russell E.
Reed, Russell Ray
REAVES JR., JESSE D.
REDD, WM.
ROBERT
Redding, Joe
REDINGER, KENNETH
BENJ.
Redinger, Buddy
Redwood, Chief
Reed, Carolyn
Reed, Dan
Reed, Stau
Reed, Wm.
Deborah
Rees, Matthew A.
Reeves, Buddy
Reeves, Harry
REEVES, JAS.
LELAND
Reeves, John
Reifeld, Jos.
Reid, Jess R.
Reid, Laura
Reilly, Barney
REILLY, HARRY
REILLY, RAY
CASPER
Reimers, E. H.
RENN, JAS.
HARVEY
Revell, Paul
Rey, Ricardo
Reyes, Marco
Reynolds, Dewey
Reynolds, Duke
Reynolds, H. L.
Reynolds, I. W.
REYNOLDS, LLEWELLYN
CHAS.
REYNOLDS, OTTO EVERETT
Reynolds, Slim
Rhinehart, Miss
Ollie
RIBBONS, ALBERT E.
Ribeau, V. Keith
Rice, Al
Rice, Warren
Richburg, Mattie C.
Richey, P. S.
RIEDER, LAWRENCE D.
Rife, Blackie
Gerald
Riggs, John Luther
Rice, Buddy
Riley, Charlie
Riley, Harry
Rinehart Family
Vyo
RINEHART, JAS.
CLARENCE
RINEHART, JAKE EDW.
Ring, Bob
RIPLEY SHOWS
RISING, FREDERICK B.
RITCHIE, LESTER
RITCHEY, VERNON DEAN
Rivers, Mrs. Curley
Roach, Mrs. J. S.
Ronne, Red
Robbins, Lewie
Robbins, Lorne
Roberts, Chas. Red
Roberts, Earl Thos.
ROBERTS, EMERY THAYER
Roberts, Thayer
ROBERTS, GERALD H.
ROBERTS, RICHARD JAS.
Roberts, Mrs.
Velma Boots
ROBERTSON, RICHARD CHAS.
ROBINSON JR., ALBERT
Robinson, Gil
ROBINSON, LEON
Robinson, Rita
Robinson, Noah
Rock White, Eight
Rock, Will
Roew, Jack
Rogers, Chas.
Buddy
Rogers, Frank
ROGERS, GEO.
RANKIN
Rogers, H. H.
Rogers, Harry
ROGERS, HENRY
LEWIS
Rogers, Peggy
ROSLIO
ROGERS, ROY
EDW.
ROGERS, STEPHEN JAS.
Rogiere, Rose
Roland, Oliver A.
ROLLINS, HARRY
Romano, Charlie
Roof, Jack
Roone, Viola E.
Roome, Nelson M.
Rosania, Pat
Rose, Bert
Rose, Ida
Rose, Mexican
Rosebrook, Bob
Rosebrook, Burr L.
Rosen, Herb
ROSEN, H. B.
ROSEN, MIKE
ROSENTHAL, SAMMY
Ross, Buddy
Ross, Hal J.
Ross, Jack
Ross, Maxine
ROTH, CLARK H.

Ross, Maytra
Patricia
Roth, Edwin
ROWE, JACK
Rowe, Robt. M.
Rowland, Oliver A.
Rowker, Henry
RUCKER, JOHN
H.
Ruckhold, Frances
Rudford, Miss D.
Rulson, Databa & Barto
RUMBELL, ERNEST JOHN
Rupp, Mrs. Lily
RUSINSKY, JOE
Russell, Dick
Russell, Harmonica
Bill
Russell, Jessie
RUTHERLEDGE, PETER
RUTTER, HAROLD
THIRON
Rutter, Mrs. R. F.
RUTTER, BOY
FRANKLIN
Ryan, Faith
Ryan, Kathryn
Ryan, J. M.
RYAN, JAMES
RYAN, JOSE JOHN
Sabott, Chas.
SADLER, ELLIS
D.
Saenz, E.
SAGAN, MANDEL
Sager, Harold
SAKOBIE, GEO.
SHIRE
Sakobie Sr., Jas.
SALLUST, WM.
WALDON
SALTZER, ALBERT W.
Sammons, Floyd
Sanders, C. L.
SANDERS, MONROE EDW.
Sandres, Nelson
Sandra, the
Champagne Girl
Sapp, Francis H.
Sara, Madam
Saramacki, John
Saucier, Arno
SAWYER, BILL
Schnaf, Jack
Schad, J. P.
SCHALASKY JR., JOE
Schauffler, Mike
Schille, Fred
Schmidt, Walwyn
Schnepp, Harold
Schultz, Hazel
SCHULTZ, STANLEY
NORMAN
Schwartz, Ted
Schworn, Oliver
Scott, Ed
Scott, Dorothy
(Fat)
Scott Jr., Earl H.
Scott, Pingers
Scott, Fred J.
Scott, Gilbert
Scott, Harriett
Scott, Homer
Scott, John C.
SCOTT, L. E.
SCOTT, LEWALLYN
RAY
Scott, Wallace
SEABROOK, THAD
Seaf, Edwin
Seiver, G. E.
Setzer, Mrs. Ward
W.
Sewell, Dave
Sewell, Garland
Shaffer, Mrs.
Esther B.
Shaffer, Jack
Shanks, Dewitt
Shannon Jr., Harry
SHAPIRO, HAROLD H.
Sharkey, Tatcoer
Sharon, Mrs.
Margaret
SHARP, ALBERT
MARCUS
Sharp, Bettie
Sharp, Curtis
Sharpe, Max
Shaw, J. S.
SHAW, FRANK
WEST
Shaw, Wm.
Addison
SHEA, ARTHUR
CLYDE
Shea, Peter J.
Shoaffter, Army
Shoelau, R. G.
Sheerham, Roy
Glendon
Shell, Dale
SHELLEY, JOHN
JAS.
Shepard, Frank & Pearl
Sheppley, Clarence
Shippo, Dare
Shorie, Patti
Sheridan, James
SHERWIN, HARRY
LAWRENCE
Shew, Carl
SHIPLEY, CLARENCE
WILSON
Shipley, Sterling
SHIPMAN, JAS.
RUSSELL
Shoemaker, Mrs.
Ireiah
Shoemaker, Mrs.
M. E.
Shore, Mrs. Peggy
SHORT, HARRY
VERNAL
SHOVER, JAS.
RICHARD
SHREWSBURY, GEO. HERBERT
SHUEY, WM. D.
SHUFFUT, RAYMOND
Shuman, Billy
Siedl, Mrs. Ruth
SIGMAN, EDD.
REANO
Signor, Sig
Simmons, John M.

SIMB JR., GORDON P.
Simmons, Margie
Simon, Jack
Simon, Lee C.
SIMONS, LEON J.
SIMONSON, OLIVER
Simpson, Jimmie
Sims, Doyle Jas.
Sisk, Lera
Sisnes, R. H.
SISK JR., CARL
GRADY
Sivalla, H. J.
SKEHAM, JAS.
JOS.
Skoken, Geo.
Sly Larks, The
SLATE, GEO.
BERT
Sloan, Midge
Slover, B. D.
Slover, Burton
Slover, Irene
Slyter, Clarence
Small, Sidsley
SMITH, ANDREW
SMITH, BARNETT K.
Smith, Bert
Smith, Charlie
Smith, Del
SMITH, ED
ANDER
Smith, Ford
Smith, Fannie
SMITH, FRANK
CARL
Smith, Fred
SMITH, GLEN
EDW.
Smith, Gordon
Glade
SMITH, H. R.
LEONARD
SMITH, HERMAN
ROBT.
Smith, Hugh
SMITH, JACK
OSCAR
SMITH, JOHN
Smith, Joseph
Smith, K. Max
SMITH, LAWRENCE N.
SMITH, LOUIS
RASTUS
Smith, Prevost
SMYTH, RAYMOND
Smith, Richard P.
SMITH, ROBT. E.
Smith, Robt. Guy
Smith, Rollin
Smith, Mrs. Ruth
Smith, Sidney S.
Smith, Sidney S.
SMITH, URIAL
CHESTER
Sneddon, Robert
Sneed, Bessie
SNELL, LAWRENCE R.
Snider, E. P.
Snidow, Carl D.

Stewart, Mrs. Maud
STEWART, PATRICK
Stewart, R. E.
STEWART, VINCENT
DAVID
STILLER, ROBT.
HAZEL
STINE, CHARLES
Stons, Mrs. Harry
STONE, WM.
FRANCIS
STOUT, MINER
KENNEDY
STRATTON, WM.
H.
STRATAKOS, LOUIS
STROTHER, JESSE HARD
STROUD, FRANK
WM.
Stroun, Robt. J.
Strom, P.
Stubble, O. F.
STUART, FRANK KEITH
Stuart, John H.
Stubblefield, Joe
Bryan
Student, Wm.
Stumm, Leo
Sugerman, A. J.
SULLIVAN, WM.
Sundstrom, John E.
Sutherland, Joe E.
Sutton, Anna
KENNETH
SUTTON, WILLIE
W.
SWARTZ, LANDER,
LEONARD
EDW.
Sweet, Al C.
Swift, Larry
SWISHER, GERALD E.
SWORD, BOOTS
W.
Sword, Jack
Sylvester, Frank
SYLOW, JAMES
Symons, Mrs. Ruth
Tabor, Herman
Tailor, Joe
(Shortie)
Talbott, Sol
Talley, Ken E.
TALLIE, GEO.
MANUEL
Talan, Jack
Tan, Gus
Tanes, Max M.
TARNOWSKI, JOHN E.
TAUBER, SIDNEY
Taylor, Mrs. Albert
Taylor, Almont
Ross
Taylor, Chas. A.

TORNOWSKI, JOHN E.
Townsend, Carol
TOWNSEND, CLIFFORD
LEROY
TRANSUE, DURVIN
LORAIN
Travers, George
Travis, Ronald
TRIGONES, NICHOLAS C.
Triplet, Luther
Traugiano, Roger
TRUSTEE, LOU
LOYD
Turner, Bedelle
TURNER, CHAS.
LEWIS
Turner, E. B.
WALLIE
Tyndal, Henry
Tyler, Mrs. C. A.
Tyler, Carl & Ruby
TYSON, THOS.
LEROY
Underhill, Mrs. Amie
Underwood, W. R.
VALENTINE, HENRY MERL
Van, Freddie
Valentine, Jimmy
VanBuren, Reginald
VAN CAMP, ARTHUR JOHN
Vandiver, Bob
VANDIVER, HOWELL C.
Van Home, Mrs. Vivian
Van Orman, Ray
VAN ROSSUM, JACOBUS H.
Vanthine, A. A.
VanVlaenderen, George
Vanco, Louie
Blackie
VANN, DANIEL
AILEN
VARNER, GRANT
EUGENE
VAUGHN, ROBERT G.
Vawter, Junior
VEALE, WM.
HARDY
Velenzia, H. E.
Vernillon & Co., Ireno
VERNON, LLOYD
GEOFFREY
Vervey, Leslie
Vevea, Tony
Vickers, Vernon
Vigus, Clarence
Vincent, Roma
VOGSTEAD, KENNETH
Wacaster, Smith

WEINMANN, GEORGE
LAWRENCE
Weiner, Sam
Weinstein, Julian
P.
Wells, Jack E.
Wells, J. C.
Wells, Sam
Wendler, Mary
Andree
WESLEY, GEORGE
West, George
West, Leon
West, Mrs. Rita
West, Stanley & Margie
Western, W. J.
Weston, Ethel & Lewis
Weyls, Ed
Wheeler, Buddy
Wheeler, Elmer
Whelton, Fred
Whidden, W. F.
Whitaker, Pete
Whitaker, Wm. E.
White, Francis
White, Gaylord S.
White, Geo. D.
White, Joe
White, John Jos.
White, Sol
Whiteside, Ambrose R.
WHITNEY, JAS. JOHN
WHITSETT, GEO.
West, Dolly
WIGGIN, JAS. EDGAR
Wilbert, Louis A.
Wilke, Clyde
Wilkey, Mrs. Lola
Wilkinson, Al
WILLARD, VERNE CLYDE
JAMES
Williams, Robert
WILLIAMS, JAMES
Williams, Mrs. Alma
Williams, Benjie
Williams, Bubba
Williams, Carolyn
Williams, Dewey
Williams, Freeman
WILLIAMS, HAROLD WEBB
WILLIAMS, HARRIE D.
Williams, Jack
WILLIAMS, JAMES
Williams, Jeanne
WILLIAMS, JOSEPH WARD
Williams, Maxie
(Frog Boy)

Williams, Snow
Williams, Steve
Pipe
Williams, Texas
Slim
Williams, Mrs. Vadio
Willow, Hester
Wills, Nelson
WILSON, ALFRED
JONES
Wilson, Alice
Wilson, Bob
Wilson, Mrs. Dave
Ball
WILSON, FRED
WILSON, HARRY JNO.
WILSON, HENRY
L.
Wilson, Jack L.
WILSON, JOHN
DANIEL
WILSON, LOYD
Wilson, Mrs. Rosci
Wilson, Russell
Witbe, Cash
Wimberly, Tex
WIMMER, ORMAN
RUDOLPH
Winkow, Eddie
WIPP, ROBT. D.
Wiscon, Mrs. Mabel
Wisdon, Earl
Withers, Mrs. Alyne
Withers, Howard
WOODOWSKY, ABRAHAM W.
Wolf, Art
Wolf, Jack
Wolfeing, Marion
Wolfeing, Phillip
Wolfe, Billie L.
WOLLARD, ROBT. LEE
WONG, GEORGE
WOOD, WESLEY
LARRY
WOOD, WM.
WALTER
Woodcock, W. H.
Bill
Woodard, J. C.
WOODARD, RAY
Woodin, Jesse
Woods, Bryan
WOODSON, WM.
WRAY, JOHN
HENRY
Wosten, J. G.
WRIGHT, HENRY BROWN
WRIGHT, HERBERT
Wright, Alita
Wright, Ted
WYATT, THOS.
EARLE
Yates, Eddie
Yates, Nick
YEOMAN, HOMER
GEORGE
YOUNG, DONALD
WESTLEY
Young, Ray
Young, Flo
Young, Floyd
YOUNG, J. FLOYD
Young, Johnnie
(Red)
Young, Willie
Youngs, Leona
Youngblood, Zeke
Zaino, Count Joe
Zavatta, Troupa
Zaylor, W. T.
Zenzler, Alvin
Zschille, Fred
ZUCKER, MORTIMER
Zulsdorf, Louis

Martin, Jack & Adele
Meadows, Dewey C.
Miller, Eddie
Montgomery, Paul
Morris, Fred L.
Mott, Whitey
Mulligan, Alice
Nathalie, Cliff
Neise, Ike
Neiter, Ricard Tex
O'NEIL, THOMAS P.
Pape, Billy
PATRICK, PAUL
PA.
Perry, Jack
(Capt.)
PHILLIPS, THOMAS P.
Powers, Mrs. Edward
Proper, Russell
RAVELLI, DON
ANTHONY
Reynolds, James
Reynolds, Fred
Rich, Charles
Rogers, Lynn
ROMANO, ERNEST IDE
PROTTO & MIMI
Russell, Jane
Russell, John O.
Santos, Edward
MAIL ON HAND AT
CHICAGO OFFICE
12th Floor Ashland Bldg.,
155 No. Clark St.,
Adele, Grace
Allen, Claude W.
Anderson, Andy
Barnett, Mr. & Mrs. C. E.
BEEM, JACOB
DANKEL
RINGAMAN, CLARENCE
PAUL
BLACKWELL, HUBERT
Blair, Mrs. E. A.
Brown, Mrs. Hallie
L.
Byden, Dorothy
Carson, June
CARTEL, THOMAS
Clemont, Violet
Coats, Betty
Covens, The
Cummings, Howard
Davis, William
Hale
Dean, Ray
Dickerson, Harry
Dixon, Joe
DOERING, HERBERT
WILLIAM
Donnelly, R.
Downs, Geo. Red
Doyle, S. B.
Drake, Jim
Draper, Earl
Duval, Miss
Bobbie
Dyer, James L.
Eagle Eye, Chief
Eagle Eye, George
Edwards, Charley
(Big House)
Ernest, Miss Ora
Evans, Robert Leo
FUGLESONG, FREDERICK H.
FUNDERBURG, QUINTON
Gass, James
Geddis, Mrs. Geo.
GRAHAM, JOHN
HENRY
Griffiths & Wells
Groono, Mrs. L. W.
Guazzo, Edmund
Hager, Jas. R.
HARRISON, ALBERT
ERNEST
Hartzog, H. W.
Harvey, Jack S.
Hedge, Charles R.

Schultz, Charlie
Sham, Nick
Shanghai, Mchey
Sheldon, Ray
Sherry, Bob
SHERRY, WM.
MCG.
Sibley, Walter K.
Smith, Bert
Spurr, Jules
Stewart, Jacqueline
Stuart, Sid
Sullivan, Edward
Sylvia & Clemene
Thomas, Clifton
Thomas, Mrs. E.
Valentine Sisters
Van HIL, Robert
Vannoy, George
Vincent, Ray
Wagner & Adler
Co.
Watts & Newman
Weber, Bill B.
West, Al (Rigger)
Wetherington, Ora
White, Arthur J.
White, Bill
White, Reggie
Wilson, Jack
Williams, Pat
Winnham, Sally
Wolfe, Art
WOLFBER, WILLIAM ZEV
Zera, Joseph J.

Hickland, Col. Frank L.
Jamison, Jimmy
Jaster, Iron
Johnson, Mrs. Geo. C.
Jones, Little
Johnny
Kelly, Bernice
Lasher, Hazard
LEE JR., HARRY
Lewis, Stan
Littlejohn, Frank
P.
Livingston, Robert
LONG, MAURICE
Luzero, Arvella
Lunde, Russell
McGRATH, LEO
JOSEPH
McKIDDIE, JASPER
Marshall, Mrs. F.
M.
Martin, T. Bradley
MARTIN, LEWIS
LEWIS
Mathews, Whitley
Mayberry, Mr.
Mayer, H.
Miller, John
Muto, Francis
Myers, Tim
Newton, Irene
Polk, Mr. & Mrs.
Ollie
Powers, Babe
Patricia
Quinn, V. J.
Rabin, Saly
Re, John Joseph
Rochelle, Polly
Samura, Mrs. Vera
Sarcie, Ree
Sizmore, Logan
Solter, Albert E.
Storus, Harry
Steel, Gene
Stevens, Al
Stopp, Al
Stoutie, Albert J.
SUTTON, WILLIE
WILSON
Teeter, Jaqueline
Thomas, Elmer
Valentine, Wm.
Veto
Volman, A. L.
Walfam, Fay
Wayne, Ann
Wendl, Charley E.
(Dusty)
Wongfield, Harry

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
Parcel Post
Brady, Jack, 15c
Miller, B. E., 5c
Adams, Minnie C.
Aldrich, Dee
Alexander, G. V.
ANGELL, HOWARD
WILLIS
Answalt, Donald J.
Bales, Miss Bobby
BALES, ELMER
DIXON
Barnes, Floyd
Barro, Theo.
Barry, Tom
Beal, Forrest
Betterton, Earl
BERNET, CHARLES
RICHARD
Bowman, Elba
Browne, E. H.
BYERLEY, RICHARD
DAVID
CAMPBELL, MEREDITH
CLIFFORD
Cantipe, Walter
Carvel, Thomas
CATRON, JAMES
LEE
Cawthorne, Wild
BU
Christansen, Mildred
Harley Vaughn
CLAPP, HARRY
MORTON
CLARK, DEAN
RAYMOND W. HARRIS, DON
Clark, W. J.
Collins, R. E.
(Slim)
Henry, Theodore H.

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
Alberta, Albert
Anderson, Edith
Anderson, Manfred
R.
Avery, Joseph
Baccamazzi, Michael
Raymond
Raimcetti, Peggie
Raimelt, Lester Wm.
Barry, Martin E.
Barton, Gerald
Bender, Greta
Benway, Pete
Bergar, Seymour
BOISEAU, CHARLES
Bradley, Philip
Brady, Mary
Blake, Sid
Bohan, Clay
Broner, Toot
Brunner, Helen
BURKE, STANLEY
Burns, Charles
Lawrence
Buzz, Cowboy
CANTWELL, PETER
CAREY, WILLIAM P.
Carlos, Miss
Chapman, Joan
Charbonneau, E. N.
CARR, NEAL
Carita, Senorita
CHASTAINE, BADGER
CLANCY, THOMAS
HENRY
Cody, Terry
Cotta, Betty
Cude, Gertrude
Cooey, Rosa
CORTEZ, GENE
PEPPER
Columbia, A. D.
Dacia, E. J.
Davis, George
DOODY, ARTHUR
Dunning, Vivian

Williams, Louise
Williams, Mrs. Ophelia
WILLIAMS, RALPH LOUIS
MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
Walker, Frank & Maimo
Walker, John E.
Wall, Otis L.
Wall, Ted
WALLACE, OCEIL EUGENE
Walters, Guy
Walkman, Lloyd
WALTON, LOUIS
JOS.
Wandrer, Joe
Ward, Mrs. Josephine Wright
Ward, Margaret G.
WARFIELD, FRANK WM.
Warner & Leigh
WATREN, EARL
EDW.
Warren, James R.
Warsan, Albar
WASHBURN, BERNARD CARL
WASHINGTON, JOSEPH
LEROY
Wasen, M. J.
WASSERMAN, HARRY
Waters, Harry L.
Watkins, Cliff
WATKINS, FRANK GILES
Watkins, Ira M.
Watson, Jack
WATTS, WM.
BENNETT
WEATHERS, SANDY F.
WEATHERS, WILLE LEE
WEAVER, GERALD OWEN
Webber, Arthur
WEBER, FREDERICK
WEBER, ALVIN
FERDINAND
Weber, Melba
WEBSTER, EARL CLARIS
Weiner, Earl

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.

merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

A Specialty Program

By WALTER W. HURD

The specialty merchandise field has heretofore been a trade subject to rapid changes because of the strong popular demand for the new and the novel. Now the specialty field is subject to enforced changes due to the needs of the nation for war materials and the consequent search for new materials to make specialty items.

The premium advertising industry, as a part of the great specialty field, will show the stress of the times as its annual convention is held. The holding of a trade convention in these times expresses the strong faith of the members of an industry in their country and also in the future of their business. Conventions are now more than ever a co-operative enterprise for pooling all the optimistic ideas and plans that the leaders and members of an industry can muster for the common good. It is now a problem of maintaining an industry as the best way to maintain its member firms.

There are certain well-defined principles which constitute a working program for the specialty, novelty and premium field in war times:

(a) The specialty merchandise trade is obligated to promote the observance of all the restrictions that may be laid upon it due to priorities and the need of materials for war purposes. This does not mean a surrender of the privilege of protesting when restrictions may seem to be unreasonable or unnecessary, but it does mean an open and pronounced industry policy of compliance with all the regulations that seem to conserve materials for war uses. In a time of national stress it is not enough for an industry to merely acquiesce in such a policy of compliance; an industry and its members should vigorously assert a policy of loyalty to the nation.

(b) The search for materials and for new items must go on. The facilities of the nation in laboratories and expert research are being devoted to the development of new materials as never before in the history of the world. While most of the new materials will go for purposes of war, yet there is always the possibility of something new for use in the specialty field. The industry should keep an eye on the future also, for all the materials now being added to the list are building up an immense backlog for the day when conditions return to normal. If the past decade was known as a gadget era, the years following the return of peace will

produce merchandise specialties beyond anything ever dreamed of.

(c) The fullest possible uses must be made of materials adapted to specialties and not made unavailable because of priorities or shortages. Today a list of available materials would include wood, glass, plaster, some plastics, paper, certain fibers, clay and silver—but by tomorrow some of these materials may not be available. Yet the ingenuity of the trade is being tested as to its ability to create merchandise from very limited materials.

(d) Our leaders who have the responsibility of directing the war effort cannot foresee conditions and events so as to issue rulings which are duly balanced for all trades affected. Hence it is the privilege of the trade, in its organized capacity, to seek reconsideration and new adjustments based on more complete information furnished to government agencies. Trades and industries must keep in mind, however, that materials must be poured into the present conflict in unbelievable amounts until victory is won. It is a war in which materials must be wasted in quantities beyond human comprehension and there is no human mind that can apportion only the materials that will be needed.

(e) Markets have been upset but it is a time to seek new markets and new outlets for items that can be supplied. A financial newspaper recently reported that one of the largest distributors of specialty merchandise in the country has revised its entire program and among the new plans will be an effort to supply new outlets and to use greater advertising effort. Listed as possible new outlets in this firm's plans are establishments heretofore considered much too small for its consideration. This is merely one picture of how aggressive merchandising can be used to maintain the specialty trade during adverse times. Back of the search for new outlets, of course, is a still greater search for new items.

(f) Trades and industries have always been helped by good reporting and in these times news reports are of greater value than ever. This is especially true of a trade that features selling merchandise. Trade organizations, trade papers and business reports are of special importance for the duration.

To keep pushing ahead in these times calls for all the unity and co-operation that a trade can muster and also all the aid of its allies. The specialty merchandise trade is one that has much to gain by forever pushing ahead.

PATRIOTIC SPECIAL!!!



Has all the originality of a hand-carved plaque. It is an original reproduction of a genuine wood carving with flag in RED, WHITE & BLUE colors. Size 6 1/2 x 6 1/2". Made of wood fibre plastic.

BIG DEMAND SELLS ON SIGHT

Dozen Lots\$6.84 Dozen
Gross Lots 6.25 Dozen
25% Deposit on All Orders, Balance C. O. D.

SAMPLE, Prepaid, 65c

EMANUEL MALTZ CO.

5 South Wabash Ave. CHICAGO, ILL.

Banner and Button Men Watch FDR's War Slogan Set-Up

WASHINGTON, May 2.—Not so long ago President Roosevelt called upon the inventiveness of the American people, thru the daily press, to help him think up a new and descriptive name for the war. This appeal for slogans is of particular interest to banner and button manufacturers since it will mean that they will be able to produce the slogan or slogans accepted on colorful banners and attractive buttons. Workers in the field, including badgeboard men and specialty workers, will be able to garner in the profits on these timely items.

The desired name has not been selected as yet, and perhaps the merchandise field can suggest a catch-phrase that will sweep the nation. Here are the suggestions necessary to write your slogan: The name should be short and convey the idea that this is a war to preserve the democracies and the small peoples of the world.

It is interesting to note that manufacturing plants, in an effort to speed up their own production, have used slogans. For example, Porter-Cable Machine Company has started a "Beat Their Best" . . . "I've Got MacArthurities—

Have You?" slogan contest in which prizes are awarded to winning employees. The merchandise field, in its own sphere, should become slogan conscious.

BINGO BUSINESS

(Continued from page 57)

They were able to get out of the red thru bingo games, and they should not quibble over paying income taxes, especially in this time of crisis.

THE MILD weather is now here to stay thruout the country and operators are turning their attention to completing plans for outdoor games. It is expected that attendance figures this year will exceed by far the impressive total rolled up last year. New equipment, especially suited for outdoor use, has been devised to make possible smoothly functioning games. The appeal of the outdoor games is very strong since the bingo addicts have a chance to enjoy their favorite pastime, and they need not swelter in the confines of indoor halls. Merchandise display stands will have plenty of flash and color during the outdoor season, according to reports from operators.

PREMIUM SHOW

(Continued from page 57)

time, as to civilian practice and business. Since there is considerable food for thought in the excerpts, they are reprinted below. (The words printed in italic were marked by Dunk.)

"The civilian population has as much right to, and as great a need for, a morale officer and a voice for morale as do our armed forces. The consuming public needs to be reminded that there are no priorities on American talents and ingenuity, and no ceilings on our great national resources. Science and industry can and will provide new products to conserve scarce materials and to replace those vital things needed for our all-out war effort. . . .

"We must not forego faith in the ability of American skill and ingenuity to maintain a flow of those things that are identified indelibly with the American way of life; that give expression to the liberty and dignity of our kind of democracy. . . .

"This war will demand the utmost from all and dig deep into the pockets of individuals and industry. The fact remains that so long as we can sustain the gracious things of life and living, as they are useful to our general economic scheme, the better it will be for all. . . .

"We have a duty to our so-called civilian industries upon which so many of our fellow citizens depend for a livelihood and for the right to contribute toward defraying the cost of the historic struggle in which our country is engaged. . . .

"Business and industry are facing a revolution of consumer and purchasing habits. This creates the necessity of promoting new products among American consumers."

Dunk pointed out that the above quotations represent very accurately the government's general thoughts as to business, and further than that indicates definitely where premiums should and will fit into the new scheme of things.

Additional Show Events

On Wednesday (8) there will be a reception in the cocktail lounge in the foyer of the Red Lacquer Room. This arrangement, proven so successful in the past, has been continued this year and has been made for the exclusive use of the room by premium exhibition registrants and exhibitors.

The dinner dance and entertainment is scheduled for Wednesday evening at 7:45 p.m. It will be an outstanding evening of fun without speeches, prize drawings or amateur entertainment. The entertainment has been planned with care by the entertainment committee composed of R. B. Paysee (chairman), J. G. Ferguson, R. Von Stein, Al Tisdahl, Al Smith and E. H. Keller.

The dinner will start promptly in the Red Lacquer Room with dancing from 8 p.m. until 1 a.m., with the professional entertainment scheduled to start at 9:30 p.m.

The exhibition will be open Thursday and Friday from 9 in the morning until 5:30, with the wind-up scheduled for May 8.

DEALS

(Continued from page 57)

large-take deal may often be perked up again by laying a small card instead.

No location need be a one-shot. When an operator works his spots properly, switching merchandise as it loses appeal, changing cards when necessary and above all delivering awards promptly

when cards are completed, he can keep these going indefinitely.

Time has a way of catching up with us. The spring deals are now running strong, it wouldn't do any harm, and it is none too early, to start planning for the summer. The smart operator is always a jump ahead of the rest of the field.

If the supply holds out, it looks like this is going to be another radio year. Which is not at all surprising. Small sets have held a dominant position on cards for many years, and now that battery radios are needed for emergency duty as well, these small units will prove to be, to an even greater extent, among the best bread-and-butter give-aways available for a sure take and plenty of the long green.

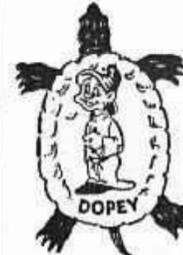
There is no such thing as a permanently dormant salesboard item. If it once has a run on a card or board, a premium can always be brought back to life again after a lapse of sufficient time. The Knight in armor lighter, the Dunhill Silent Flame, the musical piano, the electric shavers are very good examples of items which went for good takes when first introduced, petered out and then revived. There are many more that have worked out similarly and the experienced operator will always go back to them when at loss for something to feature on a new deal.

HAPPY LANDING.

LIVE BABY TURTLES!

Fast Selling Souvenirs!

Everything To Set You Up in Business!



A real "natural" for Fairs, Parks, Carnivals, Circuses, Resorts, etc. Each turtle less than 2 inches long and decorated in waterproof designs. Hand-lettered with town name or attraction at no charge. Sell like hot-cakes at **25c**

WALT DISNEY CHARACTERS, Licensed exclusively for turtles by Walt Disney Enterprises. Lot of 100, Each **11c**

FLORAL DESIGNS, Seattle, etc. Lots of 100, Each, 10¢. Trial doz. Ast. postpaid **\$1.50**

WONDER TURTLE FOOD in envelopes, 10¢ seller. Per 100... **\$2.50**

MAILING BOXES (with turtle orders only). Per 100 **\$1.00**

Prices F. O. B. Chicago. Rush order now!

H. Fishlove & Co.
714 N. Franklin St. CHICAGO, ILL.

TWO GREAT MONEY-MAKERS

PRESIDENT ROOSEVELT

GENERAL MacARTHUR

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ORIGINATORS



Plastic composition, lustrous bronze finish. Base inscribed—"There is a Mysterious Cycle in Human Events. To Some Generations Much is Given, to Others Much is Expected. This Generation of Americans Has a Rendezvous With Destiny." Height 8", width 3" base. Ind. boxed. Ship. weight per doz., 28 lbs. Retail for \$1.19 ea.

Made of plastic composition with lustrous bronze finish. Base is inscribed—"We Shall Win or We Shall Die." Height 8 1/2", width 5 1/2". Ind. boxed. Ship weight per doz., 36 lbs. Retail for \$1.19 each.

SEE YOUR LOCAL JOBBER TODAY—OR WRITE

HENRY J. HANDELSMAN, Jr., Inc.
139 NO. CLARK ST. CHICAGO, ILL.

CANVASSERS! OUR NEW BANNERS HAVE PROVEN A GREAT SUCCESS

Repeat Orders, Since Our First Ad in The Billboard, Prove Everything

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. \$1.25 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. \$1.25 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, 1141 Broadway, Dept. J, New York, N. Y.



11x8 "United We Stand—130,000,000 by Gen. MacArthur" Victory Banner in three colors, Red, White and Blue. Raised illustration of Gen. MacArthur. \$1.25 per Dozen; \$16.00 per Gross. Send \$1.00 for Full Line of Samples!

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



PATRIOTIC TIES

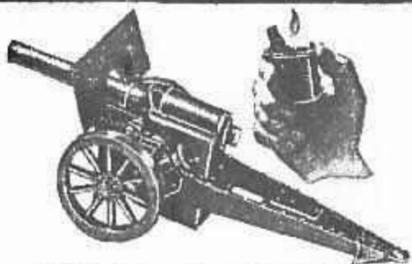


"MacArthur" Ties, Sample 20¢; Gross \$22.50 Doz. \$2.10
"Remember Pearl Harbor" Ties, Sample Tie 20¢; Gross \$22.50 Doz. 2.10
"Air Raid Emblem" Ties, Emblem neatly woven. 100% wool interlining, resiliently constructed. Sample Tie 40¢; Gross \$60.00 Doz. 4.50
Send 25% deposit, balance C. O. D. Complete line Spring-Summer. Ties, Slide-On Ready-Tied Ties, Military Ties, Tie and Kerchief Sets. Write for free wholesale Catalog and actual swatches of material.
PHILIP'S NECKWEAR
20 West 22nd St. Dept. B-35 New York

ELGIN - GRUEN \$2.95 BULOVA

Take advantage of these re-conditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.
STAR WATCH CO.
Wholesale Jewelers
124 S. 8th STREET, PHILA., PA.





**PRIZE AND PREMIUM USERS!!
A NEW AND TIMELY ITEM!**

The U. S. 75 Model Cannon Table Litter. Reproduced in every detail of an actual army cannon. Has removable semi automatic lighter unit. Rich bronze finish. Size overall: 8 1/2" long, 3 1/2" high. Ship. wt. 1 1/2 lbs. Retail value \$8.95.
No. B19J67—Ea. \$3.15. Lots of 3, Ea. \$2.98.



**SOLVE YOUR
PREMIUM PROBLEM
WITH THESE SPECIALS**

Colorful Indian Design Blankets of soft American cotton. Size 64"x72". Wt. 1 1/2 lbs. Assorted colors.
No. B14T59—Each \$1.45. Carton Lots of 30, Each \$1.37 1/2.
As Above, Size 64"x76". Wt. 2 Lbs.
No. B14T60—Each \$1.75. Carton Lots of 30, Each \$1.65.
Stainless Steel Steak Knives, green catalin handles. Closeout, limited stock available.
No. B22S31—Per Doz. 89¢. Per Gr. \$6.50.
Wm. Rogers Silver Plated Soda or Parfait Spoons. No. B22S60—\$2.00 Per Doz., Postpaid.
Monax Glass Dinnerware, assorted colors and decorations.
No. B13G1—Dinner Plates, Set of 8 for 75¢.
No. B13G2—Cup, Set of 8 for 40¢.
No. B13G3—Salad or Fruit Bowls.
Per Doz. \$1.50.
Plaster Carnival Figures, Asst. Dogs, Cats, Horses and Fruit Ornaments.
No. B23B50 Asst.—Per Dozen \$3.50.
Gen. MacArthur Buttons, No. B36J417—Per 1000, \$9.50; Per 100, \$1.00.
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
217-225 W. Madison Street 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 address and stamped envelope for prompt reply.

Service Photo Frames

Reported to be one of the biggest sellers to families and girl friends of men in the service is the service-star photo frame, product of Ehlbert Products. The frame folds flat and is made like a fine book, the manufacturer states, with a rich washable simulated leather covering. An unbreakable transparent protector for photo is provided. The service star panel is embossed and hand colored in red, white and blue, in accordance with the accepted design. The plaque for wall or window has sunproof and waterproof colors and reproduces the service flag design. It is said the plaques make an ideal display for practically every home, store, office, factory, etc. Both plaques and frames come in two sizes, 9 by 11 and 7 by 9 inches.



A line of service banners has been announced by Eagle Flag Company. The firm has been noted in the trade as old established flag makers and the banners offered have been made carefully. One regulation service banner, 9 by 12 inches in size, comes with silken cord, tassels, spearheads and with one to five stars. This banner is unfringed. Another model,

Service Banners

A line of service banners has been announced by Eagle Flag Company. The firm has been noted in the trade as old established flag makers and the banners offered have been made carefully. One regulation service banner, 9 by 12 inches in size, comes with silken cord, tassels, spearheads and with one to five stars. This banner is unfringed. Another model,

GENERAL MacARTHUR BUTTONS, BUST AND BANNERS

ONE IN EVERY HOME—ONE ON EVERY LAPEL



General MacArthur Buttons. Actual size as illustrated.
No. 3N562—Per 1000, \$9.50; Per 100, \$1.00.



General MacArthur Bust. Size 6 1/2 x 6 1/4 inches. Made of composition, bronze color. Complete with two 4x8 inch flags. Packed each in a box.
No. 7N192—Per Doz., \$4.00.



General MacArthur Banner. Size 9x12 in. White Rayon. Imprinted Red, White and Blue.
No. 48N57—Per Dozen, \$1.80.

**We Have a Complete Line of
Patriotic Goods and Jewelry for Engraving**

N. SHURE COMPANY

200 WEST ADAMS STREET
CHICAGO, ILL.

**★★★ HOT'RN A PRAIRIE FIRE ★★★
GEN. MacARTHUR CLIP BUTTONS**



Individually Mounted on a Beautiful
Red, White and Blue 2"x2" Card

Cash in now on the patriotic demand for GEN. MacARTHUR CLIP BUTTONS. The greatest and most sensational seller in history. Marvelous appeal! Everybody wants one—young and old.

\$5.90

50 (5c Retail) Buttons on Counter Display Card
20 Cards (1,000 Buttons)
\$5.80

Per 1000 Individually Carded

TERMS: 25% with order, balance C. O. D. Prices F. O. B. Chicago. ORDERS SHIPPED DAY RECEIVED.

Premium Users, Jobbers, Wholesalers, Quantity Users—write, wire for amazingly low quantity prices. We are the ONLY direct source.

LEE WHOLESALE COMPANY
740 W. Madison St., Dept. 100,
CHICAGO, ILL.

**CASH IN ON A WINNER
EVERYBODY BUYS
SAMPLE FREE**

**WORLD GLOBE
VICTORY LAMP**



AN INSTANT HIT

Beautiful Table Lamp combination with 6" revolving World-Globe. Ideal for studying World War Events. EVERYBODY WANTS ONE. "V" victory emblem on 13 1/2" parchment tilt-top shade, crystal base, height 22" overall.

\$2.25 Each in Dozen Lots
Single Samples \$2.50.
F.O.B. Chicago. Cash or 25% Dep. With Order.

CROWN NOVELTY CO.
1412 South Wabash Ave. CHICAGO, ILL.

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.

**PAINT YOUR OWN
SIGNS
WITH LETTER PATTERNS**

AVOID SLOPPY WORK AND WASTED TIME. NO EXPERIENCE NEEDED FOR EXPERT WORK. Write FOR FREE INTERESTING SAMPLE!

JOHN F. RAHN
B1330-32 CENTRAL AVE., CHICAGO

MacARTHUR BUTTONS

RED, WHITE & BLUE



Buy 100 or 1,000,000
IMMEDIATE DELIVERY!

100 . \$1.25

IDENTIFICATION NECK CHAINS. Known as "Dog Chains." Glass Crystal, Asst. Colors, Doz. \$2.75
BEADED IDENTIFICATION NECK CHAINS (Metal), Doz. \$2.00

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

CORN GAME SPECIALS

- BB1—Silox Coffee Maker \$1.63
- BB2—Wall Brackets (Pair)65
- BB3—Traveling Sets 2.50
- BB4—Traveling Bag 4.15
- BB5—Tablecloth-Napkin Set 1.50
- BB6—Large Coaster Wagon 2.80
- BB7—Field Glasses 1.70
- BB8—Bathroom Hamper 3.12
- BB9—Poker Chips in Rack 1.00
- BB10—Chrome Plated Tray 1.47
- BB11—3-Pc. Dresser Set 1.88
- BB12—Manicure Set 1.10

Send for New Catalog.

ROHDE-SPENCER CO.

223 W. MADISON CHICAGO, ILL.

REMEMBER PEARL HARBOR!

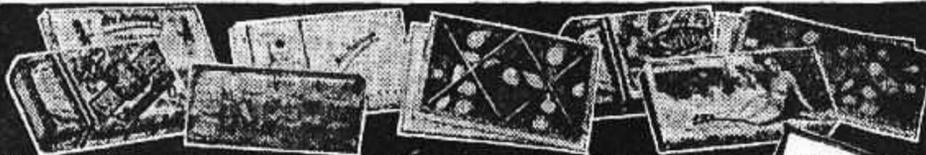


NEW! NEAT! TIMELY! FAST SELLING! LAPEL PIN

BE FIRST—

Send 25 Cents for Sample and Wholesale Price List.
APEX NOVELTY COMPANY
BOX 245 CINCINNATI, O.

—SWITCH TO CANDY—



NO PRICE INCREASE—NO SHORTAGE—NO DELAYS

Attractively boxed—and priced to fit your needs. Ideal for Corn Games, Stock Wheels, Ball Games, Guess Your Weight, Shooting Galleries, or "what have you?"

1c up

Write for FREE Illustrated Circular!

Humidor Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

CASEY CONCESSION COMPANY

1132 South Wabash Avenue Chicago, Illinois

NEW CATALOG NOW READY

IT'S "CHUCK FULL" OF NOVELTIES, PREMIUMS, SPECIALTIES, ETC.

American Made Slum—Canes—Leis—Plaster and other Concession Merchandise

SEND FOR YOUR COPY TODAY!

Please State Business and Permanent Address.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

FOX TAILS IN STOCK!



Pitchmen, Carnival and Fair Workers, here at last are the well-known HMJ Fox Tails you've been waiting to grab up. Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords (with or without "comic saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or send 50c for the samples of 4 various sizes. Stock going fast . . . better rush your order for immediate shipments!

H. M. J. FUR CO., 150 West 28th St., New York City

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

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.

similar to the above, is offered with a fringe. Other banners are available, either fringed or unfringed, with silver or gold stars. This firm also states it is prepared to make flags of every type and nation to order.

Dog Chains

Identification neckchains are a utility for all servicemen, it is reported, and Bieler-Levine, Inc., is offering a variety of these chains. They claim that specialty workers find these identification items fast sellers. The firm offers the identification neckchains, also known as "dog chains," in glass, crystal and in assorted colors. Sterling silver chains are also offered in medium and heavy weights.

Service Bars

An item that has eye appeal is the Service Bar offered by Gordon Novelty Company. The item reproduces the familiar red, white and blue colors, with one or two stars to designate members of family serving in armed forces. The firm also has an attractive Service Heart for the distaff side, also available with one or two stars. An excellent reception by the public is reported by workers in the field and this novelty jewelry item can earn profits for serious workers.

MacArthur Combination

Epstein Novelty Company is offering an attractive 3-in-1 General MacArthur combination that is expected to be popular with the public. Item includes a red-white-and-blue photo button reproducing a likeness of MacArthur, a grosgrain red-white-and-blue ribbon, and a gilt cap-and-sword brooch with double link chain. The complete item makes a flashy (See POPULAR ITEMS on page 64)

Horizontal or Vertical

New Suction Flag Holder
Complete with 3 American Flags. Sensational seller. Sells for 25¢ to 50¢ each. Sample 15¢. Doz. \$1.40—100 \$10.00. Send for catalog of 400 other fast selling items.

GORDON MFG. CO.
110 E. 23rd St., New York City. Dept. FE9.

PIPES
FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

DOC DICK JACOBS . . .
will soon open his med opera, which will carry about 21 people and will work Ohio territory.

PIPES DEPENDS . . . ON ITS FRIENDS

TEXAS BENNY DOSS . . .
singing cowboy, recently closed with Paddy Jenkins and His Plowboys after a 16-week tour. It is reported that he and his cowboy band will soon open with the Jacobs Comedy Company. This will make the second season which Doss has worked with the Jacobs opera.

RAY DEAN . . .
along with his M. C. walk at sport shows and his jewelry booth, also is a great promoter of oil, reports Billie Brown.

Don't forget! Your quota is 10 per cent. Buy War Bonds and Savings Stamps today.

R. SIMMONS . . .
reports from San Francisco on workers seen at the sport shows with booths. They were: W. W. Brown, with pine balsam and lavender, also Anti-Mist eyeglass cleaner; Andy Melford, with pens; Ray Dean and Monna, with jewelry; Doc Bernard, with juicers; Hal Roach, with handwriting, and Lee Kendrick, demonstrating Anti-Mist

DOC M. BOYCE . . .
and Boyce's Show are playing week and two-week stands in Webster County, Miss., to good returns.

Everybody ready for that Decoration Day business?

DOC T. A. (TOM) SMITH . . .
and Walter McInroe are in Oklahoma City and will open some time in May.

VOLLIE AND GRACE WILSON . . .
have joined Tate's med show at Waco, Tex., for the season.

HARRY H. KINCHELOE . . .
pipes in from Oklahoma City with a tribute to a pitchman who recently died. Says Kincheloe: "The med show fraternity of the Midwest lost one of its outstanding members in the sudden passing of John H. (Johnnie) Ward, of Alva, Okla. He had just opened the season in his home town on April 20 with one of

SERVICE BANNERS

9"x12", 1 to 5 Stars, Silken Cord, Tassels, Spearheads, Unfringed: Doz. \$1.80. Gr. \$18.00. Same as Above, Fringed: Doz. \$2.00. Gr. \$19.50. Same as Above, Silver or Gold Stars: Doz. \$2.50.

Flags of every type and nation made to order and to hire. State fully your requirements.

Old Established Flag Makers

EAGLE FLAG COMPANY, Mfrs.

Eagle Banner Bldg., 142 Flatbush Ave. BROOKLYN, N. Y.

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

SAVE YOUR TIRES!

AUTOMATIC TIRE COP

Yells for help when tire thiers go at your car. Screwdriver installs in 15 minutes. Any car. \$1.00 brings demonstrator kit and wholesale prices. 5-day money-back guarantee. Rush order today.

TIRE COP CO., Dept. L-18, Madeira, Ohio

ELGIN & WALTHAM

REBUILT WATCHES \$1.75 Wholesale Only

7 Jewel, 18 Size, in G. H. Engraved Cases, at

Send for Price List. Money Back if Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway St. Louis, Mo.

HOTTEST ITEM OUT!

STERLING IDENTIFICATION BRACELETS

Sweeping the country! Emergency protection as well as a handsome novelty for every man, woman and child. Also various styles in sterling, white & gold finish. "Mother Pins." Immediate deliveries. Send \$2.00 for complete samples.

JACK ROSEMAN CO. 307 Fifth Ave. New York City

ZIRCON RINGS

Ladies & Gents **\$4.00 to \$8**
SOLID GOLD Each
Send us your old rings, jewelry, etc., and we will mount it with beautiful genuine Zircons at a low cost.

Box 311 - B. LOWE - St. Louis, Mo.

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, 25¢. Deposit with quantity orders. Stores, Business Houses, Professional Men, etc., are ready buyers.

BROSE OFFSET LITHO COMPANY, INC.
441 Pearl Street New York

VETERANS: MacARTHUR'S KEYNOTE For VICTORY

Get in step! Big money! Vet. Serv. Mag., Our Buddies in Training, Soldier Facts and Fun, 5th Column Exposed, Flag Respects, New issues monthly, Pearl Harbor specials!! SAMPLES 10¢. U. S. Sup. Court decision protecting salesmen, FREE. **VETERANS' SERVICE MAGAZINE**, 169 Duane St., New York. (26th year.)

MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St. Columbus, Ohio

WHOLESALE CATALOG FREE

For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

SPORS CO., 542 Lamont, Le Center, Minn.

Identification Neckchains

"Dog Chains"

Glass Dog Chains, Crystal and Assorted Colors.

Sterling Silver Dog Chains, 25 1/2" Length, Medium Weight. Also Heavy Weight.

Write for Illustrated Circular.

Bieler-Levine, Inc.
37 South Wabash Ave. CHICAGO, ILL.

ENGRAVING AND WIRE-WORKERS

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.

GOODRICH HONES TOP 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 50¢ Silver DeLuxe Box. Sample 10¢; low gross prices.

GOODRICH, 1500 W. Madison St., Dept. BG-5, Chicago, Ill.

GENERAL MacARTHUR 3 IN 1 COMBINATION

Red, White and Blue Photo Button, 1 1/4" (50 lines).
Grosgrain Red, White and Blue Ribbon, 4"x1 1/2". Gilt Cap and Saber Brooch with double link chain.

\$1.65 DOZ. \$18.00 GRO.

50% deposit on quantity orders. Full cash with dozen orders, plus 15¢ postage. Sample 25¢ prepaid.

All completely assembled into an attractive badge. A fast-selling 25¢ number for parades, strotmen, circous and newsstands.

Send for new badgeboard and general merchandise price list.

EPSTEIN NOVELTY CO. 116 PARK ROW NEW YORK CITY

SERVICE BANNER

9"x12", satin, with tassol, spear heads and gold fringe.

\$1.75 Doz. \$18.00 Gro. Sample 25c

1/2 deposit with order, balance C. O. D. Many other patriotic banners and pennants—write for circular.

LIBERTY PRODUCTS, Dept. L, 277 Broadway, New York, N. Y.

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 Canvasers, Premium and Salesboard Operators.

CHAMPION SPECIALTY CO., 814-V CENTRAL ST., KANSAS CITY, MO.

the finest equipped med shows ever seen in this territory. He was brought up in the old school by his uncles Bob and George Ward and always followed their examples of clean living and business integrity. Death came to Ward on April 22. We will miss him."

PIPES DEPENDS . . . ON ITS FRIENDS

DOC REYNOLDS . . . veteran med expert, and Little Samson, strong man health book and med worker, were visitors at the Pipes desk last Thursday (30). The Doc and Mrs. Reynolds, the latter a whiz on soap sales, are in Cincinnati en route from another winter in Florida to Cedar Point, O., on Lake Erie, where they begin their fifth consecutive season June 13. Reynolds and Samson are cooking up a med layout to work the Cincy area until time for Doc and Mrs. Reynolds to hop north.

DOC VICTOR B. LUND . . . has been working thru drugstores in Missouri and Iowa. He is now working in Omaha. Doc's sales are far above those in the same spots last year.

DOC E. JOHNSTON . . . is working mineral at a drugstore at Lexington, Mo. He reports business on the upgrade.

We would all like to see some pipes from old-timers Jack Smart, Jimmy Marelane, Lee Honnell and others.—R. Simmons.

THE BABE SHERWIN PLAYERS . . . will open their med show on May 4, weather permitting. Babe Sherwin has just returned to Oklahoma City after a month's visit on the West Coast.

LAURA NEEB . . . and Mary Sanders were pitching Crystalens (eyeglass cleaner) last week at the All-Wisconsin Outdoor Life Exposition at the Sherman Hotel in Chicago.

What's become of Mr. and Mrs. DeMilli, of health-book note? Ernie Atherton, the ink-stick man? Franke Loger, of coupon fame? Doc Thom McNecley, the med man of the West? If you are an old-timer you can remember when Doc Le skane worked light-weight root shampoo and when Al Decker worked blades and hones.—Bob Posey.

Events for Two Weeks

- May 4-9
ARIZ.—Douglas, Rodeo, 8-10.
CALIF.—Hanford, Pioneer Days, 8.
Sonora, Rodeo, 9-10.
GA.—Savannah, Livestock Show, 7-8.
Atlanta, Horse Show, 8-10.
ILL.—Chicago, Home Show, 8-10.
Chicago, Nat'l Premium Expo, 4-8.
IA.—Pella, Tulip Time, 7-9.
MASS.—Boston, Dog Show, 9.
MICH.—Benton Harbor, Blossom Festival, 3-10.
MO.—St. Joseph, Apple Blossom Festival, 7-9.
Springfield, Dog Show, 5.
NEB.—Omaha, Shrine Circus, 4-9.
N. J.—South Orange, Dog Show, 8.
Trenton, Dog Show, 10.
OKLA.—Tulsa, Dog Show, 8.
TENN.—Memphis, Rodeo, 7-10.
TEX.—LIBERTY, Rodeo, 8-10.
UTAH—Richmond, Dairy Show, 7.
WASH.—Spokane, Livestock Show, 8-8.
WIS.—Sheboygan, Turner Indoor Circus, 6-9.
CAN.—Amherst, N. S. Motor Show, 8-9.
May 11-16
CALIF.—Fresno, Raisin Festival, 16.
Oakland, Horse Show, 16.
San Francisco, Dog Show, 16-17.
KAN.—Dodge City, Round-Up, 14-17.
MICH.—Detroit, Olympia Circus at Stadium, 8-17.
N. Y.—Cedarhurst, L. I. Dog Show, 17.
Garden City, L. I. Dog Show, 15-16.
OKLA.—Oklahoma City, Dog Show, 17.
ORE.—Culter City, Rhododendron Festival, 9-17.
PA.—Holtzapple, Firemen's Street Fair, 9-16.
TEX.—Waco, Cavalcade of Huacos, 14-17.
CAN.—Montreal, Que. Shrine Circus, 9-16.
Winnipeg, Man. Shrine Circus, 9-10.

HUNT FETED BY CFA

(Continued from page 40)
new attraction of the show. Steele's Wild West is in its third season with the show.

Barton Has Side Show
Side show is in charge of Lew Barton, who has lined up a good selection of acts and specialties. A Hawaiian native show, featuring Lawella and Tonita, is a new addition to Barton's show. Bradley, sword swallower, is still with it, and the illusion, Miss Mary, half lady, is on for the season.

Hunt culminated a successful stand in Trenton Tuesday night with fair reaction at the box office. An excellent publicity campaign helped the show. Radio and newspaper coverage made for good business. Uncle Don's appearance was played up.

MILLS HAS GOOD OPENER

(Continued from page 40)
General admission for adults 55 cents including tax; children, 30 cents including tax. Concert works for 10 cents, and Side Show that was not complete for the opening also worked at reduced admission prices. Show is given in three rings.

Staff
Staff includes Jack and Jake Mills, owners; Mrs. Jake Mills, treasurer, Harry Mills, concession superintendent; James Dewey, general agent; Johnny Wall, superintendent; Harry Davis, assistant boss canvasser; Harry Winslow, special agent; Dale McDonald, master of transportation; William J. DeCamp, advertising salesman; Harry Cone, boss hostler; Charles Brady, side-show boss canvasser; J. S. Kritchfield, front door; Doc Townsend, equestrian director; Don Taylor, back door; A. M. Haffards, reserve seat ticket box; L. H. Jones and Heavy Wilson, billers; Mrs. Jack Mills, pony track. Privilege department: Austin Albright, popcorn; Jimmy Thomas, Ed Wabbles and Charles Brewer, novelties.

Program
Display 1—Tournament led by Dora Widener carrying American flag. No. 2—Carmen and Crowley, comedy acrobats. No. 3—Dogs and monkeys riding ponies, presented by Johnny Pringle. No. 4—Dora Widener and Cal and Lorraine, trapeze. No. 5—Clown levitation. No. 6—Liberty horses presented by Clyde Widener. No. 7—Dora Widener and Estelle Whitman, swinging ladders. No. 8—Clowns. No. 9—Juggling by Pringle, Dryden and De Wenn. No. 10—Tight wire acts by De Wenn, ring 1; Powell Troupe, ring 2; Pringle, ring 3. No. 11—Clowns. No. 12—Pony drill presented by Doc Townsend. No. 13—Clowns. No. 14—Dog acts. No. 15—Elephant presented by Fred D. Holloway. No. 16—Barrel juggling by Dryden in ring 1 and Clark in ring 3. No. 17—Barney Arnesen balancing on a tight wire. No. 18—Powell's hindleg dog on track. No. 19—Menage horses ridden by Dora and Clyde Widener. No. 20—Races. Concert is

presented by Clyde Widener Family.
Clowns: Barney and Jimmie Arnesen, Willie Clark, Albert Powell, William Kemp Smith and C. Dryden. Band: Frank Woolrich, Steve Anderson, Frank Wilson, George Olson, Gene Franks, Jack Dorfman, William Son and Bill Steinburg.
Visitors at opening were Mr. and Mrs. Walter L. Main, Geneva, O.; Mr. and Mrs. C. A. Klein, Don Taylor, Leona Smith and Mr. and Mrs. Rex McConnell, Canton, O.; John L. Salkeld, concession manager Lake County (O.) Fair; John E. Creamer, treasurer Ashtabula County (O.) Fair and Fred J. Knuebel, Ashtabula, O.

RINGLING REGISTRANTS

(Continued from page 40)
technical chief, is 54, native of Birmingham, N. Y., and last-named Fitzgerald. Atlanta's contribution was F. Young, 60-year-old Negro. Supposedly the only native New Yorker registering from the show was Frank Miller, head of the company operating the concessions. He's 47. Among others who filled out cards were Frank Braden, Felix Adler, Roland Butler, Lou Jacobs, Paul Jerome, Johnny Tripp, Paul Herompo and a couple hundred others no doubt.
Several circuits turned out for the record-breaking monthly luncheon of the Circus Saints and Sinners' Club of America on Wednesday at the Astor Hotel. Clowns Felix Adler, Emmett Kelly, Bluch Landolf and midget Frankie Saluto participated in the club's big production. Special guest was Pat Valdo, who sat at table 20 with CSSCA Vice-President Fred P. Pitzer, conductor of the circus hobby column for this publication. R-B guests of Frank Miller were General Manager Art Concello and legal adjuster Herbert Duval, in addition to Clem Schmitz, outdoor insurance executive, and heads of several commercial houses. Bob Cochrane, general utility man, also attended.

Arthur L. Springer's announcements this year embrace an even dozen descriptions—opening of show, Alfred Court's animals, Zerbini leaps, Eddie Ward net dive, Juggler Truzzi, Elephant Ballet, tight-wire Nattos, Aerial Ballet, Flying Concellos, horseman Vasconcellos, high-wire Wallendas and serial Kimris. He is doing a capable job in this department.

Dick Kroener, superintendent of gorilla Gargantua, is critically ill in Polyclinic Hospital, having gone under the knife several times. At last check-up he was "resting comfortably."

WON, HORSE & UPP

(Continued from page 40)
was delivered to rural route boxes. Our dates read "Coming Here." After reading hundreds of snuff, cold drink and chili-and-fever medicine signs that were tacked onto every tree and pig pen, the office decided to enter the town on the books as "Quinine," due to the malaria signs

predominating. Business was listed as "hookworm."
Friday and Saturday towns were on railroads and the show played to two night turnaway houses. We are now only 100 miles from the North Carolina border and the show should be well thru it when we send in further news.

DRESSING ROOM GOSSIP

(Continued from page 43)
whole week; Mrs. Bradley, Dorothy Herbert, W. Puzner, Jim and Jessie Arbaugh; Harriet Van Orman, formerly Harriet Hodgini; Bertie Hodgini. Ralph C. Holt flew from Burlington, N. C., to say hello. He stayed three days and staged a nice get-together at the Brown Hotel. Invited guests were Mr. and Mrs. Noyelles Burkhardt, Marion Knowlton, Florence Tennyson, Jean Allen, Mrs. E. Clarke, Ernestine Clarke, Mrs. Freddie Freeman and yours truly. Had nice letters from Walter Buckingham, Tom Gregory, Ted Deppish and Duke Raymond. Ernestine Clarke has replaced Miss Lucy in center ring, doing principal act, with Rosie Bruce and Ethel Freeman on the ends. Those two good-looking baton twirlers in spec are Kay Burslem and Alethea Clarke.

FREDDIE FREEMAN.

DER-PHEW-RER-YOU-SKUNK
Dozen Will Start You in a Big Bust, mass. Big Turn Over and Repeater.
Gross Lots, \$36.00
Doz. Lots, \$3.50
1/3 Dep. With Order, Bal. C. O. D.
SAMPLE 50c
Size 5 1/2 x 5 1/2"
GENERAL DOUGLAS MacARTHUR
Non-Breakable BUST 8" High—4" Wide
SEND FOR THIS HOT NUMBER, BOYS! WHAT A TURN-OVER.
SAMPLE 50c
MEXICAN FEATHERED BIRD PICTURES
Size 7x9. Sample 50c
GET ON OUR MAILING LIST FOR ALL HOT NUMBERS.
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2255 So. Central Park Ave., CHICAGO, ILL.

JUST OUT! NEW!
GEN. MacARTHUR
PICTURE BUTTON
A Winner. The most beautiful and colorful Red, White & Blue Gen. MacArthur Button on the market. Selling faster than all other buttons. Young and Old are wearing them.
100...\$1.35 1000...\$12.50
Orders shipped out immediately.
1/3 Deposit, Balance C. O. D.
COHEN BROS.
108 PARK ROW NEW YORK

Pitchdom Five Years Ago

The Vaughan Trio, Jerry, Suzy and Gaylord, were with the R. A. Thomas Show. . . Tom Sigourney had just made Maxwell Street in Chi. . . George Michaels was anticipating a big year with novelties. . . Paul and Vi Beckett discarded pen sales to open a tavern. . . Granger Thornberry headed northward with a gang of pads. . . Jack Roghwell was working Indianapolis. . . Sam Popowitz was working jewelry in Indianapolis. . . Tommy Burns Jr. was demonstrating rug cleaner in St. Louis. . . Lou Schneider was working Kaycee with watches. . . Bill Knot was taking on a key check outfit. . . Joe Smith was working coal fields of Southern Illinois with his sharpener layout. . . Jimmy Wells blew into the Mound City. . . Roundy Caruthers and Little George Beaver quit the auto business to go out with their medicine emporium. . . Sidney Goodman was ready to go on the road. . . Harry Corry, who had the jam store on Hennles Bros.' Shows, was doing good business. . . Oliver Fitzmaurice was working med in Memphis. . . B. Starling was in Cincinnati. . . John Thomas headed west with his cleaner demonstration. . . Earl Davis, of tie-form fame, was clicking in a chain store at Harrisburg, Pa. . . George Beyer, of corn-med fame, was doing good biz in the chain stores. . . Steve O'Connor was handling souvenir programs in the big time in Chi. . . Milton Bartok was seen with his med layout in a drugstore window. . . Al Marks was working in Louisville. . . Mike Sadden and Charles Seymour were in Kaycee. . . Frank Libby was seen in St. Paul. . . Joe Louis plaques were going strong. . . Jimmy Kelley and the missus were in Chicago. . . Charlie Gow was in Detroit. . . Bill Ruiz was lecturing in the Mound City. . . Joe Abbott, young jam and med man, passed thru Blytheville, Ark., to join the Dean med opory. . . Doc Franklin Street opened a med opera in Frankfort, Ill. . . Doc Hubert Potter returned to Paragould, Ark., after a sojourn in Florida. . . White Johnson was in Wurtland, Ky.

DELUXE PLASTER
No. 014 Crucifix
No. 041 Soldier Girl
No. 054 Uncle Sam
No. 040 Soldier Boy
No. 062 Majorito
No. 018 Grotto
Above items all packed 12 of a number to a carton, 20 cents each. Write for list and catalog. Can make immediate shipments of American made slum, consisting of 14 different Subjects (Dogs, Cats, Elephants, etc.). Packed one gross of a number at \$1.25 per gross. 15 Numbers American made Powder Items, \$1.00 per gross.
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The New VICTORY . . .
BLACKOUT FLASHLIGHT CANE
A natural premium or concession item. 34" long—all metal—flashy assorted colors. Complete with battery—bulb—strong lens. \$15.00 per doz.
1/3 Deposit With Order—Balance C. O. D., F. O. B. Chicago.
WRITE—WIRE
S & S SALES COMPANY 3822 NO. BROADWAY CHICAGO, ILL.

Blackout Cancels Marks' Skedded Stand in Hampton

RICHMOND, Va., May 2.—Army blackout regulations issued today forced John H. Marks Shows to cancel their scheduled stand in Hampton, Va., show officials said.

Reports reaching this city indicated that other carnivals affected by the regulations have mixed their scheduled appearances in cities in that territory. Marks will remain here another week.

ROUTES

(Continued from page 17)

Thomas, Shirl (Bill Bertolotti's) NYC, nc. Three Guesses (Hurricane) NYC, nc. Three Sons of Jive (Hickory House) NYC, re. Tomak, Sid, & Reis Bros. (Ball) Phila, nc. Tufts, Senny (Famous Door) NYC, nc.

Vallee, Edee (Jimmie Dwyer's Sawdust Trial) NYC, nc. Vernon, Wally (Chase) St. Louis, h. Von Dell, Cecil (Royale Frolies) Chi, nc.

Wade, Bill & Betty (New Yorker) NYC, h. Walker, Oscar (Fifth Avenue) NYC, h. Ware, Dick (Bismarck) Chi, h. Warner, Jack & Jill (Patlo) Cincinnati, nc. Weber Bros. & Chutita (Grand) St. Louis, ti. (Shrine Circus) Winnipeg, Can., 9-16. Wences (Beverly Hills) Newport, Ky., 24-May 7, cc. Weston, Doris (Pierre) NYC, h. Whalen, Maurice & Betty (Leon & Eddie's) NYC, nc. White, Jack (18 Club) NYC, nc. White, Jerry (Bill's Gay '90s) NYC, nc. White, Thelma (Brown Derby) Chi, nc. White & Varno (Chateau) Rochester, N.Y., nc. Whitson Bros. (Oriental) Chi, t. Williamson, Herb (Log Cabin) Sault Ste. Marie, Mich., c. Windell, Mona (Queen's Terrace) Woodside, L. I., N. Y., nc. Wonder, Tom & Betty (Paramount) NYC, t. Wood Trio (Swan) Phila, nc. Wood, Napua (Lexington) NYC, h. Woods & Bray (Dinty's Terrace Gardens) Cohoes, N. Y., 4-16. Wyse, Ross Jr. (Riverside) Milwaukee, t.

Y. You's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Yvette (Blackstone) Chi, h.

Z. 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: Mineral Wells, Tex. All-American Expo.: Murphysboro, Ill. All-American: Lawton, Okla. Allen, Fred: East Syracuse, N. Y., 11-16. Anderson-Strader: Junction City, Kan. Arthur's American: Petaluma, Calif.; Bureka 11-17. Bach, O. J.: Hudson Falls, N. Y. Badger State: Milwaukee, Wis. Baker, Tom, Attrs.: Columbus, Ind.; Indianapolis 11-16. Bantley's All-American: Uniontown, Pa.; Arnold 11-16. Barker: Litchfield, Ill. Barkoot Bros.: Adrian, Mich.; Monroe 10-17. Baysinger, Al: Steger, Ill. Beckmann-Gerety: Wichita, Kan. Bee's Old Reliable: Frankfort, Ky.; Cynthia 11-16. Bill Joy: Shannan, Ga. Blue Ribbon: Jeffersonville, Ind.; Columbus 11-16. Boswell Am.: Hampton, Newport News, Va. Bremer: Butler, Mo. Bright Lights Expo.: Lawrenceville, Va.; Danville 11-16. Brodbeck: Hays, Kan.; McPherson 11-16. Buckeye State: Union City, Tenn.; Princeton, Ky., 11-16. Bunting: East Peoria, Ill., 4-16. Burke, Frank: Alamogordo, N. M. Byers Bros.: East Aiton, Ill. Central States: Concordia, Kan. Cethin & Wilson: Baltimore, Md. Chanos, Jimmie: Muncie, Ind. Coleman Bros.: Hartford, Conn. Colley, J. J.: Shawnee, Okla. Conklin: Hamilton, Ont., Can. Convention: Frackville, Pa.; Minersville 11-16. Cotton State: Lone Oak, Ky. Crafts: Bakersfield, Calif. Crystal Expo.: Lincoln, N. C. Cumberland Valley: South Pittsburg, Tenn., 11-16. Cunningham's Expo.: New Matamoras, O.; New Martinsville, W. Va., 11-16. Curl, W. S.: London, O.; Lancaster 11-16. Denton, Johnny J.: Spring City, Tenn.

Dick's Paramount: Torrington, Conn.; New London 11-16. Dixie Belle: New Harmony, Ind.; Newburgh 11-16. Dobson's United: Mahtomedi, Minn., 8-10. Dodson's World's Fair: Springfield, O.; Lima 11-16. Douglas Greater: Walla Walla, Wash.; Pendleton, Ore., 11-16. Ebersole's: Steelville, Mo.; Fulton 11-16. Elite Expo.: Eldorado, Kan. Eudy Bros.: Chester, Pa. Etue Am. Co.: Albany, N. Y., 6-17. Evangeline: Hesser, La. Fleming, Mad Cody: Moultrie, Ga.; Fitzgerald 11-16. Florida Expo.: (Folly Beach) Charleston, S. C. Four Star Expo.: Champaign, Ill. Franks Greater: (Broadway & Oglethorpe) Macon, Ga. Frisk Greater: Fort Madison, Ia. Fuzzell's: Flat River, Mo.; Moberly 11-16. Garden State: New Holland, Pa.; Coplay 11-16. Gold Medal: Vincennes, Ind. Golden Arrow: Delight, Ark. Golden Belt: Salem, Mo. Golden State: Paso Robles, Calif. Gooding Greater: Beckley, W. Va. Gooding, R. J., Am. Co.: Uhrichsville, O. Gooding Unit, No. 2: Point Pleasant, W. Va. Gooding Unit, No. 3: Marion, O. Great Lakes Expo.: Vincennes, Ind. Great Sutton: Eldorado, Ill. Greater United: Brownwood, Tex. Green's United Attrs.: Osgood, Ind., 9-16. Groves Greater: Tiptonville, Tenn. Happy Attrs.: Mount Vernon, O. Happyland: Royal Oak, Mich.; Lincoln Park 11-16. Heiler's Acme: Hasbrouck Heights, N. J. Hennies Bros.: Birmingham, Ala. Henry, Lew: Graham, N. C. Heih, L. J.: Central City, Ky. Hubbard's Midway: Shelby, O. Hughey & Gentsch: Savannah, Tenn.; Ripley 11-16. Hyalite Midway: Henryetta, Okla. Ideal Expo.: Baltimore, Md. Jones, Johnny J. Expo.: Washington, D. C. Joyland: Chowchilla, Calif. Kaus Expo.: Eddystone, Pa. Keystone Modern: Bristol, Va.; Radford 11-16. Lang's, Dee: Rock Island, Ill., 4-10; Alton 11-16. Large, H. P.: Dowell, Ill. Lallip: Dunbar, W. Va. Lawrence Greater: Port Reading, N. J. Lewis, Art: Norfolk, Va.; New Brunswick, N. J., 11-16. Liberty United: Charleston, S. C. M. & M.: Kingston, N. Y. McKee, John: Lutesville, Mo. McMahon: Marysville, Kan., 9-16. Magic Empire: Des Arc, Ark.; Forest City 11-16. Manning, Ross: Poughkeepsie, N. Y. Marks: Richmond, Va. Melvin's United: Clinton, Mo. Merit: Brockton, Mass. Mid-Way of Mirth: St. Charles, Mo. Midway: St. Paul, Minn. Midwest: Ness City, Kan. Molly's Greater: Westbrook, Me., 9-16. Moore's Modern: Kincaid, Ill. Motor City: Anderson, Ind. Nail, C. W.: Gibsland, La. Ozark: De Queen, Ark.; Greenwood 11-16. Page, J. J., Expo.: Johnson City, Tenn. Page, W. E., Am. Co.: Gainesboro, Tenn., 9-19. Palmetto State: Charleston, S. C. Pan-American: Mount Carmel, Ill. Parada: Picher, Okla. Pearson: Pama, Ill. Penn Premier: Eumans, Pa. Pike Am.: Willow Springs, Mo. Pioneer Victory: Waverly, N. Y. Playtime: North Billerica, Mass. Prell's World's Fair: Dundalk, Md. Prudent's: Patchogue, L. I., N. Y. Pryor's All-State: Marmet, W. Va. R. S. Am.: Fayetteville, N. C. Reading's: Portland, Tenn., 11-16. Reid, King: Waterlief, N. Y. Reynolds & Wells: Chillicothe, Mo.; Quincy, Ill., 11-16. Rogers Greater: Benton, Ill. Rogers Bros.: Herman, Minn., 20-23. Royal American: (Grand & LaCade) St. Louis, Mo. Rubin & Cherry Expo.: Albuquerque, N. M.; Wichita, Kan., 11-16. Scott Expo.: Switchback, W. Va.; Vivian 11-16. Sheesley Midway: Nashville, Tenn. Siebrand Bros.: Reno, Nev. Sims Greater: Welland, Ont., Can.; Trenton 11-16. Skerbeck: Escanaba, Mich., 9-16. Smith Greater: Front Royal, Va. Smith, George Clyde: Altoona, Pa. Snapp Greater: Oswego, Kan. So's Liberty: Kankakee, Ill.; Ottawa 11-16. Southern: Vicksburg, Miss. Sparks, J. P.: Cullman, Ala. Strates, James E.: Harrisburg, Pa. Sunburst Expo.: Syracuse, N. Y. Sunflower State: Pratt, Kan. Sunset Am. Co.: Excelsior Springs, Mo. Sweeney Am. Co.: McMechen, W. Va. Texas Kidd: Hamilton, Tex. Tidwell, T. J.: Wichita Falls, Tex. Tivoli Expo.: Baxter Springs, Kan.; Neosho, Mo., 11-16. Victory: Salem, Ind.; Edinburg 11-16. Virginia Greater: Mount Rainier, Md. Wade, W. G.: (Michigan Ave. & Wyoming) Dearborn, Mich., 8-16. Wallace Bros.: Elizabethtown, Ky. Wallace Bros. of Canada: Windsor, Ont. West Bros.: Quincy, Ill.; Ottumwa, Ia., 11-16. Wonder Shows of America: (Kingshighway & Natural Bridge) St. Louis, Mo., 4-16. World of Fun: Middleport, O.; Parkersburg, W. Va., 11-16. World of Mirth: Philadelphia, Pa. World of Pleasure: Pontiac, Mich.; River Rouge 11-17. World of Today: Independence, Mo. World's Victory Expo.: Little Ferry, N. J., 7-17. Wright Am. Co.: Missouri Valley, Ia. Wright's United: Blackstock, S. C. Yahr Am. Co.: St. Paul, Minn. Zacchini Bros.: Chambersburg, Pa. Zeiger, C. F., United: Las Vegas, N. M.

King Bros.: Ypsilanti, Mich., 5; Monroe 6; Ann Arbor 7; Jackson 8-9. Mills Bros.: Toronto, O., 5; Yorkville 6; Mingo Junction 7; St. Clairsville 8; Cambridge 9; Zanesville 11-12; Newark 13-14. Polack Bros.: San Francisco, Calif., 4-9; Oakland 15-23. Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, until May 10; (Garden) Boston 12-17. Russell Bros.: Oceanside, Calif., 6; Long Beach 7-9. Singer's Midgets, Elephants & Pony Circus: (Grand Ave. & LaCade) St. Louis, Mo., 4-10. Wallace Bros.: Canton, O., 5.

MISCELLANEOUS

Campbell, Loring, Magician: Piedmont, W. Va., 6; Accident, Md., 7; Bentleyville, Pa., 8. Daniel, E. A., Magician: Oak Harbor, O., 5-8; Port Clinton 7; Richland, N. Y., 9. DeCleo, Magician: Marysville, O., 4-9. Hutchens Museum: Oswego, Kan., 4-9. Ke-crow Bros.' Show: Cartersville, Ga., 5; Calhoun 7; Dalton 8. Lippincott, Magician: Alabama City, Ala., 4-9. Long, Leon, also Lee's Colored Minstrels: Prichard, Ala., 4-10; Mobile 11-31. Marquis, Magician: Washington, D. C., 4-21. Mylres Entertainers: Grenola, Kan., 4-9. Neff, Magician, & Wonder Workers: Flemington, N. J., 6; Phila, Pa., 7; Little 8; Alhona 11; Franklin 12; Corry 13; Laurence Park 14. Princess Stock Co.: Thayer, Mo., 4-9; Cole Camp 11-16. Rilton's Dogs (school show): Rome, Ga., until June 1.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Jaxon, Great (Red, White & Blue Club) Akron, O., 4-9. Leach, Earl & Josephine (Tic Toc Club) Montreal, Can., 4-16. Louise, Phyllis (Lark Club) Davenport, Ia., 4-9. Page, Gene, Ork. (Baltimore Night Club) Toledo, O. Roberts, Jack & Renee (El Chico Club) Birmingham, N. Y., 4-17. Rulon's Canines (Trocadero Club) Henderson, Ky., 4-18. Sharpe, Robert (Faust Hotel) Rockford, Ill., 4-7. Slocker, Bill (Hofbrau Club) Lawrence, Mass., 4-10. Therrien, Henri, Ork (Latin Quarter Club) Boston.

DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK CITY. Includes images of SALT WATER TAFFY, SUNSET CRUSHED CHERRIES, MANGRINE ORANGE SLICES, and SMILES CHEWS.

CONCESSIONAIRES - WRITE NOW - For New 1942 Spring Flyer and Price List. BRUSH POTTERY LAMP No. 6806B. CONTINENTAL DISTRIBUTING COMPANY 822 NORTH THIRD STREET MILWAUKEE, WIS.

West Bros.' Shows Want Shows and Rides with own equipment, 25 per cent. Bert Melville, wire. Cookhouse privilege in Tickets, Arcade, Diggers, Lead Gallery, Photo, Custard, Floss, Ten-Cent Slum Concessions.

NORTHERN EXPOSITION SHOWS WANTED - - WANTED - - WANTED FOREMAN for Eli Wheel and Parker Baby-Q Merry-Go-Round, also Second Men for both Rides (best wages but must be fast).

CIRCUS Cole Bros.: Fort Wayne, Ind., 5; Richmond 6; Middletown, O., 7; Cincinnati 8-10. Cole, James M.: Penn Yan, N. Y., 6. Hamid-Morton: Ottawa, Ont., Can., 4-6; Montreal, Que., 9-16. Kelly, Al G., & Miller Bros.: Pierce City, Mo., 5; Sarcoux 6; Columbus, Kan., 7; Chelopa 8; Elk City 9; Long 10.

INSURANCE CHAS. A. LENZ "The Showman's Insurance Man" A738 INSURANCE EXCHANGE CHICAGO, ILL.

Print Cards Name Cards at fairs, carnivals, stores, cars, Stationery, photo postcard and movie titles. Print Your Own, Save Money. Portable; take it anywhere. Lowest price outfit made, \$16.55 complete.

WANTED Side Show Attractions. Working Men associated with me in the past, contact immediately. MRS. J. R. CASTLE Caro Rubin & Cherry Exposition Albuquerque, New Mexico, this week; Wichita, Kansas, following.

W. S. CURL SHOWS Can place Cook House, Grab, Fun House, Fun on the Farm. Can place good Side Show Acts, Girl for Illusion, Agent for Bottle Joint. FOR SALE - Like new, priced for quick sale, Tangley Calliope, Engine and Blower complete.

WANTED Lead Gallery, Bowling Alley, Clothes Pin Pitch, Fish Pond. Must be legitimate. Will buy small Organ. Book small Pit Show, Rosalie 10-in-1, get in touch with me at once. Want two experienced Diving Girls and one more sensational Free Act. Commencing May 15, 8 days, north of Hatfield, Pa. Near big war industry plant. Plenty people working. JOHN KEELER 427 Market St. Philadelphia, Pa.

Outlook for Coast Shows Brighter, Craner Reports

SAN FRANCISCO, May 2.—A survey of the State by Arthur P. Craner reveals that unless wartime conditions on the West Coast become more acute, showmen, based on early-spring business, will wind up the 1942 tour at least even and in many instances better than in the last few years.

Craner says there is a growing movement among the various California-owned shows to create a festival atmosphere around their organizations as they move from town to town, and many showmen have added additional attractions and free acts that are upping their gates or providing increased crowds for their midways.

California looms as one of the hardest hit States because of its proximity to the war zone activities. However, in the face of this gloomy picture all beach amusement zones report increased receipts and satisfactory crowds to date even where unseasonable weather has prevailed.

Olympia Circus Notes

CHICAGO, May 2.—There were many showfolk visitors at Olympia Circus this week, among them a number of acts that just closed at the Police Circus in St. Louis. Ed and Jennie Rooney visited before leaving for the Shrine Circus which Orrin Davenport is staging in Winnipeg. Jim Wong Troupe stopped off on their way to Rink Wright's Circus in Omaha. Mr. and Mrs. Emil Pallenberg Jr. also were in from St. Louis.

Terrell and Dolly Jacobs will leave Monday night to join the Conklin Shows in Canada. They will ship one ear from Chicago, two from Peru, Ind., and the elephants will be trucked from Chicago to Detroit, then the remainder of the way by train, Jacobs having been unable to get a car here.

Earl Shipley, who has been clowning here, goes back to his defense job at Joliet. Mrs. Shipley will enter a hospital shortly to undergo an operation.

Omer J. Kenyon and a party of friends were down from Milwaukee on Thursday, and Norman Van Tiburg, of Minneapolis Shrine Circus, was a visitor on Friday and Saturday.

A wire from Ray Rogers to Terrell Jacobs on Friday stated Rogers lost one of his best elephants in Parkersburg, W. Va.

Raymond Paul Lowell, who has been with Terrell Jacobs six months, leaves for the army on Monday.

Circus had a full house Friday and a turnaway house tonight.

Philly Is Good for Riley

PHILADELPHIA, May 2.—With good weather Matthew J. Riley Enterprises wound up their second week here to exceptional business. Rolloplane topped rides, with Ferris Wheel and Chairplane next in line. Additions to the midway include G. Dover, grab and ball game; E. Gerard, pitch-till-you-win; M. Reilly, popcorn and candy apples; W. Harlan, hi-striker and long-range gallery; R. Hunter, string game. Visitors included Frenchy Snelling, World of Mirth Shows, and Jerry Gerard, Endy Bros.' Shows.

Horan Books Unit in Cincy

CINCINNATI, May 2.—Irish Horan was here today and booked his unit of Death Dodgers at the Carthage Fairgrounds for May 30-31 under American Legion Post auspices. He came from Wheeling, W. Va., and will go to Washington, D. C., then to Wilmington, N. C., where his unit will open May 15.

LETTER LIST

(Continued from page 55)
HIGGINS, Henry, Johnston, Mrs. Phyllis
RAYMOND C. Kyle, Miss Bee
Hilderbrandt, Ray Langmo, Harvey
HUB, W. H. LEE, HOSIE
Homer, Harry J. Lefebvre, John
Hughes, Mrs. Lillie Urban
HUTCHINS, Lewis, Joe C.
JOHN LILDFIELD, George
WENDELL LOPEZ,
Hutchins, Mrs. CELESTINO
Luello, JOSE
Hutcherson, Mrs. Lucas, Mrs. Earl
Jack McNeil, Mrs. T.
JOHNSON, Mack, Mrs. Alberta
KALIXTUS Manning, Ross, &
KAYE L. Harvey Camu
KERNARD Margon, Paul
Kingston, Ole Martin, Terry

Metts, Andrew J. Rainey, Fred
Miller, A. B. Ray, Ralph (Ky.)
Miller, Clifford M. REED, ALBERT
Miller, Fred LAWRENCE
Miller, LeRoy Reeser, Leon
Morgan, Clayton N. ROSE, NEWBILL
Most, Martha EUGENE
Nelson, Jackie
O'Day, jockey Rucker, E. H.
Obely, Lawrence Sanbreno, Frank
Scott, Billie
O'Neill, Bob Scribneff, William
Patterson, Sam Servis, Edw.
Patton, Eugene Serris, E. F. Jr.
Perez, Capt. James (Pnt) Shaffer, Oscar
Shuffelt, Fred
SMITH, DAVID
ANDREW
Petty, Roy Smith, H. Norman
BRADLEY SPRADLIN
Phillon, Mrs. Ed WILLIAM
Rooney, Mrs. Jack WASHINGTON
Roe, Miss Mildred Stanley, L. DOUGLAS

Russell Show Leaves Los Angeles Area

LOS ANGELES, May 2.—After a month's showing in the Los Angeles area during which the show played here, in Hollywood, Glendale, North Hollywood, Santa Monica, Huntington Park, Anaheim and Santa Ana, Russell Bros. Circus jumped into the San Diego area.

Because of the increasing problem of tires and labor, Russell Bros. is making short jumps and multiple-day dates to solve the troubles. Show, unless some unforeseen war development makes it impossible, is expected to remain in the West Coast area.

In Glendale show had light afternoon business but good crowds at night. Last performance here was given in a rain-storm. In Pasadena the show packed them in on closing night. Poor matinee marked the Inglewood date, but a three-quarter house was on hand that night at the old Arba Vitae circus lot. Show moved into the army and navy stronghold after the Anaheim date.

Circus Chatter

Mr. and Mrs. "Mitch" Mitchell visited friends on show in the Los Angeles area. Mitchell is employed at the Los Angeles Ship Building Yards and is a former truck show master mechanic. . . . Cheerful Gardner had his new elephant stake puller on the lot. Spider Jones is now chauffeuring Cheerful in his new 1942 model. . . . George King, menagerie superintendent, and Smiley B. Dailey, clown, ran into automobile clutch trouble. . . . Show was forced to make a switch in lots on Saturday (25) when a Huntington Park zoning ordinance made it necessary to move the show to a lot in the industrial district. Lot was rough and sandy and show had few parking facilities. . . . East Los Angeles gave the show fair business. . . . Bernie Griggs, who is a great-grandson of the famous clown Dan Rice, is a feature in clown alley. . . . Mel Henry, clown, was the first on the circus to register in the 45-65 draft. . . . Betty Escalante purchased a trailer. . . . Dick Lewis and his 6-year-old son were in clown alley Sunday (26) in East Los Angeles. . . . Bill Antes is handling the route cards. . . . The Acevedos and Escalantes played within a few blocks of their homes in East Los Angeles. . . . Robert Downie took a lot of colored movies around the backyard. . . . Norman Carroll, big show announcer, has received notice from his home draft board. . . . Pina Troupe may join the show soon. . . . Visitors during the week included Doc Cunningham, Mr. and Mrs. S. L. Cronin, Mrs. Berdie, George King, C. A. Backtel, Mr. and Mrs. Glenn F. Harrison, Walt Mathle, George Emerson, Hurley Woodson, Babe Thomasson, Bill Hoffman, Bill Coffin, Dick Gerald, Edris Hull, Joan Christy.

Gainesville To Open Aug. 17

GAINESVILLE, Tex., May 2.—Gainesville Community Circus will open its season at the Cooke County Fair August 17 and will show the first four days of the six-day exposition, it is announced by Roy A. Stamps, president. Fair board decided to hold the fair as usual, and the circus, which ordinarily shows two days at the fair, will double its run this season, due to failure to open in April as customary. April opening was postponed due to the fact that construction of a \$30,000,000 army camp near the city started April 1, and members of the circus were too busy with other endeavors to make final preparations for the season's opening.

COREY LAUDS SHOW BIZ

(Continued from page 3)
your show. It is a very laudable and worthy undertaking and will result in raising a large fund for this great Ameri-

can institution for which the show people will receive full credit."

A half-page of the Corey bulletin is devoted to part of The Billboard's story of last week carrying the announcement of the appointment of Christopher J. Dunphy as chief of the amusement section of the WPB.

UNDER THE MARQUEE

(Continued from page 41)
but they don't want it in their back yard." The site was secured subject to the mayor's approval.

BLACK BROTHERS and their performing animals joined Polack Bros. Circus during its El Paso (Tex.) engagement and are now with the show on the West Coast.

YOU'RE an old-timer if you can remember when truss rods on wooden flatcars were buckled so tight that the train looked like a humpbacked ocean wave.

J. A. (JIM) HALEY, manager of the John Ringling estates in Sarasota, Fla., has been appointed chairman of the Sarasota County Civilian Defense Council by Gov. Spessard L. Holland.

FRED H. DONOVAN, general manager of Henry Kyes Tent No. 31, Springfield, Ill., and former police officer of that city, has signed for special police on Cole Bros. Circus.

CHARLIE CAMPBELL, North Carolina's State chairman of CFA, advises from Sylva, N. C., that he has postponed the raising of a Tent in that State for the duration.

REX M. INGHAM, former circus agent and legal adjuster, returned to his home in Ruffin, N. C., after a successful winter playing schools with both monkey and bird units.

OLD-TIMERS' tales are contradictory. First

they moan about early-day hardships, unfriendly natives, bad roads, being red-lighted, paid off with pennies, and later they boast, "Them wuz the days of real troupin'."

SAMPSON MacDONALD (Death Valley Mac), 20-mule team whip artist who is playing schools, auditoriums and parks, visited The Billboard office while passing thru Cincinnati last week.

CLYDE MALLORY, former agent of Ringling-Barnum and Cole Bros. circuses, recently accepted a position as captain of guards at a defense plant in Virginia for the duration.

JIM BONNELLI, of Cincinnati, tripped to Harrison, O., last week to visit Vernon Souie's animal show and was very much impressed with the truck organization which is scheduled to open there May 9.

TOM AND BETTY WATERS, wire and perch performers, have signed with Klein Attractions, as did Jimmy Connor Duo. It will mark the third season for Waters' act and fifth for Connors under the Klein banner.

LOYAL-REPENSKY Troupe, riders and teeterboard performers, joined Wallace Bros. Circus at East Liverpool, O., for their second season. James M. Beach is contracting press agent for his fourth season.

MR. AND MRS. WILLIAM F. WALLETT and Mr. and Mrs. Roswell Popular, Havre de Grace, Md., and Mr. and Mrs. Tom Murray, West Brighton, S. I., attended Ringling-Barnum circus in New York and reported it the most beautiful show that they ever witnessed.

YOU'RE never a circus trouper until you have slept in a three-high berth, closed the season broke, been left on the lot, left your season's pay in a privilege car, lived thru a blowdown and have grabbed the business end of a stake puller. Might add: Felt the governor's cane.

CONVENTION SHOWS
TONAWANDA, N. Y., WEEK MAY 25—BIGGEST DATE IN EAST LAST YEAR
BUFFALO, N. Y., Broadway and City Line, week June 1; ALLEGANY, N. Y., week June 8;
BUFFALO, N. Y., Harlem and Walden, week June 15; DEPEW, N. Y., week June 22; BUFFALO, N. Y., Tonawanda and City Line, week June 29.
AND 7 MORE WEEKS—7 DAYS A WEEK—IN BUFFALO DEFENSE AREA
11 Weeks of Fairs following. CAN PLACE Shows and Concessions, especially want Organized Girl Show. Will sell exclusive on Photos, Custard and Shooting Gallery. DUE TO DRAFT CAN STILL USE FREE ACTS. Frackville, Pa., this week; Minersville, Pa., next week. All Communications to CLAY MANTLEY.

HIGH RIGGING AERIALIST WANTED
Man or Girl up in general gymnastic routines. Rehearsals immediately. Open May 18. State age, height, weight, street shoe size. Send photo. Salary forty dollars. Misrepresentation cause this ad. Consider good amateur. Answer air mail immediately.
CRASH DUNIGAN, 237 Osgood Ave., New Britain, Conn.

WANT ORGANIZED PIT SHOW
Will furnish top, 20x80. Have good route. Twenty per cent of front.
ANDERSON-GRADER SHOWS, INC.
Junction City, Kan.

FOREMAN FOR NO. 26 WHEEL
Capable of opening Monday. Also M.-G.-R. Foreman. Salary no object if capable. Can place Girl Shows, Monkey Show, Snake Show or any Grind Show. Concessions: Scales, Guess-Your-Age, Hoop-La, Erie Diggers, Fish Pond and Custard. Stock Concessions working for ten cents. Fairs and Celebrations starting in June. Close at Sun Carnival Jan. 1st.
FRANK BURKE SHOWS
Alamogordo, N. M., this week; Tucuman, N. M., next week.

WANT FOR 7 SUCCESSIVE WEEKS
Including Sundays in Chicago steel mill district, beginning May 19 (no jumps over 40 miles). Harvey, Calumet City, Gary, North Chicago and others. Legitimate Stock Concessions that work for 10 cents. Want Ride-O Foreman and Ride Help that can drive semi trailers. All address:
FIDLER UNITED SHOWS
4217 North Florissant Avenue, St. Louis, Missouri, until May 15; then Harvey, Illinois.

George CLYDE Smith SHOWS
WANTED—Devil's Bowling Alley, Pitch-Till-U-Win, Photos, Cigarette Shooting Gallery, Long or Short Range Lepd Gallery, Pop Corn and Peanuts and Candy Apples. WANTED—Crime, War, Girl and Plantation Shows. WANTED—Loop-o-Plane, Till-a-Whirl and Pony Ride. Write and wire
GEORGE C. SMITH, ALTOONA, PENNSYLVANIA, THIS WEEK

Bantly's Registers Creditable Starter At Cumberland, Md.

CUMBERLAND, Md., May 2.—With attendance topping the 7,500 mark, Bantly's All-American Shows opening here April 23, under American Legion Post auspices, was one of the largest in organization's history. G. C. Mitchell, press representative, reported. Committee, headed by Leo Reichert and W. Earl Brooks, gave good co-operation, as did *The Cumberland Times and News*. Station WTBO carried several 15-minute programs in addition to spot plugs. McCroxy's Store sponsored a kiddie matinee Saturday.

Shows opened with 10 rides, 11 shows, 35 concessions and the Five Waldorfs, free act. A practice blackout in the city was adjudged a success and shows were highly complimented by city officials for their co-operation. Staff has owner-managers, Mr. and Mrs. Herman Bantly; L. C. (Ted) Miller, general agent; Joe Payne, business manager; Florida Stanko, secretary; G. C. Mitchell, press and spe-

cial agent; Chuck Stanko, electrician; Harry Faith, master mechanic; Bud Rilee, lot man; Carl Holzapfel, scenic artist and builder; Slim Hetrick, ride superintendent, and Mrs. Joe Payne, front gate tickets.

Rides

Ridee-O, Frank Ludolph, foreman; Allen Wells, second man, and Mrs. Chrisman, tickets. Octopus, Lester Hicks, foreman, and Jack Boochey, second. Merry-Go-Round, Robert Davis, foreman; James Callahan, second; Clarence Miller, tickets. Glass House, Leroy Harder, manager; Howard Smith, assistant. Ferris Wheels, Pinn Chrisman, foreman; Thomas Smith, second; Dora Faith, tickets. Rolloplane, J. C. Arrowood, foreman; James Byers, second. Kiddie Rides, James Allen, foreman; Ralph Long, second; Mrs. Brewer, tickets.

Shows

Freaks on Parade, Hal Compton; Blackie Seamster, front; Dee Sespa; Henry Cassidy, tickets. Snooky Knight, fire eater; Mystic Fay, magic and inside; Zimba, pinhead; Willie Camper, giant; Eledene Suska, magnetic girl; Tony Levonda, world's smallest woman; Dorothy Lunsford, sword box; Mary Morris, annex; Fern Suska, nurse, and A. J. Budd, owner-manager. Life, Arnold Ray-buck, operator; Joe Reay, front. Thrill-drome, Russell and Lulu Bell Buhl, animal trainers, and Flash White, trick rider; Marie Davenport; Jack Wren, front. Fat Woman and Skeleton, Big Bertha and Slim Jim Curtis. Pennies on Parade, Clara Rilee, cashier; Bud Rilee, manager; James Bieres and Ray Payton, mechanics. Jimmy Keating's Jungleland; Harry Brown, tickets, and Gene Jeanette, inside.

Bill Mayo's Minstrel; Hawaiian, Kenyon Parks, manager; Loretta Humphrey, Juanita Walling and Marion Davis, dancers; George Wise, canvasman. Fol-lies Revue, Bert Melville, manager; Charles Humphrey, tickets; Rae Parks, Grace Williams, Billie Whitaker and Norma Alexander, dancers; Lillian Melville, talker, and Ubangle, jungle queen.

Concessions

Paul Lane, 10, including rat game; Charles Kolly, Doc Williams, Earl Farmer and Harold Beal, agents. Razzle dazzle, Tony Barress, Ralph Clark and Gerald Wantz, agents. Pan game, Ray Holmes and Louis Taber, agents. Photo gallery, Dave Lane and Eddie Knack, agents. Hoop-la, Johnnie Williams. Three penny pitches, Vera Kelly, Gean Zeno, Bill Williams, Grace McCarty and Reta Palitz. Pill game, Mac McCarty. Roll-down, Al Palitz and Happy Jack Potts. Diggers, Mrs. Meul. Mrs. Reed, hoop-la.

Mr. and Mrs. John Weiss, watch-la, pitch-till-you-win; Joe Kane, cats; Ruby Kane, bottles; William Knowes, cats; Kay Horbett, bottles; Pat Barress, bottles, and George Kane, stockman. Al Dorso's cook-house, Al Dorso and George Goodman, owners; Al Dorso, manager; Mary Dorso, cashier; George Thompson, chef; Virginia Robertson, assistant; Dan Prentice, headwaiter; Fred Woodward, griddle, and Pop Johnson, Custard, Michael Dorso, manager; George Atrey, assistant. Bingo, George Goodman, manager; Dick Moore, caller; Mrs. George Goodman, checking; Ernest Liller, Sylvester Walker, Brook Sponaugh and Dora Brinkman, agents.

Autry in Click Stand At Gardens, Pittsburgh

PITTSBURGH, May 2.—Over 30,000 paid \$34,000 for seven performances of Gene Autry's Flying A Ranch Stampede at the Gardens, Harris Amusement Company officials report. Last year, in 14 performances, the show totaled \$35,000. Autry and cast led a parade of War Bond workers on a downtown parade on opening day. Autry makes two appearances, the first with his horse Champion and the second with the Melody Ranch Boys and a package of five songs. Also well received were roping exhibitions by Bud Mefford, Cy Compton and Buff Brady Jr.; a whip-cracking by Johnny Regan; Sonny Moore and Company, a trick riding exhibition by Berenice Taylor, Fay Knight, Norma Holmes, Don Wilcox and Buff Brady Jr. Izzy Cervone's band provided the music.

Official line-up included John H. Harris, manager; Gene Autry, producer; Lonnie Rooney, arena director; Abe Leflon, announcer; Al Caffodio, arena secretary; Leo Murray and Harry Knight, judges; Thelma Rooney and Al Caffodio, timers, and Hoytt Hefner and Jim Patch, clowns.

Results

Bronk Riding—First go-round, Doff Aber and Bud Linderman split first and second; Gerald Roberts, Nick Knight; second go-round, Johnnie Tubbs, Larry Finley; Nick Knight and Frank Finley split third and fourth; third go-round, Bill McMackin, Fritz Truan, Bud Linderman; Doff Aber and Frank Finley split fourth; fourth go-round, Nick Knight, Fritz Truan, Bud Linderman, Johnnie Tubbs; finals, Nick Knight, Bud Linderman, Fritz Truan, Johnnie Tubbs.

Calf Roping—First go-round, Dick Truitt, Jack Skipworth, Jim Snively, Homer Pettigrew; second go-round, Sonny Hancock, Dee Burk, Everett Shaw, Clyde Burk; third go-round, Homer Pettigrew, Bud Spilsbury, Clyde Burk, Roy Matthews; fourth go-round, Jim Snively, Clyde Burk, Dee Burk, Jack Skipworth; finals, Clyde Burk, Dee Burk, Dick Truitt, Homer Pettigrew.

Bareback Bronk Riding—First go-round, George Mills, Smoky Snyder, Jack Wade, Mitch Owens; second go-round, Jimmy Sloan, Bob Estes, Mantel Enos, Fred Badsky; third go-round, Frank Finley, C. J. Shellenberger, George Mills; Bob Estes and Paul Gould split fourth; finals, Bob Estes, C. J. Shellenberger, George Mills, Frank Finley.

Steer Wrestling—First go-round, Carl Dossey, Hub Whiteman, Buck Jones; Louis Brooks and Howard McCrorey split fourth; second go-round, Homer Pettigrew, Dub Phillips, H. D. Bluns, Charles Colbert; third go-round, Homer Pettigrew, Mike Fisher, Jim Whiteman, Louis Brooks; finals, Hub Whiteman, Dub Phillips, Howard McCrorey, Homer Pettigrew.

Brahma Bull Riding—First go-round, Jim Whiteman, Hoytt Hefner, Bob Estes; C. J. Shellenberger and Dale Adams split fourth; second go-round, Dick Griffith, Jim Whiteman; C. J. Shellenberger and Smoky Snyder split third, Gerald Roberts; third go-round, C. J. Shellenberger, Smoky Snyder, Dale Adams and Dick Griffith split third and fourth; finals, C. J. Shellenberger, Jim Whiteman, Hoytt Hefner, Smoky Snyder.

POPULAR ITEMS

(Continued from page 60)

badge that will be a fast-selling number for parades, streetmen, carnivals, circus and newsstands, the firm claims. A new badgeboard and general merchandise price list is being offered by the company to all inquirers.

Penny in Bottle

The Penny in the Bottle novelty item, offered by B. Shackman & Company, lends itself very well for use as a premium, according to the firm. It is a curiosity that puzzles and delights everybody, it is said, and it creates a good deal of interest. A Crystal glass jug with a one-inch narrow neck has a new one-cent piece inside. The firm reports that this is one of hundreds of different items that it is prepared to supply. A catalog is free for the asking.

Victor Clocks

The Victor Clocks have always been popular, according to New York Merchandise Company, Inc., and the firm is still able to offer 35 flashy models that will interest bingo and salesboard operators, concessionaires and other premium users. The firm states that clock production has been shut down due to the

war and no more clocks will be made for the duration. However, while stocks last, workers have a chance to acquire mirror glass, metal and wooden models. A free catalog describing and picturing the models available is offered without cost.

Novelty Jewelry

A line of attractive novelty jewelry is offered by the Four Star Ornament Company. Firm reports particularly strong demand for identification jewelry. They also report activity in jeweled crosses, assorted earrings, brooches and necklaces. Novelty jewelry has always had a strong appeal, it is said, and workers expect to do well this season with these items.

Zito Cards

The famous Zito dog cartoons which were such a hit in the 9 by 12 inches and miniature sizes, are now going over big in post card size, according to Novel Art Picture Company, Inc. The post card cartoons, offered in a series of 12 different scenes, feature full color and funny gag lines. Pitchmen, specialty workers, novelty workers, wagon jobbers, etc., will find these cards profitable, the manufacturer reports. Strong sales are reported at army camps, leading hotels, drugstores, resorts, carnivals, fairs, novelty stores, etc.

MacArthur Tropical Helmet

A new MacArthur item is the General MacArthur Bataan Tropical Helmet offered by Greene-Baum Company. The helmet is made of finely woven straw and comes in assorted colors. Some helmets are red, others white and others blue. The hat is so constructed that it can fit any size head and it has an inscription on the brim: Remember Pearl Harbor. This is an item that is expected to go big at resorts, carnivals, fairs, and other outdoor events, as well as everywhere else where crowds gather.

Timely Ties

A series of three attractive ties that are bound to make a hit with patriotic males at this time, according to the manufacturer, are the items offered by Phillip's Neckwear. One tie reproduces a likeness of General MacArthur, with the words "Our Hero" appearing above his picture and his name immediately below. The second tie reproduces the famous V for victory symbol with a star in the center and the phrase "Remember Pearl Harbor" above. The final tie in the series reproduces the air-raid warden emblem in an attractive pattern. Emblems on all ties are neatly woven and a wool interlining is featured, the manufacturer states, and the ties are resiliently constructed.

Accelerator Control

A new accelerator control invention, produced by Accelerator Control Company, is said to have been favorably received by motorists. Firm claims the device holds the gas pedal at any required driving speed. The driver is not required to press down on the accelerator with his foot while driving. The device can be thrown out of gear and the car is the same as before installation. Agents, specialty workers and demonstrators have an opportunity to cash in on this item, the firm concludes.

Reiter Novelty Company, manufacturers and distributors of patriotic banners, is now established in its new quarters at 1141 Broadway, New York City. Space occupied is about twice as large as at the previous address, and Harry Reiter, manager of the firm, says the company is even in a better position than ever now to make prompt deliveries on all orders.

CAN PLACE

Men or Women Agents for all types of Percentage and Slum Stores. Playing all industrial centers of Michigan. Don't write, wire.

NATHAN ROTH

Care Barkoot Bros.' Shows
Adrian, Mich., May 4th to 9th; Monroe, Mich., May 11th to 16th.

V. & H. CIRCUS WANTS

Aerobic Arts, Wire Novelty and Perch Acts that double. Clowns, Callions Player, small Colored Band; also White Band, Side Show People and Man to handle same, Working Men and Boss Canvasman, Cook, Hostler, Banner Man and Working Agent with car. H. LA ROY, Harrison, Ohio.

WANTED

Wheel Agent—Slum Skillo Agents and General Outside Help at once.

DOLLY YOUNG

Care Wolverine Hotel Detroit, Mich.

WORLD OF FUN SHOWS CAN PLACE

Roll-a-Plane, Octopus, Tilt, Kiddie Rides, Cook House, Bingo, Custard or any legitimate Concessions. Have complete outfit for Side Shows, Minstrel Shows and one Grind Show. Want Girls for Revue. Middletown, Ohio, this week; Parkersburg, W. Va., to follow.

WILLOW BEACH PARK

In City of Toledo
Want Rides, Shows, Legitimate Concessions. We have Coaster, Laff-in Park, Bng, Soaplane. Opens May 30th, 1942.

JIM MYRE

303 E. Bancroft St. TOLEDO, O.

SUNSET AMUSEMENT CO.

WANTS

Photo X (Bill Davis, wire). Geek Show equipment open. Harry Lamoun wants Wheels and Grind Stores. Art Alexander wants Arcade Help. Agents for Penny Pitch, Mouse Game, Hoopla; also Percentage Workers. L. Stone and Matt Balch, wire. Can book Cigarette Gallery, Lead Gallery, Pitch-Till-You-Win and Fish Pond. Excelsior Springs, Mo., this week; Atchison, Kansas, next.

WILL BOOK

Merry-Go-Round or one Flat Ride, Bingo and a few other legitimate Concessions. Opening May 28th.

BEAVER BROOK AMUSEMENT PARK

P. O. Box 462 ROLLA, MO.

"HIT HITLER"—"HIT THE JAP"

EVERYBODY WANTS TO HIT THEM!! THE BIGGEST MONEY-GETTING BALL GAME EVER CONCEIVED. Two games on location in the New Arcade in St. Louis average \$100.00 per day. PARKMEN AND CARNIVAL CONCESSIONAIRES. GET THIS GAME ON YOUR MIDWAY IMMEDIATELY. Consists of a life-size Head of Hitler and the Jap. When you hit him on the nose a gong rings. You can well afford to pay out \$1.00 in Defense Stamps if they can do it.

FULL PRICE COMPLETE \$150.00 Send 1/3 Deposit Balance C. O. D.

THE CROWDS ARE ALWAYS AROUND THESE NEW MONEY-GETTING WAR GAMES. THE ONLY REALLY NEW BALL GAME IN YEARS AND RIGHT UP WITH THE WAR AND DEFENSE PUBLICITY.

HIT HITLER AMUSEMENT CO., 811 Washington Ave., St. Louis, Mo.

HELLER'S ACME SHOWS NOW OPEN

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:

HARRY HELLER, GENERAL MANAGER

Hasbrouck Heights, N. J., this week; Rescue Squad, Middlesex Boro, Boundbrook Road, next week.

PENN PREMIER SHOWS

Can place Help that drive. Can place legitimate Concessions of all kinds. Walter Vallance, answer.

PATSY ROSANIA can place Penny Pitch or Color Game Operators and Help on Wheels. Also Roll Down Agents. Polock, come on. KAY WEISS wants Girls for Posing and Revue.

Address mail to LLOYD D. SERFASS
Emmaus, Pa., this week; Phillipsburg, N. J., next week.



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.

An Editor Tries To Understand The War



Picture of an editor who tries to understand the war. (Cartoon from Metropolitan Life Insurance Company.)

A war of world-wide proportions almost extends beyond the limits of the imagination when trying to keep posted on even a few of the outstanding developments. When so many vital things are at stake it is natural that everybody has a desire to understand the developments, and on this matter every person has his own personal opinion on understanding the war. The following is my own personal outline of some of the main factors underlying the war:

1. The war is sometimes said to be a war of ideologies. It is actually a war against militarism in those countries where militarism has become a religion. Germany and Japan are the only two nations having a large militarist cult. If the allies win this second war against militarism, it will be to fight over again, unless thousands of the militarist leaders are executed at the end of the war.

2. There is a strong faction of big business that supports the militarists. Big business financed Hitler in his rise to power, and big business groups are still supporting him. The recent patent revelations in the United States show how far the tentacles of the fascist elements in big business reach. This fascist element dominates big business and sets the standards for big business; it recognizes no loyalty to any country.

3. The democratic nations have undertaken to defend what amounts to about eight-tenths of the world's surface, while woefully unprepared, and at the same time build up to an offensive campaign somewhere. This vast picture is almost too much for the imagination. Opinions among leaders naturally vary considerably as to tactics on so vast a problem. No human mind, or group of minds, is big enough to make accurate decisions on strategy on so big a scale. Critics and armchair strategists simply make fools of themselves.

4. Russia has saved democracy thus far and is still the chief hope of democracy. The odds would still be against the allies if Russia suddenly dropped out. If Russia holds, the United States and England can eventually get ready for a final offensive. It is a sad commentary on the red-baiting newspapers and churches that Russia should thus mean so much to democracy. Russia might easily have been on the other side.

5. The perpetual danger facing the democracies is internal and partisan strife at home, or the dropping out of

one or more of the allied nations. The allies can win if they stay united, but there is a large and dangerous partisan element in each democratic country. The recent French-Canadian vote shows how large the element is in Canada. The recent primary elections in Illinois shows how large it is in the United States, when thousands of people voted for candidates known to have aided Hitler in many ways. When reverses come to the allies, these appeasers become very dangerous to the allied cause.

6. Because of the millions of partisans and appeasers in the United States and England, the probable peace offensive of the Axis powers constitutes the greatest single danger now facing the allies. The peace offensive will be aimed at "peace-loving" people in the churches, the partisan opposition, and a special emissary has been chosen to aim at the Catholic church.

7. The miracles of the war up to the present time have been the endurance of the Chinese people and the failure of the English to surrender when they stood practically alone against Axis power. The passing of a draft law in the U. S. before war had been declared was also somewhat of a political miracle.

8. In time of war the leaders of the United States and England save men even to the point of cowardice. The Axis powers waste men.

9. While this is a war of materials, man-power is still, as always, the basic factor. There is a lot of argument that planes are the most important factor in the war, but England held with only superiority on the sea and the Nazis had immense superiority on land and in the air. The probable order is trained men, ships, and then war materials of all kinds to waste by the billions, including planes.

10. The list of points could be extended to great length. Those who are really interested in winning the war for freedom naturally want to understand as much as they can about the war. About all any one person can do is to try to understand certain angles of the whole picture, usually those that are of most personal concern to him. The critics of the leaders of the United Nations, of course, profess to know a lot about how the war should be run. But actually they seem to be glaringly ignorant of what it is all about, or else are trying to give aid and comfort to the enemy. What we need is more united action and less and less criticism.

The Price-Freezing Order . . .

CHICAGO, May 2.—The general price-freezing order, issued on April 28, aroused much interest among the coin machine trade. The fact that manufacture of new machines stopped on April 30 reduced speculation to a minimum as to what effect the order would have on prices of machines.

The order is generally interpreted to apply to all articles other than those specifically excepted.

The order may become of special interest to the vending machine trade since many merchandise items sold thru vending machines are mentioned specifically, or would come under the blanket order.

The order mentions the following merchandise items and requires that the maximum prices be posted in the establishment where sold and that the selling price be marked on the item itself: Cigarettes, soaps, razor blades, sanitary napkins, ice cream—bulk and packaged, etc. Nuts are excepted from the order, with the provision that peanuts are not excepted.

Some provisions of the order go into effect May 11, and many of those relating to retail sales go into effect on May 13.

Detroit

DETROIT, May 2.—Edward Rzakowski, who operates in the Polish district of Detroit, is adding new music equipment to his route.

Carl Collmer is putting more new phonographs along his route in anticipation of growing resort business this year as Michigan's industrial workers turn to near-by recreation areas for brief vacations rather than taking long tours as in recent years.

Hubert D. Wisdom is adding new Wurlitzers to his route.

Coin-o-Matic Vending Company and Coin-o-Matic Sales Company have opened headquarters at 11729 Linwood Avenue to operate cigarette vending machines. Charles Starler, proprietor of these companies, was formerly a partner with Meyer Saperstein in the Reliable Vending Company.

OLIVE'S SPECIALS FOR THIS WEEK CONSOLES

(FREE PLAYS)

JUMBO PARADE \$99.50
 JUMBO PARADE (Fac. Rebuilt) 119.50
 BALLY HIGH HAND 195.00
 JUMBO PARADE (Combination) 175.00
 KEENEY SUPER BELL, 5¢ 275.00
 KEENEY SUPER BELL, 25¢ 285.00
 KEENEY SUPER BELL, 5¢ & 25¢ 375.00
 (The above 3 used only 8 weeks)

(PAYOUTS)

JUMBO PARADE \$92.50
 1938 TRACKTIME 89.50
 1937 TRACKTIME (Rebuilt) 35.00
 SUGAR KING (Like New) 62.50
 SUGAR KING (Late Model) 62.50
 GOOD LUCK 30.00

ARCADE EQUIPMENT

1 ANTI AIRCRAFT (Brown) \$52.50
 1 ANTI AIRCRAFT (Black) 37.50
 1 BALLY TORPEDO (Like New) 257.50
 1 Scientific BATTING PRACTICE 132.50

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.

OLIVE NOVELTY CO.
 2625 LUCAS AVE. ST. LOUIS, MO.
 (Phone: Franklin 3620)

BRIEFS OF THE WEEK

Deaths:

Frank Dease, on April 22, at Owosso, Mich. Brother of Roy Dease, general sales manager of A. P. Saueve Company, Detroit.

Marriages:

Vernon Kelley Jr., Kelley Music Company, Chattanooga, Tenn., to Miss Dorothy Shedd.

Personnel:

Vernon Kelley Jr. has entered business with his father, V. C. Kelley, in the Kelley Music Company, Chattanooga, Tenn.

In Military Service:

Abe Fish, New York City coinman, to the army.
 Arve Karpinen, Hy-G Amusement Company, Minneapolis, to the army.
 Hank Silver, Seaboard Sales Company, New York, to the army air force.
 John Healy, Arrowhead Novelty Company, Hibbing, Minn., to the army.
 Jimmy Gilroy, New York coinman, to the army air force.

New Addresses:

Charles Starler, Coin-o-Matic Vending Company and Coin-o-Matic Sales Company, 11729 Linwood Avenue, Detroit.

Frank Alluvot, 2611 E. Davison, Detroit.

Meyer Saperstein, Reliable Vending Company, 7648 Fenkell Avenue, Detroit.

Firm Changes:

Meyer Saperstein has assumed full ownership of the Reliable Vending Company, Detroit, his former partner, Charles Starler, retiring to conduct his own coin machine enterprises.

Cooper Novelty Company, Baltimore, has been sold to a firm headed by Ralph J. Klotzbough and Joseph Garlink.

Saboris Walton has taken over the L. & W. Automatic Phonograph Company, Detroit.

New Firms:

Twentieth Century Vending Company, 2717 Sturtevant, Detroit. Firm heads are M. Elbon, J. Keil and N. Shapiro.

Jerry Thorne has opened a used music machine exchange at 657 E. 26th Street, Brooklyn.

Charles Starler, Coin-o-Matic Vending Company, 11729 Linwood Avenue, Detroit.

OUTSTANDING BUYS!

- 1 Evans Jungle Camp, F.P., Like New \$ 94.50
- 1 Evans Lucky Lucra 149.50
- 1 Evans Lucky Star 99.50
- 1 Gretchen Tool Sugar King 69.50
- 1 Baker's Pacer, Serial #7350 275.00
- 2 Paces Races, Brown Cabinet 99.50
- 2 Paces Races, Red Arrow 195.00
- 5 Pace Brown Front Comets 46.50
- 4 Jennings Good Lucks 34.50
- 1 Jennings 5¢ Silver Chief, Sluggproof 105.00
- 3 Jennings 5¢ Silver Chiefs 94.50
- 4 Mills Jumbo Parades, Free Play 99.50
- 8 Mills 5¢ Bwn. Frt., Cl. H., Lt. Cab. 114.50
- 1 Mills 10¢ Bwn. Frt., Club H. 117.50
- 3 Mills 5¢ Cherry Bells, Club Handles, Light Cabinets, 3-10 Payout 114.50
- 5 Mills Blue Fronts, Club Handles 89.50
- 1 Mills Square Bell, 5¢ 59.50
- 1 Gold Chrome Bell, 5¢, Like New 189.50
- 1 Copper Front, 50¢, Used 1 Week 275.00
- 3 Mills 3 Bells, Like New 425.00
- 3 Mills 4 Bells, Ash Trays 279.50
- 1 Mills 4 Bells, 3 5¢ and 1 25¢ Chute 450.00
- 2 Mills Flashers, Cash Payout 27.50
- 1 Derby Day Console 22.50
- 1 Longchamp Console, 2 5¢ Chutes 35.00
- 2 Keeney Super Bells 239.50
- 1 Bally Sky Battle 179.50
- 1 New Texas Leaguer 35.00
- 1 Hiller Target, Counter Machine 17.50
- 2 A.B.T. Challengers 17.50
- 50 Used 5 Ball Free Play Pin Games, Write Us for Complete List 14.50

- 1 Wurlitzer 600, Marblegle \$159.50
- 1 Gem Seeburg, Marblegle 149.50
- 2 Reel Seeburgs, Marblegle 159.50
- 1 Mills Throne of Music, Marblegle 129.50

We Buy, Sell, Trade. What Have You? If what you want is not listed, write us your needs. TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

STERLING NOVELTY CO.

669-671 South Broadway LEXINGTON, KY.

WE WANT TO BUY BULLETS FOR BANG-A-DEER GUNS

Any Quantity—Write or Wire OHIO SPECIALTY CO. 29 W. Court St. Cincinnati, O.

FREE PLAY Decision

CLIP AND MAIL

Reprint Editor, The Billboard, 25 Opera Place, Cincinnati, 5-9

Send a copy of the favorable free play decision.

Name

Address

City and State

REPRINTS OF THE FAVORABLE CALIFORNIA SUPERIOR COURT DECISION ON FREE-PLAY GAMES ARE NOW AVAILABLE. USE THE ABOVE COUPON.

FOR SALE

- 4 Jumbo Parades, P.O. Each \$ 99.50
- 50 Vest Pockets, Blue & Gold, Clean 30.00
- 1 Keeney Air Raider 125.00
- 1 Battering Practice 125.00
- 1 Rock-Ola 1940 Master Phonograph 199.00
- 1 Rock-Ola 1939 Deluxe 149.50
- 3 Rock-Ola 1939 Standard 139.50
- 3 Rock-Ola 1939 Counter Models 69.50
- 2 Wurlitzer 1939 Counter Model 61 69.50
- All Very Clean.
- 2A4G Tubes, Each \$2.60

GLENN J. ROMKEY

1230 Washington St. Burlington, Iowa

WANTED TO BUY

Wurlitzer, Rock-Ola Phonographs. Also Buckley Track Odds.

UNITED NOVELTY CO.

Delauney & Division BILOXI, MISS.

LANE JASPER

Or anyone knowing his present address or whereabouts. Please contact:

McCALL NOVELTY CO.

3147 Locust St. ST. LOUIS, MO. (Phone: Jefferson 1644)

MAYFLOWER SPECIALS

NEW CONSOLES IN CRATES

- Mills 3 Bell \$600.00
- 4 Bell Skill 520.00
- 4 Bell 405.00
- Keeney 4 Way 485.00
- Keeney 2 Way 385.00
- Baker Races, J.P. 329.50
- Keeney Super Bell 285.00
- Pace Saratoga Comb. 279.50
- Bally Club Bell 279.50
- Bally Rollem 209.50
- Bally High Hand 199.50
- Jumbo Parade 169.50
- Jennings Silver Moon 139.50

FACTORY RECONDITIONED CONSOLES

- Buckley 1941 Revere \$220.00
- Lucky Lucra 199.50
- Galloping Domino, 38' 149.50
- Triple Entry 149.50
- High Hand 145.00
- Paces Races, over 6000 129.50
- Race Meet 119.50
- Big Game 109.50
- Big Top 109.50
- Jumbo Parade 109.50
- Silver Moon 109.50
- Pace Reel Sp., 1940 109.50
- Pace Reel Jr. with rails 99.50
- Saratoga 99.50
- Track Time, '38 99.50
- Fast Time 79.50
- Red Head T.T. 39.50
- Silver Bell 29.50

FREE PLAY CONSOLES

- Pace Reel Comb. \$160.00
- Totalizer 139.50
- Jumbo Parade 129.50

ATTENTION, CLUBS

- 500 New Slots, Chrome Bells, Blue Fronts, Gold Chromes, Brown Fronts

ARCADE EQUIPMENT

- Evans Play Ball \$344.50
- Chicago Coin Hokey 279.50
- Bally King Pin 279.50
- Bally Torpedo 269.50
- Keeney Submarine 259.50
- Ace Bomber 169.50
- Battering Practice 99.50
- Cigarrolla Jennings 99.50

RECONDITIONED PAYOUT TABLES

- Skylark \$169.50
- Flying Champ 169.50
- Long Shot 169.50
- Spinning Reels 99.50
- Grand National 79.50
- Grand Stand 69.50
- Pace Maker 60.00
- Thistle Down 49.50
- Minn O War 39.50
- Gold Medal 39.50

FACTORY RECONDITIONED SLOTS—All Denominations

- Chrome Bell \$155.00
- Bonus Bell 135.00
- Brown Fronts, Late 119.50
- Blue Fronts, Club Handle, Very Late 109.50
- Melon Bell 109.50
- Cherry Bell 109.50
- Callio Consoles 99.50
- Blue Front, Single Jackpot 89.50
- Silver Chief 85.00
- Red Skin 85.00
- 3 Star Chief 59.50
- Watling RollaTop 39.50
- Pace All Stars 39.50
- Q. T., Late 39.50
- Late Columbia 39.50
- Vest Pockets 32.50
- New Columbias 29.50
- Chrome Columbia 99.50

NEW FIVE BALLS

- Long Acres \$299.50
- Pimlico 209.50
- 4 Aces 179.50
- Mills Owl 99.50
- Bosco, Close Out 79.50
- Sky Chief 139.50

PHONOGRAPHS

- Wurlitzer Model 41 \$89.50
- Wurlitzer Model 412 39.50
- Wurlitzer Model P10 24.50
- Wurlitzer Model 312 39.50
- Mills Late Throne 139.50
- Mills Empress 149.50
- Rockola Standard 149.50
- Rockola DeLuxe 169.50
- Seeburg Major RC 289.50
- Rockola Jr., '40 99.50
- Seeburg Major 260.00

1 Rockola Luxury Light

- Up with 8 Boxes 425.00
- 12 Wurlitzer Strollers with 320 Boxes 70.00
- With Music Transmitter & Stop Receiver
- 10 Seeburg Mystros with Studio 2,600.00

NEW PHONO. IN ORIGINAL CRATES

- New Mills Empress \$245.00

RECONDITIONED FREE PLAY 5 BALLS

- Mills Late 1-2-3 \$89.50
- Vacation 29.50
- Mascot 29.50
- Summer Time 24.50
- Lime Light 24.50

1,000 COUNTER GAMES

- Daval American Eagles, Marvels and Liberties
- Gretchen's Mercurys, Sparks, Champion, Ginger \$9.50

Predicts Increase In Machine Value

MINNEAPOLIS, May 2.—"Now, more than ever before, it behooves the operator to stop and take stock of his methods of operation and equipment necessary to make the operation a success," declares Bill (Silent Sales) Cohen. "Because of the shut-off of new equipment the operator has to exercise extreme caution in the buying of what new equipment is still on the distributors' floors and the reconditioned equipment. Take, for instance, Keeney's Super Bell consoles. We predict, and only do so after carefully analyzing the market, that these consoles will double in value within six months. Yet there are other consoles that will actually depreciate in value at the same time.

"The Silent Sales Company," he continued, "is more than ever prepared to take care of the operators thru these difficult days. Our floormen are all experienced in counseling operators on their problems. Our reconditioning department, fully appreciative of its added responsibility of keeping the equipment running in tiptop shape, understands every phase of putting equipment in order. Jammed from wall to wall, operators will find a most complete assortment of 100 per cent reconditioned consoles, bells, 1 and 5-ball novelty and payout tables, scales, vending machines, cigarette machines and arcade equipment of all types, all ready to go off the floor and make money for the operator.

"We fully realize that the operator has a complexity of problems. Therefore, we give our word that we will not take undue advantage of the operator when he steps into the door by charging inflationary prices. Everything on sale is priced based on my cost only, not on how much can the traffic bear."

IMMEDIATE DELIVERY

- NEW GAMES**
- Gauche Playball '42, in Original Crates Write for Price
 - Test Pilot, New Airplane Game, Write for Price
 - Keeney Submarine Gun, Special \$274.50
 - Bally Torpedo Gun, Special 259.50
 - Bally King Pin Bowling Alley, Special 279.50
 - Scientific Battering Practice Write for Price
 - Bally Club Bells 289.50
- Terms 1/3, Balance C. O. D.

K. C. NOVELTY CO., 419 Market St., Philadelphia, Pa.

- USED GAMES**
- Keeney Submarine \$234.50
 - Seeburg Parachutes 84.50
 - Shoot the Japs, Recon. Seeburg Guns 99.50
 - Bally Hi Hand 125.00
 - Bally Club Bells 225.00
 - Keeney Anti Aircraft 44.50
 - Keeney Air Raiders 149.50
- Write for Complete List of Used Pin Games, Arcade Equipment, Vest Pockets.

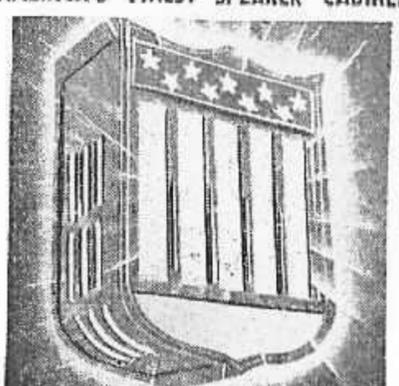
MAYFLOWER DIST. CO. ST. PAUL, MINN.

5748 Baum Boulevard PITTSBURGH, PA.

1420 Locust DES MOINES, IOWA

350 Delaware BUFFALO, N. Y.

CLOSEOUT!
★ ★ PATRIOT ★ ★
 AMERICA'S FINEST SPEAKER CABINET



\$11.95 SPECIAL DISCOUNTS TO QUANTITY BUYERS! WRITE FOR QUANTITY PRICES QUICK!

Complete line of Parts and Supplies on hand! Write for our special catalog today featuring all Supplies and Parts you need now!

ECONOMY SUPPLY CO.
 631 Tenth Ave., New York City

How To Keep Trade Habits, Good Will

James W. Young, senior consultant of J. Walter Thompson Company and a former director of the Bureau of Foreign and Domestic Commerce, was asked by a friend recently what he planned to do to help win the war. His answering letter (which appeared in *Advertising Age*, April 6, 1942), a classic which every man might well read over and over again, follows:

"Dear Ed:
 "I have your letter asking what I propose to do to help win the war. My answer is that I am going to stick to my job.

"Of course, if the government should call upon me to do any direct war work, I will, like everybody else, cheerfully respond. If no such call comes, I will do my best; (a) to help finance the war; (b) to render spare-time service wherever I can be useful, and (c) to key my business and living activities to the government's tasks and purposes.

"In the meantime, I will stick to advertising—to the job I know and am trained for—because I believe in its social usefulness and necessity.

"I believe that the objective of this war is a world-wide organization of free peoples for the better integration of the economic activity of mankind, based upon the free exchange of goods and services.

"I believe that without the channels and techniques of advertising this international exchange of goods and services cannot be consummated and the welfare of mankind thereby promoted.

"I believe that without advertising, offering free peoples a free choice of 'goods,' there can be no continuation of that free enterprise in which bold imaginations blaze new trails for human progress.

"I believe that without advertising, our chief bulwarks to liberty, a free press and radio, would disappear.

"I believe that without advertising of such goods and services as do not interfere with war production, our economic dislocations would be worsened and our dangers from excessive inflation would be increased.

"I believe that without advertising of adaptations in living—which we all must make in wartime can be eased and accelerated.

"I believe that with advertising, trade habits and good wills can be maintained which will facilitate our return to normal life and productive employment after this emergency is over.

"I believe that our government will learn what the governments of England, Canada and Australia have learned—namely, that the channels and skills of advertising will eventually be needed to inform and direct the people how to win this war.

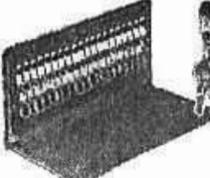
"Believing all this, my answer is that I will stick to my job."

Muncie Now in Salesboard Field

MUNCIE, Ind., May 2.—Muncie Novelty Company, Muncie, Ind., headed by Ted Broyles, has announced its entrance into the salesboard field by offering Lucky Pots, a "different style" jackpot board. The company expects to manufacture a complete line of boards, endeavoring to offer designs that are totally different from anything else on the market at the present time.

"Years of experience in the manufacture of tickets, jar deals, tip books, baseball dailies, etc., will help us to devise a board line with lots of player-appeal, a line that will be profitable to the operator," declared Broyles.

A NEW KEY PURSE



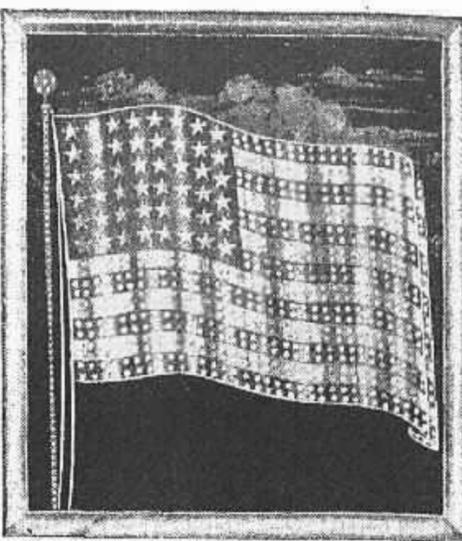
Genuine leather-zippered. 50 numbered key tabs. Snap off—snap on. Write for prices.

KELLEY-MENNES MFG. CO.
 Rockford, Illinois

FOR SALE!!!

150 Used Pinball Machines, guaranteed in perfect condition, priced from \$15.00 to \$75.00. Write for list!

BASCH NOVELTY CO.
 136 Franklin Avenue SCRANTON, PA.
 Phone 8-613



Big Flag-in-Action Display

EVERY LOCATION IS A PROSPECT

COLORFUL FLAG WAVES REALISTICALLY. Chain stores, drug stores, cigar stores, taverns, offices, hotels and churches... everyone raves over this most gorgeous electrical display of "Our Star-Spangled Banner." A new invention gives spectacular off-on illumination to 1127 sparkling plastic buttons on all glass front. Neatly framed in 17x19-in. wood frame. Plugs into 110 V. A.C. or D.C. Sells fast at \$11.75 retail. Get in on the easy sale to patriots who want them now. No. 855—Sample \$7.50 F.O.B. Chicago. In lots of six, each \$6.50. In lots of twelve, each \$6.25. Money-back guarantee. Return at our expense if not the best money-making item you have seen in months. Write or wire today. 25% Deposit, Balance C. O. D.

JOSEPH HAGN COMPANY

Exclusive Distributors
 217-223 W. Madison St. CHICAGO

CASH FOR PENNY ARCADE

OUTFIT—ALL or PART PHOTOMATICS, ALSO 4 FOR 10c PHOTO MACHINES. ALSO LOCATION WANTED FOR ARCADE

HENRY BROWN
 Care The Billboard
 1564 Broadway New York City

CHICKEN SAMS WANTED

We pay \$50.00 cash for run-down Chicken Sams and don't care how they look.

CHICAGO NOVELTY COMPANY, INC.
 1348 Newport Ave., Chicago, Ill.

WANTED FOR CASH

USED

Personal Weighing Scales

AUTOMATIC COIN MACHINE CORP.
 1209 Washington St., Boston, Mass.

FOR SALE

Two PHOTOMATIC Machines

Coin Operated. Less Than One Year Old.
\$750.00 EACH

BARKER SALES COMPANY
 523 Illinois Building Springfield, Illinois

THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in nickels per minute—new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$2.00.

Blackstone Coin Packer Co.
 208 King St., Madison, Wis.

CLEVELAND COIN'S TRADING POST

ARCADE EQUIPMENT	CONSOLES	VENDING MACHINES
7 Black Anti-Aircraft \$49.50	6 Bally Big Tops, C.P. \$ 95.00	350 1c Columbus #33 North-Western, Porc. Finish, Rog. Silver King Nut Vend. \$5.00
6 Merchantmen 45.00	6 Jumbo Parades, C.P. 105.00	10 #33 Northwestern 5.00
8 Buckley Del. Diggers 85.00	4 Jumbo Parades, F.P. 105.00	6 Rows 5c Selective Gum & Mint Vendors . . . 10.00
35 Drop Picture Machines, Motor Type. . . 39.50	1 Paces Reels '41 135.00	10 Esquires 6.00
10 Pike Peak, New 20.00	1 Paces Saratoga '40 . . . 135.00	6 1c Trimount & Robbins Stick Gum Vendors . . 5.00
3 Mountain Climbers . . . 175.00	1 Jungle Camp, Comb. . . 105.00	MUSIC MACHINES
10 Chicago Coin Hockey Write 1 Del. Western Baseball 85.00	1 Royal Flush, 10c 85.00	1 1941 Rockola Hideaway, complete with adapters, extra wall box and senior size tone column with wall box \$350.00
20 Gott. 3-Way Grippers 14.00	1 Royal Draw 135.00	1 '40 Seeburg Colonel, E.S. 285.00
Scientific Baseballs, Now 125.00	2 Long Champs Jr. 55.00	1 '39 Rockola Standard 165.00
Scientific Basketballs, New 125.00	2 Kentucky Clubs 89.50	1 61 Wurlitzer 79.50
3 Paces Scales 35.00	1 V Mandol Cigarette . . . 75.00	2 '39 Rockola Counter Mod. 79.50
5 Keeney Submarine Guns Write	1 Lucky Lucro 195.00	1 Holke & Holke Corn Popper & Peanut Roaster in Excellent Condition . . . \$150.00
3 Skeeballets 70.00	4 Square Bells 79.50	
8 Rotarys, Claws 165.00	1 Sugar King 85.00	
SLOTS	Tanforans 20.50	
2 10c Blue Fronts, 400,000 Series . . . \$85.00	1 Jennings Multiple . . . 85.00	
10 5c Mills Blue Fronts, 400,000 Series . . . 95.00	ONE BALLS	
1 5c Columbia Bell . . . 45.00	25 1940 Mills 1-2-3, F.P. \$79.50	
1 1c Roman Head . . . 35.00	2 Eureka's, F.P. 35.00	
3 Blue & Gold Vest Pockets 39.50	1 Contest, F.P. 110.00	
2 1c Mills Q.T. 42.50	3 Hawthorns, P.O. 75.00	
	5 Grand Stands, P.O. . . 85.00	

WANTED to buy or will accept in trade: Wall Boxes, Wire Adapters, Music Machines, Arcade Equipment, Chrome Balls, Vest Pockets, One-Ball Free Play, Large and Small Skee Balls, Scones, Rotaries, Marvels, American Eagles.

Write or Wire, Giving Price, Condition and Quantity. Terms: One-Third Deposit, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio. Prospect 6316-7

AMERICAN VENDING COMPANY 924 HOGAN STREET JACKSONVILLE, FLA.

WE HAVE 400 FREE-PLAY PIN GAMES IN STOCK—INSTANT DELIVERY
 WRITE, WIRE OR PHONE FOR PRICE LIST

ABC Bowler \$54.50	Five & Ten \$84.50	Victory \$94.50
Argentine 89.50	Home Run 89.50	West Wind 59.50
Capt. Kidd 59.50	Knockout 79.50	Bowl a Way 84.50
Defense 129.50	New Champ 72.50	Jungle 84.50
Double Play 44.50	Southpaw 59.50	Snappy 54.50

1/3 Deposit, Balance C. O. D. \$2.00 Extra for Crating.

In Original Factory Cartons: Genco's FOUR ACES, Chicago Coin's YANKS and GOBS, Gottlieb's LIBERTY, Exhibit SKY CHIEF.

FLORIDA OPERATORS!
 We have complete line of parts! Will accept trades on any Coin Operated Machine!

4 Barring Practices \$124.50	7 Rock-a-Balls, Uncrated \$ 54.50
8 Drive Mobiles 189.50	4 Keeney Submarines 219.50
6 Photomatics, D.P. Series . . . 550.00	10 Chic. Coin Hockey, Brand New Write
1 Photomatic (Outside Lights) . . 325.00	3 Evans Duck Pin Alleys 350.00
12 Bally Rolls (Reconditioned, Inc. New Mats), Uncrated 45.00	25 Singing Pictures Write for Price

Robinson Sales Company
 3100 Grand River Detroit, Michigan

THERE'S ALWAYS A BETTER BUY AT "LEHIGH"

Mutoscope Moving Picture Machines, Complete with Reels. Each \$35.00

9 Ft. Skee Ball 45.00

New Challengers, \$37.50—Used 25.00

FREE PLAY NOVELTY GAMES

ANABELS . . . \$19.50	School Days . \$19.50	4 Diamonds . \$39.50	Stars \$18.50
Hi Stepper . . 27.50	Champs 34.50	Target Skills . 29.50	Metros 19.50
Gold Star . . . 19.50	All American . 19.50	Star Attraction 39.50	Show Boat . . 39.50
Play Ball . . . 19.50	Score Line . . 19.50	Sun Beam . . . 29.50	Logonnaire . . 35.00
Speed Ball . . 29.50	Big Chief . . . 39.50	Three Scores . 39.50	Sea Hawk . . . 29.50
Big Time . . . 19.50	Snappy 39.50	Stratoliner . . 19.50	Ten Spot 39.50
Do-It-My . . . 37.50	Super Chubbie 29.50	Send 1/3 Dep. With Order. Mention 2nd Choice.	

LEHIGH SPECIALTY CO. 2ND & GREEN STS., PHILADELPHIA, PA.

WANTED
 We Will Pay Top Prices for Late Marble Games, Slot Machines & Consoles. All Machines Sold Are Completely Reconditioned.

FOR SALE

Mills 5c Club Special . . . \$225.00	Jennings 5c Club Special . . \$210.00
Mills 5c Bonus 170.00	Jennings 5c Silver Moon, FS 190.00
Mills 5c Cherry Bell 155.00	Jennings 5-10-25c Triple X 85.00
Mills 5c Melon Bell 130.00	Jennings 5c-10c Chief . . . 67.50
Mills 5-10-25c Blue Fronts 95.00	Jennings 1c Little Duke . . 24.50
Mills 10c Lion Head Gold Award 80.00	Pace 5c-10c-25c Rocket Bell, Slug Ejector 165.00
Mills 5c War Eagle 65.00	Pace 5c-25c Comet 65.00
Mills 5c-10c Futurity 65.00	Pace 5c-10c Bantam 25.00
Mills 5c-10c Lion Head . . . 35.00	Mills Vest Pocket Balls . . 35.00
Mills F.O.K. Front Vender 24.00	Mills Q.T. Slots 60.00
Mills 5c-10c Rock-Ola Front 23.00	Mills 5c Glitters (New) . . 107.00
Mills 5c Arrow 18.00	

STEWART NOVELTY COMPANY 133 East 2nd, So., Salt Lake City, Utah
 Phone—35055

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

STIRLING VALUES

Air Raider \$139.50	Sky Battle Write
Battling Practico. 129.50	Sky Fighter 199.50
Convoy '42 Write	(1942) 224.50
Defender 149.50	Submarine
Drive Mobile (1942) 219.50	(1942) 199.50
Hackeys '42 Write	Ten Striko 89.50
Play Ball '42 Write	Western
Rapid Fire 139.50	Baseball 99.50
	World Series 89.50

WE WILL BUY OR SELL ALL OF THE ABOVE MENTIONED EQUIPMENT!

300 FREE PLAY PIN BALL GAMES IN STOCK! WRITE FOR PRICE LIST!

Stirling Reconditioned Games as "tops" all-ways! Once you buy a Stirling Renowned Game you'll always buy Stirling Games!! Ready to place on location when you receive them! Buy NOW—While They Last!! Every game advertised is in stock ready for instant delivery!!

TERMS: 1/3 Cash With All Orders. We Ship Balance C. O. D.

Stirling Distributors, Inc.

"DICK" STEINBERG, Mgr.

54 Elizabeth Ave., Newark, N. J.
All Phones: BIGELOW 8-0721



ADMIRAL E. A. EVERS, Vince Shay, Ralph Mills and Coroner A. L. Brodie (left to right). The picture was taken at the Minute Man Flag presentation to Mills Novelty Company recently.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, May 2.—A prominent jobber reports business exceptionally good. He added that most of the sales had been made by telephone. This indicates that operators are solving tire problems by passing up personal calls. Despite some stories that things look dark, this seems to indicate that the jobbers are doing all right.

Badger Adds

According to William R. Happel Jr., Badger Sales Company, a large selection of arcade equipment has been added to the reconditioned phonograph lines. "Altho we have been open here a little over five weeks, we have received numerous requests for arcade machines from customers in the Middle West and on the West Coast. . . . Charles and Gladys Washburn have moved into their new home in Chevoit Hills. Washburn is spending his spare time in war production schools. . . . Los Angeles operators continue to buy War Stamps at the office of the AOLAC. . . . Arnold Wakefield, serviceman at the Washburn firm, is now teaching in a war school. Arnold has already started planning for his baby's first birthday—six months hence. . . . John Torres was in town from New Mexico.

Keene Is Host

A. M. Keene, Taft, Calif., was host to Bert Higgins of the Washburn firm Sunday (26) when Higgins visited the plant of *The Midland Driller*. . . . Among out-of-town comen in L. A. during the week were Jack Schott, Yuma, and Lou Wolcher, Advance Automatic Sales. The latter planed back to San Francisco. . . . Les Lorden recently secured a large order for phonos from Mexico. Lorden reports his firm exchange going strong. . . . Dan Donohue, Seeburg's representative in the West, is in Phoenix for a vacation. . . . Budd Barr, General Music Company, had such success with his Horace Heldt party in San Francisco that it is likely he will cook up a similar stunt in Los Angeles soon. More than 500 operators attended the San Francisco fete. Bud takes off soon for the beach to enjoy some deep-water fishing. . . . John Gunarson, serviceman for G. A. Robinson, expects to leave for the army any day now. . . . Mrs. C. A. Robinson has a victory garden. Charlie has replaced the Jap gardener that he had prior to Pearl Harbor and spends his evenings keeping

up the yard. He's doubling in grass after spending the day with Buckley Music Systems. . . . Albert Edelberg reports that games are going strong in the Los Angeles area.

Daley Busy

Jack Daley, service department head for E. T. Mape Music Company, Los Angeles, keeps on the go. . . . Friends of J. D. Cox were grieved to hear of the death of his father in San Francisco recently. . . . Fred White, Visalia, was in town and visited the Paul Laymon firm. . . . Glenn McCarter and young son were in the city from Hemet. . . . Paul Laymon reports that he is getting more calls than he can fill for Bally's Long-acre. . . . G. F. Cooper, Riverside, was among the Pico Colnrow's visitors during the week. . . . Mrs. Mario Castegano, Techniprocess and Associated Producers Distributing, is out of the city on business. Report from APD is that Program 107 will soon be released. . . . Tom Stayton, Consolidated Novelty serviceman, has left for the East and the army. . . . Irving Rich, also of Consolidated, is pretty busy and hasn't given much thought to his annual vacation.

Peters on Wheels

Harry Peters, Keen-o-Matic, Taft, Calif., has purchased a bicycle and considers the tire problem solved. He recently completed his rounds from Sacramento to San Diego—not on the bicycle, however. . . . Howard Gulley has returned to the Keen-o-Matic staff. . . . Kenny Wolf was in Los Angeles and reports that things are going good in San Diego. . . . Fred Gaunt, Trojan Novelty Company, is under a doctor's care. . . . E. T. and Vance Mape, bigwigs of the E. T. Mape Music, San Francisco, were in Los Angeles. . . . Maury Jacobs has his partner, Goldie Goldbaum, back in active coin machine work after taking a fling at cocktail lounge operation. . . . George Joyce, Los Angeles operator, purchased a stock of new games. He's received his questionnaire in the draft. . . . Carl Collard, San Bernardino, in Los Angeles on his weekly visit. . . . Photo hobbyists among coin machine operators and distributors were on hand at the recent meeting of shutterbugs who want to work in conjunction with the Civilian Defense Program. . . . Clark Shaw, of Long Beach, was in the city Thursday.

COUNTER GAMES

FOR EXPORT OR DOMESTIC USE

DAVAL Each	1 Sweet Sally \$ 2.00
7 Amer. Eagles \$ 7.50	1 Black Aces 2.00
3 Amer. Eagles, New 10.00	1 Draw Poker 2.00
4 21s 3.50	1 Official Sweepstakes 2.00
1 Centapak 2.00	1 Wagon Wheels 3.00
1 Tot 2.50	1 Pair It 2.00
1 Races 2.00	1 Gold Rush 2.00
1 'Rithmatic 2.00	1 New Deal 2.00
3 Reel "21" 2.00	1 Hansen Petito Gripper 2.50
2 Reel Spot 2.00	4 Hol-E-Smoke 2.00
1 Derby (wood cab.) 2.00	3 Match-A-Pak 5.00
1 Double Deck 2.00	2 Punchette 2.00
1 Penny Pack 2.00	1 Change Maker 2.50
GROETCHEN	1 Penny Smoke 2.00
2 Liberty (Clg. Reels) \$ 7.50	3 Penny King, Cigarettes 2.00
3 Liberty (In ctns., new) 10.00	1 Cent-A-Smoke 2.00
1 Liberty (Sport Reels) 7.50	1 Gum Vender, Fruit Reels 2.00
2 Yankee 3.50	1 Pee Wee '36' (Lucky Play) 2.50
1 Klick 3.50	1 Target Practice 2.00
1 Pok-O-Reel 3.50	1 Whirlwind 3.00
1 Ginger 5.00	2 Track Reels 2.00
3 Mercury 5.00	4 Daucus Wild, wood cab. 2.50
5 Sparks 2.50	2 Lucky Pack, wood cab. 2.50
4 Skill Shots 7.50	
6 Triple Grips, Misc. 2.50	

SPECIAL	Each
6 Mills Green Vest Pocket Balls \$14.50	
1 Blue & Gold Mills Vest Pock. Balls 25.00	
4 Mills Keantor Kings 5.00	

MISCELLANEOUS	Each
2 Bally Baby \$ 2.50	2 Bar Boy \$ 1.50
1 Nugget, Bally 2.00	2 Zig Zag 2.00
1 Baby Grand 2.00	1 Magic Clock 2.50
4 Jennings	2 Puritan Baby Vender 2.00
Win-O-Paks 3.00	1 Cent-A-Pak 2.00
2 Jenn. Club Venders 10.00	1 Tavern 2.00
1 Dice-O-Matic Vender 2.00	1 Reel Dice 2.00
2 Sportland 2.50	1 Gum Vender (Clg. Reels) 2.00
1 Half Mile 2.00	1 Horses (Fruit Symbols) 2.00
1 Puritan Girl, 25¢ Symbols 5.00	

1/3 DOWN — BALANCE C. O. D.
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SATISFACTION OR MONEY BACK

ABC Bowler \$39.50	Lucky \$19.50
Argentine 47.50	Lky. Striko 14.50
Belle Hop 39.50	Miami Beach 34.50
Big Parade 74.50	New Champs 59.50
Bosco 82.50	Play Ball 23.50
Bowling Alley 14.50	Sea Hawk 29.50
Capt. Kidd 47.50	Sky Ray 29.50
Double Play 29.50	Spot Pool 49.50
Five & Ten 84.50	Star Attrac. 43.50
Flicker 24.50	Super Chubbie 39.50
Gun Club 47.50	Tax. Mustang 47.50
Hi Hat 37.50	Towers 61.50
Horoscope 39.50	Twin Six 37.50
Jungle 57.50	Zig Zag 34.50
Lognonnaire 45.00	

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\$15.00 COMPLETE

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HAROLD W. THOMPSON

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SAN ANTONIO, TEXAS.

Used Phonograph Special

Wurlitzer 616 \$ 60.00
Wurlitzer 616, Remodeled 70.00
Wurlitzer 24, Remodeled 125.00
Wurlitzer 600, Rotary 145.00

All Machines A-1 Condition.
25% With Order, Balance C. O. D.

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QUALITY SPEAKS FOR ITSELF

1942 Homerus, New \$99.50	Four Diamonds \$42.50	Anabel \$29.50
1941 Mills 1-2-3 79.50	Hi Hat 42.50	Broadcast 29.50
Spot Pools 69.50	Wild Fire 39.50	Leader 29.50
Jungle 65.00	Play Ball 37.50	Repeater 29.50
Star Attraction 62.50	Sea Hawk 37.50	Zombie 29.50
Now Champ 59.50	Wow 37.50	Attention 29.50
A. B. C. Bowler 59.50	Sunbeam 34.50	Metro 29.50
Bolaway 59.50	Seven Up 34.50	Flicker 29.50
Twin Six 47.50	School Days 34.50	Barrage 27.50
1941 Majors 44.50	Stars 32.50	Dixie 27.50
Double Play 42.50	Sport Parade 32.50	Bandwagon 24.50
Captain Kidd 42.50	Stratliner 29.50	Velvet 22.50

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MILLS, WATLING, JENNINGS and PACE

Mills Brown Fronts, Brand New \$189.50
Mills Vest Pockets, Brand New 47.50
Mills Club Bells, Floor Models 259.50
Mills Blue Fronts, Like New 107.50
Mills Brown Fronts, Factory Rebuilt 124.50
50 Evans Dominoes \$75.00 Up

We handle all types of coin operated machines.
Write us for prices.

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1712 Field St. DALLAS, TEXAS

WE WILL BUY FOR CASH

KEENEY—	Trophy Clubs
Fortunes	Blue Grass
Sky-Larks	EVANS—
Air-Raiders	Pacers
BALLY—	Jack Pot Gal.
Jockey Clubs	Dominoes
Turf Kings	Jack Pot Bang Tails
Fairmounts	MILLS—
Kentuckys	Jumbo Parades
Pimlico	Late Slots
"41" Derbys	Good Prices, Buy Any
Will Pay Reasonably	Amount, Give Full Description First Air-Mail Letter.

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Most of the Obsolete PIN GAMES

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Pinball Not So Evil After All, Says Trenton, N. J., Attorney; May Help Cause of Novelty Games

(Reprinted From Trenton, N. J., News, April 25, 1942)

TRENTON, N. J., May 2.—Pinball machines are legal and may be operated in New Jersey provided they do not contain devices to register "free games" or pay-off "free games" with money, merchandise, etc. This is the substance of an opinion given by City Counsel Josephson in answer to a query from City Clerk Burns. The latter wanted to know whether he had the legal right to license a particular amusement device known as "Skee Balleto."

This ruling by Josephson is the first rendered by an important municipal official since the Supreme Court in February ruled that certain pinball machines are gambling devices and, therefore, illegal. The opinion is expected to be followed by the return of pinball games to New Jersey in a modified form so that the element of gambling is eliminated.

"It is a fundamental principle of law that a court decides a case only upon the given state of facts presented to it by the evidence, and a decision of a court is only applicable to a similar state of facts," Josephson declared. "I, therefore, hold that not only is it permissible to license the machine in question, but that any automatic amusement device, no matter how constructed, which does not register or in any manner indicate any 'free games,' either in money, merchandise or by other free games, does not come within said decision, may be licensed under our ordinance."

Explains Basis for Opinion

Taking cognizance of statements that such machines may encourage or be used for gambling purposes, Josephson pointed out that "most any instrument

or device, in the hands of some persons, could be used for gambling purposes; even lawful money of the United States currency or coins can be used for such purposes by guessing the numbers of throwing them into the air, but no one would contend that such become gambling devices and their possession and use be prohibited. Numerous establishments exist in our city which contain all kinds of devices which may and can be used for gambling purposes, such as dart boards, dice, cards, pool tables, bowling alleys and other items too numerous to mention, yet their use has not been prohibited or declared unlawful; in fact, we license them."

To avoid the danger that children might want to play the pinball or other amusement machines, Josephson pointed out that the city commission could amend the ordinance prohibiting their use by children of a certain age or limit use to those over 21.

In addition, he said, the fact had been presented that, if pinball machines are licensed again, the owners of the establishments where they are located might "even without the 'free games' or automatic pay-off" devices, pay off with prizes or money to the users of such machines. That may or may not be so, but we cannot be concerned with such an eventuality. That is why we maintain such considerations, it is your duty to to apprehend all law violators.

"In any event and, regardless of our private opinions," he added, "we can only deal with the law as it applies to a given state of facts before us. Upon such considerations, it is your duty to issue such licenses."

Interprets Court Ruling

The New Jersey Supreme Court in the case of Hunter vs. Teaneck, which was decided in February, held that the pinball game is a game of chance and that pinball machines are gaming devices and, therefore, illegal. The case before the court involved pinball machines so constructed as to record "free games" and allowed them to be played without insertion of a coin or the licensee paid the player the number of games registered on the scoreboard.

Pointing out that this was the type of machine on which the Supreme Court ruled, Josephson explained how the court had recited in detail the mechanism and set-up of the device and then used this language:

"Thus it becomes abundantly clear that the meter attached to each machine registers only games PAID off and not games PLAYED off. When set for 'Free Play,' the award meter does not register the free games as they are won because they may be played off. When so set, the award meter registers only those free games removed from the score board by pressing the button underneath the cabinet, because they are the only free games paid off. In other words, when set for 'Free Play,' it registers only the free games won and not played off.

"The proofs further show that a sheet of instructions in one of the machines stated that each number recorded on the free-play meter showed that five cents had been awarded therefor. Other record cards taken from one of the coin boxes of a machine actually showed a credit given to the lessee for the free games paid off.

"Since amusement has value, and added amusement has additional value, and since that additional amusement is obtained by chance without the payment of additional compensation therefor, there is involved in the game the three necessary elements of gambling, viz., chance, price and prize.

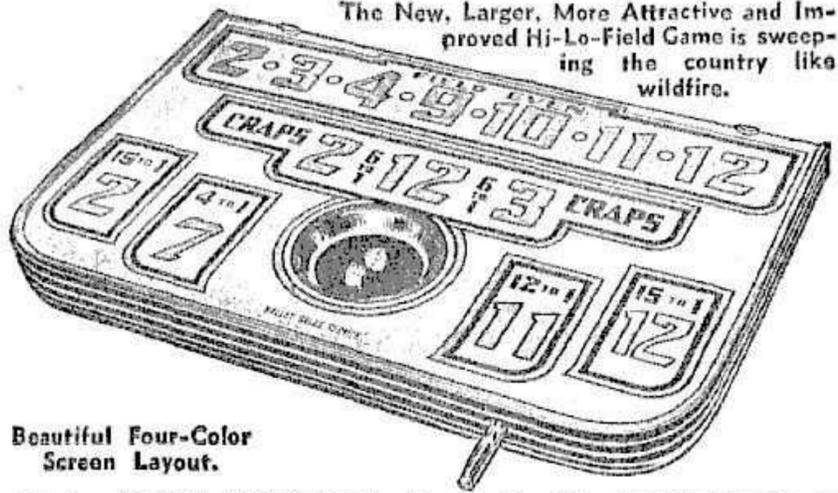
"The proofs in the case at bar are plenary in support of any one or all of the aforesaid determinative factors. Here the predominant element of the game is chance. Here the game is designed to and does appeal to and induces, lures and encourages the gambling instinct of winning FREE GAMES WHICH MAY EITHER BE CONVERTED INTO CASH OR USED FOR ADDITIONAL AMUSEMENT WITHOUT ADDITIONAL COMPENSATION THEREFOR."

Based upon the foregoing facts, the court declared that "we have no hesitancy in factually and legally stamping the pinball games as games of chance."

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The New, Larger, More Attractive and Improved Hi-Lo-Field Game is sweeping the country like wildfire.



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Earnings from \$50.00 to \$100.00 daily in ordinary spots. Hi-Lo-Field is helping thousands of cigar stores, taverns, night clubs and road spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour—and come back for more. Easy to understand—easy to operate. NO COIN SLOT. Get your share of the biggest and steadiest dice game profits in the counter game history. Portable—quickly and easily removed from counter. Ideal for closed territories. Overall-size 13x20. Fool proof construction. The new federal amusement tax does not apply on this type of equipment. (Non-Coin Operated.) WE WILL INCLUDE AN INTERCHANGEABLE TOP FOR NUMBER ROLL DICE GAME (giving you two games in one), BOTH FOR \$27.50. Order your games today. Present market condition of raw materials make it absolutely imperative that you place your order at once. Buy now for your own protection. 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. PRICES SUBJECT TO CHANGE WITHOUT NOTICE. MONEY REFUNDED IF YOU ARE NOT SATISFIED AFTER A FIVE-DAY TRIAL.

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CONSOLE AND SLOT BARGAINS

CONSOLES

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|---|--|
| 17 BALLY HIGH HANDS, Comb. F. P., \$149.50 | 10 MILLS JUMBO PARADES F.P., Int-est. model \$ 87.50 |
| 5 KEENEY SUPER BELLS, Comb. F. P. 189.50 | 4 MILLS JUMBO PARADES cash 8000 serials 109.50 |
| 2 PACES REELS, Comb. F. P., NEW. 269.50 | 10 BALLY BIG TOPS, Free Play... 87.50 |
| 3 MILLS FOUR BELLS, A-1..... 269.50 | 3 BALLY CLUB BELLS comb. F.P., like new 279.50 |
| 3 BAKERS PACERS J. P., 7600 like now 279.50 | 1 PACES 1940 FRUIT REELS 25c play like new 99.50 |
| 10 Keeney 1938 Track Times 99.50 | 1 Keeney Kentucky Club 79.50 |
| 1 5c-10c Comb. Double Bell, Numbers 119.50 | 2 5c Baulah Parks, Now Gab., Numbers 79.50 |

SLOTS

- | |
|---|
| 20 MILLS 5c BLUE FRONTS, Serials Around 380,000 \$ 89.50 |
| 10 MILLS 5c-10c BLUE FRONTS, Over 400,000. Club Handles 95.00 |
| 1 MILLS 5c CHROME BELL, Single Cherry Payout, Like New 179.50 |
| 2 MILLS 5c ROMAN HEADS, S.J., 3-5 P.O., Rebuilt, Now Paint 69.50 |
| 1 MILLS 5c BROWN FRONT, Knee Action, Club Handle, Like New 119.50 |
| 1 MILLS 1c BLUE FRONT, Late 79.50 |
| 1 Jennings CIGAROLA, Model XXV, Like New 99.50 |

ARCADE EQUIPMENT

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| 1 Bally RAPID FIRE, A-1 \$137.50 |
| 2 Jennings In-a-Barrel, Like New 99.50 |
| 1 Chicoin Hookys, Used 4 Weeks, Like New Write |
| 3 Keeney SUBMARINE GUNS, Like New Write |
| 2 Scientific BASEBALL or BASKETBALL, New 125.00 |
| 1 Deluxe 1940 WESTERN BASEBALL 79.50 |

MUSIC EQUIPMENT

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| 8 Keeney Wallboxes, 20 Records, Brand New \$ 15.00 |
| 1 Mills EMPRESS, Like New 179.50 |
| 1 Mills THRONE OF MUSIC, Like New 139.50 |
| 2 Rockola Counter Models With Stands and Speakers 85.00 |
| SINGING PICTURES, Brand New Write |
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| ABC Bowler \$49.50 | Phones Carefully Checked |
| Belle Hop.. 44.50 | Wurlitzer 616 \$74.50 |
| Capt. Kidd. 49.50 | 616A 79.50 |
| Jungle ... 52.50 | Wur. 51, Counter Mod. 84.50 |
| Spot Pool.. 62.00 | Bang A Deer, 5,000 Bullets .. \$125.00 |
| Powerhouse. 19.00 | Keeney's Sub. machine .. 269.50 |
| Venus 79.50 | SEND FOR COMPLETE LIST |
| Tex. Mustang 65.00 | |
| West Wind. 44.00 | |

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BRAND NEW IN CASES

DRIVE MOBILE EVANS LUCKY STARS CHICAGO COIN HOCKEY GENCO DEFENSE KEENEY SUPER TRACK TIME

FREE PLAY	FREE PLAY
West Wind. \$38.50	Big Chief.. \$24.50
Do-Ro-Mi .. 36.50	Four Roses. 27.50
Sky Blazer .. 34.50	Big Town.. 25.00
Big Parade. 89.50	Seven Up.. 27.50
Knock Out. 87.50	New Champ. 49.50
Landslide .. 16.50	ABC Bowler 49.50
South Paw. 32.50	Spot Pool.. 54.50
Sun Beam.. 29.50	Belle Hop.. 39.50
Zombie .. 24.50	Horoscope. 42.50
Obie. Play.. 29.50	Sea Hawk.. 29.50
Stars .. 28.50	Towers ... 62.50
Zig Zag .. 38.50	Clover .. 72.50
Bosco .. 64.50	Star Attrac. 44.50
Victory ... 74.50	Home Run.. 74.50
Jungle ... 59.50	Bola Way.. 49.50
Hi-Hat .. 39.50	Monicker .. 82.50
Gun Club.. 54.50	Trailways .. 32.50
Ten Spot.. 37.50	Attention .. 28.50

CONSOLE SPECIALS
1940 1-2-3 F.P. ... \$ 69.50
Owl, F.P. ... 87.50
Five-In-One, F.P. ... 65.00
Paces Races, B.C. ... 129.50
Paces Races, Bk. Cab. 99.50
Keeney Super Track Time, Like New .. \$349.50
Keeney Track or Skill Time, Str. Cash. 125.00
Keeney Totalizer, Flo. Mod. 169.50
Bangtails, 1941 .. 325.00
Evans Lucky Stars ... 109.50

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MUSIC MERCHANDISING

SEEK MORE RECORD NEWS

Ohio Music Association Has Annual Convention

Reports from record companies about future record supply is big topic

By Walter W. Hurd

The Ohio State Automatic Phonograph Owners' Association held its third annual meeting and banquet at the Hotel Statler, Cleveland, on April 27. The annual meeting came just after the participation of the Cleveland chapter in the big Navy Ball, a patriotic celebration during which the commissioning of the U. S. S. Cleveland was a part of the program. The Cleveland chapter is known to the coin machine industry as the Phonograph Merchants' Association, a city organization of music operators that has set high standards of efficiency in organization and a commendable record for sponsoring and participating in great patriotic and civil causes.

The *Billboard* Grand Award for 1941 for all-round public relations work by a music operators' association went to the Cleveland group and I had the privilege of making formal presentation of this award at the annual banquet.

Annual Business Meeting

The annual business meeting of the State organization was held on Monday afternoon and a good attendance was recorded. Considerable interest in the record situation existed among music operators, and time was given to representatives of the three major record manufacturers to give their side of the future prospects for record supplies. The representatives of the record manufacturers had to speak in general terms since they frankly confessed that their home offices had not yet announced final policies, because the order curtailing shellac had only been issued a short while ago. The representatives of the major record makers agreed on the following points:

1. That the shellac situation is serious and that record production will be cut. Just how much the production will be cut was anybody's guess, they said.
2. All the record manufacturers have for some time been working on substitutes for shellac, but none of them are yet able to announce a substitute that will ensure continued record production at a normal rate.
3. All the record companies plan to co-operate fully with the government and also make plans to conserve shellac as much as possible. Various plans are being considered, including the trading in of used records to purchase new ones.
4. All record companies expect to decrease considerably the number of record releases and also to concentrate on the most popular artists and selections. Music operators urged such a policy at the meeting. Two of the companies announced they were dropping the lower priced labels and would concentrate on better records.

One company representative urged operators to buy the more expensive records and to stock up on the old standard numbers that could stay on the machines month after month. This is an idea that is likely to spread.

The record situation had plainly made music operators uneasy at a time when earnings on phonographs had been showing steady increases. The demand for popular music seems to increase steadily during times of stress, and operators were doing their best to meet the demand. Some operators reported that the last few weeks had shown the best patronage in all their years in business.

The Year's Activities

An annual meeting is an occasion for

reports of organization activities, and the State and city groups had much to report. The full story of the year's work by the Cleveland chapter alone would be a veritable education in association work. The report of the State president showed that about \$10,000 had been spent in general work, including the activities and salaries sponsored by the State organization. Each member local pays its own local expenses. The State organization has only two paid workers, a girl who serves as office secretary and the association attorney. All other officers serve voluntarily.

The State organization now has fewer city chapters than in previous years and President Dixon felt called upon to explain this decrease. He said the chief hindrance to maintaining local groups was that "too many wanted to be officials, too few would contribute." The State association finances its work by assessing a small fee per machine.

A Marvelous Record

President Lukich, of the Cleveland association, outlined the many activities in which the local group had engaged during the past year. Among these were the Hit-of-the-Month record advertising campaign, selling approximately \$250,000 in bonds; contributions to the infantile paralysis and Red Cross drives, participation in civic and patriotic affairs in great number, and handling about 100 complaints between members.

The Cleveland association shows evidence of remarkable efficiency in carry-

Candidate Almost Announces Plans At Music Banquet

CLEVELAND, May 2. — The annual banquet of the Ohio State Automatic Phonograph Owners' Association, held at the Statler Hotel, Cleveland, on April 27, was "almost" honored by the announcement of a candidate for the governorship of Ohio. The guest speaker at the banquet was John McSweeney, recently resigned as State director of the U. S. Savings Bond drive in Ohio. A friend of McSweeney's, who also spoke briefly at the banquet, mentioned McSweeney as "the next governor of Ohio." That was on the evening of April 27. On April 29 McSweeney released his formal announcement as a candidate for governor (See CANDIDATE on page 76)



IN THE REFRESHMENT SHOP at Valley Forge Military Academy, Valley Forge, Pa., is a new Wurlitzer Model 850 phonograph—and 800 cadets are having the time of their lives. Among the corps is Sonny Sterling, offspring of Ben Sterling Jr., Wurlitzer distributor of Scranton. Sonny says: "This phono is going all the time—we can't resist it."

ing on organized work, and Lukich probably gave out one of the secrets for the trained membership and officers which the organization has. He said that the association regularly "assigns to members the job of investigating and then making talks on various subjects and problems connected with the music business." That means the association has worked out a definite program for training its members in public activities.

The Hit-of-the-Month record advertising campaign is one of the things for which the Cleveland group is noted nationally, and Jack Cohen, the originator of the idea, explained how the plan had succeeded thru another year. Sam Abrams, a young Cleveland advertising man, is the dynamo that helps keep the program going and who also helps make the banquet floorshows such an outstanding success.

Charles W. Hughes, president of the National Association of 100 Per Cent for Defense Subscribers, was invited to explain the plans of his group to the Ohio meeting. Later meetings with the officers of the Ohio organization were also planned.

The annual banquet came in the evening and more than 500 tickets had been sold for this event. Speakers at the dinner included Homer Capehart and John McSweeney. Many guests and visitors were also introduced. An unusual program of music and a floorshow also followed.

Banquet Program

- STAR-SPANGLED BANNER
Thixton Springer
- WELCOME Leo J. Dixon
- INTRODUCTIONS George De Frieze
- PRESENTATIONS: Walter Hurd, R. L. (Dick) Kroesen, Ensign R. N. Cullen, U. S. N.
- ADDRESS Hon. John McSweeney
- CHARLIE WICK, M. C.
- CARMEN CAVELLERO
Recording Pianist
- M. G. M.'s SHIP AHOY STARLETS
Dorothy Schoemer and Betsy Parker
- BURGER
Master of Deception
- THE FOUR KING SISTERS
Screen, Radio and Recording Stars
- ELAINE BEATTY
Phonograph Association Contest Winner
- SURPRISE ACTS
- FOUR ELGINS
Juggling Act
- ALVINO REY AND HIS ORCHESTRA
- ARTHUR MURRAY DANCERS
Champagne Hour
- GERTRUDE NIESEN
Special Songs
- JERRY LESTER
Headline Entertainer

Diskers Retain 35-Cent Labels

Switching of some top artists to half-dollar label—Classic readies releases

NEW YORK, May 2.—Important news this past week was that all three major record companies will not altogether discard their 35-cent labels. Altho this is not official, it was reliably reported that the Big 3 would follow this policy. Nevertheless, a number of the big automatic phonograph drawing cards are being switched to 50-cent disks.

On the salvage front, developments included an announcement by Decca thru all branches that beginning May 15 operators must turn in one used record for every three new ones purchased. Decca will pay or credit the operators for the old records at the rate of 2½ cents each or 6 cents per pound. This tops Victor's price of 5 cents per pound as reported last week. (See page 66, May 2 issue.)

Home Phonos in Salvage Plan

Decca will treat the home phonograph consumer in the same manner as the automatic phono operator. Home phono disk buyers will be required to turn in records at the same ratio. Decca suggested three or four different plans to dealers in getting scrap, allowing them as much leeway as possible. One plan was to hand out a War Savings Stamp for four old disks.

No announcement was forthcoming officially from Columbia on salvage as yet, altho some distributors of the Columbia and Okeh labels are reported to have set up their own salvage plans on a 5-cent-per-pound basis with the qualification that at least half of the returned disks should consist of the Columbia and Okeh labels. It is said that shellac salvage from the Columbia and Okeh disks is very low because of the use of a laminated core in their manufacture.

Despite some inevitable confusion, all disk manufacturers were fairly well settled on production schedules by the end of this past week. Classic Record Company, headed by Eli Oberstein, is readying a new popular label to supplement the Elite line. This will be released next week, will retail for 50 cents and will be titled the Hit Record. First release on it is Les Hite's orchestra rendering *Jersey Bounce* and *One Dozen Roses*. About 40,000 copies of this number are being pressed, Oberstein reports. It was also announced that only one record on each label will be released each week.

Hold Okeh for Race, Hillbilly

In the May 2 issue of *The Billboard* it was reported that Columbia would drop the Okeh label. Latest reports are, however, that the Okeh tag will probably be retained for hillbilly and race releases. No Okeh records have been released for the past two weeks.

Decca reports they will keep the 35-cent label in circulation for awhile. This week, however, Decca brought out Woody Herman and the Andrews Sisters on the half-dollar label.

Victor is understood to have switched Glenn Miller and Dinah Shore from the Bluebird to the Victor label. Here, too, is promise of probable continuation of the 35-cent Bluebird disk for some artists. Trade observers figure that the effort to retain the cheaper labels, even tho in a limited way, is probably due to the fact that the record companies fear a frown from the OPA. Diskers figure, the hot stovers report, that the price group might interpret complete elimination of the 35-cent labels as nothing more than a hefty price rise.

AMERICAN FOLK RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money-making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1564 Broadway, New York City.

News Notes

Gene Autry's *Flying A Ranch Stampede* pulled \$33,800 from more than 30,000 people in just seven performances at the Pittsburgh Garden recently. Last year, in 14 performances, the take was around \$35,000. Shows a definite increase in Autry's already huge popularity, much of it being directly attributable to his recordings. *Ranch* will continue its tour, and operators in cities played can make profitable publicity tie-ups pushing Autry disks on the machines. . . . Judy Canova's personal appearance tour in vaude is being extended throught the Midwest and will probably take in some Eastern spots as well.

Week's Best Releases

Sons of the Pioneers (Decca 6042)
Private Buckaroo and *O-o-oh, Wonderful World*

A couple of sides given outstanding vocal and instrument treatment, with the additional advantage of contrast in the coupling. Tune on the A side gives a Western angle on war songs, featuring a soft and appealing melody with sweet solo singing and terrific vocal ensemble background. Flipover has a fast and heavily accented beat for a bright and merry melody fitted with amusing words. Solo voice takes it nicely, and there's an excellent guitar interlude. Top side depends on local taste, but both are top jobs.

Dick Reinhart and His Lone Star Boys (Okch 06641)

Midnight Patrol and *Stop and Fix It Patrol*, with vocal by Reinhart, has a real blues quality and should prove highly popular in tavern locations. *Fix It*, another bluesy tune, is taken at a brighter tempo, gets similarly nice vocal treatment from Reinhart, and features excellent instrumental interlude.

Ernest Tub (Decca 6040)

Our Baby's Book and *You May Have Your Picture*

An excellent new Tubb coupling, heavily sentimental in appeal on both sides and sure of play, particularly in localities where the singer is a favorite. Both are pretty tunes, given soft and appealing accompaniment and typical vocal treatment. *Book*, on the A side, is a heavily lachrymose ballad, and *Picture*, on the B, is a country-style torch. Both have sincere-folk flavor.

Jimmie Davis (Decca 6044)

The End of the World and *You're Breaking My Heart*

A couple of tuneful sentimental ballads done in Davis's usual straightforward, pleasant and highly effective vocal style, with some outstanding band backing from an un-billed crew. B side includes a nice piano interlude. Davis fans, of whom there are many, should be well satisfied.

Pine Ridge Boys (Bluebird B-8977)

This Means Our Last Goodbye and *You'll Be Sorry, Dear, You'll Pay*

A couple of soft, pleasant vocal duets with nice guitar backing, with Marvin Taylor and Douglas Spivey offering appealing renditions of each, in accepted country style.

Callahan Brothers (Decca 6045)

My Darling Little Girl and *Sad Memories*

Outstanding country-style vocal duets with terrific string-plucking as background. *Girl*, a pretty melody, alternates vocal and instrumental choruses, with the guitar work outstanding. *Memories*, on the flipover, is another pretty and sentimental tune and again offers outstanding work on the strings. A very nice pair of folk ballads.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judg-

ment of The Billboard's Music Department.

"FORT WORTH JAIL": Jimmy Wakely (Decca 6029)—An excellent folk ballad that is already showing up high on operators' lists in many localities, particularly thru the South. Wakely sells it beautifully in his appealing baritone, backed by ensemble vocalizing and nice band work, featuring wah-wah horn and clarinet.

Letter Box

No less than four tunes that recently made this column's "Recommended" slot are showing up high in current reports from operators. They are 1942 *Turkey in the Straw* (Carson Robison), *Happy Hobo Polka* (Bee Gee Tavern Band), *Get Your Gun and Come Along* (Denver Darling) and *Deep in the Heart of Texas* (Patsy Montana). . . . This week's crop of Gene Autry recordings that figure

high on the lists include *You Are My Sunshine* (thru the Midwest), *I Hang My Head* (in Northern locations), *Tears on My Pillow* (also in the North) and *Lone River* (in a number of Western spots). . . . Bridgeport, Conn., is sold on Bob Atcher's version of *Thinking Tonight of My Blue Eyes*, three different reports from that city uniting in naming it the top local folk recording. . . . Two highly popular versions of *Walking the Floor Over You* still continue strong, the Ernest Tubb recording getting the bulk of the play in the South, and the Shelton Brothers pulling in the coins thru the Midwest. . . . Another Tubb disk now going strong in many Southern locations is *Time After Time*. . . . Two Bill Boyd recordings that are getting heavy plays are *Tumbling Tumbleweeds* (particularly in the South) and *Sweethearts or Strangers*, which is strongest in the West. . . . Texas Jim Robertson is a big favorite in Spokane, with two of his recordings now going strong there—*I'm Going To Be Long Gone* and *Too Blue To Cry*. . . . Milwaukee is going for Bob Willis's *New San Antonio Rose*. . . . In Indianapolis territory the Shelton Brothers' version of *I'll Never Get Drunk Over You* is going strong. . . . *Taproom Stomp* (Curly Hicks) is pulling the nickels up in Burlington, Vt. . . . Dallas is giving heavy play to *Fort Worth Jail* (Jimmy Wakely) and *You'll Be Sorry* (Jimmie Davis). . . . Roy Acuff's *Wabash Cannon Ball* is topping the play in Jacksonville.

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

More and more of the boys are now with the armed forces. A few more left last week.

Hank Silver, formerly of Seaboard Sales, is now in the Air Force.

Gary Karp, with Modern Vending some four or five years ago, both in Miami Beach and New York, left last week. Gary was practicing law when he got the call.

While they haven't called him yet, Stanley Oles, of George Ponsler's office, New York, is expected to leave soon. We understand Stanley has had previous training some years back, and received several distinctions in marksmanship.

Louis, Fighting Marksman

Joe Louis, the heavyweight champ, was always interested in shooting a rifle and was one of the best customers patronizing the Shooting Gallery of Charley Rubinstein up Harlem way. Now Joe shoots the rifle on the government range without charge, but Rubinstein now has another boxing champ to take his place—Ray Robinson.

Overseas Billboard Reader

Al Horth, formerly office and sales manager for Louis H. Cantor Company, in the service over a year, writes from somewhere in the Pacific that he is doing fine. Cantor sends him *The Billboard* every week.

New Phono Exchange

Jerry Thorner, formerly sales manager

for Manhattan Distributing, has opened up a phono exchange office in Brooklyn.

Arcade Boom

Mike Munves, the Arcade King, has outfitted more penny arcades this spring than ever before in his career, and that goes back some 25 years.

Lane Now Ad Expert

Eddie Lane, brother of Bert Lane, Seaboard Sales, and known to the coin machine trade as a writer of popular song hits, has established an advertising agency with Murray Director.

Salesboard Idea Brewing

Bob Dorfman is preparing invitations to the trade to attend a showing of a new salesboard idea he created recently. Session will probably be held at one of the local hotels.

Mitchell Active

Irving Mitchell, of I. L. Mitchell, continues to ship quantities of reconditioned counter games and merchandise machines all over the country.

Budin Recovering

Hymie Budin, the sick man, is now on the road to recovery. A few more weeks and he will be permitted out of bed. However, the doc says visitors will be okay now.

Auto and Horse Experts

Harry Pearl and Archie Kass were on Coin Row visiting. Harry is the auto-

mobile expert, while Archie can talk about horses with the highest authority.

Robbins' Plan Clicking

Dave Robbins' plan to increase receipts for music machine operators has drawn interesting comment from out-of-town operators, who have just begun to get their first deliveries. The New York operators endorsed the idea some weeks ago, and the Engleman brothers are using it for their entire route. Dave tells us that Modern Vending Company and Acme Sales Company have it on display and for sale.

Coming and Going

Harry Golden, U-Need-a-Pak distributor from Cleveland, O., in town to confer with officials of the firm.

Archie Berger, of Philadelphia, spent a day in the city seeing his old friends.

Here and There

Joe Darwin returned from extended stay in Miami Beach, Fla. Joe had an unfortunate experience on the train while on the way down. He caught his finger in a door when the train swayed on a turn. The doctor insisted on an amputation—so Joe is now minus the upper joint of the pinky on his right hand.

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
500 Wurlitzer 199.50
Rockola Imperial 20s 89.50

MISCELLANEOUS

Batting Practice, Floor Sample \$138.50
Ace Bombers, Like New . . . 199.50
Electro Hoists 69.50
Merchantmen 79.50
Square Bells 89.50
Buckley DeLuxo Diggers . . . 129.50
Drivemobiles, Like New . . . 199.50
World Series 99.50

COMPLETE REMODELING PARTS FOR WURLITZER 616. DOMES FOR 600 AND 500. WRITE FOR CIRCULAR.

1/3 Deposit With Order.

GERBER & GLASS

914 Diversey Blvd., Chicago

WANTED

FOR CASH!!

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Write Quick--Give Complete Details!

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BOOST YOUR PHONO INCOME!

If you are a "wide-awake" Phonograph Operator send \$1.00 at once for complete sample outfit for increasing your profits. Try it in one of your locations for two weeks. Your money refunded if our plan does not increase your collections. Not an experiment! A tried and proven success wherever used! Be **FIRST** in your territory!

D. ROBBINS & CO.

503 W. 41st St. New York City



RACE TRACK TAP, a location in Terre Haute, Ind., recently modernized by a complete installation of a Buckley music system. Left to right, Robert H. McKinney, proprietor, and J. Bedino, operator.

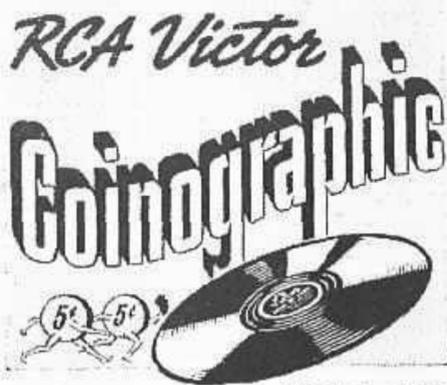
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It costs no more!
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No. 38 MAY 9, 1942

MILLER HAS A KILLER

"AMERICAN PATROL" GETS FULL POWER OF BANDS' SWING DRIVE



Glenn Miller, just-announced winner of The Billboard's Annual College Music Poll, came through this week with one of his most potent swing hits. Combine the familiar "American Patrol" with the swing style that made "String of Pearls" and "In the Mood" top favorites and you have a Miller Killer Diller—but tops! It's coupled with a heart-tugging, khaki-clad ballad, "Soldier, Let Me Read Your Letter," on VICTOR RECORD 28873.

KAYE HAS A LULU IN "LALAPALUZA LU"!!

Music for recreation is music for morale. And everybody's going to be singing with Sammy Kaye's "Lalapaluza Lu" as they did with "Hinky Dinky Parlez Vous" in 1918. "Lu" is the same type of gal as the famous Mademoiselle from Armentieres; inviting new lyrics with a catchy, easy-to-rhyme-with melody. The Kaye Glee Club is at its best on this. On the other side, "Do It Now." VICTOR RECORD 27874.

DINAH SHORE AIMS FOR DOUBLE MENTION IN THE "RECORD BUYING GUIDE"



It's hard to see how "Three Little Sisters" or "Sleepy Lagoon" can miss the "Going Strong" division of the "Guide" now that Dinah's double of these two new tunes is ready to sweep the country on the Coinograph network. VICTOR RECORD 27875.

To help your customers to keep going with music—

order these hits from your
VICTOR RECORD
distributor today
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

DON'T SIT UNDER THE APPLE TREE **GLENN MILLER** (Tex Beneke-Modernaires) Bluebird 11474

Almost from the moment this tune made its appearance in the Miller version it made itself felt on the boxes. A sure-fire hit from every angle, it hasn't slowed for a moment in its upward rush and is still on the move. Should do very well for quite a while yet.

I DON'T WANT TO WALK WITHOUT YOU... **HARRY JAMES** (Helen Forrest)..... Columbia 36478
DINAH SHORE..... Bluebird 11423
BING CROSBY..... Decca 4184
GUY LOMBARDO (Carmen Lombardo) . Decca 4104

(9th week)

MOONLIGHT COCKTAIL.. **GLENN MILLER** (Ray Eberle-Modernaires) Bluebird 11401
TOMMY TUCKER (Don Brown-Voices Three) Okeh 6526
HORACE HEIDT (Charles Goodman) . Columbia 36512
BING CROSBY Decca 4184

(8th week)

SOMEBODY ELSE IS TAKING MY PLACE.... **BENNY GOODMAN** (Peggy Lee)..... Okeh 6497
RUSS MORGAN (Morganaires)..... Decca 4098
VAUGHN MONROE (Vaughn Monroe) . Bluebird 11454

(6th week)

JERSEY BOUNCE **BENNY GOODMAN** (No Vocal)..... Okeh 6590

(3d week)

TANGERINE **JIMMY DORSEY** (Bob Eberly-Helen O'Connell) Decca 4123

(2d week)

COMING UP

SKYLARK **GLENN MILLER** (Ray Eberle) Bluebird 11462
HARRY JAMES (Helen Forrest)..... Columbia 36533
DINAH SHORE Bluebird 11473

Each week since arriving in this classification the lovely Hoagy Carmichael-Johnny Mercer tune has moved up a notch or two, and now it is in the No. 1 challenger's spot. Does not seem quite ready for the top yet, as its progress has been steady, rather than spectacular. However, a spurt is not unlikely, and if it comes soon might shove the ballad into Going Strong with little difficulty.

WHO WOULDN'T LOVE YOU? **KAY KYSER** (Trudy-Harry) Columbia 36526

This tune, a real sleeper, has finally caught on and made sensational progress this week. Made to order for Kyser, it gets a brilliant treatment from the band, and the nickel droppers have really got hep to that. Next week may find it striking pay dirt at the rate it went this time.

SLEEPY LAGOON **HARRY JAMES** (No Vocal) Columbia 36549
JIMMY DORSEY (Bob Eberly) Decca 4304
VAUGHN MONROE (Vaughn Monroe) . Bluebird 11496

Did very nicely this week and appears to be only a week or two away from the crossroads—the spot where a tune either makes a bid for the top or begins slipping backward. The three bands listed are almost neck and neck at this writing. Altho the tune hardly figured to be music-box material when first heard, it has caught the fancy of the patrons and might strengthen its hold.

JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND **KAY KYSER** (Glee Club) Columbia 36558
GUY LOMBARDO (Kenny Gardner) .. Decca 4278
TOMMY TUCKER (Don Brown) Okeh 6620

This super-schmaltzy ballad has the nickel droppers knocking themselves out these days, and has certainly justified its inclusion in Possibilities several weeks ago when nobody took it seriously. Kyser's rendition holds a slight edge at this point, but the other two are close behind. This song might make it. Bears careful watching.

MISS YOU **DINAH SHORE** Bluebird 11322
BING CROSBY Decca 4183
FREDDY MARTIN (Clyde Rogers) .. Bluebird 11286

This revival has done mighty well, but has passed the point where one might consider it a threat for Going Strong. Is still attracting 5-cent pieces, but in less quantity, and hasn't much farther to go.

ONE DOZEN ROSES **DICK JURGENS** (Buddy Moreno) Okeh 6636
ART KASSEL (Kassel Trio) Bluebird 11486
GLEN CRAY (Pee Wee Hunt) Decca 4299

Cute novelty, a former Possibility, drew enough mentions to gain listing here. Hard to say what is going to happen on the thing, but it looks pretty fair.

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."

A ZOOT SUIT..... **KAY KYSER** (Sully-Trudy-Jack-Max) .. Columbia 36517
ANDREWS SISTERS..... Decca 4182
BOB CROSBY (Nappy Lamare) Decca 4169

Still doing well, but getting nowhere.

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.



No. 38 MAY 9, 1942

CARSON ROBISON SURPASSES HIS GREATEST HITS



He describes the history of an army hero in "The Story of Jitterbug Joe" and predicts bombs for Tokio in "It's Just a Matter of Time" on his funniest disc to date. RECORD B-11527.

TONY PASTOR GIVES WITH BOTH BARRELS



And Genie Baird sings "Full Moon" (with feeling!)

Pastor and his sensational songstress fire pointblank at the customers with —on the sweet swing side—"Full Moon," a network plug leader—and on the novelty side—"Obey Your Air Warden!" an appealing lesson in Civilian Defense! Straight recreation stuff to take the pressure off of these strenuous times. B-11525.

MARTIN TURNS OUT TWO NEAT NEW ONES



Freddy gives the best of his famous sweet styling to "Just Plain Lonesome" and "The Penny Arcade." Martin, now riding high, is proving one of the big-paying names in Coinographs. This one's up front. B-11524.

To help your customers to keep going with music—

order these hits from your
VICTOR-BLUEBIRD RECORD
distributor today
BUY U. S. WAR BONDS

PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

No Worries

Whatever the effects of the WPB order curbing the shellac consumption of the recording companies, it can be safely predicted that film tunes as recording candidates will suffer little if at all. Publishing rights to nearly all picture tunes are held by the largest music houses, considered by the trade as most likely to retain waxing privileges for their products. The Decca, Victor or Columbia executive, moreover, in drawing up a selective list of songs to be recorded, will undoubtedly give preference to film tunes, since these are practically pre-sold on the strength of screen plugging.

So while the total number of record releases may be cut somewhat for the duration, the percentages of filmusic recordings will probably rise. And that brings Picture Tie-Ups closer and closer to all music machine operators.

"My Gal, Sal"

From all reports, 20th Century-Fox's *My Gal Sal* offers swell tie-up material for operators. Film features two lovely new tunes, *Here You Are* and *Oh, the Pity of It All*. Former promises to spring into the best-seller ranks in the near future.

Line-up on tunes from the picture and recordings is as follows: *Here You Are*, Freddy Martin (Bluebird), Sammy Kaye (Victor), Tony Martin (Decca), Glen Gray (Decca); *Oh! the Pity of It All*,

Alvino Rey (Bluebird); *My Gal Sal*, the Charioteers (Okeh), Chick Bullock (Columbia), Leonard's Rockets (Bluebird), Old Timers' Orchestra (Bluebird).

"Sweater Girl"

Long awaited and slightly belated, Paramount's *Sweater Girl*, featuring two of the top tunes of the year *I Don't Want To Walk Without You* and *I Said No!* will probably be released early next month. Trade-screened last week, the film evoked much favorable comment, particularly where Betty Jane Rhodes's vocals of the two hit tunes was concerned. The Rhodes girl has recorded both numbers for Decca.

Look for tie-up tips on *Sweater Girl* within the next few weeks.

Record Round-Up

Three Little Sisters, hit novelty tune to be featured in Universal's *Private Buckaroo*, has been recorded by Vaughn Monroe (Bluebird), Art Jarrett (Victor), and Martha Raye (Decca).

Two of the tunes from his latest picture have been waxed by Kay Kyser for Columbia. The film is RKO's *My Favorite Spy*; the recordings are *Just Plain Lonesome* and *Got the Moon in My Pocket*.

Joan Merrill (Bluebird) has recorded *You Can't Hold a Memory in Your Arms* from Universal's *What's Cooking?*

Blue Tahitian Moon, background theme for 20th Century-Fox's *Son of Fury*, has been released by Bobby Byrne (Decca).

these materials could be used after April 22. Extension granted went into effect April 30.

WPB has further curtailed manufacture of crown caps for beer and other beverage bottles. Cork order permits deliveries of crowns with cork discs provided that total inventories do not exceed 20 per cent of the crowns used or resold by the purchaser during the calendar year of 1941.

BREVITIES—New Dealers want officials of priority-violating firms ousted. . . . Under war stress, farm equipment industry steps back to small shops, smithys. . . . Telephone installations are restricted to war and essential civilian needs. . . . Retail tire price ceiling was raised 16 per cent to ease financial burden on dealers in maintaining new tire stocks in shrunken market. . . . Federal Court issued permanent injunction restraining Pittsburgh Steel from making further above-ceiling purchases of iron and steel scrap. . . . Reports on U. S. shipbuilding say the U. S. is launching about two merchant vessels a day.

New England hotel and resort operators, with more than a half billion dollars invested, believe their business will be hard hit by gasoline rationing. . . . 25 per cent reduction in monthly delivery mileage of local motor carriers and rubber-tired wagons, beginning June 1, has been ordered. . . . WPB has prohibited manufacture of fishing tackle after May 31, denying the use of metals, plastics and cork. 171 firms will be affected by fishing tackle order. . . . ODT will fix the minimum loads for motor transportation and will reduce special deliveries. . . . Applications for priority assistance which fail to specify the latest required delivery date hereafter will be returned to the applicant.

No labor shortage threatens in this country even if a fighting force of 8 million to 10 million is necessary, say statisticians of Metropolitan Life Insurance Company. Women, too young men and too old men are to do the work. . . . A government subsidiary has concluded arrangements with the government of Peru for creating a \$1,125,000 fund to be used for increasing wild rubber production in that country. . . . Virtually all important prices—manufacturers', wholesalers' and retailers'—will be covered under ceilings when the OPA's new blanket order goes into effect.



Conducted by MAYNARD L. REUTER

Communications to 155 North Clark Street, Chicago

A 2-Cent Coin

To conserve copper and other metals, the Spirits Club of Chicago suggested to the Treasury Department this past week the coinage of a 2-cent piece to be made of synthetic materials. Spirits Club is composed of representatives in the wine, cordial and liquor field.

What about the millions of penny vendors dotting the nation?

Hitting the Road

Spring has come to Minnesota, it seems. At any rate, Archie LaBeau and his associates, Kenny Glenn and Nels Nelson, are reported putting plenty of miles on their cars telling operators thruout the Northwest all about the new 1942 Rock-Ola Premiers.

Buckley Engineer Joins Charles Hughes Staff

Del R. Kautz, who has been covering Indiana, Ohio, Kentucky and West Virginia from his Cincinnati headquarters during the past year for Buckley Music Systems, Inc., has resigned to team up with Charles W. Hughes, Merry Whirl Amusement Company, Ladoga, Ind. Hughes is also president of the Indiana State Operators' Association and president of the National Association of 100 Per Cent for Defense Subscribers, Inc.

Kautz, incidentally, knows his ohms and amps. He's a graduate electrical engineer from Ohio State and the designer of the Kautz Perfectone Sound on Film reproducing system, operating in many theaters today. Kautz also holds many other patents in the field of sound amplifications and reproduction.

Plenty News in Market Reports

Just how is this vast industry of ours knuckling down to operating under war conditions? What are the operators doing to cope with conditions that change daily? What are distributors doing? Answers to these and many more questions are to be found in the April market reports gathered by *The Billboard* representatives contacting with leading coinmen in key market centers during the past week. They are reproduced elsewhere in this section. Be sure to read them.

Service Pools

No association or operators' group has yet announced a workable plan for a co-operative service pool, but many a long hot discussion is waging over the subject, it seems. The Phonograph Operators' of Eastern Pennsylvania and Southern New Jersey and the Cleveland Phonograph Operators' Association are but two groups that have been giving the matter plenty of thought. One group in Cleveland favors the association employing the servicemen to take care of all members' routes.

Price-Ceiling Discussions

Another topic that's the subject matter of many an operator and distributors' bull session these days is the effect of the OPA price-ceiling decree on coin machines. For the gist of conclusions reached, see the story on this subject on another page.

NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

Robert E. Wood, chairman of Sears, Roebuck & Company, told stockholders in New York April 27 that the huge mail order enterprise had lost about 100 million dollars in sales as a result of the war. Six lines of business which formerly accounted for a large part of total volume have been about wiped out—refrigerators, tires, stoves, washing machines, electrical appliances and radios, he said.

Arrangements were completed April 27 by the Treasury to lend 40,000 tons of silver to the Defense Plant Corporation for use as a substitute for copper in aluminum plants.

The length of hairpins and bobby pins was restricted to 2 inches by the WPB, and their production was cut in half to conserve metal.

Fancy paint jobs on machine tools have been ruled out. Instead of red, yellow, black and gold colors applied frequently to metal-working machinery, only "old machine tool gray" may be used, the WPB has ordered.

Buying three to six months in advance continues to be the general rule for American industry, according to the National Association of Purchasing Agents. No important changes in buying practices occurred during April.

Some hand-to-mouth buying is indicated. The accelerated pace at which business is being converted to war work makes it more difficult to foresee where materials can be obtained, and the tendency is to take what is available, the association reported in its bulletin covering April developments. Inventories were reported about unchanged during last month, except in the Far West, where decreases were indicated.

William Welch, Chicago, president of the Midwest Rubber Reclaiming Company, on April 22 told WPB's National Salvage Clinic that legislation is the only way to bring in thousands

of rubber articles in homes thruout the nation. "It may be necessary for the government to organize a rubber-collecting agency and make it against the law to retain old rubber." Welch asserted the rubber-reclaiming industry could produce 350,000 tons of rubber annually if it had the co-operation of the government, the people and the scrap dealers. He said activities in collecting scrap rubber have bogged down sadly and that the country must be combed for scrap that has been thrown away, particularly in remote areas.

The WPB now has complete control over nickel scrap. Order M-6-c, to be issued soon, requires segregation of scrap containing more than one-half of 1 per cent nickel by weight and permits its melting only for authorized uses. An increase of 150 per cent in available nickel scrap is expected as a result of the order.

Better scrap collections and the return to service of furnaces which had been shut down for repairs is being credited with the sharp rise in the output of steel. Operations in the week of April 19 were at 97.6 per cent of capacity and production was 1,657,900 tons. The all-time high rate was 99 per cent in the week of March 23.

Considerable significance attaches to the formation of the Venango Development Corporation by Pennsylvania and New York oil producing interests to mine for petroleum in the Pennsylvania fields. This operation is designed to recover oil remaining in productive sands which cannot be recovered by regular drilling methods.

Manufacturers were given 39 more days to use metal parts, lamp cords and silk in production of portable lamps and lamp shades. To be eligible for the extension such materials must have been fabricated or semifabricated in inventory of manufacturers or suppliers prior to March 23. Under the original order none of

ART JARRETT'S

"THREE LITTLE SISTERS"—VICTOR 27857

"DON'T SIT UNDER THE APPLE TREE"—VICTOR 27851

currently
PEABODY HOTEL
MEMPHIS

direction
MCA

Report Early Record Shifts

Baltimore operators begin to adjust themselves to new record situation

(Note: The following is the first local report we have received on what is happening in record field since the priorities order on shellac.—Editor.)

BALTIMORE, May 2.—The War Production Board order curtailing the amount of shellac used in record production has resulted in considerable concern to both record distributors and music box operators. While music box operators have been able to supply all of their record requirements to date, it is feared that from now on they may experience difficulty.

A new plan in record selling has been inaugurated in this territory by Southern Wholesalers, Inc., RCA Victor record distributor for the Baltimore and Washington trading areas. This new program affects both music box operators and record dealers.

The program is designed to make additional shellac available for production of new records by calling for music box operators to turn in one used RCA Victor record on the purchase of each new disk. The operators are paid 6 cents a pound for all the records turned in. It is estimated that 2 1/4 records make a pound. It is expected that operators will not experience difficulty in turning in records.

In the case of record dealers, the program calls for the turning in of one RCA Victor record for every five new ones purchased. The dealers also are allowed 6 cents a pound for all returned RCA Victor records. In other words they receive \$6 for 100 pounds of records and the privilege of buying 500 new RCA Victor records.

Getting record dealers, particularly those in the downtown area, to turn in used records in order to buy new records is not expected to be easy. It is possible some dealers may either be forced out of the record business or decide it is not worth continuing in business.

To date the program has not met with a very responsive note on the part of many dealers and operators. To most it is confusing. However, it is possible after they become accustomed to the situation their attitude and feeling may be different. The local RCA Victor distributing organization has gone to no end of trouble in explaining the situation to both operators and dealers that the program for collecting scrap records is not of their doing nor that of the manufacturer, but is a result of the War Production Board ruling found necessary because of the exigencies of the times.

The first day the program went into effect, 2,000 pounds of old scrap records were collected and turned in to the Baltimore division of Southern Wholesalers. A similar amount was collected at the Washington headquarters of the distributing organization.

The Joseph M. Zamotiski Company, Baltimore and Washington distributor for Columbia and Okeh records, has not up to the time of this writing adopted a similar program. Whether or not it will do so is not known. This will depend upon the steps that may be taken by Columbia Recording Corporation.

There is no Decca distributing branch here, so it is not known whether or not Decca will adopt a similar program. It is reliably reported here that some interests in this area have been buying up used records and this collection of scrap had been sold to a record concern.

There are three other record lines distributed here, but they are the products of small record manufacturers, and so far nothing has been done toward collecting scrap records.

The program for collecting scrap records is expected to have a very salutary and satisfactory result from the viewpoint of the distributor and manufacturer in that it is expected to put an end to the practice of selling used records, which has been flourishing in this area. It was pointed out that used records had cut in greatly on the sale of new records in the past. An effort had been made some time ago to put a stop to this practice but with no success. (See RECORD SHIFTS 4th column.)

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.

GOT THE MOON IN MY POCKET KAY KYSER (Sully Mason-Quintet) . . . Columbia 36575

This is a sprightly and catchy tune from Kyser's picture, *My Favorite Spy*. Melody is a happy one and lyrics match nicely. Ought to do very well now that summer is on the way. Originating in Kyser's pic won't hurt it any, either. All it will need is some air plugging, which it is almost certain to get.

POOR YOU TOMMY DORSEY (Frank Sinatra) . . Victor 27849 BOB CROSBY (Bob Crosby-Quartet) . . Decca 4316 DICK JURGENS (Harry Cool) Okeh 6654

This swell song draws a repeat listing here, mainly because trade talk during the past week has strengthened the conviction that here we have a hit. So far, Dorsey, Crosby and Jurgens are the only ones on the thing, but it's a cinch that one of these three is sure to be the man for your machine. Song is from Dorsey's film effort, *Ship Ahoy*. The Crosby disk is distinguished by a fine arrangement and Jurgens comes thru with a swell effort, but it's T. D. to watch out for on this one.

WE'LL MEET AGAIN BENNY GOODMAN (Peggy Lee) Okeh 6644 KATE SMITH Columbia 36569 HAL McINTYRE (Penny Parker) Victor 27859 WOODY HERMAN (Billie Rogers) Decca 18314

Kate Smith and Herman appear this week to strengthen the roster of stars who have put this marvelous war ballad on wax. Looks like this song may be a real hit, as it has everything to offer in the way of melody and lyric and doesn't hammer the war situation too strongly. The air bands are playing it a lot, too.

IF YOU ARE BUT A DREAM JIMMY DORSEY (Bob Eberly) Decca 4312 TEDDY POWELL (Peggy Mann) Bluebird 11516 ENRIC MADRIGUERA (Patricia Gilmore) Victor 27858

Another song that deserves to be repeated here. Adapted from a classic by Anton Rubinstein, it gets fine handling from the three bands and has plenty of popular appeal. Publishers are working hard at exploiting it, and it may cause quite a stir. Worth a good trial on the boxes.

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.

HERE YOU ARE SAMMY KAYE (Elaine Beatty) Victor 27870

This is a triple-threat side for music boxes. First of all, it introduces for the first time a girl vocalist on a Sammy Kaye record. Secondly, she is Elaine Beatty, who won a talent contest sponsored by the Cleveland Music Operators' Association, carrying with it the privilege of singing with Kaye. Finally the song itself is hit material, being a sweet ballad from the Rita Hayworth pic, *My Gal Sal*. Miss Beatty's vocal efforts are of top caliber, and the combination of factors should bring the side a heavy play. Also worthy of operator attention is the plattermate, Tommy Ryan singing the successful *Johnny Doughboy Found a Rose in Ireland*.

JERSEY BOUNCE THE FOUR KING SISTERS Bluebird 11522

As an instrumental number, *Jersey Bounce* is already making the buffalo heads bounce merrily in the music boxes. And now that it comes up with a vocal by the expert King Sisters, it's bound to get added revenue. Moreover, the plattermate also is a song with much potential phono power. It is *Heavenly Hideaway*, a sweet song on the order of *Moonlight Cocktail*, and the girls give it excellent vocal presentation.

MISS YOU LANG THOMPSON (Lang Thompson) Elite 5022

The sentimental ballad rage of an earlier year which still holds special meaning in this period has been in the receiving stage for some time. Thompson's treatment is patterned for the phonos, and should bring in some coins, however. Taken as a slow ballad, the vocal gets a novel twist, with a swing choir cutting behind the maestro's vocalizing, much as on T. Dorsey's *Marie* disk.

WE'LL MEET AGAIN KATE SMITH Columbia 36569

Radio's songbird, ever a delight on the disks, rings the bell again with this tuneful ballad of sentiment. It should keep the phono meters clicking. With plenty of understanding, she uses her straightforward singing style to give a most sympathetic rendition. While it is not directly tied up with the war, it has war connotations, and will be that much more powerful for that reason.

GOT THE MOON IN MY POCKET KAY KYSER (Sully Mason-Quintet) . . . Columbia 36575

From Kyser's picture, *My Favorite Spy*, and given almost identical treatment to the maestro's sensational *Who Wouldn't Love You?* disk, this airy little tune might do a good job if given a chance. Plattermate, *Just Plain Lonesome*, also from the picture, may be heard from, too.

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.

Trade Assns. May Do Much Work To Help Win the War

(An editorial reprinted from The Journal of Commercial, New York, April 9, 1942)

Trade associations have played a constructive role in the war effort in a number of ways despite the desire of the emergency agencies in Washington to circumvent them whenever possible. Associations have helped to educate their members in how to comply with priority and price regulations. They have made available to the government valuable information about their trades. They have originated a number of ideas for accelerating and facilitating the conversion of industry to a wartime basis and for the conservation of scarce materials.

Could not trade associations make a far greater contribution to winning the war if they were to receive more recognition from Washington as spokesmen for their industries, and if there were less suspicion of these organizations among officials? The answer to this question must necessarily be in the affirmative. At the same time it should be recognized that trade associations can do much to win a larger place for themselves in the solution of wartime industrial problems.

One difficulty has been the varying degree to which particular trade bodies represent their industries. Some lines possess strong, unified organizations. Others possess several associations, each representing a particular division of the trade or separate factions. Still other industries are not organized at all or have weak organizations representing only a fraction of the whole trade.

In industries where trade associations are weak, or where several associations exist, they have not been in position to support the war effort adequately. Furthermore, some associations have sought to utilize the emergency as a means of gaining members or of weakening competitive trade bodies. Such activities have created a bad impression within the war control agencies and have contributed to the tendency among control agencies to deal directly with industries rather than thru trade associations as intermediaries.

Trade associations can take several positive steps to broaden their contribution to the war effort, and to obtain a greater participation in the preparation and execution of control policies. First, where several trade bodies exist in an industry, consideration should be given to merging them, at least for the period of the war. Secondly, where a trade body is not representative of an industry, it may prove possible to bring additional concerns into membership while the war continues, with the understanding that they could withdraw thereafter if they wish. Finally, in dealings with Washington, every effort must be made to demonstrate that the purpose of the trade bodies is to further the war effort, and not to protect business as usual or to advance trade association interests as such.

RECORD SHIFTS

(Continued from 1st column) cess. After a brief trial, it was abandoned.

Now, it was pointed out, the war situation will bring about what the record manufacturers and distributors had vainly sought to correct. When music box operators cannot get or buy new records unless they turn in a used record, they will not sell the old records to either retail establishments for resale to the consumer public or sell them direct to the consumer public themselves. In this way no old or used records will be available for sale.

In the last analysis the music box operator will benefit from this program too. By turning in the old records he will be relieved of holding used records and of the need of realizing something from them. Since it takes an average of 2 1/4 records to make a pound, it will mean that on the basis of 6 cents a pound he will receive approximately 3 cents per record. He will be freed all the trouble of disposing them, as heretofore, to a buyer. In the long run the operator will no doubt receive more for his used records from the record distributor than he would have from the buyer dealing in used records. The distributor makes nothing on this phase of the program, as the manufacturer pays him the same price the distributor paid the operator or dealer.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Dinah Shore hopped to the Pacific Coast this week to open her new Blue Network Coast-to-Coast air shows. Gal will have 105 stations carrying her voice—the largest network any 15-minute program has had in some time. While there Dinah will iron out her picture deal. Every film company in Hollywood is bidding for her.

Alvino Rey's recording of "The Army Air Corps," featuring the Four King Sisters and Bill Schallen, is being adopted by radio stations thruout the country as the official theme song of the Buy-a-Bomber campaign. Rey gets some unusual dive bomber effects with his electric guitar on the disk. . . . Ina Ray Hutton will feature her newly organized but still unnamed vocal quartet on her next record session. . . . Una Mae Carlisle is starred in the new Broadway show "Harlem Cavalcade." Girl is the only female ever to make the hit parade with two compositions. In the show she does all her most recently recorded songs. . . . Jan Bart, tenor heard over WHN, New York, has been signed to a Columbia disk contract. . . . Looks as if Dick Haymes will finally get under way with his new band. Haymes will be remembered for his sensational vocalizing with Harry James. . . . Charlie Spivak continues to draw attention to his Okeh disks by knocking off grand attendance figures on his one-night tour. . . . Dave Matthews, tenor sax star who has been doing much of Hal McIntyre's arranging, is no longer with the band, but will continue to contribute occasional arrangements. Matthews collaborated with McIntyre on the band's Victor disk of "Commando Serenade." . . . Glen Gray will play Hotel Pennsylvania, New York, opening July 16. Will have plenty of air time from the place.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

NEW YORK:

Always in My Heart. Jimmy Dorsey.
The title tune from the film, it is getting a big play here in the machines. J. Dorsey's version is the one that's getting the requests, and according to the operators there is plenty of activity on it. Those in other territories who have passed it up so far might do well to give it another trial.

DALLAS:

Life Is Fine. Jimmie Lunceford.
This jumpy rhythm number, played by one of the masters at that type of music, is mentioned by operators here as a definite nickel-nabber in the machines. Lunceford's many road tours have built him a large following, especially among those who prefer genuine dance rhythms, and it pays off in the machines in many parts of the country.

PHILADELPHIA:

It's the Talk of the Town. Glen Gray.
Operators here report that Glen Gray's revival of this oldie is starting to catch on in the machines. The Casa Loma boys, altho not consistently strong on the coin phonographs, have a reputation of long standing, and when the band's name appears on a title strip in the machines there are plenty of patrons who will invest a nickel on the name of Glen Gray alone.

CANTON, O.:

Johnny Doughboy Found a Rose in Ireland. Guy Lombardo.
This war ditty with a particularly topical theme has already caught on in the phonographs here. Lombardo's version is the one getting the play, the operators report, and since it has only been out a short time it might be advisable for operators elsewhere to check into it.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended May 2 and the week before, ended April 25, see the Music Popularity Chart in the Music Department in this issue.

Mich. Assn. Talks Records

Plans of record firms discussed — no definite solution offered

DETROIT, May 2.—United Music Operators of Michigan held a lively membership meeting in their clubrooms in Convention Hall on April 28, with many members taking an intermission to listen to President Roosevelt's speech.

Principal business of the meeting was discussion of the record situation, to which local operators are devoting serious thought. Recent plans of Victor and other record companies were discussed. Representatives of the Bliss-Strawn Distributing Company, which distributes RCA records here, were on hand for the evening. C. R. Armstrong and Fred Strawn spoke.

Strawn discussed future possibilities that may relieve the prospective record shortage, such as the perfection of laminated type records. He emphasized the need of developing an equitable plan which will distribute available new records fairly among existing operators. He stressed the need of developing a scheme, either in conjunction with the former or separately, which would bring in enough scrap material to meet the shortage situation, and advised strongly against buying a large quantity of records today, especially in popular numbers, because of their quick obsolescence.

Individual operators discussed the record situation from their own angles, but no definite solution was found at this session.

Roy Small, conciliator of the UMO, who had just returned from an extended trip to Florida, gave a detailed report on operating conditions in various Florida cities.

John Mahaz, field representative of the UMO, disclosed that he is scheduled to go into the army within about a week, and was voted a two-week vacation with pay. In addition, members collected \$66 in cash at the session to be made into a gift for Mahaz.

Miss Genevieve Koniarz, who acts as secretary and takes minutes at the meetings, was voted a raise in salary.

Thorner Opens Phono Exchange

BROOKLYN, May 2 (DR).—Jerry Thorner, formerly sales manager for Manhattan Distributing Company, New York City, opened his own offices at 657 East 26th Street, Brooklyn, N. Y., where he will conduct a used music machine exchange. Jerry is well known

to music operators thruout the Eastern States, for he has traveled and conducted offices for leading distributors in this territory for many years.

Thorner leaves for a two or three-week trip to cover Philadelphia, Baltimore, Washington, Virginia, West Virginia, Eastern shore points and the Eastern States. He will see his many friends and will be prepared to buy and sell used phonos.



"America's Outstanding Guiltarist"

ALVINO REY

AND HIS ORCHESTRA

on BLUEBIRD records

B11517

MUSIC 'TIL DAWN
AND MY BUDDY

B11501

I'M GLAD THERE IS YOU
and PICNIC IN PURGATORY

Personal Management JACK EGAN
Direction MUSIC CORP. OF AMERICA

MASTER • MONEY • MAKERS!

These Latest

Okeh
RECORDS

by

FRANKIE MASTERS

AND HIS ORCHESTRA

featuring
PHYLLIS MYLES
THE SWING MASTERS
LOU HURST



NOW and FOREVER
I DO 6625

HERE'S TO YOU,
MacARTHUR
THE YANKS ARE
COMING AGAIN
6608

GOODBYE, MAMA
THE SUN WILL
SOON BE SETTING
6545

Personal Mgr. ARTHUR T. MICHAUD

DIRECTION
MUSIC CORPORATION OF AMERICA



The Billboard RECOMMENDS:

"... timely, right in tune with the requirements of the music boxes."

IN CASE OF AN AIR RAID

Chorus:

In case of an air-raid, take shelter
in my arms,
Take shelter in my arms, obey the
rule.
Turn off all the lights and turn on
your shining charms;
Your heart may beat alarm,
But please keep cool!
If I start kissing you
Just do as I do,
'Cause I'm your air-raid warden
And I know what's good for you!
In case of an air-raid,
Let's cuddle,
You know how
I think it's best to take a test right
now!

(Copyright 1942
Colonial Music Publ. Co., Inc.)

recorded by

HAROLD GRANT'S ORCH.

with

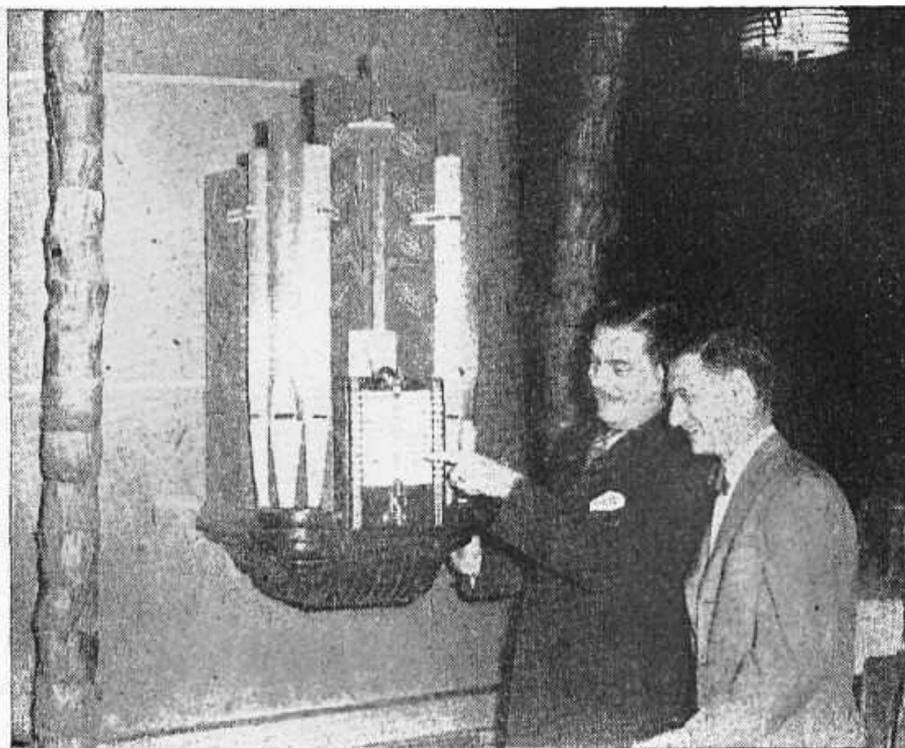
"THE GOOD-FELLOWS"

on

Standard Record T-2051

COLONIAL MUSIC PUB. CO., Inc.

168 West 23rd St. New York, N. Y.



THIS WURLITZER SELECTIVE SPEAKER in the Lido Club, South Bend, Ind., installed by music merchant Carl Zimmer, is credited by the club management with greatly increasing the play on its Wurlitzer phonograph. Pictured are club owner making a selection and Freddie Fisher whose orchestra is playing at the club. Fisher says this speaker reproduces his music with flawless fidelity.

THE NEW "COUNTRY TUNE"
SENSATION—ERNEST TUBB'S

WALKING THE FLOOR OVER YOU

DICK ROBERTSON
DECCA No. 4189

BOB ATCHER
Okeh No. 6496

ERNEST TUBB
Decca No. 5958

AMERICAN MUSIC, INC.

1211 N. Poinsettia Dr. Hollywood, Calif.

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 23)

TOMMY DORSEY (Victor 27869)
I'll Take Tallulah—FT; VC. Not So Quiet Please—FT.

Another song from his picture *Ship Ahoy* is polished off by TD in *Tallulah*. It's a production number, with the entire vocal corps, including the Pied Pipers, Frank Sinatra and even maestro Tommy, swarming over the lyrics for verse and chorus to open the side. It's taken at a fast beat and, to make it even more complicated, in a rhythm that's a cross between the Latin conga and the fox trot. Band lays it on heavy for the rest of the side, and it's difficult to distinguish the sole interesting sequence, which has the trumpet and trombone exchanging riffs in the Bix-Tram manner of old. The orchestral blasts are carried over to the other side, *Not So Quiet Please*. Buddy Rich beats the skins

fast and furiously right from the edge. Band is in for a drum spot chorus on the opener, and for the rest of the side it's the drummer on his own beating away to his heart's content. Solo drum music is about all there is to the side.

There's little here for music ops to note. Appeal of "I'll Take Tallulah" depends primarily on tic-ins with Tommy Dorsey's movie, while the drum concerto on the flip-over is hardly suitable fare for the boxes.

KATE SMITH (Columbia 36569)
There Are Rivers To Cross—FT; V. We'll Meet Again—FT; V.

The first lady of song on the radio, Kate Smith is fast earning that sobriquet on the records. Two swell songs of sentiment here, with *We'll Meet Again* particularly appealing. Giving out with plenty of feeling and understanding, she sings it as a slow ballad. And there are nice trumpet phrasings behind the voice. A short band interlude returns Miss Smith, picking it up at the bridge to sing it out. Establishing the same song and story mood and sung in the same straightforward fashion is *Rivers to Cross*. Full band lays down the background for her opening chorus. For the second refrain band takes the first half and Miss Smith again picks it up at the bridge to sing it out. It's Jack Miller for the accompanying band.

Both ballads loom big, and Kate Smith is equally effective for both. For the start her "We'll Meet Again" rates the face-up side in the music boxes.

HORACE HEIDT (Columbia 36568)
I Threw a Kiss in the Ocean—FT; VC. Little Bo-Peep Has Lost Her Jeep—FT; VC.

The familiar nurse jingle of *Little Bo-Peep* now goes on a war footing. Horace Heidt makes it a bright and lively opus. The Don Juans (male voices) take it from the edge, singing the verse and chorus. After a band chorus Donna takes over for the final refrain and, joined by the Don Juans, tells how she finally found her soldier boy. The Irving Berlin *Kiss in the Ocean* is taken as a slow ballad. Donna and Her Don Juans, putting the sugar on heavy for the harmonizing, take it right from the edge. Band ensemble takes over for another half chorus, fading at the finish for the voices to carry it out.

"Little Bo-Peep Has Lost Her Jeep" rings the bell as a cute camp novelty, and Horace Heidt's dressing for the ditty makes it likely phono material.

ORRIN TUCKER (Columbia 36574)

Full Moon—FT; VC. *Breathless*—FT; VC. Accenting the dance qualities and with a fine sense of rhythm, Orrin Tucker takes these two songs in stride. *Full Moon* is a pretty Latin lullaby set to fox-trot tempo. Tucker gives it a moderate beat that adds brightness. With the fiddles dominating the background, Bob Haymes gives the opening refrain in romantic fashion. For the second chorus the tenor sax handles the first half, violins carry the bridge in unison and Haymes picks it up again to sing it out. *Breathless* is

given a livelier and just as bright setting. Lorraine Benson gets the vocal call, opening with verse and chorus. Trumpet rides the first half of the next chorus handsomely, the unison fiddles bridging the melody to set the stage for the tenor sax's phrases to finish the chorus. Miss Benson picks it up again at the bridge to take it out. And there's a cute touch to the finish in the songstress gasping for her breath as the fiddles pizzicato away.

There have been any number of releases for "Breathless." But, while Tucker's entry is late in coming, it still stacks up plenty strong with all the others. If the song catches on as it should, it's a cinch that Tucker's side is strong enough to catch the coins.

POPULAR ALBUMS

Strictly From Dixie (Victor P-119). Henry Levine and His Strictly From Dixie Jazz Band, with Linda Keene the featured voice, set out in this package of eight sides to showcase the brand of two-beat rhythms linked with Dixieland music. Obviously, it's not a concert in corn, as the title might infer to the musical-minded. Yet it's a far cry from the Dixie music brought to mind when the street band hits into a *South Rampart Street Parade*. Instead, it's a synthetic style of Dixieland that is as different from the Bob Crosby brand as Guy Lombardo is from Benny Goodman. The closest these standard-bearers of NBC's Chamber Music Society of Lower Basin Street come is in *Way Down Yonder in New Orleans*, with Miss Keene's sultry chanting a fitting complement. Band, paced by Levine's cornet capers, puts in two instrumentals in *Strictly From Dixie* (an original) and *Shine*. Other five sides, with Miss Keene, include *Somebody Loves Me*, her best song effort; *Embraceable You*, *Georgia on My Mind*, *Someone To Watch Over Me* and *Mound Bayou*. It's for the most part Dixieland music in a high hat that doesn't fit.

H. M. S. Pinafore (Victor P-120). The evergreen music of Gilbert and Sullivan's *Pinafore* that continues to delight audiences year in and year out is packaged here in eight sides by the Victor Light Opera Company, with orchestra conducted by Emile Cote. The whimsically gay music and the sly satire of the lyrics are all captured on wax. With a large number of soloists and chorus, the eight sides contain medleys of all the important solo, duet and choral numbers of the operetta. The 19 songs are arranged in sequence as in the original score, and with the aid of the program notes on the inside front cover the listener can follow the complete story of this famous nautical operetta. It's musical manna for G. & S. fans—and who isn't one.

Coinography

From penny peanut vender to an outstanding and prominent distributor of vending machines covers the 30 years of successful association and identification with the coin machine industry of Roy McGinnis, Baltimore.

McGinnis is one of the leading figures of the country who originally became identified with the coin machine business when it was in its infancy. Slots, according to McGinnis, were the thing of that period. He, like others of the old-timers, has watched the industry grow to what it is today.

As a youth McGinnis was intrigued by coin machines. He started his life work in his teens as a printer, working on a Kansas City paper and *The Chicago Tribune*. At the time of his association with the printing field the monotype machine for newspaper printing made its debut. He studied this five nights a week until he was an expert and as a

result commanded what in those days was a handsome salary.

He was an ambitious youth and saw a future in the coin machine field. So at night, after his day's work was done on *The Tribune*, he operated penny peanut venders. Within a short time he had 100 of these in operation in Chicago. Suave and a convincing talker, he experienced no difficulty in having retailers install peanut venders.

When he felt the time was ripe to extend his operations he quit his job. When he told his boss that he was going to quit to operate peanut venders he was told he was crazy. This, however, did not deter him from his purpose. During the remaining time he worked on *The Tribune* the boss teased him by dubbing him the peanut vender.

His experience as a peanut vender fitted him for his larger activities as a distributor of coin vending machines. He formed a partnership with Cooper, a partnership that lasted for 20 years.

McGinnis shifted the scene of his distributing activities to Baltimore more than five years ago and it has proved to be very successful.

During his years of coin machine distributing activities he has become known from Coast to Coast.

His reputation for fair dealing is one of the most important factors in his Coast-to-Coast activities. McGinnis has always been active in promoting the best interests of the coin machine industry and has always co-operated in anything and everything constructive for the industry.

This co-operative spirit, willingness to help and fair dealing account for the successful coin machine distribution of Roy McGinnis, veteran of the wholesale coin machine field.

CANDIDATE

(Continued from page 70)

of the State, or rather his candidacy for the Democratic party nomination.

McSweeney is considered a close friend of the music operators in Ohio and especially in Cleveland since he has co-operated with the Phonograph Merchants' Association of Cleveland in all its plans to promote the sale of U. S. War Savings Bonds. When the Cleveland association began its first plans for a bond campaign, McSweeney was called in as State director of the bond drive and he worked untrillingly to help the operators put their local campaign over.

McSweeney, as the Democratic Party's choice for the Senate two years ago, defeated Harold H. Burton, then Cleveland's mayor, by 50,000 votes in the city proper and by 900 in the county at large—but lost the State to Burton.

"I am entering the Democratic primaries as a candidate for governor," he announced in a statement released at his home in Wooster.

Tells His Record

"I realize the importance of this high office and especially now with our country at war. During the first World War I served overseas as aide-de-camp to Maj. Gen. Charles Farnsworth, commander of our Ohio 37th Division. This army experience, more than anything else, has taught me the necessity for complete co-operation of all our citizens in the present war effort.

"I was born in Wooster in 1890 and was graduated from Wooster High School and Wooster College. I studied law with my father until his death, and was admitted to the bar in 1925.

"After leaving college I was an employee of the Pennsylvania Railroad and later taught in Wooster High School until the war and taught after the war until elected to Congress from the 16th District of Ohio.

"I served in Congress that time for six years. During Governor White's administration I served as director of the Department of Public Welfare. In 1936 to 1938 I served as Ohio's congressman-at-large. During the past year I was administrator of the Defense Bond staff of our State.

Feels Qualified

"I have served as president of the city council of Wooster and as a member of the school board and am now a member of the board of trustees of Wooster College. I have operated farm lands which were my father's and my grandfather's. I am a member of the American Legion, Veterans of Foreign Wars, Disabled American Veterans and the Order of the Purple Heart.

"I am now asking the party to be its representative for the office of governor. As the campaign progresses the voters will be entitled to know and will know my attitude toward the current problems as they arise in a changing war situation."

SEEBURG REMOTE CONTROL SYSTEMS

- 2 Rexes Equipped With Universal Receivers, Each\$140.00
- 2 20-Record Seeburg Mechanisms In Outdown Cabinets Equipped With Universal Receivers, Ea. 150.00
- 2 Regals Equipped With Universal Receivers & Electric Selectors, Ea. 229.00
- 1 Regal Equipped With Universal Receiver 207.00
- 1 Plaza Equipped With Universal Receiver 222.00
- 1 Plaza Equipped With Universal Receiver and Electric Selector 244.00
- 1 Mayfair Equipped With Universal Receiver 229.50
- 1 Mayfair Equipped With Universal Receiver and Electric Selector 251.50
- 2 Classics (Standard), Each 200.00
- 2 Classics Equipped With Universal Receiver, Each 242.00
- 2 Classics Equipped With Universal Receiver & Electric Selector, Ea. 264.00

★ ★ ★ ★

60 Seeburg 1940 and 1941 Wireless Wall-o-Matics at \$32.50 each, not over 4 sold with each of above Remote Systems and none to be sold except in connection with one of above Remote Systems.

1/3 Certified Deposit, Balance Draft or C. O. D.

W. R. BURTT

308 Orphum Bldg. WICHITA, KAN.

USE ADJUSTABLE Fulco PHONOGRAPH COVERS

Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine.

write for prices

Fulton Bag & Cotton Mills
Manufacturers since 1870
Atlanta St. Louis Dallas Minneapolis
New York New Orleans Kansas City, Kan.

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

P. O. Box 770 Fort Dodge, Iowa

A Precision Service

COMING EVENTS

TRADE SERVICE FEATURE Billboard

- May 3-9—National Music Week.
- 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.

Novelty Company Changes Hands

BALTIMORE, May 2. — Interests headed by Ralph J. Klotzbaugh and Joseph Garfink, well-known figures in the vending machine field of this sector, have purchased the Cooper Novelty Company, operated for many years by Joseph G. Cooper at 303 North Howard Street.

The novelty items handled have found a ready market with concession operators, carnival and fair operators and other similar operations.

Klotzbaugh is president of Josselyn's, well-known candy manufacturer of this market, maker of Milkmarks, Tastymaks and other bar confections for the candy vending machine operators as well as for the candy trade generally. He also is identified with other operations in the vending machine field.

Garfink is manager of the Baltimore and Washington divisions of Simco Sales Company, distributor and operator of the Revco ice-cream vending machines. The concern also operates other types of vending machines, including candy venders, and is identified with allied operations.

The Cooper Novelty Company has for years operated both a wholesale and retail business in novelties.

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Confectioners' Association Gives True Status of Candy

Some publicity misunderstood to infer candy unpatriotic because of sugar used

CHICAGO, May 2.—Efforts to inform the public concerning sacrifices and adjustments that can be made in eating habits to help win the war are resulting in serious misconceptions concerning the use of sugar in the manufacture of candy, according to a statement by Philip P. Gott, president of the National Confectioners' Association.

Numerous news dispatches, radio comments, publicity release and public addresses concerning the availability and use of sugar have been interpreted to mean that it is unpatriotic to eat candy and that the candy manufacturer is not patriotic in continuing to make his product because it contains sugar, according to Gott's statement, which continues:

Government Recognizes Need

"Under a very comprehensive plan the government is allotting and rationing sugar for industrial as well as domestic purposes. This plan recognizes the need of sugar by the candy and other food manufacturing industries, such as baking and ice cream.

"These allotments have been made after determining the requirements of sugar for war purposes. For the first four months of 1942 all industrial users of sugar were restricted to 80 per cent of their 1941 sugar purchases.

"The Office of Price Administration recently announced a further reduction of 10 per cent for most industrial users, including bakery and ice cream as well as candy manufacturers. This means that the manufacturers of candy and other sugar-consuming products are supposed to utilize sugar allotments in continuing the manufacture of their products so that plants may be kept in operation, employment may be maintained and the food values that confectionery provides may be supplied.

"Therefore there should be no misconceptions or criticisms of the candy manufacturing industry for continuing to provide candy as an energy-building, fatigue-resisting and healthful food for soldiers, war workers and civilians, inasmuch as the government obviously recognizes candy as a food with other important food products and allocates sugar to the candy industry for its manufacturing uses.

Its Part in War Work

"Further evidence of candy's food value is emphasized in the fact that candy is included in the rations of our armed forces. It has been given recognition also as a food in war industries to the extent that messengers, canteen wagons and vending machines are utilized in many war production plants to make candy more accessible to workers.

"In reviewing news releases that have been made by the government concerning sugar, no direct statement has been found to the effect that candy manufacturers should not make candy during the war period and that it should not continue to be purchased and consumed as a food by the public. In fact, in a release from the Office of Price Administration on February 1, it was stated: 'The candy, ice cream, chewing gum and sodas you have during the day all contain sugar, if you use much of them the sweetening in them gives you energy and you do not need so much sugar with your foods.'

"It is significant that during normal

conditions only 8 per cent of the total sugar consumed is utilized by the confectionery industry, all other industries using approximately 27 per cent and restaurants and householders using 65 per cent, according to U. S. Department of Commerce reports.

"Normally the candy industry uses more than \$15,000,000 worth of dairy products, approximately \$27,000,000 worth of nuts and fruits and more than \$150,000,000 worth of other agricultural products annually.

Home-Grown Ingredients

"In manufacturing candy on a reduced sugar basis the candy manufacturer is using a greater proportion of ingredients from our own agricultural products... more butter, eggs, milk and cream, more corn syrup and other corn products, more home-grown fruits and nuts. This is resulting in candy being an even more nutritious food, having higher mineral and vitamin content than ever before.

"The candy manufacturer is endeavoring to continue supplying the nation with a low-cost and nutritious food as a regular portion of the everyday diet, supplementary to, but not as a substitute for, other essential foods.

Candy Makers Co-Operating

"Candy manufacturers are taking every possible step to co-operate with the war effort; they are conserving materials and equipment so that paper and machinery may be converted to war use. They are striving to meet other problems such as employment, transportation and distribution that are common to all American industries during wartime. They are seeking the co-operation of the press, radio and the public in emphasizing the fact that it is not unpatriotic for them to continue the manufacture of candy, nor is it unpatriotic for the public to purchase and consume candy as a food."

Conserve Matches Drive by CMA's

NEW YORK, May 2.—Cigarette vending machine operators belonging to the Cigarette Merchandise Association of New York, Inc., and the Cigarette Merchandise Association of New Jersey, Inc., are co-operating in a match conservation drive launched simultaneously by the two associations, it was reported by Matty Forbes, secretary for the New York association, and James Cherry for the Jersey organization. Operators are using a special sticker provided by the associations and affixing it to the mirror of each machine on their individual routes, the association secretaries stated.

The sticker has a double function, for it also stimulates the sale of War Savings Bonds and Stamps. Excellent co-operation in use of stickers has been noted in New York and New Jersey and it is expected that the public will use matches sparingly. Potash and sulphur are vital materials for gunpowder and the sticker brings out this point forcefully.

The sticker, printed in red and blue for use on the machines, is reproduced in smaller size below:

The United States requires the potash and sulphur used in the manufacture of matches to provide gunpowder for our boys in the service. This machine is equipped to deliver a free book of matches with each purchase of a pack of cigarettes. PLEASE USE THEM SPARINGLY. . . .

YOU, TOO, CAN HELP WIN THIS WAR. BUY UNITED STATES WAR SAVINGS BONDS AND STAMPS

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., May 2.—Planting operations are approaching rapidly in the Virginia-North Carolina area. The ground is becoming rather dry but it will soon be warm enough to plant seed in this section. Planting has been active in the Southeast during the past week in both Spanish and Runner areas.

Texas and Oklahoma have further delayed in planting because of excessive rains during the past week. These weather conditions in the Southwest have curtailed demand for seed, and farmers are withholding further planting plans until the weather becomes more settled.

The market for shelled peanuts has weakened slightly in all sections and peanuts in the shell are holding barely steady. In spite of the shortage of stocks in all producing territories, the fact that many manufacturers have ample stocks on hand is lessening demand for peanuts at this time.

Farmers stock in the Virginia-North Carolina area is also a trifle weaker. A price of 7½ cents per pound is tops at present for best Jumbos and best Bunch, with most peanuts selling at slightly lower figures.

The movement of shelled and cleaned peanuts is below that of a year ago at the same time, but for the season to date is definitely in excess of last season for the corresponding date. The movement of Virginias in the shell is 10 per cent higher than that of last season. Shelled Runners in the amount of 180 per cent of last year's shipments for the same period have already gone out of the Southeastern States. The increase in the shipment of shelled Virginias and of shelled Spanish has been relatively slight, but it has been a real increase rather than a decrease. Only one-third as much crude peanut oil has moved so far this season as went out during the same months of last season.

Cocoa, Chocolate Committee Named

WASHINGTON, May 2.—Formation of a WPB Cocoa and Chocolate Industry Advisory Committee has been announced. Members include W. P. Crouse, Hershey Chocolate Company, Hershey, Pa.; Russell Burbank, Rockwood & Company, Brooklyn; C. H. Gager, Walter Baker & Company, Dorchester, Mass.; Clive C. Day and Peter Cailler-Kohler, Swiss Chocolate Company, New York; August Merckens, Merckens Chocolate Company, Buffalo, N. Y.; H. R. Horton, United Chocolate Refiners, Inc., Mansfield, Mass., and John Backman, Backman Chocolate Company, Mount Joy, Pa.

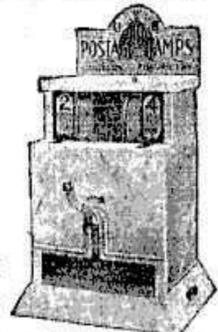
SELL POSTAGE STAMPS

Automatically

Save time—avoid loss. Enjoy the many advantages of self-service postage stamp accommodation—and make a profit besides.

NATIONAL POSTAGE SERVICE

Is furnished in six models, selling direct from government rolls. Meets the requirements of every merchant. Write for complete details.



NORTHWESTERN, Morris, Ill.

REBUILT LIKE NEW!

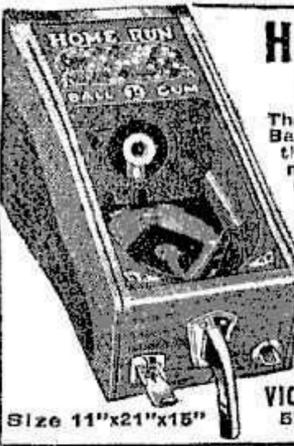


3-COL. SNACKS
Sample \$7.95
Lots of 5, \$7.50 ea.



4-COL. EVER-READY
Sample \$4.50
Lots of 5, \$4.00 ea.
Write for Complete List of Bargains.
1/3 Down, Balance O. O. D.

COIN OPERATED
I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE., B'KLYN, N.Y.



HOME RUN
(Tax Free)

The New Outstanding Ball Gum Vendor—with the fascinating amusement feature that **BATS THE BALL THRU THE AIR.**

1 Home Run (with 25 lb. carton Ball Gum) — includes 100 striped balls) complete only . . . \$24.50.

Terms: 1/3 Certified Deposit
Balance C. O. D.

VICTOR VENDING CORP.
5711 W. Grand Ave.
CHICAGO

Size 11"x21"x15"

LAST CALL!

Closing out remaining stock of

WINGS

at special low price. After this supply is gone no more for the duration.



ADDITIONAL INCOME

5 lb. "SILVER KING," \$7.95
10 at \$7.50

FREE Cat. & Instructions. Write today for terms.

View-a-Scene or "Peep Show" only \$24.50 each. 10 pennies from most players, 1¢ per Photo graph, 10 Pictures.

TORR 2047 A-SO. 68 PHILA. PA.

CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Col. Cigarette Machines with FloorStd. \$32.50
As Illustrated. Capacity, 170 packs. Slugg proof. 15¢ or 20¢ Models. Reconditioned like new. Terms: 1/3 with order, balance C. O. D. Write for complete catalog of cigarette and 5¢ candy bar machines.

D. ROBBINS & CO.
503 W. 41st ST. NEW YORK CITY

VENDER SUPPLY NOTES

Candy manufacturers may purchase and receive delivery of not more than \$1,000 worth of parts needed for repair and maintenance of existing equipment, according to a ruling issued by WPB. The order, however, prohibits the sale and delivery of new, second-hand or reconditioned machinery costing in excess of \$200 unless specifically approved by WPB.

Deliveries of cane sugar, whether domestic, refined, off-shore whites, turbinados or any other type, in anticipation of May quotas, were prohibited in the Northeastern section of the United States, according to an order issued April 21 by WPB. Purpose of the order seems to be to build up cane stocks in this particular area so that when rationing gets under way there will be no doubt of a steady flow of sugar to take care of the ration stamps and certificates.

Proposed tax increases on tobacco in the pending new revenue bill are being hotly opposed by North Carolina farm leaders, speaking for the State that produces more tobacco than any other and is the center of the cigarette manufacturing industry.

Two representatives from the South's tobacco-growing section have asked the Department of Agriculture to declare tobacco a wartime essential commodity on the ground that unless such a step were taken the tobacco industry would face a curtailed supply of glycerin and sugar used in processing. They said the industry used 20 per cent of the nation's annual supply of glycerin, which is sprayed on tobacco to hold it together in manufacturing operations.

Price Freezing Order

See details elsewhere this issue regarding price freezing order affecting vending machine supplies.

A new program in behalf of Old Gold cigarettes is being sponsored by the P. Lorillard Company, Coast to Coast over 51 stations of the Columbia Broadcasting System. It is called the "New Old Gold Show" and will have an entirely new cast, starring Nelson Eddy with Robert Armbruster's orchestra and a vocal chorus. Wednesday, from 8 to 8:30 p.m.

It is estimated there are between 200,000 and 250,000 cigarettes vending machines in operation today. Sales thru these machines amount to about 12 per cent of all cigarette volume.

Markets in Brief

NEW YORK, April 30.—Peppermint oil (dollars per lb.): Natural, \$5.85 to \$6; U. S. pharmaceutical, \$6.35 to \$6.70.

NUTS

CHICAGO SPOT MARKET PEANUTS

Virginia and North Carolina

Jumbos	9.75 @ 10.00
Fancies	9.75
Extra large	13.75 @ 14.00
Medium	13.75 @ 14.00
No. 1 Virginia	13.75
No. 2 Virginia	12.25 @ 12.50

SOUTHWEST

No. 1 Spanish	13.50 @ 13.75
No. 2 Spanish (sample)	11.00 @ 11.50
No. 1 runner	12.75 @ 13.00
No. 2 runner	10.75 @ 11.00

TEXAS

No. 1 Spanish	
---------------	--



Industry Mentions
Magazines -- Newspapers -- Radio

Juke Box Jenny, the movie featuring automatic phonographs in its story, is receiving generally favorable comments from movie critics in cities where the picture has shown. Starring Ken Murray and Harriet Hilliard, the film features Charles Barnet and Wingy Manone and their bands, Milt Herth Trio and the King's Men. One critic states that the picture offers the same sort of entertainment as the music machines from which the title is derived and is aimed at devotees of swing. Opinions vary on the merits of the humor and gags in the film but are unanimously enthusiastic about the tunes dished out.

Everybody's Weekly, supplement of The Philadelphia Inquirer, April 26 ran an illustrated feature story written around the incident recently mentioned here of the sailor who managed to whisper to the telephone music operator that a hold-up was taking place in the tavern where the music box was installed, thus causing the capture of the robbers, who later were found to have prison records. Illustration shows the girl in central studio as the dramatic whisper comes to her over the wires.

The slot machine sequence in the musical comedy revue Panama Hattie uses real quarters. The machines figure prominently in one of the comedy scenes and cause much hilarity every performance. Timothy Fitzpatrick, the production's property master, says real quarters are the only thing which sound like coins when the machines pay off and the coins drop into the cup. He keeps several rolls of quarters on hand at all times to keep the machines filled. He has lost only \$2.75 in cash since the show opened and that thru quarters rolling into cracks or inaccessible places on stage.

Coin-operated razor blade sharpeners may "return," says a news item in the Akron Beacon-Journal. Evidently it refers to a local coin machine, as we have not been able to find that they were ever on the market elsewhere. It states that Frank Carroll, inventor of the machine, has brought it down from his attic as he expects it might be worth while again. "The machine, which resembles a slot machine, is for sharpening razor blades," says the article. "A coin is placed in a slot and manipulation of a lever starts it working." Carroll invented the machine "back in the days when razor blades were comparatively expensive. At that time thrifty housewives gathered up their husband's used razor blades and took them to the corner drugstore, where the machines were installed for sharpening. We had them set up in stores all over the city."

When the Ideal Novelty Company, St. Louis, donated a music machine to the local USO recreation center, The Post-Dispatch published a large picture of it surrounded by young people at the cen-

ter, along with other photos taken of recreational activities.

A feature article on music machines, illustrated with a drawing of young jitterbugs dancing before a juke box, in The Boston Sunday Globe, April 19, gives a pretty good picture of music operating in Boston. Evidently the writer, William S. Rising, made quite a study of the business before doing the article. He comments on the take in music machines in Boston, the percentage to location and operator, the number of operating companies in that city, and claims Boston has the world's largest music machine operator, unnamed, who operates 1,200 machines. He also gives the leading records and artists on the machines in his city. Altogether, the feature is a piece of straight reporting on music machines facts, not slanted to favor or to hurt phonos.

Newsweek's comments on the proposed new nickels, which will contain no nickel but will be 50 per cent copper and 50 per cent silver, are to the effect that they will work subway turnstiles and telephone boxes without any trouble but will bounce like a rubber check from some types of vending machines equipped with automatic detectors.

Arcade business must be good in Boston, judging from an item in "Stray Bits," column in The Springfield Morning Sun, which says that since Pearl Harbor innumerable shooting galleries have sprung up in Boston and are always jammed with gobs, soldiers and citizens practicing marksmanship with coin-operated ray target guns. Says that customers of the coin machines have shot down more Jap planes and sunk more Jap subs and ships than the United Nations could achieve in months of warfare.

Opening scene in the movie My Favorite Blonde shows Madeleine Carroll sitting at a ship's bar with several slot machines in the background.

Somebody's leg seems to be getting pulled in a piece of pinball publicity which appeared in Richmond Round-Up, a column in The Richmond (Va.) News-Leader, April 14. Written by Cowl Rider, it says that a fellow named Prawn was reading a magazine in a neighborhood confectionery when suddenly the fuses blew. The only light left functioning was in the pinball machine and in order to make that light brighter, Prawn invested 10 cents, banging up to 350,000 points, three flags and a gong, which gave him enough light to finish his reading. Imagine his surprise when the proprietor advanced with 85 cents as a token of esteem for Prawn's talents, whereupon Prawn and the prop found themselves immediately pinched by a waiting gendarme and carted off to the hoosegow. That's Prawn's story, and he's stuck with it. The judge would not believe him.

Dispensers, Inc.,
Makes Own Drinks

BALTIMORE, May 2.—Dispensers, Inc., Baltimore operator of soft-drink bulk vending machines, managed by Victor Rubin, has solved the problem of getting sufficient soft drinks to keep its venders in operation by installing an agitator and preparing its own soft drinks.

The firm vended Coca-Cola until sugar rationing set in. Coca-Cola is still available but in very limited quantities. Not sufficient for full and profitable operation of the machines in use.

During the fall, winter and spring season there was an increase of 150 per cent over operation for the corresponding period of last year, and the company chalked up a 50 per cent gain for that period over the summer season of last year, which was the peak season. Outlook for the approaching new season indicate that it will be the biggest yet.

The management did not feel it could let such history-making prospects slip by because of a lack of a beverage to keep the machines in operation. So quarters were equipped for making root beer, orangeade and orange drink. A 300-gallon agitator was installed and placed in operation. Root beer extract was purchased for root-beer making; orange extract or concentrate was purchased for making orangeade and orange soft drink, and the necessary sirup, sugar and other essential products were purchased, and production of the soft drinks has been started.

The equipment installed can make 300 gallons at one operation. This provides the venders with sufficient stock.

The soft drinks produced by Dispensers, Inc., at its own plant are put up in gallon jugs to facilitate filling the vending machines.

The firm continues to vend Coca-Cola. In solving the problem presented the bottling industry by sugar rationing, Dispensers, Inc., employed the ingenuity Americans are noted for.

Dispensers, Inc., centers its soft-drink vending machine operation in movie theaters, bowling alleys, food super markets and a variety of 5 and 10-cent stores.

Todd Cig. Service
To New Quarters

BALTIMORE, May 2.—The Todd Cigarette Service Company, Inc., Baltimore's largest operator of cigarette vending machines, now has what is regarded as a model cigarette vending machine plant at 1437-1439 North Central Avenue. Until recently the concern had operated from its establishment at 812 North Calvert Street.

The new location provides much larger operating facilities, being fully four times larger than the former quarters.

A feature of the new quarters is the two entrances, one on Central Avenue and the other on the next street around the corner. The garage occupies the ground floor.

The establishment is equipped with a humidifier or "cold storage room" for vending candies, designed to keep the candy fresh at all times until it is delivered to the vending machines on location.

Adjoining the candy vending humidifier are compartments for cigarettes, arranged according to brand, designed to facilitate stock handling.

Factories Boom in Pa.

PHILADELPHIA, May 2.—Carried aloft by the war boom, Pennsylvania's factory employment rolls hit a peak of 1,165,000 persons for March, it was estimated by the Federal Reserve Bank of Philadelphia. Pay rolls during the same period rose to an all-time high of \$39,000,000 a week, as reported by 2,861 concerns thruout the State.

Industrial gains during March showed 1 per cent increase over February—a rise which bank officials said was expected from normal seasonal gains. March pay rolls increased 2 per cent over the previous month, but the officials said this percentage was smaller than is usual at this time of the year. Compared to figures of a year ago, employment jumped 12 per cent, wage payments were 35 per cent larger and working time increased by 22 per cent.

The average factory worker's earnings climbed to a new high of 87 cents an hour, nearly 12 cents better than March, 1941. His weekly pay envelope contained \$36.63, which was \$6.27 more than a year ago.



Life, April 13, 1942

It has to be . . .

good

PAN'S QUALITY HARD SHELL CANDIES
WRITE FOR LATEST PRICE LIST

PAN CONFECTIONS

345 W. ERIE ST., CHICAGO, ILL.



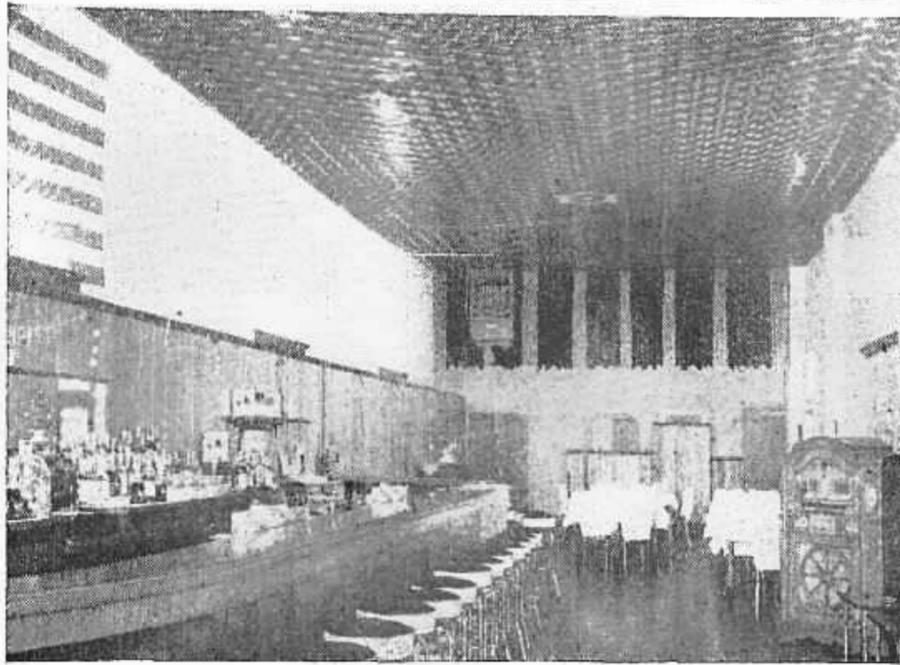
CHICKEN SAM OPERATORS "HIT THE DIRTY JAP"

Deluxe Change-Over Units Will Revive Your Chicken Sam and Jailbird Machines. Unit consists of entirely new molded figures (not remolded or made of cardboard), flashy new sixteen color scenery processed on heavy cardboard—also streamer for top of machine, all units thoroughly checked—no unnecessary fitting to be done, may be installed in few minutes.

**This Is Red Hot—
Order Now and Cash In**

\$15.00 Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C.O.D. (Payment in full with order will save C.O.D. fee.)

HITLER UNITS SAME PRICE.
Samples Sold With Money Back
Guarantee If Not Satisfied
BONA FIDE DISTRIBUTORS, WRITE,
Manufactured Exclusively By
HAROLD W. THOMPSON
(Seeburg Phonograph Distributor)
415 Carolina St., San Antonio, Tex.



THE RECORD BAR, CLEVELAND HEIGHTS, O., gets its name from its ceiling, which is made of 2,600 phonograph records, weighing 2,000 pounds. The Wurlitzer Colonial phonograph shown is immensely popular with customers. The phono is operated by George De Frieze, music merchant of Cleveland.

Foresight Leads to Good Service Dept.

CHICAGO, May 2.—Recent weeks of preparation for augmented reconditioning service by the Monarch Coin Machine Company have been well advised, according to Roy Bazelon, head of the firm.

"The same foresight that led to the growth of our organization to its present rank in the coin machine industry is responsible for the new and vastly finer service we now offer on used games," Bazelon declared. "Factory-trained men, each an expert and many of them specialists on various types of equipment, are ready to service any kind of game an operator might bring in. We have been working at top speed for weeks on equipment brought in by operators immediately following announcement of our improved service. Repair and reconditioning facilities are among the finest in the country.

"We have turned thousands of square feet in our three-story building over to service work," Bazelon continued. "We did it to enable our men to work swiftly and accurately without crowding. Our service equipment is up to date and we stand back of every game we release with our okay on it."

Al Stern, an executive of Monarch, stressed the fact that a huge stock of all types of equipment, new and reconditioned, is available now. "We bought up to the limit on new games," Stern said, "and we believe we are one of the few distributors in the country able to make deliveries on such equipment. Our stock is large and varied and operators are finding our reconditioned games ideal for holding their locations and maintaining operations on a profitable basis."

A Stitch in Time Saves, Says Atlas

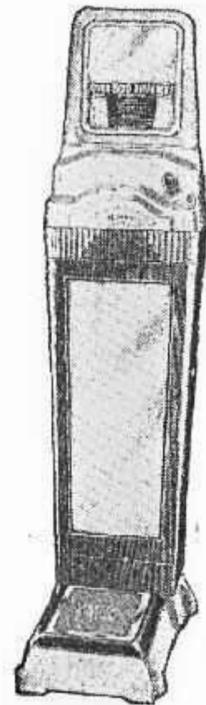
CHICAGO, May 2.—Operation of the reconditioning department of the Atlas Novelty Company has won high praise not only from company officials, but from hosts of coinmen as well, it is reported by company officials. Frank Bach, superintendent of repair service, was lauded by company heads, Morrie and Eddie Ginsburg, for the efficient manner in which the department is conducted. "Frank has been with us for many years," Eddie stated, "and during this time he has amassed a large knowledge of reconditioning. His experience, plus the special training he has received at leading factory service schools, puts him on top as a service expert, and the work he and his staff turn out reflects his ability."

Morrie Ginsburg declares: "Frank has helped Atlas build an enviable reputation for service on repairs and reconditioning. In these times, with new games non-existent, Frank and his co-workers will have a big responsibility. Already operators have jammed our shops with games for reconditioning, and a growing number of coinmen indicate that their

equipment is slated for Atlas repair service. Frank says that he is ready for them. To operators that means that their games are as good as repaired."

While not all coinmen who asked for Frank's personal attention to their games may be thus accommodated, Frank assures them all of top work. "The big increase in the number of games that are coming in for service makes it physically impossible to work on all of them," Frank said. "However, every operator can be sure that his games will work better and more profitably after having gone thru our reconditioning line. My men are all topnotchers, and we have the staff and the equipment to turn out a job in double-time without slighting the smallest detail. Regardless of the type of machine, whether it be pin game, phonograph, slot, arcade machine or vending units, we know what to do and how to do it to make the equipment perform to the satisfaction of our customers."

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

WANTED FOR CASH
ONE BALL FREE PLAY GAMES
State Condition and Price in First Letter.
Modern Coin Exchange
1811 West Pico Blvd. Los Angeles, Calif.

FOR SALE

- Baker's Pacers, '41, Check Separators, Like New \$237.50
- Pace Saratoga Jrs., '41, Side Rails 87.50
- Pace Saratoga Sr., Free Play Comb. 147.50
- Evans Lucky Lucres, '40 147.50
- Evans Lucky Lucres, '41, Sp. Rools, Check Separator 224.50
- Evans Bangtalls, Late Head 97.50
- Evans Keeno Counter Machine, Automatic, 5¢ 22.50
- Buckley Bones Dice Machine, 5¢ 22.50
- Mills Blue Fronts, Single J.P., 5¢ & 10¢ 72.50
- Mills Blue Fronts, Double J.P., 5¢ & 10¢ 87.50
- Mills Extraordinary, 10¢ 42.50
- Mills Futurity, 5¢ & 10¢ 62.50
- Mills War Eagles, 5¢ (2-4) 32.50
- Mills Green Front O.T., 5¢ 37.50
- Mills Smoker Bells, 5¢ 42.50
- Mills Chrome Vest Pockets 35.50
- Mills Blue & Gold Vest Pockets 29.50
- Mills Green Vest Pockets 24.50
- Jennings Free Play Mint Vendors, Like New, 5¢ 49.50
- Groetchen Chrome Columbias, J.P., Like New 62.50
- Groetchen G.A. Columbian 44.50
- Groetchen G.A. Columbian, R. Payout, Like New 57.50
- Groetchen G.A. Champions, 5¢ 22.50
- Groetchen Pike's Peaks, New 17.50
- One-Fourth Deposit With Order, Balance C.O.D.

V. MCKENZIE
4550 Laeledo Ave. ST. LOUIS, MO.

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.

LATE SLOTS
ALL COMPLETELY REBUILT

- Mills 5¢ Chrome Bells \$189.50
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APRIL BUSINESS BETTER

Market Reports Show Collections Up; Music Strong; Distribbs Active; Trade Keeps Eyes on Washington

Compiled by MAYNARD L. REUTER

CHICAGO, May 2.—April, like February and March, was another month replete with industry-shaking events. But out of the welter of Washington edicts and State rulings two factors took definite shape: One, that the operator's business is growing better with each passing week; two, that the distributor will continue to play an important role during the emergency. True, the "shoe" of diminished supplies of new and used equipment began to pinch the distribbs a bit during the month, but the need for distributors' services to keep the supply of good reconditioned games flowing became more and more evident.

Operator Picture

Except in those States where legal restrictions hampered operator activities, The Billboard month-end survey of key coin machine centers shows business definitely on the upswing. Jitters that hurt play earlier in the year have disappeared as skyrocketing pay rolls in hands of people who either have bought or can't

get all the durable goods they want for the present began to be spent for pleasure. Music machines enjoyed especially heavy play. Cleveland operators, for instance, reported play the last three weeks of the month had risen to "all time highs." Games, consoles, ray guns also were humming. Arcade operators with locations in easily accessible spots looked forward to banner seasons as week-end play mounted. Vending machine operators, too, enjoyed big month. Only tough spot was rationing of carbonated drinks for beverage venders.

Distributors Okay

Distributors continued to enjoy good business as a whole; however, in some sections signs were beginning to show that supply of equipment was going to make the going a bit more difficult from now on. Some reported operators were passing by what new equipment was still on the market in favor of good used numbers at lower prices. With the WPB "Explanatory Order No.

1" apparently permitting the manufacturers to turn out replacement parts, distribbs began making plans to carry on thru the duration by helping their customers keep their equipment in first-class shape.

National Picture

Specific decrees from Washington affecting each division of the trade were issued during April. The WPB "Explanatory Order No. 1" (see page 65, April 25 issue) issued on April 13 clarified and liberalized inventory reports which the manufacturers must file and also seems to allow the use of parts fabricated before the issuance of L-21-A for the manufacture and repair of machines as long as no quota restrictions were exceeded.

WPB shellac order restricting record firms to use of 30 per cent of the amount of shellac used last year was another thunderbolt. Unfortunately, this order was misinterpreted by some trade and news papers to mean production was being cut to 30 per cent. Disk firms felt that by stretching their shellac, using substitutes, reclaiming old disks, etc., operators would be kept well supplied with latest hits. Rumors were flying fast at month's end as to how disk companies were coping with problem. Some Victor distribbs were putting a "one old disk for every three new ones bought" trade-in plan into effect. All Decca branch offices issued similar rules April 28. Exit of the 35-cent labels seemed definite as more name artists were being switched to 50-cent records. Operators were heeding warnings to hold on to their used stock and to turn deaf ears to sharpies trying to corner the used disk market by offering fantastic prices for old platters. Some operators were stocking up heavily on standards.

Ways and Means Committee

Before the House Ways and Means Committee trooped representatives of the sugar, candy and cigarette industries to put forth arguments why no further excise taxes should be heaped upon them. No definite report of any bills affecting coin machines having gone into the hopper were available at month's end, altho it was known that Ways and Means Committee members, searching for good excise tax ideas, had been consulting with Department of Internal Revenue men charged with administering the 1942 coin machine excises. Possibility of favorable legislation on counter games at the next session of Congress was in the rumor stage.

The Internal Revenue Bureau ruling placing prize ball gum in the \$50 tax bracket was being enforced in a hit or miss manner and much confusion in the trade was resulting.

At month's end the OPA price-ceiling edict caused much speculation in coin circles as to how it will affect the industry. Opinion of trade leaders was that it might affect merchandise sold in vending machines and what new equipment was still available and on which prices had been upped since March. For full details see detailed story carried elsewhere in coin machine department this issue.

All manufacturers were concentrating wholly on "winning the war" as the May 1 curfew on the manufacture of coin-operated equipment drew near.

State Activities

On the legal front the State Tax Commission of Washington reported that the coin machine tax license system was extremely favorable from a revenue-producing standpoint and that operators had co-operated fully to make the plan a

success. In neighboring Oregon a Senate aspirant pegged a plank into his platform calling for \$40 per month old-age pension plan for which coin machine levies would pony up the cash.

Prominent slug case in Minnesota was decided in favor of the defendant. Government was withholding appeal plans pending outcome of a case in New York. Two pin game cases were still pending before the Supreme Court in Iowa. Newspapers thruout the State had a Roman holiday with publication of the federal coin machine location tax lists. Reports that many games were going into action in up-State Michigan were the first received indicating that some resort sectors at least were anticipating heavy patronage this summer.

In the South the governor of Mississippi vetoed a general coin machine tax bill that had passed the State Legislature reducing State fees on all coin machines. The winter season ended in Florida and business dropped, but the influx of soldiers was expected to help keep play at fair levels.

In the East the adverse Superior Court decision in Pennsylvania affecting free plays with take-off buttons was being haphazardly enforced. In many communities where city coffers were hard hit by ban on machines, operators took off the mechanism and returned machines to locations. Other communities banned games altogether. Operators were much up in the air as a result. The city attorney's stand in favor of games in Trenton was seen as a favorable trend to help operators get their games back on location in New Jersey. Across the Hudson the New York City condition continued unsettled. In Buffalo, however, the city dismissed five pin game test cases. Trade regarded this as a very favorable sign.

Associations

Ohio Phonograph Owners' Association held its annual powwow in Cleveland the last week of the month. Philly music operators' group were readying plans for a big publicity campaign. San Francisco and Los Angeles pin game groups were continuing their valuable war services. Coin Machine Industries, Inc., pledged its co-operation to the industry for the duration and announced it would stay in action thruout the emergency.

Baltimore Holds Firm During April; Music Strong

BALTIMORE, May 2.—Gearing themselves to doing business under wartime conditions, coin machine distributors and operators here are adjusting themselves to existing conditions. While admitting business could be better, coinmen declare that with all things considered, business is good.

General business conditions in the Baltimore area continue good. Industrial activity is running top speed in the national war effort. With employment and pay rolls up, sales of available commodities are excellent. Department store sales showed a substantial gain of 40 per cent over the same period of last year.

Despite the fact that new machines are scarce, it is reported that some of the latest offerings have met with a cold shoulder from operators because of upped prices. Operators report they prefer a good used machine at a lower price.

Distributors report consoles still dominate the market and are in big demand. This is also true of free plays and ray guns.

Pinballs are still more or less of a drug on the market. The tremendous influx of these machines into the market about two months ago still has not been cleared up, and the low prices which these games command does not make them very popular nor in much demand.

Phonographs are meeting with a ready

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sale. Distributors who are fortunate in getting new boxes are chalking up good sales volume. Good used music boxes also are meeting with ready sale.

Bulk soft drink sales thru beverage venders are said to be good in machines that are in operation. Root beer, orange and other fruit drinks are supplementing regular offerings at beverage venders.

Cigarette and candy vending machine sales are forging ahead, with the machine supply ample. The future is a question mark. Collections are reported up more than 25 per cent.

The tire situation has not had any effect on the conduct of business either by distributors or operators as yet. With gasoline rationing up in the air, coin-men are uncertain what will happen.

The general view is that the coin machine business will weather wartime conditions without anyone being seriously affected. There is a tone of tempered optimism in operator quarters.

Buffalo Trade Has Hectic Month

BUFFALO, May 2.—Pin game trade here has been taking it on the chin for months. As the result of the dismissal of five test cases against pin game operators here early in the month. Operators, however, hope to reach an agreement with city fathers to permit the operation of novelty games from now on. Meanwhile ray guns, bowling, hockey and similar strictly amusement-type equipment is getting a break, and competition for choice music locations gets stiffer as play on the boxes continues to climb. The rank and file citizens are spending liberally now that defense pay rolls are bulging their pockets.

Many distributors are entering the operating field here, with a few closing their doors and going into other lines. Small routes are being sold to bigger operators and locations are being swapped to centralize routes. Only the cream of the rural locations are being kept by many operators. Spare parts are available in adequate quantities, but good mechanics are scarce. Service call routes are being concentrated.

Venders are still going strong here, with practically all the equipment now in defense factories. Plenty of ice cream and beverage machines out, but these operations also are having the worst service headaches.

Canton Looks to Big Summer Business

CANTON, O., May 2.—With the advent of spring, the opening of numerous outdoor spots and new all-time high pay rolls, outlook for the summer is most encouraging here.

Tire rationing has forced some restrictions on operators. To date there has been no decided curtailing of service calls, altho there is some talk of pooling service calls. There has been no decrease in placement of cigarette and other vending machines in recent weeks. With cigarette prices advanced in some chain stores to 16 cents a pack, and with machines getting 17 cents, better business is resulting.

A bright spot in the local situation is the encouraging outlook for arcade operators, majority of whom will have their places in operation within the next couple of weeks. Arcades in the district did well last summer and with increasing war employment there is every indication that their best season is in the offing.

Phonograph operators report business holding up well despite a prolonged hot

spell that has attracted patrons to out-of-town spots fully a month earlier than usual. A slight increase in placements is reported by operators due to some spots discontinuing bands and strollers, switching to music boxes.

Locally, the movie machines have almost passed out of the picture. Tried in some of the larger cafes and clubs in the downtown area, this type machine did not succeed. There are a few scattered about the district in out-of-the-way places that are reported doing well, however.

Soft drink dispensing machines are finding the going tough, especially in the larger industrial plants where recent hot weather has increased the demand. Milk machines and those dispensing drinks not affected so much by priorities are bearing the brunt of the demand. Candy vending machines fell off some in late April, which was to be expected. Some merchandise shortage is reported.

With the ban still in effect on pinball machines in the city, and only a few placements reported in outlying territory, this phase of the amusement machines business remains much the same as it has been for the past 60 days. New machines are scarce and some used machines sales are being made to operators in smaller communities, it was revealed.

Cincinnati Licenses Pinballs in April

CINCINNATI, May 2.—The picture here for the coin machine business would be considered extra rosy in normal times. The anxiety over the discontinuation of machine manufacture and the WPB order on shellac have dulled the satisfaction over recent developments, however.

During April the Cincinnati City Council licensed pinball games at a reasonable figure. The measure passed with a minimum of discussion, only question raised being that games should not be placed in the vicinity of schools. Free-play games are operated extensively throughout the Cincinnati area.

A late April development was the announcement by a city councilman that he would sponsor a bill to license pinball games at \$1 per year. The bill also incorporated stringent sections pertaining to games near schools and their operation by minors.

Phonograph operators are doing well, with takes higher than average. The record situation has disturbed them somewhat, but they have been reassured by later developments that there will probably be plenty of records to continue profitable operation.

A number of games have been seized in minor actions here involving the payment of awards to players.

Cleveland Bright Spot Is Music Box Take

CLEVELAND, May 2.—Plenty of money in the hands of the workingman plus clever yet powerful promotion on the part of the music operators here is the success formula reported responsible for the booming play music machines are getting. Beginning right after Easter, collections swung into high gear. Some operators report play topping previous high marks during the last three weeks. What effect the shellac restriction order will ultimately have on music collections is a much-discussed subject wherever two or more operators get together.

Ohio Phonograph Owners' Association met here April 27-28. Many industry and record company executives attended the big banquet. (See Music Machines Department, this issue.)

Denver Distributors Concentrate on Repairs

DENVER, May 2.—Outstanding trend noticeable here during April was that of distributors shifting attention from the sale of new equipment to the reconditioning and sale of used machines. Thruout this area demands for equipment are strong, especially for phonos. A shortage of these looms as operators in this area are competing closely for locations, near the new army posts being constructed in the State.

Demand for consoles was strong during the month, and venders, too, were on the upswing.

Opening of the outdoor season here, plus new troop concentrations, is being regarded by operators as the possible shot-in-the-arm locations will need to make up for the loss of patronage due to number of best coin machine patrons being taken into military service.

Detroit Biz Climbing; Distributions Doing Well

DETROIT, May 2.—Trend of patronage on local machines, judging by reports from some of the larger operators, is distinctly promising. Music boxes, in particular, have been getting more nickels than for some time past; in fact, approaching an all-time high. Angle appears to be that there is plenty of working money flowing in the town. Detroit is beginning to take on the transient atmosphere of a boomers' camp as out-of-town workers are lured here by tales of high wages and new factories. There are still plenty of unemployed and there is beginning to be a genuine cut in wages, as major auto union leaders have given up double-time pay "for the duration."

However, there is enough cash to allow low-priced amusement to get its due share. Bigger downtown theaters are doing well, the higher priced shows selling out frequently. People here are now spending heavily on amusement. With few types of amusement games being operated, however, the music machines get the bulk.

Reports from vending operators are confusing this month. Penny machines seem to be still badly hit.

A new type of postage vender—the Mallomat—made its appearance at the main post office and attracted considerable downtown attention. Candy and cigarette venders, from the nickel size up, appear to be suffering a new slump, but the causes are obscure.

In the distributing field business was fairly good, as the new machine market started to disappear and a genuine boom in used machines was well under way. Stock of machines on hand was small, but the turnover was rapid even on old games. A considerable amount of equipment was brought into the territory from other sections, largely on direct order for sale by the agents of the buyers. Most games went up-State.

Prices of used machines held remarkably firm, and in a few instances even

began to advance slightly. Some jobbers are beginning to hold their stock on hand for anticipated further rises rather than selling for an immediate profit.

Fort Worth Biz Good; Operating Pool Formed

FORT WORTH, May 2.—Coin machine operating activities in this city are running along at a surprising rate. Bulk vender operators are still able to secure plenty of fresh roasted peanuts, both the Spanish and jumbo types. Many units have been changed over to prize ball gum and good earnings are reported.

Up to now the 5-cent candy bar machines have experienced no trouble in securing sufficient merchandise to keep machines well filled. Most of these types of venders will remain in use all summer and will operate on the various types of hard bars that can stand up under the summer heat. In most of the city's theaters candy stands have replaced the candy venders, but scales and cigarette machines still remain in the show houses.

Pinball games are now operating in the city, with 90 per cent of the operations being done thru a local "pool" which consists of a number of operators. The pool organization is known as the H & H Sales Company. Only two or three table operators are operating independently. Reports are to the effect that only fair play is being enjoyed by the table business. All operations are on an amusement basis only. They are not giving free games for any score. This operation has been in effect for several months.

Phonographs still lead the operating parade, with earnings holding at a steady figure. With summer coming, many outside spots opening and dancing becoming more popular, business is expected to increase in the music field. Wall-box installations continue to go in wherever needed and there seems to be an ample supply of equipment to take care of all locations. Of course, many

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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.

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used phonographs are being drafted for service.

Penny scales are enjoying good business. Some new equipment has appeared on location during the past few months and more outside scales are now in evidence.

A trend that is noticeable is the increase in the number of postage-stamp venders that are going on location. Drug-stores, cafes, grocery stores and even taverns are now placing a stamp vender handy for their patrons.

The Penny Arcade on Houston Street continues to hold the crowds and good business. The big run begins in mid-afternoon and keeps up until past 11 p.m.

There is a good demand for used equipment of all kinds, and much buying is in evidence weekly.

Harrisburg—Pa. Games Back To Normal; Music Good

HARRISBURG, Pa., May 2.—Majority of operators here report business for month to be fairly stable, with music machines doing very good. Pinball machines are recovering from setback thru-out district after Superior Court decision ruled machines with game-canceling and recording devices to be illegal.

Many pinball machines taken off locations have been adjusted to meet current legal standards and are back on locations again.

A flurry of anti-pinball game editorial in the local press has subsided and conditions are approaching normalcy. Many municipalities found they could not afford to throw out all machines because of loss of tax revenue.

Employment continues to boom, with industrial pay rolls at peak levels. Only

gripe heard is that some workers are so busy they don't have enough time to play the machines.

Los Angeles Front Shows Plenty of Action

LOS ANGELES, May 2.—Coin machine operators report good business for April, while jobbers and distributors in some lines report business a little slow. One music machine distributor said that sales for April were on a par with those of March but that he expected business to slow up from now on.

Fact that this will be an operators' year is beginning to manifest itself in increased takes. Money is plentiful, and the week-end visits of soldiers and sailors are filling many a cash box on music machines, cigarette venders and other machines. Not only are operators cashing in here, but the increased staffs at war plants are helping to swell the revenue.

Jobbers and distributors have been going along in a satisfactory way, but most of them expect that from now on it will be quite a problem to get merchandise. One music machine distributor said that the curtailment of phonographs hit about the middle of the month, but that most of the firms in his line had supplies. While orders have been filled for the month, some anxiety over what the coming months will bring is shown. Arcade equipment continued to move in a satisfactory fashion. Used equipment is in demand and bringing good prices.

The vending machine trade is moving along nicely, with distributors noting quite a number of out-of-town sales. Los Angeles operators who had machines in Jap spots have lost them, but this

situation materially affected only a comparatively few operators.

The matter of getting tires for servicemen and salesmen has not yet exerted any great pressure on the Los Angeles firms. However, some have given the matter thought. One music distributor has acquired several motor scooters and has equipped them with side cars to handle tools and phonograph parts. Some of the operators are said to be employing servicemen living in small towns to take care of the machines there. In cases of this kind, of which a rare few have been mentioned, the operators send a representative to the town by bus weekly to collect. Since the field here is highly competitive, each plan that is given a trial will command much interest and its results anxiously awaited.

Memphis Distributors Report Good Month

MEMPHIS, May 2.—Sales on used equipment here are up, according to leading distrib. A marked tendency to buy used machines and store them was evidenced by many operators, it was reported.

As more and more war plants locate in this area, pay rolls skyrocket and play on machines is climbing accordingly. Operators with vending equipment in defense plants are doing big business. Phonograph operators, too, are sharing in the boom.

Miami Winter Season Ends; Army Holds Up Play

MIAMI, May 2.—Despite the fact that the tourist and racing seasons came to an end here during the month, business has held up remarkably well, according to reports of leading coinmen. One reason for this condition is the large influx of army units.

Play and sale of phonos and games continued about on the same level as last month, as did the venders. Venders ditto.

Milwaukee Ordinance Still Before Council

MILWAUKEE, May 2.—With factory pay rolls booming in the Milwaukee area, operators report merchandise vending machines and phonographs receiving good play.

According to Wisconsin Industrial Commission figures, 115,400 persons were working in factories in Milwaukee in March, a gain of 2,200 over the previous month and 14,100 above March, 1941. Pay rolls hit an aggregate of \$4,411,000 weekly in the latest period compared with \$4,229,000 the month before and \$3,268,000 a year ago. This meant that the average weekly check of each factory worker was \$38.42.

Mayor Carl F. Zeldler's veto of the Michalski pinball licensing ordinance which was enacted by an 18 to 7 vote April 6 is still pending before the common council. The mayor has since been granted a leave of absence to serve in the U. S. Naval Reserves.

Under the ordinance, distributors of sound movie machines and phonographs would pay a yearly license fee plus a fee for each machine in service, while pinball and other amusement game operators would pay an annual occupational tax fee plus a per machine levy. Every place in which machines are located would have to pay a small fee, too.

Practically all local distributors have geared up their service departments to rebuild old machines and make existing ones last longer.

is inducting men at a highly increased rate. With Fort Snelling situated here in the Twin Cities as the induction center for this area, many draftees are giving up their jobs in their home towns two and three weeks before entering the service, coming to Minneapolis and St. Paul and taking on one last fling. Also, a goodly number of draftees, already in uniform, remain at Fort Snelling from a week to a fortnight before being distributed to other quarters. On their off hours they pile into Minneapolis and St. Paul seeking fun.

It was pointed out that coin machines in the Minneapolis and St. Paul downtown areas are getting the heaviest play of all, with suburban locations falling off. Reason for this is the draft situation which is removing men from the Twin Cities proper and thus depriving their usual suburban habitats of revenue.

Distributors report that they have been selling practically all the merchandise they can get their hands on. Used equipment, of course, has been leading the parade of sales. All machines—phonographs, pinballs, consoles—have been enjoying spirited buying.

New equipment, while on hand, is due to be all sold out by the distributors before very long. The new machine sales, however, have been hampered by the heavy increase in price, and many operators have stopped buying new equipment for the duration.

Record distributors in the Twin Cities have been busier than bees since the War Production Board ordered the 70 per cent cut in the use of shellac. Coin machine operators have been buying up as much of the standard platters as they have been able to get.

The vending machine business in this territory is looking up. With the Minneapolis ordinance on venders stymied by the first court decision against it, operators are expanding their efforts as much as possible. New outlets are being opened up in and around defense plants and these are proving to be very fine revenue-getters.

Montreal—Court Okays Games, Boosts Business

MONTREAL, May 2.—New life was injected in the coin machine industry here during the last few weeks. However, a confused state of affairs remains. A veritable transfusion, nonetheless, was given the trade by the judgment handed down by the Supreme Court of Canada, which ruled that pinball games could not be considered gambling machines under the existing Criminal Code.

This decision virtually lifted the lid off that was hitherto clamped down on most of the distributors and operators of amusement machines. Montreal and Provincial law enforcement agencies also were compelled to reinstate in good order all automatic games previously seized and confiscated on illegal grounds.

Apart from the large number of machines returned and put back into circulation, jobbers reported an increase of upward of 300 per cent in sales during April over the preceding month.

Used and remodeled machines are keeping the industry alive here, inasmuch as imports of such products have been curbed by federal law since December, 1940. There is also evidence of an acute scarcity of automatic phonographs due to the long-standing importation barrier.

The future appears unsettled. Distributors are hampered by the labor shortage, with skilled mechanics, required for the rebuilding and servicing of machines, hard to get. The demand for coin machines is expected to grow, with little to relieve conditions here. All available machines probably will be in operation within a short time, including reserve supplies.

Twin Cities Area Reports Business Booming

MINNEAPOLIS, May 2.—Business conditions in the Twin Cities area during the past month have been good generally. Retail trade has continued its steady upward trend. The employment situation has improved to such a degree that estimates here indicate that 80,000 to 75,000 additional persons have been given employment in war work.

After a slow start in April because of Holy Week, coin machines have spurted ahead. Operators report that collections for the middle and last half of the month were exceptionally fine. Pinball machines were enjoying widespread attention. Automatic phonographs were very good.

Reason advanced by one operator for this situation is the fact that the selective service of the United States Army

New Orleans Outdoor Season On; April Biz Off

NEW ORLEANS, May 2.—With the opening of Pontchartrain Beach set for May 2, pin game operators of New Orleans turn their attention toward outdoor locations and to building corridors where air-conditioning helps to sustain patronage during the warmer days of the year.

On the whole, April saw a decline in patronage for all types of coin-operated devices. Equipment was showing first signs of becoming scarce and parts were being redeemed for replacement rather than purchasing new as stocks diminished. The first reaction to the shellac ban was unsettling to the music business, but plans of rejuvenating worn old disks gave hope to operators here that no im-



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Twin, 2 Nickel, Con. and F.P.	350.00	Four-Way Super Bell, 2 Nickel & 2 Quarter.	505.00
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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.

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

BASEBALL PLAYER SETS AND CIGARETTES

3 Individual pieces to the set (as shown). Height of Pitcher and Batter, 7 1/2". Height of Umpire, 6 1/2". Each set packed in a box.

1000 HOLES DEAL, #217, 5¢ GIVES OUT:

- 4 Baseball Player Sets and Cigarettes as follows:
 - 2 1 Carton Winners 20 Packs
 - 40 1 Pack Winners 40 Packs
 - 10 Last Sections of 5 Packs Each 50 Packs

Prices: 110 Packs
 Lots of 10 Deals or More \$8.90 Per Deal
 Lots of 5 Deals 9.40 Per Deal
 Less Than 5 Deals 9.90 Per Deal
 Each Deal Comes With 4 Baseball Player Sets.

25% Deposit or Full Remittance With All Orders.

A. N. S. CO.
 312 Carroll Street, Elmira, N. Y.

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 312 Carroll Street, Elmira, N. Y.

mediate shortages will be felt. Business in New Orleans showed further gains over April, 1941, with a sharp jump in bank deposits, meter installations, electric consumption and reaching of an all-time high for bank deposits. City relief cases likewise showed a sharp decline. The outlook remains most favorable since the city is the nucleus of a huge shipbuilding program which has necessitated the passage of a bill in the House of Representatives calling for construction of 10,000 workers' homes to partially relieve the housing shortage. This means that \$15,000,000 or more will be spent on housing in addition to industrial war orders calling for employment of approximately 150,000 more people in the next 10 months to a year.

Servicing is one of the most serious things facing the local coin machine industry. Labor is already short and in order to keep what young men are available operators are being forced to hike salaries in competition with the shipyards and other industries. Tire rationing isn't a handicap as yet, but is certainly a near future problem yet unsolved. Two or three aggressive operators are narrowing down distances between paying locations.

In outskirts of the city, a rejuvenated interest is being shown in race horse automatic payoffs, particularly in adjoining Jefferson Parish. Bells and consoles are also enjoying a nice play in this area, where a heavy increase in commuter population has occurred in the past couple of years. Conditions are about the same in the parish adjoining the city on the south, St. Bernard.

Cigarette machines are getting steady patronage and one of the largest operators here has just brought in the first cigar venter but is hesitant about starting it off.

In the interior of the State, migration of young men to industrial centers continues and operators in many communities feel this loss in addition to service inductions. The agricultural picture continues bright, with better weather helping seeded cotton and rice while prices on both of these staple crops of this State are around the peaks for a decade or more. In Southwest Louisiana, the Sugar Bowl is also looking for a banner yield this fall, when a crop of a half million tons would be the heaviest in several years.

Philadelphia Biz Poor; Games Ops Switch to Music

PHILADELPHIA, May 2.—Collections for the past month continued at low levels, with all phases of the industry still trying to shape up emergency programs for the duration. An adverse State Superior Court ruling is still keeping the pinballs off locations, with the only bright ray in April emanating from the music machines. While collections were very modest, the month marked the opening of many new locations for the operators. A large number of pinball locations have been taking in music machines. As a result, operators have been closing out the less profitable music spots, especially if wall boxes had been installed.

Vending machines, especially drink venders, were also hard hit last month. As a result of the heavy cut in the supply of Coca-Cola, many machines had to remain idle most of the time. However, candy and cigarette venders have not been hit by supply shortages, and good business is reported.

No co-operative service plan has been adopted as yet by the music machine or pinball operators' associations, tho there is much talk along such lines at the music association. However, the first of such co-operative plans for servicing machines has been adopted by Sam Stern, head of Keystone Vending Company.

The biggest news of the month was the announcement by Jack Cade, business manager of the music machine operators' association, of a promotional and goodwill campaign to be conducted by the association in order to offset the bad publicity and false impressions raised by the way newspapers handled the stories on war priorities affecting the industry. On April 27 Cade and a committee comprising Sam Stern, Phil Frank, Bill King and Meyer Cowen left for Cleveland to confer with association officials there on the campaign being carried on in that city. While details of the local campaign are still to be worked out, it will be definitely tied in with civilian defense and the war effort, emphasizing the industry's participation and co-operation on every front in the present crisis.

Phoenix Reports Biz Good in All of Arizona

PHOENIX, Ariz., May 2.—Coin machine trade here states business was okay during April. Music machines continued to hold up good, with amusement machine and vending machine men also reporting fair business. Generally speaking, most of these lines reported better business in April than in March and substantial gains over April, 1941.

Questioning of representative coin machine men in this area disclosed that they have not felt the pinch of scarcities and war priorities as yet. All are well stocked with new equipment and parts. Such parts as are needed are still available, tho somewhat slow in coming thru.

Servicing of machines is continuing the same as in the past, altho comment are beginning to give attention to tire conservation and expect eventually to have to curtail or re-arrange their service schedules to minimize miles traveled.

As a tire conservation measure some local firms are getting away from "change" calls by asking all locations needing nickels and other coins to call at a specific hour so that deliveries can be made on one daily trip.

Biggest concern of merchandise machine trade is increased prices and they are hoping that government ceilings will help cure this evil. Like other types of vending machines, cigarette venders are enjoying good business.

Spokane Territory Notes Pick-Up in Business

SPOKANE, May 2.—The operating end of the coin machine business picked up in nice shape during April, a survey taken here shows. Altho an increasing number of local boys are being taken away by the armed forces, near-by army camps are growing and the expected influx of persons seeking war work has started. Estimates of the ultimate increase of population here due to war projects in this vicinity run as high as 70,000.

Operators who hold distributorships are keeping a backlog of new and used equipment to protect their own operations. They say you can get all the used phonographs you want at about the same old price, but that prices on new phonographs are up considerably.

A good demand for late model used pinball tables is noted, but not for older models. There is said to be little advance in price of used pinballs. On the other hand, sales volume has dropped off on new equipment. While new pinballs are available, only desperate operators are reported paying the hiked prices.

Springfield Reports Phono, Vender Play Heavier

SPRINGFIELD, Ill., May 2.—Opening of four military establishments here during the month did much to boost phonograph and vender collections. Phono operators report takes of 20 per cent better than March. Cigarette and candy bar venders, due principally to heavy play such machines are getting in factories here, reported gains of 30 and 25 per cent respectively. Target guns and movie machines also were up slightly.

Tulsa Trade Busy Reconditioning Games

TULSA, Okla., May 2.—Distributors in Tulsa are busy reconditioning every worn-out coin machine they can get. Generally speaking, the jobbers are well fixed, with large stocks on hand.

Amusement machines and music boxes are getting a big play at Muskogee, near the site of an army cantonment. In Tulsa, war plants had no particular effect on play during April, but a new warplane factory will open soon.

There was greater demand for ray target machines and bowling games. Phonograph sales were down. Operators have taken no steps toward solving the servicing problem, altho its seriousness increases daily.

Record distributors are awaiting instructions on disposition of old phonograph records.

Vending machine sales are being maintained, but the soft drink rationing problem has hit hard.

The city commission has referred to the city attorney a request of the Tulsa Junior Chamber of Commerce for permission to install penny gum venders in every city-owned building as a war benefit project.

THAT'S ALL THERE IS—THERE AIN'T NO MORE!
ALL BELLS, CONSOLES ARE ORIGINAL FACTORY NUMBERS

<p>BELLS</p> <p>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 Lead, 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 Q.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 Slugs, Proof, 5c-25c 79.50 Pace Rocket Bells, 79.50 Pace Deluxe Non Slugs, Proof, 10c 49.50 Pace Cherry Ball, 5c 55.00 Pace All Stars, 5c-10c-25c 35.00 Waiting Rail-a-Top 25.00 Columbias, 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</p> <p>Mills Double Deways, J.P., 5c-25c \$169.50 Mills Owl, Single, 5c 79.50 Mills Dewey, Single, 5c 79.50 Calle Automatics, 25c 199.50 Calle Automatics, 5c, 79.50 Mills Single Owls, 25c, 99.50</p> <p>Mills Single Safes, Double Door \$20.50 Mills Jack-in-Box Stands 24.50 Mills Folding Stands, 3.50</p>	<p>Keeney's SUPER BELLS See Our Ad Page 82</p> <p>PAY TABLES, 1 BALL</p> <p>Grand National \$85.00 Pace Maker 85.00 Grand Stand 75.00 Thistle Down 49.50 Hawthorne 45.00 Sport Page, with J.P. 42.50 Winning Tickets 69.50 Man-o-War 37.50 Derby Clock 37.50</p> <p>FREE PLAY, FIVE BALL</p> <p>Genco Four Aces \$159.50 Gottlieb Liberty 159.50 Exhibit Sky Chief 159.50 Chicago Coin Gob 159.50 Floor Sampin Victory 100.00</p> <p>RECONDITIONED 100%</p> <p>Show Boat \$50.00 Sky Ray 39.50 Zig Zag 55.00 Super Chubblo 42.50 Do-Re-Mi 39.50 Horoscope 42.50 South Paw 49.50 Belle Hop 47.50 Sun Beam 41.50</p> <p>COUNTER GAMES</p> <p>American Eagles, New \$12.00 Used 8.00 Marvels, New 12.00 Used 8.00 Seven Grand, New 22.50 Sparks 6.95 Cubs & Aces, Ench 3.50 Klix 6.50 Mills Counter King 6.50 Cigarette Ball Gum 4.00 Daval Races and Lucky Smokes, Brand New 8.00 Deuces Wild 6.00 Mills Tickettes 2.00 Presto, 3 Dice Machines 2.00 Five Jacks 5.00 Three Jacks 3.00</p>	<p>CONSOLES</p> <p>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 Lucky Lutero, '41 219.50 Evans Lucky Lutero, '40 179.50 Evans Galloping Domino, Latest Model 75.00 Keeney's Triple Entry 149.50 Keeney's Truck Time, Latest Model 109.50 Bally HI Hand 169.50 Pace Saratoga & Reels, '41 119.50 Pace Saratoga & Reels, Jr., '41 119.50 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, Slant Top 19.50</p> <p>20 Mills Chrome & Col. Gum Venders \$ 10.00 1 Exh. Merchandiser 125.00 1 Exhibit Bicycle . 120.00</p>
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ARCADIE 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 Jap insert, Anti-Aircraft Gun, Mug Joint (four pictures), Evans Ten Strike and Atlas Indicator Baseball. RADIO RIFLE, Exhibit Bicycle.

SILENT SALES COMPANY
Silent Sales Bldg. 200 11th Ave. S. Minneapolis, Minn.

BEST BUYS for DURATION OPERATING

Waiting Big Game, P.O. \$114.50	Exhibit Tantoran \$ 39.50
Mills Jumbo Parade, Late P.O. 114.50	Jennings Liberty Bell 34.50
Mills Jumbo Parade, Late F.P. 114.50	Jennings Derby Day 34.50
Mills Jumbo Parade, Early P.O. 89.50	Groethon Sugar King 89.50
Mills Jumbo Parade, Early F.P. 89.50	Mills Square Ball 69.50
Jennings Fast Time, F.P. 89.50	Bally Roll Em 179.50
Jennings S. M. Tot, F.P. 179.50	Mills Golf Ball Venders, Like New 195.00
Jennings S. M. Tot, P.O. 179.50	S. M. 7 Col. Cigarette Mach., New Mech. 49.50
Pace Saratoga with Rails, P.O. 99.50	S. M. 9 Col. Cigarette Mach., New Mech. 89.50
Pace Reels, P.O. 79.50	Rowe 10 Col. Cigarette Mach., New Mech. 79.50

Grand National \$89.50	Seabiscuit \$49.50	Large Stock Used Slots—Write for Price.
Grand Stand 79.50	Gold Medal 39.50	Keeney Anti-Aircraft \$44.50
Pace Maker 89.50	Snort Page 39.50	Bally Alley 24.50
Thistle-down 49.50	Fairground 24.50	Mills Scales 29.50
Hawthorne 49.50	Preakness 19.50	

SEEBURG	WURLITZER	ROCKOLA
Colonel R.C. \$349.50	Model 800 \$349.50	Master Rockolle ... \$169.50
Envoy R.C. 319.50	Model 500 Keyboard. 189.50	Master Walnut 189.50
Classic R.C. 224.50	Model 600 159.50	1939 Deluxe 159.50
Classic 194.50	Model 24 109.50	1939 Standard 149.50
Mayfair 169.50	Model 24 Paok. Key. 119.50	1939 Monarch 89.50
Plaza 159.50	Model 616 69.50	1939 Windsor 89.50
Casino 149.50	Model 618A 69.50	Imperial 20 79.50
Regal 149.50	Model 616 Rebuilt . 89.50	Imperial 16 69.50
Gem 139.50		MILLS
Royal 109.50		Empress \$195.00
Rox 109.50		Empress with Keeney Adam 225.00
12 Reo. Keyboard .. 49.50		

To Avoid Delay Give Second Choice.
1/3 Deposit, Balance C. O. D.

MILWAUKEE COIN MACHINE COMPANY
3130 W. Lisbon Avenue Milwaukee, Wisconsin

HIT THE JAP
PRICES SLASHED

Revamp your Chicken Sam with the new Jap Conversion Unit. Consists of lightweight wood Jap Soldier (NOT PLASTER OR CEMENT), colorful battle scenery and streamers.

\$9.95 —DON'T DELAY—

Lots of Five, Sample \$11.50. Exchange With Your Chicken Sam Figure and Legs.

Forward your Chicken Sam Figure and Legs to us at once. Complete change-over unit shipped same day. F. O. B. Chicago, Ill. Full payment with order will save C. O. D. charges.

Sample Sold With Money-Back Guarantee

MONROE DISPLAY CO.
All Phones, Longbeach 6529
2026 MONTROSE AVE. CHICAGO, ILL.



IT'S UP TO YOU

MR. DISTRIBUTOR AND MR. JOBBER!

The recent WPB ruling stopping the manufacture of all coin machines will affect every distributor and jobber. You, Mr. Jobber, and you, Mr. Distributor, have a more important role to fill. You have been given a more prominent position in the industry. It's up to you--you are the important man now!

Used and reconditioned machines of all types will soon be the operator's only means of carrying on with his route for the duration. No new machines using metals and other essential materials will be produced for as long as it takes to win this war.

It will be up to the distributing and jobbing firms to keep the operators supplied with good used, reconditioned and renovated machines. The Repair Departments and Rebuilding Services assume much greater importance now than ever before. What you do now will not only determine the future of the operators, but it will also determine your own

future in this business. Decide now to protect and prolong the earning power of every machine. You cannot attach too much importance to making used machines available and providing a Repair and Parts Service for the operators.

Take whatever steps are necessary now to handle a volume Used Machine Business as well as a Repair and Parts Service. The next step is to let the operators know how well you can serve them. Your advertising in *The Billboard* will do this part of the job at very low cost.

THE BILLBOARD PUBLISHING CO., 25 Opera Place, Cincinnati, O.

GOOD USED MACHINES IN BIG DEMAND NOW

With new machine stocks dwindling, operators must depend upon good used machines to hold up the play in their locations. They want to know what you have to sell. Advertise a list of your machines in the Summer Special Issue and if you are in need of any particular type of machine include that information in your advertisement. "WANTED TO BUY" advertisements in *The Billboard* produce good results.

SUMMER SPECIAL

Your advertisement in this big important issue will be seen and read by not only the regular coin machine operators thruout the country, but also the Outdoor Sportland and Arcade owners who specialize in operations in Amusement Parks, Resorts and on Traveling Shows. Distribution of this issue will be almost double that of a regular edition. Take advantage of this complete coverage. Mail your copy today.

FORMS START TO PRESS ON WEDNESDAY, MAY 20
LAST FORM CLOSES MAY 23

Just a Few Materials Unrestrained by Curbs

Wood heads list of plentiful materials — suggests new business opportunities

(Reprinted From Wall Street Journal)

WASHINGTON, May 7.—In spite of war, high taxes and conservation orders a handful of industries still operate on comparatively free schedules.

This means they are producing essentially what they produced before the war—often in greater volume—with a minimum of enforced restrictions, curtailment or conversion. Their continued freedom, in most cases, depends on how long the materials they consume remain relatively plentiful.

Most unrestrained industries, and those likely to enjoy this freedom for the longest time, are ones whose chief raw materials are wood or wood products. According to opinion which makes the policy, wood still is far from a scarce material, and industrial firms turning wood into finished products so far have escaped most curtailment measures.

The plywood industry is a good example. Trade spokesmen report that production of Douglas fir plywood has reached new and unexpected high levels and the end is not yet in sight. Altho the anti-building construction order put a brake on plywood consumption, wider acceptance of this versatile wood product as a substitute for metal sheeting and its convenience for assembled housing units, temporary construction, trailers and boats are expected to offset the ill effects of the construction ban.

Plywood Production Soars

Industry officials were surprised last year when their records disclosed production and delivery at the rate of 90,000,000 square feet of plywood a month. So far this year the monthly average has hovered near 150,000,000 feet per month and the trend is still upward.

A potential fly in the plywood ointment is the phenol and formaldehyde

content of the industry's glue. Trade informants, however, express confidence that even if glue is distributed on a priorities basis plywood will be assigned a high preference rating.

Grand Rapids wooden furniture builders, as well as the industry's younger members in the South, fear impending reprisals by an uncivilian-minded WPB, but for the present they remain relatively unhampered by either material restriction or production curtailment measures. They escaped initial metal limitations when deferment was granted certain screws, nails, bolts, rivets and other wood-joining devices. Furniture, but not the metal kind, will equip new homes, mobile housing units, trailers, any and all kinds of living quarters mushrooming across the country in the wake of war plant expansion.

The wooden box business is another booming industry little bothered by priorities and other restrictions. So long as ammunition is shipped in wooden boxes and crates, this industry can expect help and prosperity. One trade estimate already places current production about 30 per cent above last year's volume. And despite menacing gestures by the WPB at the use of binding wire, nails and strap metal, the trade remains optimistic.

Fiber Container Industry

In the same class is the fiber container industry which benefits from the copper, tin and aluminum shortages that worry the metal container and can businesses. Ingredients of fiber composition are not critical materials. Kraft pulp, wastepaper, wheat and barley straw, water, a little resin and aluminum sizing, a bit of wood, are the components.

The Portland cement business has felt the salutary effect of war expansion to the extent of about a 1 per cent increase in January and February over the same months in 1941. Officials expect the year's average will be between 10 per cent and 15 per cent, primarily as a result of war construction. No direct limitations have been imposed on any of the materials which go into finished cement, but tradesmen admit that the anti-construction order slashed demand by home and road builders. Road construction, now limited to military projects, is a major consumer of cement, normally taking about 12 per cent of the total output. Paving of all kinds, including that for warehouses, filling stations and highways, accounted for approximately one-fourth of all the cement the industry could deliver.

OHIO SPECIALTY COMPANY \$100,000 Coin Machine Sale

SHIPMENTS MADE SAME DAY ORDERS RECEIVED—NO WAITING

SLOTS Over 200 New & Used	Blondie \$19.50 Triumph 12.50 Gold Star 24.50 Congo 14.50 Summertime 14.50 Beauty 14.50 Double Feature 14.50 Playball 32.50 Punch 19.50 Blackout 12.50 Glamour 14.50 Broadcast 29.50 Capt. Kidd 54.50 Bowling Alley 14.50 School Days 34.50 Wings 29.50 Sports 14.50 MerryGoRound 29.50 Flicker 37.50 Leader 34.50 Wildfire 39.50 Bowl-Away 74.50 Four-Five-Six 12.50 Playmate 12.50 Rotation 14.50 Chevron 8.50 Velvet 42.50 Tonio 74.50 Powerhouse 22.50 Three Score 22.50 Pick 'Em 12.50 Brite Spot 12.50 Star Attraction 64.50 Buckaroo 12.50 Speedway 14.50 Do Ro Mi 54.50 Big Town 22.50 Lone Star 24.50 Cadillac 19.50 Follies 12.50 Seven Up 39.50 Fox Hunt 27.50 Polo 19.50 Score Champ 14.50 Stratoliner 34.50 Airport, Nov. 6.50	Tom Mix Radio Rifles \$34.50 Exhibit Bowling Alleys 69.50 Peerless Weighing Scale 15.00 Drop Picture Machines 17.50 Exhibit Iron Claw 19.50 Kenney Anti-Aircraft 42.50 Peek Shows 19.50 Electric Defense Gun 27.50 Whiting's Sculptoscope 19.50 Mills Cig. Machine 42.50	PHONOGRAPHS Rock-Ola '40 Deluxe Rocka-lite \$225.00 Rock-Ola '40 Masters Rocka-lite \$199.50 Rock-Ola '39 Standard 145.00 Walnut 145.00 Rock-Ola 18 Record 44.50 Rock-Ola Counter Model 74.50 Seeburg Regal 124.50 Seeburg Casino 139.50 Seeburg Rex 84.50 Seeburg 12 Rec. Symphonola 34.50 Wurlitzer 412 34.50 Wurlitzer 312 34.50 Wurlitzer P12 29.50
MILLS SLOTS Vest Pockets \$19.50 Roman Heads 29.50 World's Fairs 29.50 Skyscrapers 39.50 War Eagles 49.50 O. T.'s 34.50 Blue Fronts 69.50 Brown Fronts, Cherry Bells, Used 1 Week 124.50 Handload 104.50	CONSOLES AND PAYOUTS Jumbo Parades, F.P. \$99.50 Jungle Camp, F.P. 89.50 Silver Moon, F.P. 124.50 High Hand, Comb. 174.50 Four Bells, P.O. 239.50 Saratogas, P.O. 79.50 Fast Times, P.O. 79.50 Bobtails, P.O. 89.50 Pace Races, P.O. 79.50 Jungle Camp, 84.50 Bally Club House 22.50 Race Meet 74.50 Tanforan 14.50 Dorby Day 22.50 Flasher, Mills, Skill Time 59.50 Parlay Races, 40.50 Square Bells, 5 & 25 59.50 Across the Board 19.50 Bally Entry 19.50 Fairgrounds 19.50 Santa Anita 124.50 Flashing Thru Proakness 12.50 Paces Races, Brown Cab., Ser. over 5000 114.50	NEW COUNTER GAMES Imps \$ 8.50 Zephyrs 14.50 Penny Packs 19.50 Amer. Eagles 17.50 Marvel B. G. 22.50 Poko-Reel 12.50 Klix 12.50 Rex 17.50 Wings 16.50 Fluky Smokes 16.50 Flags 16.50	
JENNINGS SLOTS Club Console \$69.50 Silver Chiefs 74.50 Chiefs 49.50 Triplex Bell 69.50 Centurys 34.50 Silver Moon Chiefs 129.50 Little Duchess 19.50 WATLING SLOTS Twins \$22.50 Treasury 34.50 Rotators 49.50	USED COUNTER GAMES King Six Jr. \$7.50 Dixie Domino 6.50 Penny Packs 5.00 Pike's Peak 9.50 Ohio Derby 7.50 Whirlwind 1.50 Tickette 3.50 Mercury 12.50 Liberty 12.50 Amer. Eagle 12.50 Sparks 12.50 Tocketta 7.50 Ginger 12.50 Cont-a-Pack 6.50 Reel 21 3.50 Reel Spot 3.50 Bally Baby 3.50 Royal Reels 3.50 Pink a Pack 8.50 Chi Club House 3.50 Twins 3.50 Goal Line 3.50	USED COUNTER GAMES King Six Jr. \$7.50 Dixie Domino 6.50 Penny Packs 5.00 Pike's Peak 9.50 Ohio Derby 7.50 Whirlwind 1.50 Tickette 3.50 Mercury 12.50 Liberty 12.50 Amer. Eagle 12.50 Sparks 12.50 Tocketta 7.50 Ginger 12.50 Cont-a-Pack 6.50 Reel 21 3.50 Reel Spot 3.50 Bally Baby 3.50 Royal Reels 3.50 Pink a Pack 8.50 Chi Club House 3.50 Twins 3.50 Goal Line 3.50	
PAGE SLOTS Royal Comet Consoles \$89.50 Royal Twin Comet Con. 124.50 Comets 39.50 Deluxe 69.50 Slug Proof 69.50	GROETCHEN SLOTS Columbias \$39.50 CALLE SLOTS Commanders \$19.50	ARCANE EQUIPMENT Keonay Submarine \$189.50 Western Baseball 59.50 Texas League 27.50 Strength Test Scale 47.50 Pike's Peaks 19.50	NEW GAMES Write for Prices

Every Machine Guaranteed—Good Condition
Terms: 1/3 Deposit With Order, Balance C. O. D.
OHIO SPECIALTY COMPANY 539 S. SECOND STREET LOUISVILLE, KY.

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

ABC Bowler \$79.50 Attention 39.50 Anabel 24.50 Argentine 79.50 Barrage 39.50 Broadcast 39.50 Big League 14.50 Boom Town 34.50 Big Parade 99.50 Bosco, F.S. 87.50 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 Fly & Ten 99.50 Gold Star 34.50 Headliner 14.50 Hi Hat 59.50 League Leader 32.50 Mr. Chips 17.50 Metro 39.50 Monicker 94.50 Pan American. 49.50	Play Mate ... \$19.50 Polo 27.50 Power House 22.50 Super Charger. 14.50 Stars 42.50 Spot-a-Card 69.50 School Days 42.50 Sporty 14.50 Sparky 29.50 Sky Line 31.50 South Paw 64.50 Snappy 59.50 Salute 39.50	Sun Beam .. \$47.50 Speed Ball 64.50 Sky Blazer 69.50 Ten Spot 59.50 Towers 89.50 Twin Six 57.50 Venus 84.50 West Wind 62.50 Wild Fire 42.50 Wow 34.50 Seven Up 47.50 Zombie 36.50 Zig Zag 59.50
3-Way Grippers \$17.50 10 Exhib. Card Vendors 32.50 Foot Vitalizer 59.50 3 DeL. Western Baseball 89.50 Single Grippers 9.50	2 Cockeyed Circus, 1 Set with Stand \$79.50 Drive Mobile 179.50 Exhibit Diggers 49.50 Batting Practice 129.50	Baker's Paces, #7400 \$239.50 Jumbo Parades 94.50 Big Game (Clock Hd.) 129.50 Pace Saratoga, conv. 119.50 Jumbo Parade, bl. cab. 114.50 Silver Moon, Cash 124.50 Silver Moon, F.P. 124.50	Mills Throne \$129.50 DeL. 1c & 5c Nut Vend. 17.50

One-Third Deposit With Order, Balance C. O. D.
EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago, Ill. HUMBOLDT 6288

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.

No. 11654 5c PLAY 1140 HOLES
TAKES IN \$57.00 AV. PAYOUT \$23.10
AVERAGE GROSS PROFIT... \$33.90
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILLINOIS

SLAP the JAP
"REMEMBER PEARL HARBOR"

"HIT HITLER"
"MUSS UP MUSSOLINI"

Our three FAMOUS conversion units for Chicken Sam and Jail-Bird Machines. Each unit consists of an entirely NEW molded figure (not a card-board cut-out). Complete with twelve-color "Blitz" war background set. May be installed by anyone in a few minutes. "Slap-the-Jap" unit has an eye catching, vivid sign, "SLAP THE JAP," REMEMBER PEARL HARBOR, for top of machine. Operators have reported up to 1000% increase in play with these revamped units. ASK ANY PURCHASER!

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Manufacturers of Conversions Exclusively Since 1940
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| 5 Brand New Seeburg Super Hi-Tone, E.S., R.C., 8800 Model. | 10 Brand New Wurlitzer Impulse Steppers—\$25.00 each |
| 5 Brand New Seeburg Super Hi-Tone, E.S., 8800 Model. | 10 Brand New Wurlitzer 2-Wire Plastic 5¢ Wall Boxes, Mod. 120 |
| 1 Brand New Seeburg Super Hi-Tone, E.S., R.C., Complete with 2 Brand New Wireless 5¢ Wall Boxes—\$500.00 | 11 Brand New Wurlitzer 5¢-10¢-25¢ 2-Wire Plastic Wall Boxes, Mod. 125 |
| 5 Brand New '42 Seeburg Consolettes, WC-1ZA | 25 Brand New Buckley Adaptors for 24 Rec. Wurlitzers—\$30.00 each |
| 5 Brand New '42 Seeburg Consolettes, WC-1A | Genuine 30-Wire Cable—20¢ per ft. |
| 5 Brand New '42 Seeburg Consolettes, DSC-1Z | 85 10" P.M. Speakers—Complete With Leatherette Cabinet—\$12.95 each |
| 10 Brand New Seeburg 5¢-10¢-25¢ Bar-o-Matic Wireless Bar Boxes | Model 510 "Singing Picture" Old Glory (Baffle) Model 550 "Singing Picture" Complete with 8" P.M. Speaker |
| 10 Brand New Seeburg 5¢-10¢-25¢ Bar-o-Matic 3-Wire Bar Boxes | USED |
| 10 Brand New Seeburg 5¢-10¢-25¢ Wireless Wall Boxes | Wurlitzer 61 Counter Mod. \$ 79.50 |
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| 50 Brand New Seeburg 5¢ Wireless Wall Boxes | Wurlitzer 500 179.50 |
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| Attention \$29.50 | Four Roses \$34.50 | Repeater \$39.50 | Salute \$37.50 |
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| Big Chief \$24.50 | Fox Hunt \$24.50 | Roxy \$22.50 | Target Skill \$34.50 |
| Broadcast \$39.50 | Follies \$22.50 | Rebound \$22.50 | Texas Mustang \$44.50 |
| Big Town \$22.50 | Flaniship \$39.50 | Roller Derby \$29.50 | Ten Spot \$37.50 |
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| Bandwagon \$22.50 | Jolly \$22.50 | Seven Up \$27.50 | Ump \$39.50 |
| Big Six \$24.50 | Jumper \$22.50 | Spot-a-Card \$69.50 | Velvet \$24.50 |
| Big Show \$24.50 | Jungle \$59.50 | South Paw \$44.50 | Venus \$89.50 |
| Big Parade \$89.50 | Knock Out \$89.50 | Stratoliner \$24.50 | Variety \$27.50 |
| Bola Way \$69.50 | Leader \$29.50 | Star Attract \$44.50 | Victory \$89.50 |
| Bosco \$64.50 | Legionnaire \$44.50 | Sun Beam \$29.50 | Wild Fire \$34.50 |
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| Brand New Genco Play Ball Write | Bally High Hand-Like New \$149.50 |
| Brand New Scientific Batting Practice Write | Daval Keep Em Bombing, Plays 1 to 25 Coins, Tax Free Write |
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TERMS: 1/3 Deposit, Balance C. O. D. Give 2nd and 3rd Choice. Full Cash Under \$25 Orderp.
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| 4. New names. New moulding around glass. | 8. Machine tested for percentage. |

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INTERNATIONAL MUTOSCOPE REEL CO., Inc.
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More Tires for
May, Also Recaps
Will Be Allowed

WASHINGTON, May 2.—The Office of Price Administration announced that a total of 633,665 new and recapped tires would be made available for rationing next month to passenger car owners.

The allotment compared with an April quota of about 572,000 tires. The May quota, for the first time since rationing began, makes recapping certificates available to "List A" passenger cars and motorcycles. This is in line with provisions of a pending amendment to tire rationing regulations which will require that, after May 1, passenger car eligibles on "List A" must have their tires repaired if possible before being allowed to purchase new ones.

"List A" includes vehicles used in services deemed most essential in the nation's economy. A secondary list of eligibles known as "List B" includes all persons eligible to receive recapped tires but not new ones.

Only 55,573 new tires are allotted next month to "List A" passenger cars. These eligibles, however, will have first call on the 578,092 recapped tires offered during the month, with the remainder of the recaps going to "List B" eligibles.

The May quota provides 238,259 new tires and 379,060 recapped tires for trucks, busses and other farm and commercial vehicles eligible under the rationing plan. In connection with the recaps to be sold under the ration plan, Price Administrator Leon Henderson reiterated that the recapping material now being used is made almost entirely of reclaimed rubber and that recapped tires should be driven at speeds under 40 miles an hour. Drivers should be careful to avoid fast starts and quick stops, he cautioned.

Meanwhile, Senator Herring (Dem., Iowa) said in an interview that "it is difficult for me to understand why the War Department needs 600,000 or 700,000 tons of rubber when they're running all over the earth now on not more than 200,000 tons." Herring cited current efforts to make tires containing little or no rubber.

Synthetic Rubber

Secretary of Commerce Jones recently announced plans for plants which he said would be able to turn synthetic rubber at the rate of 700,000 tons annually, by the end of 1943. All the output will be required for military purposes, he added.

Herring said he had been informed that other United Nations depended on the United States for their rubber now, but, he said, "surely we don't have to supply all their needs; they can get hold of some natural rubber or make some synthetic, as we plan to do."

"Russia is operating a lot of tanks," he observed, "and they can't have more than 50,000 tons of rubber a year."

ALL CLEAN FREE PLAYS IN STOCK
READY FOR IMMEDIATE DELIVERY

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| Attention \$16.50 | Red, Wh., Bl. \$17.50 |
| Argentine \$39.50 | Seven Up \$20.00 |
| Bosco \$49.50 | Stratoliner \$19.50 |
| Big Show \$10.00 | Stars \$17.50 |
| Bordertown \$10.00 | Sky Blazer \$42.50 |
| Cross Line \$12.50 | Sea Hawk \$25.00 |
| Capt. Kidd \$37.50 | South Paw \$32.50 |
| Big Parade \$65.00 | Slugger \$24.50 |
| Drum Major \$10.00 | Silver Skates \$19.50 |
| Dble. Play \$27.50 | Snappy '41 \$29.50 |
| Duplex \$21.50 | Ten Spot \$29.50 |
| Gun Club \$39.50 | Twin Six \$29.50 |
| Flicker \$15.00 | Wild Fire \$29.00 |
| 4 Diamonds \$29.50 | Zig Zag \$29.50 |
| HomeRun '42 \$69.50 | School Days \$19.50 |
| Horoscope \$32.50 | Tex. Mustang \$39.50 |
| Hi-Hat \$29.50 | Big Chief \$12.50 |
| Jungle \$47.50 | Broadcast \$20.00 |
| Knock Out \$69.50 | Clover \$39.50 |
| Leader \$19.50 | Dixie \$12.50 |
| Lang. Leader \$19.50 | West Wind \$24.50 |
| Line Up \$12.50 | Venus \$69.50 |
| Monicker \$55.00 | Dude Ranch \$12.50 |
| Metro \$19.50 | Spot Pool \$47.50 |
| Majors '41 \$27.50 | Towers \$47.50 |

Free Play Coins, Fit Any Make Game, \$1.00 Each.
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On all kinds of Coin Operated Amusement Machines to work in Penny Arcade. Salary to start \$50.00 per week. Experience and references required. Married man preferred.
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PENNY PLAY COUNTER THRILLER

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| MILLS JUMBOS, C. P. | 99.50 |
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| PACE REELS COMBINATION | 125.00 |

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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!
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Keeney's Contest. Write price and quantity.
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EQUIPMENT
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Still in stock a few complete outfits of new and factory remodeled machines. GUNS, BASEBALLS, ATHLETICS, FORTUNE TELLING MACHINES and CARDS and NOVELTY MACHINES. LARGE SELECTION OF COUNTER GAMES. Cards for Exhibit Machines in stock. Complete Assortment of Parts for Penny Arcades and Pin Games. MACHINES ACCEPTED IN TRADE.

MIKE MUNVES CORP.
 520 W. 43RD ST. NEW YORK

Five Sluggers

Sentenced for violating mail fraud statute — sent slugs thru mail

NEW YORK, May 2.—Five defendants, who were indicted in New York City nearly a year ago in connection with the manufacture and sale of slugs, entered pleas of guilty on April 20 of violating

the mail fraud statute in sending slugs thru the mail. Two received prison sentences and in the cases of the other three sentence was suspended. The latter three were placed on probation for two years.

Philip O. Flint, De Vere Novelty Company, Dayton, O., was sentenced one year and one day in prison, this sentence to run concurrently with a sentence imposed in United States Court at Cincinnati. Jacob S. Yanover, Eureka Novelty Company, Columbus, O., was sentenced to 18 months in prison, this sentence to run concurrently with a 15-months' sentence received last November.

Warren E. Flint, J. & G. Manufacturing Company, Dayton, O.; Clarence G. Hedapp, Globe Stamping Company; Formica Novelty Company, Dayton, O., and David Jones, Avail Research News Agency, Philadelphia, received suspended sentences and two years' probation.

McGinnis Reports Biz on Used Games

BALTIMORE, May 2.—An active market in used games is reported by Roy McGinnis, Baltimore distributor. "The limited number of new games available has made it necessary to center our activities on used games," McGinnis declared. "We are experiencing a ready sale for our used games due to the fact that we place all in the best of condition before they are shipped out of our establishment. Our April volume was good. We sell to local operators and ship to distant points."

McGinnis has a substantial stock of used games on hand, but he looks for a steady diminishing in the stock from now on as the summer season gets under way. Resorts and other outdoor attractions are scheduled to open around the middle of May, but activities at those locations may start most any time, particularly if good Sundays prevail.

Penny Arcade operators, McGinnis pointed out, should become good outlets for a wide assortment of used games, and he expects to sell many machines to them during the coming weeks.

ORDER DIRECT FROM THIS AD

- 2 Bally High Hand\$150.00
- 5 Baker's Pacers Daily Double, SU, Clean as New, Ser. Over 7000 ... 249.50
- 3 Jennings Fast Time, CP 89.50
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- 1 Pacos Races J. Pot Red Arrow, Serial 6260 209.50
- 3 Pacos Races, J. Pot Model, Serials 4710, 5625, 6092 199.50
- 5 Mills 3 Balls, Extra Clean 500.00
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- 2 Bally Santa Anita 134.50
- 1 Bally Long Shot 169.50
- 1 Red Cabinet Bang Tall, New Type, Slant Head, Cracked Glass 59.50
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- 5 Watling Goose Necks, 5c, Recond. 49.50
- 5 Watling Roll-a-Top, 5c 59.50
- 10 Melon Balls, 5c & 10c 99.50

- PHONOGRAPHS**
- Seeburg 8800, E.S., Very Clean\$395.00
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"LUCKY PUSS"

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Takes in.....\$64.50
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| COMBINATION F. P. AND P. O. WITH MINT VENDORS, IN ORIGINAL CRATES | IN ORIGINAL CRATES |
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| Super Bombers | 1940 Model F. Targets | Longacres |
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Ready for Immediate Delivery—Bally Longacres, Exhibit Sky Chief and Air Circus.
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- Evans Ten Stelko ... 79.50
- Anti-Aircraft, Mar'glo ... 52.50
- Anti-Aircraft, Brown ... 59.50
- Exhibit's Vitalizer ... 69.50
- Bally Alley ... 59.50
- Skeeballette ... 79.50
- View-o-Scope ... 24.50
- Film-o-Scope ... 19.50
- Keep 'Em Bombing, Brand New, No Tax ... 22.75

Special!

12 1c Automatic Stores
4 Compartment Peanut Vendors—Like Now,
\$10 Each

PARTS AVAILABLE FOR ALL TYPES OF MACHINES—ORDER NOW!

PAYTABLES

- Kentucky, J.P. ... \$197.50
- Sport King, J.P. ... 144.50
- Grand National, J.P. ... 109.50
- Pacemaker, \$45 J.P. ... 109.50
- Grandstand, \$45 J.P. ... 89.50
- Thistle-down, \$45 J.P. ... 79.50
- Hawthorne, \$50 J.P. ... 79.50
- Seabiscuit, \$45 J.P. ... 79.50
- Sport Page ... 84.50
- Mills 1-2-3 ... 59.50

PHONOGRAPHS

- SEEBURG**
- Colonel 1940 E.S. ... \$919.50
- Major 1940, E.S. ... 299.50
- Commander E.S. ... 294.50
- Royale 1938 ... 119.50
- Model H-12 Rec., Keyboard ... 89.50
- Model C-12 Records ... 59.50
- WURLITZERS**
- 616-16 Records ... \$ 79.50
- 412-12 Records ... 59.50
- P12-12 Records ... 54.50
- 61-1939 Counter ... 89.50
- MILLS**
- Throne of Music ... \$159.50
- Empress—1941 ... 209.50
- ROCK-OLA**
- Super 40 ... \$229.50
- Master 40 ... 219.50
- Deluxe 1939 ... 179.50
- Standard 1939 ... 169.50
- Imperial 20, 20 Rec. ... 109.50
- Rhythm Master 16 ... 69.50

CONSOLES

- 10c or 25c Mills Golf Ball Vendor ... \$245.00
- Mills 4 Bells, 5c ... 375.00
- Evans Gambling
- Domino, Black ... 79.50
- '40 Gallop, Domino 179.50
- Evans Lucky Lucro ... 189.50
- Bally High Hand ... 189.50
- Wall, Big Game, P.O. 114.50
- Mills Jumbo, F.P. ... 134.50
- Mills Jumbo, P.O. ... 114.50
- Paco Saratoga, P.O. ... 79.50
- Saratoga, F.P. & P.O. ... 179.50
- Paces Races, J.P. ... 175.00
- Keoney '38 Skill Time ... 119.50
- Evans Bangalls ... 97.50
- Mills Square Bell ... 79.50
- Jenn. Fast Time, F.P. ... 97.50
- Jenn. Fast Time, P.O. ... 89.50
- Jenn. Liberty Bell, Flat ... 39.50
- Jenn. Liberty Bell, Sl. ... 44.50
- Bally Royal Flush ... 59.50
- Beulah Park ... 79.50
- China Boy ... 49.50
- Exhibit's Tantoran ... 49.50
- Groetchen's Sugar King ... 59.50
- Buckley Track Odds, Round Head ... 129.50
- Buckley Flashing Ivories, Round Hd. ... 129.50

SEND FOR COMPLETE PRICE LIST TODAY!

TERMS: 1/3 Deposit, Balance O. O. D.

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



All-Out Sale, Says Southern Automatic

LOUISVILLE, May 2.—"Well, everybody knew it was coming, and here it is! There will be no more coin-operated equipment manufactured for the duration of the war. That's all right with me and with every other coin machine man as long as it helps our country whip the enemies," stated Leo Weinberger, Southern Automatic Music Company official.

"Many months ago Southern Automatic promised the operators that we would not hoard and raise prices on equipment unreasonably. We promised



LEO WEINBERGER

that everything we have in stock is for sale. That we have steadfastly held to all of the aforementioned promises is best proved by the tremendous sale of equipment which we offer at the four Southern Automatic Music Company sales offices located in Louisville, Indianapolis, Cincinnati and Nashville.

"This sale includes all types of automatic equipment, ranging from reconditioned machines to brand new. When the officials of our organization planned this event, Sid Stiebel suggested that we call it an Opportunity Sale because it really affords the operator one last big opportunity to protect the future of his operating business. Joe Weinberger sug-

gested we call it a Shoot-the-Works Sale because Southern is shooting the works on every piece of equipment we have in stock at prices, quality of equipment considered, that are hard to beat anywhere. Let's call it a Last Chance Sale, suggested Sam Weinberger, because Southern is offering the operators a last chance to fortify their operations with new equipment and reconditioned equipment that will last as long as the war.

"Frankly, we could call this sale by any of the suggested names and they would all be very appropriate. As one of America's largest distributors, we are in a position to offer almost any kind of automatic equipment. All of our four sales offices offer the same equipment and the same prices. I do not want to give operators the impression that I am high-pressuring them, but it is really their opportunity now to take advantage of our great sale, so I urge them not to miss out.

"I don't want operators outside of the territories our four offices serve to miss out either. They can send in their orders to the Southern branch nearest them and be assured that they will receive the same conscientious care and service as they would if they called at our offices personally. If they will just let us know what their requirements are, we are sure we can be of service to them. Operators are assured by this firm's reputation that we stand behind every single piece of equipment we sell. In fact, most of the reconditioned equipment we offer for sale looks and runs like new.

"I'd like to conclude with this time-worn statement: 'You can lead a horse to water, but you cannot make him drink.' Southern Automatic has what operators need. We cannot urge operators too strongly to take advantage of our great sale. It is definitely to their advantage."

BARGAINS FROM DAVE MARION

- 4 Holly Grips ... \$ 7.50
- 1c O.T.'s, Green ... 34.50
- New Vest Pockets, J.P. ... \$47.50
- 1c Little Duke ... \$12.50
- Wurlitzer 412 ... 49.50
- 5c Mills Mystery, Copper Finish, A-1 ... 82.50
- Jumbo P., Cash ... \$97.50
- 1/3 Deposit—Draft, Money Order, Certified Check.
- 2 1c Circus ... \$ 9.50
- 1c Chrome V.P. ... 29.50
- Air Raider ... 137.50
- Wurlitzer 616 ... 64.50
- Model F Blue ... 19.50

Write for Complete Bargain List, MARION COMPANY, Wichita, Kansas.

CLAW MACHINES

Done Top, refinished and reconditioned, \$55.00.
1/3 Deposit—Balance C. O. D.

Novelty Sales Company

4445 Belair Road Baltimore, Md.

FREE PLAY NOVELTY GAMES

- A. B. C. ... \$44.50
- MILLS OWL ... 99.50
- GLAMOUR ... 22.50
- BLONDIE ... 14.50
- SOUTH PAW ... \$42.50
- SPORTS ... 14.50
- JOLLY ... 14.50
- FLEET ... 19.50
- GOLD STAR ... \$29.50
- ANNABELLE ... 14.50
- LAND SLIDE ... 32.50
- SUMMER TIME ... 14.50

THISTLEDOWN ... \$59.50

FREE PLAY CONSOLES

- JENNINGS FAST TIME F. P. ... \$ 99.50
- JENNINGS TOTALIZER (New) ... 169.50
- JUMBO PARADE, Payout, Late ... \$109.50
- JENNINGS TOTALIZER (Used) ... 129.50

JUMBO PARADES, Free Play, \$79.50

USED PHONOGRAPHS

Rockola De Luxe Jr. Console Rockolite \$99.50

MILLS EMPRESS—LIKE NEW \$169.50
MILLS EMPRESS \$219.50 with Adapter and 2 Keeney Boxes

WURLITZER, MODEL 71—Slug Proof (LIKE NEW) \$112.50

- WURLITZER, Model 24 ... \$109.50
- WURLITZER, Model 500 ... 189.50
- WURLITZER, Model 616 ... 57.50
- ROCK-OLA, 1939 Standard ... \$130.00
- ROCK-OLA, 1939 De Luxe ... 149.50
- ROCK-OLA, '39 COUNTER MODEL ... 89.50

WURLITZER, MODEL 41—Slug Proof Floor Sample ... \$89.50

Wurlitzer 700-800 Wall Boxes—Write for Price

Bush Distributing Co.

3800 W. Wisconsin Ave. Milwaukee, Wis.

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.

Chicago Ideal Spot For Trading Post

CHICAGO, May 2.—"Our Trading Post is really clicking as it goes into its third month of existence, and we are well pleased with its reception by operators and distributors," says H. R. Perkins, Buckley sales manager.

"Chicago, center of the coin machine industry, is the logical spot for such an organization. Transportation facilities are ideal here for such a venture. Machines obsolete in one territory, cleared thru Chicago, can be disposed of in another territory where such a machine is wanted.

"We have received fine co-operation from coinmen everywhere. Many have congratulated us on this service, which makes us feel that we are working along the right lines to help coinmen in general.

"This gives us the opportunity to keep in contact with the different users of coin machines and at the same time to render a real service."

WANTED

Good Mechanic for Free Play Consoles, Automatic Consoles, Pinball Tables, Slot Machines and Wurlitzer Phonographs.

GEORGE AMUSEMENT CO.

P. O. Box 415 MOBILE, ALA.

- 2 Knockouts All these machines are in A-1 condition. Will sell entire lot for \$465, FOB New York. 1/3 with order, balance C.O.D. S. SORIN 490 East 52nd Street BROOKLYN, N. Y.

- 3 Meter Movies, Like New \$450.00 Keeney Anti-Aircraft, Black 35.00 Keeney Anti-Aircraft, Brown 42.50 Inquire For Complete Archery Outfits WANTED: LEGAL GAMES S & W COIN MACHINE EXCHANGE 2416 Grand River Ave. Detroit, Mich.

Evans serves on two fronts

H. C. Evans and Company are thinking and acting on two fronts. First thoughts and action are along lines that will bring Victory. All of us at Evans gladly accept our share of responsibility for keeping alive American Ideals by doing our job in the Arsenal of Democracy.

Yet, we do not forget those whose purchases of our products enabled us to be ready with men and machinery for today's all-out effort. Operators, Jobbers and Distributors are offered every co-operation possible to help strengthen civilian morale on the amusement front.

You are invited to write us for advice and information.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

WANTED TO BUY

HIGHEST CASH PRICES PAID!

- Seaburg Chicken Sam Bally Rapid Fire Chicago Coin Hockey Bally Convoys Seaburg Rayolite Rock-Ola World Series Keeney Air Raider Evans Ten Strike Exh. Rotary Merchandiser Bally Baskets ABT Target Skills Keeney DeL. Tex. League Mutoscope Sky Fighter Mutoscope Drivemobile Seaburg Hockey Seaburg Jailbird ABT Challengers Rock-Ola Ten Pin

- NEW GAMES IN STOCK FOR IMMEDIATE SHIPMENT Bally Torpedo Ray Gun \$299.50 Keeney Submarine Gun 309.50 Bally Hi-Hand 229.50 Mills Jumbo Parade, Comb. FP & PO 185.00 NEW MILLS SLOT MACHINES IN STOCK—WHILE THEY LAST 5c Gold Chrome \$238.50 10c Gold Chrome 243.50 25c Gold Chrome 248.50 5c Original Chrome 210.00 Mills Safe Stands 14.75 5c Club Bell Console 280.00 MILLS QUARTER GOLF BALL SLOT MACHINES, LIKE NEW \$250.00

- NEW FIVE BALL FREE PLAY NOVELTY GAMES—ORIGINAL CRATES Genco Four Aces \$199.50 Genco Defense 149.50 Genco Victory 119.50 Chicago Coin Yanks 149.50 Gottlob Liberty 199.50

TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D. Write for Complete List, New and Used Equipment, Games, Slots, Phonos, Etc.

MONARCH COIN MACHINE CO. 1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

IMMEDIATE DELIVERY 1000 BRAND NEW MACHINES

- 300 KEENEY SUPER BELLS, ALL MODELS 100 1941 JACKPOT DOMINOS 50 MILLS JUMBO PARADES CASH PAY FRUIT REELS 400 MILLS SLOTS, ALL MODELS 100 A B T CHALLENGER 50 BALLY LONG ACRES Jobbers and Operators Write for Your Special Price in Lots of Ten or More of Any of the New Machines.

Table with columns for Machine Name and Price. Includes items like A. B. T. Target Challenger, Baker Pacer, Bally Long Acro Console, etc.

SPECIALS

MACHINES USED FIFTEEN DAYS FOR TESTING LOCATIONS. GUARANTEED CANNOT TELL FROM NEW

- Bally High Hand, Conv. Md., FA \$189.50 Bally Torpedo 240.00 Buckley Steel Cabinets for 16-20-24 Record Phonograph Mechanism, new 32.50 Chicago Coin Hockey Club 295.00 Evans Domino, JP Md., Like New 400.00 Groetchen Columbia Bell, RP 57.50 Groetchen Columbia Bell, JP 59.50 Groetchen Check Separator, Gold Award Columbia Bell 82.50 Keeney Super Bell, Conv., 5c 239.50

The Following Machines Are Used and Are Offered Subject to Prior Sale:

- FIVE-BALL FREE PLAY 8 Keeney Super Bix \$21.50 5 Cases Regular Size Writs for Slot Mach. 9.00 ONE BALL 1 Bally Eureka \$39.50 2 Bally Jockey Club Console 197.50 1 Mills Owl, Free Play, Perfect 80.50 COUNTER GAMES 1 Daval Marvel \$ 0.50

- CONSOLES—CASH 1 Evans '37/Reg. Domino, #2521 \$ 69.50 1 Evans '38/Reg. Domino, #2655 99.50 1 Evans '39/Reg. Domino, #3971 125.00 1 Evans Lucky Star 112.50 1 Evans Ten Strike 67.50 1 Evans Bang Tails 175.00 3 Keeney Triple Entry 149.50 2 Keeney '36 Skill Time 117.50 1 Keeney Past Time 275.00 5 Keeney Kentucky, Slant Head 125.00 2 Keeney Super Bell, 2-Way, 5c 229.50 1 Mills Four Bell, 5c 325.00 2 Mills Square Bell, CP 69.50

- SLOT MACHINES 1 Mills 5c Cherry Bell, Mystery Payout, Single JP, #408712 \$110.00 4 Mills 5c Cherry Bell Future Pay Vender, Single JP, #433095-427185-427196-425257 142.50 1 Mills 10c Counter Club Bell, Brown Front, Single JP, #483002 155.00 1 Mills 5c Blue Front GA, Double JP Vender, #311231 65.00 1 Mills 5c Yellow Front GA, Double JP Vender, #311237 50.00 1 Mills 5c War Eagle, #383122 45.00 1 Pace 5c Comet, Slug Rejector Head, Twin JP 69.50

- PHONOGRAPHS 8 Rock-Ola Luxury Light Up Dial, Factory Rebuilt \$235.00 7 Rock-Ola Luxury Light Up, Master, Perfect 179.50 1 Rock-Ola Luxury Light Up, 1940 Standard 240.00 1 Rock-Ola Super Rockolite 257.50 1 Seaburg ES Cadet 275.00 3 Buckley 20 Record Illuminated W. Boxes \$19.50 3 Seaburg Selectomatic 24-Record Wall Boxes for Wired Boxes 14.50

WANTED TO BUY OR TRADE FOR DRIVEMOBILES, SUBMARINES, SKYFIGHTERS, TEN STRIKES. GIVE SERIAL NUMBER. 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 May 9, 1942.

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

HERE'S THE PLACE TO BUY!

EVERY GAME ADVERTISED IN STOCK READY FOR DELIVERY!! ALL IN A-1 CONDITION—COMPLETELY RENEWED—ORDER QUICK

- Air Force \$59.50 Bandwagon 24.50 Big Parade 71.50 Belle Hop 39.50 Bola Way 39.50 Cadillac 14.50 Capt. Kidd 44.50 Drum Major 14.50 Do-Re-Mi 36.50 Dude Ranch 18.50 Dble. Play 34.50 Duplex 24.50 Defense (Baker) 22.50 Four Roses 27.50 Flicker \$24.50 Jungle 50.50 Keen-a-Ball 14.50 Miami Beach 34.50 Mills '40 1-2-3 79.50 Pan American 34.50 Powerhouse 14.50 Play Ball 21.50 Sky Blazer 42.50 Show Boat 44.50 Stratoliner 24.50 Skyline 16.50 Sporty 14.50 Snappy '41 39.50 Silver Skates \$29.50 School Days 21.50 Star Attract 44.50 Sky Ray 29.50 Ten Spot 39.50 Thriller 14.50 Victory 74.50 West Wind 39.50 Zig Zag 39.50

TERMS: 1/3 Cash With Order, Balance C. O. D. Give 2nd & 3rd Choice.

APEX AMUSEMENT CO. FORMERLY Jack Kay 61 PARKHURST ST., NEWARK, N. J. (Tel.: Bigelow 2-9435)

WEEKLY SPECIAL SKEE-BALL-ETTE \$97.50

OUR NEW HOME GEORGE PONSER COMPANY 763 SOUTH 18TH ST., NEWARK, N. J. ALL PHONES: ESSEX 3-5910

MANUFACTURERS ARE STOPPED FOR THE DURATION!



We bought all the equipment we were able to get—THIS STOCK WILL MOVE FAST! We urge you to examine every item carefully!

We have for delivery the following brand new games: HOME RUN—AIR CIRCUS—YANKS—GOBS—SKYFIGHTER—KEEP 'EM FLYING—LIBERTY—DEFENSE—FOUR ACES—1 KEENEY TWIN BELLS—Nickel or Quarter Play

Now Delivering Daval's NEW "KEEP 'EM BOMBING," \$22.50

A-1 FREE PLAY USED GAMES

ALL AMERICAN \$49.50	DIXIE \$27.50	KNOCKOUT \$119.50	SCOOP \$19.50	SHOWBOAT \$79.50
A. B. C. BOWLER 69.50	DUDE RANCH 32.50	LUCKY STRIKE 19.50	SCORE-A-LINE 27.50	SPOT A CARD 89.50
ARGENTINE 89.50	DOUBLE PLAY 69.50	LEADER 42.50	SKYLINE 29.50	SKYBLAZER 99.50
BOOMTOWN 39.50	DUPLEX 69.50	LEGIONNAIRE 79.50	STRATOLINER 44.50	THREE SCORE 22.50
BROADCAST 39.50	DO RE MI 79.50	MAJOR (OLD) 19.50	SILVER SKATES 49.50	TEN SPOT 69.50
BIG CHIEF 42.50	DEFENSE OF '41 139.50	MYSTIC 42.50	SKY RAY 52.50	THREE UP 69.50
BELLE HOP 64.50	FANTASY 19.50	MAJORS OF '41 54.50	SCHOOL DAYS 56.50	TWIN SIX 74.50
BOSCO 99.50	FLICKER 34.50	MIAMI BEACH 69.50	SPORT PARADE 57.50	TEXAS MUSTANG 79.50
BOLAWAY 99.50	FOX HUNT 37.50	MONICKER 89.50	SLUGGER 59.50	TOWERS 89.50
BIG PARADE 119.50	FOUR DIAMONDS 54.50	NINE BELLS 69.50	SUN BEAM 59.50	TOPIC 89.50
CHEVRON 19.50	FOUR ROSES 59.50	NEW CHAMP 99.50	SEVEN UP 59.50	VARIETY 19.50
CONGO 34.50	GOLD STAR 37.50	ONE, TWO, THREE 44.50	SEA HAWK 59.50	VELVET 34.50
CROSSLINE 39.50	GUN CLUB 89.50	PARADISE 49.50	SILVER SPRAY 59.50	VENUS 99.50
CRYSTAL 42.50	HOLD OVER 19.50	PAN AMERICAN 57.50	SIXTY GRAND 69.50	VICTORY 129.50
CAPTAIN KIDD 79.50	HOROSCOPE 59.50	PLAYBALL 57.50	SNAPPY 74.50	WILD FIRE 39.50
CHUBBIE SUPER 89.50	HI HAT 59.50	RINK 19.50	STAR ATTRACTION 74.50	WEST WIND 79.50
DEFENSE (OLD) 19.50	HI DIVE 79.50	REPEATER 39.50	SOUTH PAW 79.50	ZOMBIE 44.50
DAVY JONES 19.50	HOME RUN OF '42 99.50	RED, WHITE & BLUE 39.50	SPOT POOL 79.50	ZIG ZAG 69.50
DANDY 19.50	JUNGLE 99.50			

LEGAL EQUIPMENT

EVANS TEN STRIKE \$79.50
MILLS CIGARETTE VENDING MACHINE, LIKE NEW 69.50
EVANS TOMMY GUN 69.50
EVANS PLAY BALL, BASEBALL GAME, LIKE NEW 149.50
CHICAGO COIN HOCKEY GAME, LIKE NEW 269.50
INTERNATIONAL TRAVELING CRANE DIGGER 69.50
KEENEY ANTI AIR CRAFT GUN, MARBLEGLOWED 64.50
KEENEY SUBMARINE GUN, LIKE NEW 249.50
INTERNATIONAL MUTOSCOPE DRIVEMOBILE 199.50

FREE PLAY CONSOLES, ETC.

BALLY HI HAND \$199.50
JENNINGS MINT VENDER 69.50
MILLS JUMBO PARADE 109.50
MILLS MINT VENDER ON STAND 89.50
NEW BALLY CLUB BELL WRITE
NEW KEENEY TWIN BELLS, NICKEL OR NICKEL AND QUARTER PLAY WRITE

MARBLEGLOWED PHONOGRAPHS

WURLITZER	SEEBURGS
P12 \$ 44.50	12 RECORD A, B OR C \$ 49.50
P12 IN ILLUMINATED CAB. 59.50	MODEL B.X. MULTISELECTOR 79.50
MODEL 24 109.50	20 RECORD QUEEN 99.50
COUNTER MODEL 61 79.50	20 RECORD REX 109.50
600 MODEL 169.50	ROYAL 119.50
500 MODEL 199.50	GEM OR CASINO 159.50
312 OR 412 49.50	CROWN 179.50
WURLITZER ADAPTOR WITH 7 KEENEY BOXES 150.00	MAYFAIR WITH KEENEY ADAPTOR, 3 SPEAKERS, 4 KEENEY BOXES 340.00
TWIN TWELVE IN STEEL CABINET WITH SPEAKER 119.50	R.C. ENVOY 319.50
ROCKOLAS	MAJOR R.C. 339.50
IMPERIAL 20 \$ 69.50	E.S. COLONEL 339.50
1939 TABLE MODEL & STAND 79.50	R.C. COLONEL 359.50
MONARCH 99.50	15 RECORD K 79.50
1939 DELUXE WITH ADAPTOR & 4 KEENEY BOXES 249.50	PLAZA OR REGAL 169.50
1940 SUPER 219.50	MILLS
1939 DELUXE 189.50	REGULAR DANCE MASTER \$ 29.50
	DO RE MI 39.50
	ZEPHYR 39.50
	THRONE OF MUSIC 129.50
	EMPRESS 189.50

AUTOMATIC PAYOUT, CONSOLES, TABLES, Etc.

JENNINGS BOB TAILS \$129.50	AMERICAN FLAG \$ 6.50
VEST POCKET, GREEN, 5c 29.50	FLIPPER 12.50
1939 1-2-3 PAYOUT 29.50	FIRE & SMOKE 19.50
PREAKNESS TABLES 22.50	RACES 6.50
JENNINGS GOOD LUCK 49.50	TURF FLASH 4.00
JENNINGS 5c CIGAROLA 79.50	CENTA PACK 4.00
DOUBLE HEADER, TABLE 29.50	MARVELS 12.50
EXHIBIT SILVER BELLS 59.50	LIBERTY 12.50
JENNINGS SILVER MOON 129.50	NEW V BY PLANET 12.50
VEST POCKET, Blue & Gold, 5c 37.50	AMERICAN EAGLE 12.50
VEST POCKET, Blue & Gold, 1c 37.50	JUNGLE HUNT 9.50
HEY DEY, TABLE 22.50	PIKES PEAK 14.50
DERBY DAY CONSOLE 17.50	CUB 4.00
JENNINGS 5 & 10c CIGAROLA 99.50	REEL 21 6.50
TAN FORAN 17.50	PENNY PACK 4.00
TURF CHAMP, TICKET 49.50	CHAMPION SPARKS 12.50
DAVAL 21 6.50	LUCKY SMOKE 6.50
ACE 4.00	MILLS TICKETTE 4.00
POKER FACE 9.50	NEW BOMB HIT 16.50
REX 6.50	DAILY DOZEN 9.50
YANKEE 6.50	

EXTRA EQUIPMENT

30 WIRE WURLITZER WALL BOXES \$ 20.00
TWIN TWELVE ROCKOLA IN STEEL CABINET WITH SPEAKER 109.50
ROCKOLA DIALATONE WALL BOXES 20.00
24 WIRE SEEBURG SELECTOMATICS FOR WURLITZERS 20.00
TWIN TWELVE WURLITZER IN STEEL CABINET WITH SPEAKER 119.50
WURLITZER ADAPTOR WITH SIX SEEBURG BOXES 135.00
SEEBURG PLAYBOY 49.50
SEEBURG MELODY PARADE, WIRELESS BAR BOX 9.50
KEENEY WALL BOXES 20.00

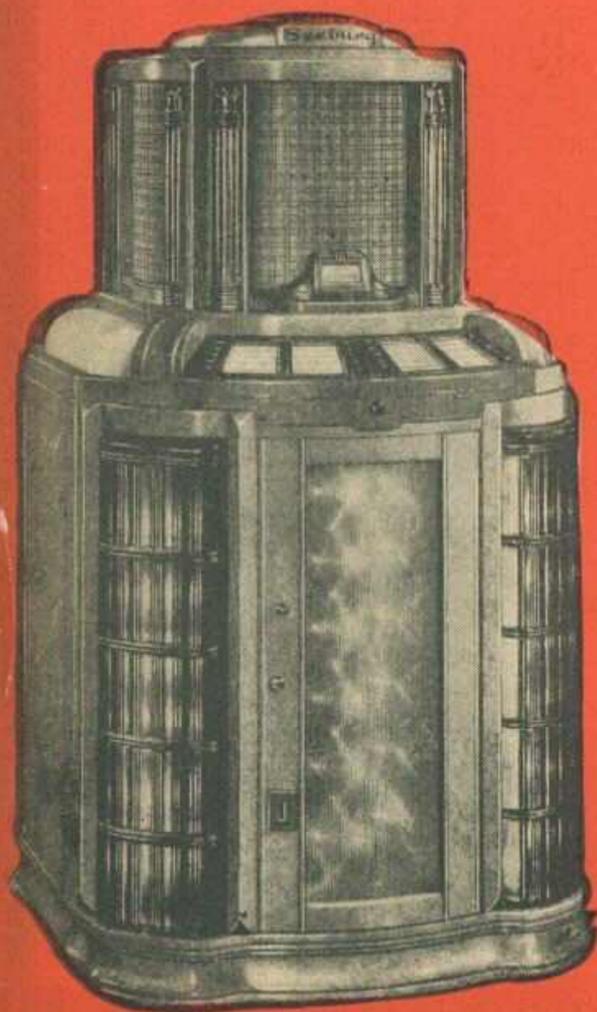
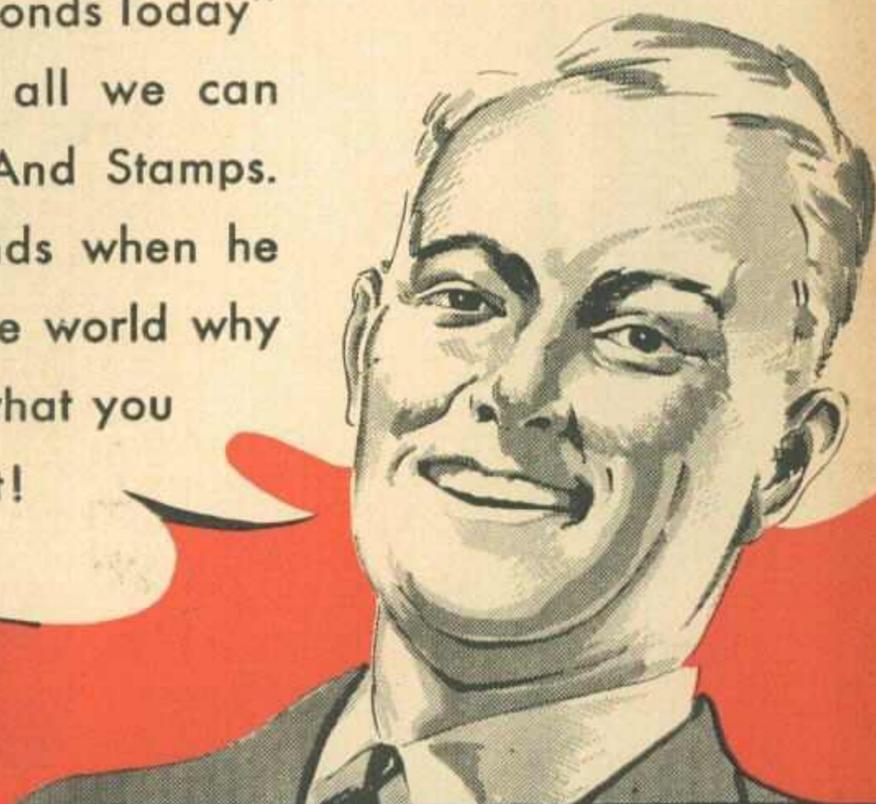
ORDER TODAY FROM WORLD'S LARGEST DISTRIBUTORS **OUR NEXT LIST WILL BE A SHORTER ONE. Take your choice NOW while available!**

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT. **IN ORDERING GIVE SECOND AND THIRD CHOICE** **4 BIG SALES OFFICES!**

Southern AUTOMATIC MUSIC CO. 542 S. SECOND ST. LOUISVILLE, KY. | 531 N. CAPITAL AVE. INDIANAPOLIS, IND. | 312 W. SEVENTH ST. CINCINNATI, OHIO | 425 BROAD ST. NASHVILLE, TENN.

YES, ED AND I HAVE BEEN COMPETITORS FOR A LONG TIME, BUT THAT'S ALL CHANGED NOW!

Sure, we used to fight for business like anybody else . . . but mister, we realized fast, that we had better call a truce and get together on a lot of things that first of all, would help our country knock h--l out of our enemies . . . and secondly, help us to "Keep 'Em Playing." Well, as I said before, Ed and I got together . . . and surprising as it may seem for two guys that were "friendly enemies". . . we have conserved manpower, materials and maintenance without sacrificing service to our locations. We're still keeping that "Any Bonds Today" in the No. 1 spot and we're doing all we can personally, to Sell More War Bonds And Stamps. I think Ed really put one into the stands when he said "Tommy, there isn't a reason in the world why music operators everywhere can't do what you and I are doin' " And is he ever right!



To Go Ahead . . . Go
Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. • CHICAGO

Remember!

Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!

HOW TO MAKE THE SPRING MORE OFFENSIVE
—TO MR. SHICKELGRUBER

Buy More WAR BONDS and STAMPS!





*In Phonographs
as in
Trombone Playing
Maestros*

**ONE NAME
STANDS OUT**

IN TROMBONE-PLAYING MAESTROS
THE OUTSTANDING NAME IS

Tommy Dorsey

Currently on Tour

* * * *

Opening May 19th, Hotel Astor, New York

*The Outstanding Name
in Phonographs is*

WURLITZER



One name stands out in the automatic phonograph industry as symbolic with superb reproduction of recorded music. With location goes as with location owners, that name is Wurlitzer!

To thousands of restaurants and taverns a Wurlitzer has brought livelier atmosphere, larger crowds, greater popularity. The results to Wurlitzer Music Merchants are brilliantly reflected today in the highest profits they have ever enjoyed.

The Rudolph Wurlitzer Company, North Tonawanda, New York.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS