

# The Billboard

The World's Foremost Amusement Weekly

FEBRUARY 28, 1942

15 Cents

Vol. 54. No. 9



MITCHELL  
AYRES  
and his  
"FASHIONS IN  
MUSIC"

BLUEBIRD RECORDS  
Direction: Music Corporation  
of America

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# NO WAR CONTRACT CLAUSES

## EDITORIAL

### Bonds and Stamps As Fair Premiums

**D**ELEGATES to the annual convention of North Carolina Association of Agricultural Fairs at Raleigh on January 19 are to be commended for their action in unanimously adopting a resolution calling for member fairs to pay a minimum of 25 per cent of premiums in Defense Bonds and Stamps in 1942 and each year thereafter for duration of the war.

Subsections of the resolution, heartily endorsed by representatives of amusement concerns and advertising agencies attending the meeting, were agreements to use a line in all newspaper, radio and other advertising matter suggesting that the public purchase bonds and stamps and that fair managers offer space in exhibit buildings during fair time to civilian defense committees, Red Cross, etc.

The stamp idea was first advanced in the January 10 issue of The Billboard by George B. Flint, Boyle Woolfolk Agency, who also spoke on the subject at the annual convention of Indiana Association of County and District Fairs in Indianapolis on January 6 and 7. Citing examples of what his plan would mean to the government, he said total 1941 premium payments in Iowa were \$428,691, which, computed on a 40 per cent basis, would mean \$171,476 for defense. In Illinois the sum would be nearly doubled, he said, and on the basis of nationwide adoption of the plan he conservatively estimated it would yield \$6,000,000. In suggesting the 40 per cent figure Flint said the remainder must be paid in cash so that exhibitors could pay entrance fees, cost of feeding stock and incidentals.

The Billboard endorses the idea. Aside from its acknowledged great benefit to the government from the standpoint of financing the war, it will serve to make the public, which in quite a few localities is said to have displayed considerable apathy toward the conflict, war conscious and realize that our country is surrounded by dangerous adversaries who are seeking to destroy our liberty.

Fair men at annual meetings have displayed a high degree of courage in making plans for 1942 annuals in the face of discouraging conditions. The Billboard hopes that they will not only respond to this premium plan 100 per cent but will boost it to the 40 per cent mark as advocated by Flint.

### Okay on Hartford Armory; Wirth Gets Back Circus Date

**N**EW YORK, Feb. 21 — After hope had been abandoned, the Sphinx Shrine Temple, Hartford, Conn., was granted use of the State Armory for its annual circus. Go-ahead was given by government authorities and a contract for the show was resumed with Frank Wirth booking office. Award was made by Wilson A. Penn, potentate, with Fred Williams as chairman of attractions, Ray Longley as general chairman, and Ralph (See CIRCUS DATES on page 55)

## Neither Unions, Employers Have Made Contractual Provisions for Emergency Conditions, Raids, Etc.

**N**EW YORK, Feb. 21.—Despite the imminence of blackouts, threatened air raids and the dislocation in traveling arrangements throught the country, nothing is being done about clarifying the responsibility of unfulfilled contracts, canceled engagements and late arrivals that may arise due to wartime conditions, a survey reveals. This question has been a burning one in show business ever since the declaration of war. The only solution advanced, however, seems to be a strange brand of double talk, otherwise known as skirting the issue and hoping that it will never arise.

While the issue is a current subject of discussion, the only major attempt to define contractual obligations between performers and employers when

blackouts, troop movements, etc., interfere with show performances came from the William Morris Agency in the form of a proposal to the international board of the American Federation of Musicians, meeting in Miami early this month.

AFM rejected the proposal of Morris Stoller, head of the contract department of the Morris Agency, as being "too general." Morris office's proposal was the addition of a war clause to AFM contracts relieving employers of responsibility in case bands were not permitted to appear because of "blackouts, buildings deemed unsafe or any other cause beyond the control of the employer."

Instead the AFM decided that the board would rule upon each individual (See No Contract Clauses on page 11)

## IAFE To Meet in Chi March 6, Amusement Congress Next Day To Work Out Program for Industry

**B**ROCKTON, Mass., Feb. 21.—A special meeting of the International Association of Fairs and Expositions has been called for Friday, March 6, in the Sherman Hotel, Chicago. Frank H. Kingman, association secretary and manager of Brockton Fair, announced, as his office was in the throes of an unprecedented thru-the-mail servicing of member and other fairs. On Monday (16) his staff started to mail out photostats of U. S. Agricultural Secretary Claude R. Wickard's telegram to the IAFE calling fairs a "powerful force" in America's war effort and urging their continuance in 1942. Every fair in the United States will receive a copy of the wire, Kingman said.

Subject matter of the meeting was not ready for announcement, but it is known that a formal study will be made of the work of the recently formed Outdoor Amusement Congress, of which Kingman is acting secretary and one of its leading lights. Problems of this year will be up for discussion.

### OAC Calls Parley

**M**IAAMI BEACH, Fla., Feb. 21.—Informed that directors and others of the IAFE will gather in Chicago March 6, Carl J. Sedlmayr, chairman of the Outdoor Amusement Congress, said from his home here that the OAC will have its own meeting the next day in the Sherman Hotel.

Chairman Sedlmayr announced that

## N. Y. Burly Men Get Up \$10,000 To Sue City for Alleged Breach

**N**EW YORK, Feb. 21.—Local burlesque operators are preparing a suit against License Commissioner Paul Moss and Mayor La Guardia, charging breach of agreement in shuttering three burlesque houses, the Eltinge, Republic and the City.

Simultaneously hearings were held today in the office of Commissioner Moss on the petition of the Galety to have its license renewed. The Galety license expires Monday (23). Up to press time no results were announced nor could the commissioner or I. H. Hirk, Galety operator, be reached for comment.

The house operators are collecting a \$10,000 pool to defray costs of litigation. Morris L. Ernst has been selected as attorney for the group. Three theater corporations are chipping in \$1,416 as initial costs, while the Star, Brooklyn, has been assessed \$750. Others are also

he had sent wires to the 20 members of the executive council asking them to attend. He said he hoped that many from the IAFE as well as the congress would find time to stay over until Monday, March 9, to participate in the annual Spring Party of the Showmen's League of America. Sedlmayr is president of the league.

A program for the outdoor industry will be worked out at the March 7 assembly, the chairman said.

### OAC Called to D. C.?

**N**EW YORK, Feb. 21.—Irish Horan, general field representative of the Outdoor Amusement Congress, said that when he goes to Chicago March 7 for the meeting called by Chairman Sedlmayr he hopes to have something "important" to say about 1942 operations.

Horan indicated that an invitation has been extended to him by a branch of the War Production Board asking him to come to Washington for "conversations." He said that he was "in close touch" with Chairman Sedlmayr, Acting Secretary Frank H. Kingman and Roger S. Littleford Jr., managing editor of The Billboard, who was in Washington Thursday (19) for a conference with a department of the Donald Nelson board.

Littleford did not disclose the exact nature of his talk but said that operations in general had been discussed. He went there on invitation.

being asked to contribute. It is understood that Oscar Markovitch, concessionaire in the local houses, is coming thru with \$2,500. Izzy Hirst, booker of the houses, as far as is known, has not yet come thru. Ernst is getting a \$2,500 retainer.

The operators are charging that the closings are in violation of the 1937 agreement which permitted the theaters to operate under a code set up by the Variety Theater Board of Review. The operators are arguing that, since the VTBR made no recommendations to close the houses, the action constitutes a capricious act on the part of the city. A writ of mandamus will probably be sought.

Action will probably be filed around April 1, date of the license expiration of the Star.

### Alien Registration

**W**ASHINGTON, Feb. 21.—All aliens who are German, Japanese and Italian nationals must file applications for certificates of identification by February 28, the Department of Justice warns.

Application can be made at any post office or county seat. If on the road, aliens may apply at the nearest post office.

Requirements for a certificate of identification are as follows:

1. Obtain printed instructions from post office on how to fill out application form.

2. Study instructions carefully before filing.

3. When filing bring along the following: 1940 alien registration card, three unmounted photographs, size 2x2, printed on thin paper, taken not more than 30 days previously. Photos should be front view, without a hat. Written statement of names, dates, addresses and facts necessary to fill out forms.

Certificates of identification will be mailed several days after filing, in the form of a booklet. It must be carried at all times.

Failure to make application by February 28 will subject the alien to severe penalties, including possible internment for the duration of the war.

## TA, Union Dispute Who Controls Ban On Benefit Shows

**P**HILADELPHIA, Feb. 21.—Calling a halt to the increasing demands made on free talent under the cloak of patriotism, local AGVA here has ruled only cuffed performances will be those asked for by the Army and Navy Relief Funds. Benefits for British, Russian and China relief (See BENEFIT BAND on page 16)

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# Sans Souci Act Okays Irving in Dispute With N. Y. Agent, Union

CHICAGO, Feb. 21.—Dave Figaro, one of the members of the Sans Souci Dancers, whose booking into Colosimo's here resulted in friction between Jack Irving, local rep of the American Guild of Variety Artists, and the union's national office, states the act is satisfied to let Irving handle the entire matter. Irving came into the picture when he learned that the act has been paying Eugene Douvan, its manager, 20 per cent for the first dates he secured at the Flatbush, Brooklyn, and Windsor, Bronx, and was slated to receive 15 per cent for the Colosimo's date.

Irving argues that the management contract is not a legal one and that the act should never pay more than a 10 per cent total. He ordered the act to pay 5 per cent to Tommy Sacco, local agent who set the date, and is holding the other 5 per cent in money orders made out to Douvan until such a time when Douvan can prove that he is the act's legal rep.

According to a letter received by *The Billboard* from Douvan, Gerald Griffin, executive secretary of AGVA, wired Irving to mail Douvan his commissions immediately. Irving says he is willing to forget all irregularities and send the

money if Douvan promises to tear up the year's management contract he holds with the act.

In the meantime, Douvan filed charges against Irving with the State's Attorney's office here, but so far he has not come into town as directed by that office. Jack Barry, New York agent, claims he has an agreement with Douvan which entitles him to 25 per cent of the act's commissions for the Colosimo's date. Figaro says he never had any business dealings with Barry.

Douvan says he wrote a letter to the AGVA National Board demanding that (1) Irving be disciplined, that (2) the Sans Souci Dancers be directed to send him the commissions direct, and that (3) AGVA assume responsibility for the actions of its representatives and compensate him for all damages done him by Irving.

The act is now in its ninth week at Colosimo's. Its salary here is \$300 a week.

## Schneider's Condition Okay

OKLAHOMA CITY, Feb. 21.—William Schneider, company manager of *Life With Father*, who was injured here recently in an elevator mishap, is reported in satisfactory condition. Schneider suffered fractures in both legs when his legs were caught between the elevator and the ceiling in the lobby of a local hotel. He is at St. Anthony Hospital.

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

TALLULAH BANKHEAD, who is being hospitalized between broadcasts to recuperate from the illness that interrupted the tryout tour of *Clash by Night*, is certainly getting herself in strong with the NBC elevator boys. One day recently she announced loudly in a crowded car, "They should have private elevators for stars." . . . The private secretary of a leading song publisher recently called *The Billboard's* Music Department concerning an interview given out by her boss—but *The Billboard's* Music Department hadn't interviewed him. It seems the gent gave out statements without knowing to whom he was talking—and now the office p. a. has visions of the quotes appearing in *The Police Gazette*. . . . During the recent OCD fuss the newspapers kept referring to Mayris Chaney as a "rhythm dancer." Just what is a "rhythm dancer" anyhow? . . . Some of the boys at CBS are giggling at a Washington newscaster who, after completing a hectic all-day poker game with a mob of newshawks, hurriedly dashed off his script and was then heard Coast-to-Coast saying, "Today I talked to six or seven congressmen." The newsmen swear he hadn't been out of their sight all day. . . . Criticism? In a list of coming attractions in a recent program of the Wilmington Playhouse the cast of *Under This Roof* said to include "Barbara O'Neil, Russell Hardie, Louise Galloway." . . . Suggested "You-Can't-Print-That" item for Dorothy Kilgallen: The Broadwayfarer who was born a zero, amounted to naught and died a cipher—but you can't print that, because the page would come out blank.

NICK'S, in Greenwich Village, continues to be an amazing swing rendezvous. The current band is led by Pee-Wee Russell, the musician who isn't interested in money—only fun. But what we're getting at is not Pee-Wee, but Frank Orchard, who plays a valve trombone in the outfit. A valve trombone in itself is something to marvel at these days, but Frank is as singular as his instrument. He was discovered about a year ago working a milk delivery route in Brooklyn and trying as best he could to subordinate his musical ambitions; but the temptation of a job at Nick's was too much to resist. He took it, doubling between the bandstand and his milk wagon. That soon proved too much, tho, so he gave up the milk route. All the swing seers think he's great.

ONE of the most terrific legit press jobs in years has been that done by Zac Freedman for *High Kickers*. It's been one of the things chiefly responsible for keeping the show running four months after lukewarm notices. . . . Sarita Herrera, singing star of the *Believe It or Not* series, is having a tough time with American Broadcasting schedules. Recently engaged for a top commercial, she didn't understand that the show aired twice, once for the East and once for the West Coast—and frantic producers only managed to round her up again about 10 minutes before the repeat was due to go on the air. . . . Paul Lockwood has sent out a teaser brochure listing the names of stage greats and adding, "Now you can be the producer responsible for adding the most promising actress of the day." After using up every adjective in the dictionary, he still leaves the gal's name unannounced. She's Ellen Viscont (formerly Vera Visconte), who recently played in *White Cargo*. . . . Jed Cogut, who's in *Cafe Crown*, last week simultaneously celebrated his 60th birthday and his 50th anniversary on the stage. . . . Leona Johnpolt is reading plays for Al Bloomingdale, who'll do one as soon as he finds one. Comedies and musicals particularly wanted. . . . Dave Tucker, formerly a band agent, is now manager of the Hotel Sutton. . . . A local song plugger claims he finagled deferment by telling his local draft board that he was a reefer smoker.

## Allow More Time Between Jumps

NEW YORK, Feb. 21.—Of interest to traveling show people is the resolution passed by the American Automobile Association calling for a slowing down of speed limits in an effort to conserve rubber, gasoline and life of the automobile.

The resolution stated that the slowdown should be achieved thru voluntary effort rather than by changes of current legislation. The text also cited the economic advantages of a slower rate, pointing out that at lower speed a motorist uses half the ordinary amount of gasoline, one-seventh the oil and approximately half the potential mileage of the tires.

## Mayris Chaney Sought for Vaude

NEW YORK, Feb. 21.—Mayris Chaney, storm center of a controversy concerning her appointment in the Office of Civilian Defense, resigned her position Wednesday (18) after publicity over her appointment reached national proportions.

Immediately after her resignation she was approached by Miles Ingalls to do a vaude and cafe tour. Acceptance is indefinite. Prior to her appointment she had been radio auditioning for the William Morris Agency and was also considering getting a new partner to resume ballroom dancing until her partner of years, Eddie Fox, recovers from an illness.

# AGVA Tagged With Two Suits; First for Union

NEW YORK, Feb. 21.—American Guild of Variety Artists, for its first time, was slapped with lawsuits in Los Angeles and New York this week. Earl Carroll filed suit against AGVA in Superior Court, Los Angeles, asking for damages amounting to \$215,890 on charges of conspiracy and breach of contract, while in New York AGVA was sued Wednesday by Eugene Douvan, local agent, for \$3,400 for alleged "conspiracy to break a contract."

Carroll's suit is an outgrowth of his being placed on the AGVA national unfair list for alleged refusal to abide by union conditions in operating his road shows. Carroll refused to transport his performers in sleepers and was paying under scale, according to Gerald Griffin, AGVA executive secretary.

Griffin said Carroll's new unit was being "grossly underpaid."

Griffin also said that the Carroll unit, playing in the East, was only paid for six days in Philadelphia (State law prohibits Sunday shows) instead of a full week. He also said that the unit was due to open at the Flatbush and Windsor theaters here March 5 and that Arthur Fisher, booker for the Brandt houses, was notified that he couldn't play the unit. Griffin also said that Miles Ingalls, Carroll's agent, would not be permitted to book the units as long as Carroll was on the unfair list.

Named as defendants in Carroll's suit were 23 officers of AGVA, including Leslie Litomy, Los Angeles executive secretary; Jonas Silverstone, national counsel; Harpo Marx and Cliff Nazarro.

Douvan had summonses served upon Griffin individually and as executive secretary of the organization. Named in the suit also were Jack Irving and Henry Dunn, for alleged conspiracy to break a contract with the Sans Souci Dancers, now working at Colosimo's, Chicago, and also for withholding his commissions from the dancers. Dave Figaro and Dave Torres, of the dancers, are also defendants in the suit.

Douvan said he was asking for \$3,000 in anticipated earnings in the next year and a half from the dancers; \$360 in current commissions, which Douvan claimed is being held in escrow by Jack Irving, head of the Chicago local, and \$40 for telephone calls and telegrams.

Douvan claims the dancers breached their contract with him on advice of Jack Irving. Douvan claims Irving told the dancers that their contract with Douvan was improperly filed with AGVA and was therefore not being recognized by it.

## Franey Icer for Albany

ALBANY, N. Y., Feb. 21.—Dot Franey's *Star-Spangled Ice Revue*, set at Ye Olde Tavern, West Brookfield, Mass., from February 11 thru March 7, moves from there to the New Kenmore Hotel here, opening March 13 and running thru May 1.

## La Argentinita Moves

NEW YORK, Feb. 21.—La Argentinita will give three repeat performances at the Shubert Theater, starting March 6. The dancer on Thursday (12) appeared before an SRO audience at the Cosmopolitan Theater. She will again offer an all-Spanish program. Cosmopolitan spot proved too small for the crowd.

## Palumbo's Sells Bonds

PHILADELPHIA, Feb. 21.—While all local niteries are co-operating in the Defense Stamp drive, it's all-out for stamps and bonds at Frank Palumbo's Cafe. Show's finale is a flag-waver and, for the finish, line girls pack cigarette trays filled with Defense Stamps and dance out into the audience. In stunt's first two nights, chorus girls sold \$400 in stamps.

## Tire Rationing Helps

CAMDEN, N. J., Feb. 21.—Tire and auto rationing has had a stimulating effect on the amusement business here and the surrounding South Jersey areas, according to Joseph K. Costello, head of the Delaware River Bridge Commission. Costello pointed out that there has been a decided drop in night bridge traffic from South Jersey to Philadelphia ever since the tire ban started. He said South Jersey folk were now seeking theatricals at home instead of riding over to Philadelphia.

With Camden and neighboring towns rich in movie houses and night clubs, Costello indicated that Philadelphia's draw from this area may be considered lost for the duration.

**MITCHELL AYRES**  
(This Week's Cover Subject)

MITCHELL AYRES and his band closed at the Casa Loma Ballroom, St. Louis, January 15, and are now doing very well on a road tour. Thru the medium of his Bluebird recordings and the extensive air time he has had in recent locations, Ayres' "Fashions in Music" have become familiar to theater and ballroom patrons all over the country, and the maestro is now reaping the benefit.

Ayres, a graduate of Columbia University, New York, started his career as a serious musician, playing with the St. Louis Symphony and Roxy Theater Orchestra. His first dance band job was with Jimmie Carr at Ben Marden's Riviera. Later, working under Little Jack Little, he was borrowed by Abe Lyman to lead the Lyman ork during Abe's emcee stints. The success of these pinch-hitting chores prompted Ayres to form his own crew, which shortly afterward opened at the Hollywood Restaurant, New York, and stretched a four-week engagement into a seven-month hold-over.

After the new band's spectacular metropolitan success, it was booked into such locations as Gustave Adolphus Hotel, Dallas, and Hotel Van Cleve, Dayton, O. Then came a record-breaking six-month stay at the Village Barn, New York. Subsequent engagements include Raymor Ballroom, Boston; Roseland Ballroom, New York; Brunswick Hotel, Boston; Hotel St. George, New York; Hotel Peabody, Memphis, and Paramount Theater, New York.

Featured with the Ayres crew are Meredith Blake, Johnny Bond and an excellent Glee Club.

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# Court Voids Chains' Appeal for Restraining Order Against FCC

NEW YORK, Feb. 21.—Late today it was learned that the chains would "undoubtedly" follow the Statutory Court's dismissal of the chains' request for an injunction against the FCC's regulations with an appeal to the Supreme Court.

The Statutory Court which dismissed the motion for an injunction was a divided court, there being a majority and a minority opinion. The majority opinion held that the FCC's proposed regulations were not really an "order," but more in the nature of an announcement of policy; and that until such time as the FCC actually refused to grant a license there was nothing before the court.

Minority opinion, considered as more convincing by many, was given by Judge John Bright, and held that the FCC's regulations apropos chain broadcasting were in the nature of "final orders" and were therefore properly before the court.

NEW YORK, Feb. 21.—Statutory Court, of which Learned B. Hand is presiding judge, has dismissed the appeal of the

National Broadcasting Company and the Columbia Broadcasting System asking for an injunction restraining the Federal Communications Commission from putting into effect its new regulations for chain broadcasting. At press time NBC and CBS would not make any statements, NBC pointing out that as yet it had not seen the opinion and would necessarily have to digest same before making a statement.

The appeal of NBC and CBS was dismissed on the ground that the court did not have jurisdiction in the matter and was in no position to counter the FCC.

The commission's new regulations for chain broadcasting were an outgrowth of the FCC's monopoly probe. Specifically attacked were phases of the contracts between chains and stations, including those concerning "exclusivity" and option time. Mutual Broadcasting System entered the controversy as a friend of the court, claiming, along with (See NETS' APPEAL on page 6)

## Listeners' Low IQ Indicated by KFOR Incident

LINCOLN, Neb., Feb. 21.—America's brain-power, translated in terms of the radio listener, hasn't increased much, according to revelation here at KFOR, which had its dizziest Sunday (15) as result of a minister's unusual approach to his point in a sermon.

The preacher, Rev. Paul E. Becker, had chosen as his subject matter a treatise on race relations and prejudice. Working from a prepared script, he chose to go into his routine by saying he and his entire family, during the preceding night, had turned from white to black. He then set out to show all the things which must necessarily change in their lives and association with society.

Nobody at the station paid any particular attention, because it was Sunday a.m. and each member of the staff was still a bit sleepy, or had been in on the device from the beginning and didn't notice.

Soon, however, the girl at the information phone started getting calls she couldn't understand. Hysterical women, indignant men and some children began asking particulars of Rev. Becker's "misfortune." The girl didn't know what was the matter, peeked into the studio and couldn't find the answer, so called Jack Hitchcock, the announcer on the program. Finally the sun broke thru, the girl was put on the right track, and each call was answered.

Telephone persisted thruout the day, and newspapers, after city desks had been driven slightly screwy by the calls for information, finally called for stories on the event. That night, ministers in other churches commented on it to their congregations, because talk was going all over town about the horrible situation of the Beckers.

When there was no let-up after eight hours, Harvey Swenson, the newsman, wrote a piece explaining it all, to go on his last news period. He thought that would end it, but it didn't. As had happened in the morning, late tuners got the wrong idea, and the phones started jingling again. Questions were still coming when the station closed at midnight.

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# Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For LEGIT MUSICAL

MARTHA GRAHAM and her dance company—modern ballet group caught recently in the first of a series of recitals at the Guild Theater, New York. Troupe is, of course, tremendously effective, and is highlighted by Miss Graham's superlative work. Is sufficiently fluid to adapt itself to the needs of a legit musical, as evidenced by its highly comic rendition of *Punch and Judy* when caught. Name value is obvious.

CABOT AND DRESDEN—ballroom team that has just been given its second holdover at the Hurricane, New York night spot. Attractive and personable duo who offer show-stopping routines packed with thrilling lifts and spins. With grace and ease they go thru so much breath-catching stuff that three of their routines contain material enough for five ordinary turns. Would be sensational in a legit musical.

## DRAMATIC

ROBERT E. PERRY—young actor caught recently in the tryout of *The Years Between* presented by the Blackfriars' Guild, New York. A clean-cut and attractive lad, he played the comedy lead and scored an outstanding personal success, making every comedy point and displaying a magnificent sense of timing and an attractive personality. Has had stock experience; definitely rates a Broadway role.



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# PRESS SPACE CUT FEARED

## Radio Press Men Mull War's Effect On Radio Columns; Keen Reader Interest Deters Ax; ANA Survey

NEW YORK, Feb. 21.—Problem of radio-newspaper relations, with particular regard to the possibility that many daily newspapers may cut radio columns owing to problems raised by the war, has set network and station press departments, as well as agency and independent radio press agents, wondering what will happen to their corner of the radio business within the next year. There are two schools of thought. One is that the war, with its attendant headaches, such as a feared drop in advertising and a threatened newsprint shortage, will give anti-radio publishers an excuse to put the ax to radio columns, news and listings. Another is that radio has assumed such terrific reader-interest and significance today—particularly in its relation to the government's war effort—that publishers would be very hesitant to cut radio, even though they might harbor all the traditional hatreds inherent in the newspaper-radio situation.

Situation is a complex one and trade execs advance many theories as to the outlook, ranging from optimism to the depths of pessimism. Some network press reps even go so far as to suggest that radio must think of developing exploitation, as against publicity, as a better means of reaching the public—in the event the newspapers really ax radio. Material to combat this view, however, will probably be furnished within two weeks by the Association of National Advertisers, which is now making a survey to determine reader-interest in 110 features carried by newspapers. According to ANA, complete statistics are not yet at hand, but indications are that radio will rank somewhere between the 10th and 20th positions—perhaps as high as 12th or 10th. Some years ago Dr. George Gallup made a similar survey for Young & Rubicam, the results also indicating a high reader interest in radio as against other features in newspapers.

Owing to present high reader interest in radio, hypoed by the war, it is claimed by some radio execs that newspapers can only ash-can radio by taking a policy adverse to their readers' interests. They also point out that to cut radio would be tantamount to passing up a newspaper feature which, if handled properly, could draw remunerative advertising. In fact, newspapers now are attempting to sell ads around their radio columns, argument being that this is preferred space in view of great reader interest in radio.

### Pessimists or Realists?

Opposed to the optimistic view that publishers will cut radio only as a last extremity are those who foresee a 50 per cent cut in both radio columns and space within the next 12 months. This view is held by some of the top men of the network press departments, and is concurred in by others at agencies and independent stations. None of these men say the cutting is immediate—despite one or two sporadic instances, such as *The New York Sun* dropping its radio page. But typical statements of network and station press execs indicate their anxiety regarding troublesome times ahead. One states, "We can see the handwriting on the wall and we are formulating plans to combat it." He also indicated that certain of the network execs were considering the possibility "subsidizing" radio in certain papers, adding that radio currently needs newspaper support and will continue to need it for some time.

Press chief of another network added:

### Jessel Makes It

NEW YORK, Feb. 21.—George Jessel and Mrs. Vincent Astor have been booked to appear on Mutual's *Double or Nothing* show March 1, presented in the interests of the Navy Relief Fund.

Jessel, when the booking was arranged, cracked: "It took the U. S. Navy to get me in business with the Astors."

"We are keeping our fingers crossed. We are preparing to go into other avenues of publicity and exploitation, aside from radio columns. If less space becomes available for radio, owing to a paper shortage, we will cut down on releases and photos." He pointed out, however, that the intricate relation of radio and the war has upped radio's importance to newspapers and their readers.

Comments by other press agents bring up the angle that, with a cut in newspapers radio space, the blurbers will be more necessary than ever before, and will have to exercise more ingenuity than ever to get space. Regarding the New York scene, they also point out, despite *The Sun's* dropping of radio, newspaper-radio relations have improved, as evidenced by the tie-ups between *The New York Times* and WMCA, *The News* and WNEW.

### Newsprint Situation

Increase in the price of newsprint, it is believed by some, will give some publishers the "excuse" to cut radio. Louis W. Adams, secretary of the Newsprint Manufacturers' Association of the United States, says that no shortage of newsprint exists now, and outlook for the future depends upon the government's demand for certain metals, such as copper and lead, which are used in the manufacture of newsprint. The industry, according to Adams, is now experimenting in order to obtain substitute metals, and publishers are taking measures to conserve newsprint by cutting waste copies, etc.

While the war created a terrific shortage of newsprint in England, the shortage resulted from the fact that most of the country's supply came from Scandinavian countries and Canada, necessitating much use of shipping. Ships are now needed for more urgent purposes. The United States gets most of its newsprint from Canada, and this could be delivered even though the American ships are needed for war purposes. It is pointed out, however, that much of America's newsprint has also been shipped by boat. To freight this overland will mean hike in the price.

Meanwhile, annual meeting of the Association of Pulp Consumers, held at the Waldorf-Astoria this week in connection with the convention of the American Paper and Pulp Association, revealed that the entire pulp and paper field will be under government control by April 1.

Chain, station and independent agents are marking time, hoping for the best. Belief is that the axing, if it does come to pass, will probably begin in earnest next fall.

## Blue Net, Velly Flendly Alleady, Gets More Flendly; Buenos Noches!

NEW YORK, Feb. 21.—The Blue Network late this week became bi-lingual and threatened to become poly-lingual. Its announcers are now clothed in a spurious cloak of scholasticism, having become, for purposes of the Good-Neighbor policy, very glib at rattling off salutations in Spanish. This is in line with the government's policy of friendship with South American and the furtherance of hemispheric solidarity against the Axis. The network, therefore, is signing off its sustaining programs with Spanish expressions of regard and esteem, salutations, victory slogans, etc. These are being prepared by Ray Diaz, Blue Net's chief announcer and an expert in Spanish.

But this excursion into one of the romance languages is not all. The Blue Net's smart young announcers will soon be signing off in Chinese and Portuguese. The liquid Chinese phrases are being prepared by the Chinese Consulate in New York and the consulate

### Milt Samuels Scores

HOLLYWOOD, Feb. 21.—The Milton Samuels have scored another first. Samuels and Marie Eibs were married about 15 years ago and their marriage was about the first of the NBC-Western network family. Samuels was recently named publicity director for the Blue Pacific network, and the arrival of a son in San Francisco February 15 chalks up another initial, as this is the first baby in the Blue set-up since the new organization was announced about two weeks ago.

## Line Up Heavy Live Show Sked at WWSW

PITTSBURGH, Feb. 21.—Despite war censorship restrictions and competition of network programs on city's four other stations—or maybe because of it—WWSW is going overboard on flesh shows. Current schedule includes dozen regular programs plus scads more broadcast occasionally and special periods from studio and remote sites.

Three of the 12 are sponsored, four more are tied in with various branches of government under "public service" heading.

Quarter-hour six days weekly featuring Bett Anderson, *Press* writer, covers *Women in Defense*, with Duquesne Brewing Company paying the bill, thru Walker & Downing Agency. Two others are co-op deals between station and Warners Theaters. *Keep 'Em Smiling* is aired for half hour every Monday from Stanley Theater backstage and features house's attractions and distributes photographs to listeners in return for 10-cent Defense Stamp. *Saturday Morning Kiddies' Show* from Enright, sponsored by Tech Ice Cream thru Smith-Taylor & Jenkins Agency, co-stars Walter Framer with announcer Dave Tyson and organist Johnny Mitchell.

Trend toward governmental agencies into radio programming is noticeable in quartet of talkie periods, including *Mayor's Civic Forum* quarter-hour weekly; *Pittsburgh at Play*, half hour with orchestra and interviews; *Your Government* talks for 30 minutes; and *Community Forum* for similar period.

*Starlit Hour*, poetry, headlining station program director Walter Sickles, airs quarter-hour four nights weekly. *Remember the Day* co-features Sickles with Dave Tyson in vox-pop type of program, five periods weekly, 15 minutes each, and Tommy Carlyn's orchestra fills half hour every Sunday night.

*Betty and Her Juveniles*, musical ensemble starring Betty Dugan, opposes local amateur hour on another station Sunday afternoons, and *Wayside Theater* is in eighth year of Monday night dramatic half-hours under John Davis's direction.

## Nets' Appeal For Restrainer Nixed by Court

(Continued from page 5)

the FCC, that the operations of NBC and CBS were in violation of the Sherman Anti-Trust Act and constituted monopoly.

NBC and CBS first thought they could gain relief from the FCC regulations thru the Senate, Senator White setting in motion a movement by a subcommittee to clarify the powers and jurisdiction of the FCC. NBC and CBS claimed that the FCC, in trying to revamp chain-affiliate contracts, was exceeding its authority.

No relief for NBC and CBS came thru the senatorial move. The present dismissal of the chains' appeal for an injunction is a further setback. Trade opinion in New York is that the chains may attempt to take the matter to another court; but other execs were of the opinion that NBC and CBS would not be forced into accepting a consent decree revamping chain-affiliate relations.

MBS has regarded the maneuvering in the case as "delaying actions."

The Statutory Court's dismissal of the chains' appeal is independent from the action of the Department of Justice, which also charged NBC and CBS with monopoly and asked for revisions of chain-affiliate pacts. The Department of Justice suit was brought in Chicago, and the chains secured an extension of time for their answers to the charges.

## Churchill's Record CAB

NEW YORK, Feb. 21.—Radio address of Britain's Prime Minister Winston Churchill, at 4 p.m. Sunday (15), established an all-time record for Sunday afternoon audiences, according to the Co-Operative Analysis of Broadcasting. CAB says Churchill was heard by 41 per cent of United States set owners. Churchill's previous address, before the Congress of the United States, Friday, December 27, showed a rating of 44.7 per cent.

## KBON Goes MBS March 1

OMAHA, Feb. 21.—KBON, new station here, begins operation March 1 as an affiliate of the Mutual Broadcasting System. Station will be 250 watts, full time, on 1490 kilocycles.

Debut of KBON will mark the first time that Omaha has had three full-time stations, two others being affiliated with NBC and CBS. Blue net has a sunrise to sunset station.

## Swezey Blue Net Counsel

NEW YORK, Feb. 21.—Robert A. Swezey has been appointed counsel for the Blue Network, according to an announcement by Edgar Kobak, Blue Net's chief.

For the past three years Swezey has been with the legal department of the National Broadcasting Company.

## Breeze Jockeying for WBYN

NEW YORK, Feb. 21.—Buddy Breeze, warbler, will jockey a disk show on WBYN, Brooklyn, Monday thru Friday, 3-3:30 p.m., beginning Monday (23). Breeze will warble along with the recordings, and will offer professional copies of tunes to the writers of the best 50 letters about the program.

## Blue Goes to WNEW

NEW YORK, Feb. 21.—Current laugh around the Blue network (WJZ) hinges around its afternoon recorded dance band program, jockeyed by Ray Nelson.

Seems that Nelson features the records of one band each day, but thus far, because of the seeming shortage of recordings of the bands' theme songs, he has been borrowing theme songs from WNEW.

# Radio Talent

## New York

By JERRY LESSER

HERE'S a tip for some advertising agency. ED KAHN is no longer with PHIL LORD. During his six years with LORD, KAHN, as supervisor of programs, was instrumental in presenting such successes as *Mr. District Attorney*; *We, the People*; *Seth Parker*, *Sky Blazers*, *Gangbusters* and *By Kathleen Norris*. . . . MARJORIE ALLEN, commentator on FM Station NY47, is the only woman transmitter operator working in a radio station in the U. S. . . . For the first time in their radio careers, playwright JOHN MONKS and his brother, JAMES MONKS, the movie and radio actor, appeared on the same radio program. Both supported EDWARD G. ROBINSON in *Big Town* last Thursday. . . . BRUCE WENDELL, who conducts the daily *Music Shop* program over WHN, is doubling as emcee at *Kelly's Stable*. . . . MARK HAWLEY'S thrice weekly news spot on CBS has been renewed by Mueller's Spaghetti. . . . WILLIAM (Bill) HARGRAVE, who came from the Coast in 1934 to be featured on FRANK FAY'S *Tattle Tales*, is now the baritone on *Prudential Family Hour*, and he appears again this week as principal soloist in the new *Songs of Marching Men* program on WOR.

HEARD the first of NBC's "Swap Night" shows, and it seems to me that NBC made a mistake when it turned down MAURY LOWELL'S *Radio Classified*. . . . Remember my telling you what a great bet CHICK VINCENT was as a director? Well, since he has taken over the direction of *Pepper Young's Family*, it has jumped from 16th to 6th place in the CAB. . . . EUNICE HOWARD'S ambition was realized last week when she played one of the witches in *Macbeth*, with JUDITH ANDERSON and MAURICE EVANS on a *Treasury Show*

program. . . . One of the most interesting of the spellers is JACK MILEY, who makes a sports resume downright thrilling on WJZ at 6:15 p.m. daily. He seems to let his audience in on behind-the-scenes tidbits that you don't read in the newspaper reports. . . . JACK RAYMOND, of the Henry Souvaine agency, was found physically fit by your Uncle Sam and placed in 1-A. . . . Have you heard the swell job of ELEANORE AUDLEY as Mrs. Selby on *Valiant Lady*? . . . Seems that writer JERRY MCGILL has found the needed hypo for the *Mr. D. A.* scripts, as they are packed with plenty of wallop and human interest since he has taken over the writing assignment.

A NEW firm called Airadio Productions has a script that will hit the air in the near future. It will be produced by BILL GREY. . . . SAM RASKYN is doing both radio and television, having appeared last week in television's *Thirteenth Chair* and radio's *Grand Central Station*. . . . Is also the end man with NBC-Television's *Gus Van's Minstrels*. . . . The *Let's Face It* company's bowling team is really going to town. It has defeated the *Best Foot Forward* company's team twice, and one each for *Son o' Fun* and the ice show. Team includes MARY JANE WALSH, NANNETTE FABRAY, BENNY BAKER, TOMMY GLEASON, GARRY DAVIS, OLLIE WEST and FRED IRVING LEWIS, the brains behind the gang. . . . KEN ROBERTS, veteran announcer of Mutual's *Shadow* series, is spelling anticipatory praises for that heir, due soon to KEN and his missus. . . . LIEUT. GIZ RICE, World War I composer, has written a new one called *Follow the President*, which will be introduced by VAUGHN MONROE'S ork Friday night on BOB HAWK'S *How'm I Doin'?* show.

# Chicago

By SAM HONIGBERG

KATE SMITH spent her spare time in town last week collecting old American glass—her favorite hobby. . . . JACK FULTON will return here soon and probably sing over WBBM. . . . ED ROBERTS and ED ALLEN, WGN announcers, back from brief winter vacations in Wisconsin. . . . The other day DON NORMAN dared any female in the studio audience who watched his *Your Date* program to kiss Bob Baird, engineer, who celebrated a birthday. Two women rushed into the control room and took care of the assignment, much to the embarrassment of Baird. . . . THE DALTON BOYS, who are familiar to listeners of the *WLS Barn Dance* programs, open an engagement at Harry's New Yorker here Wednesday (25). . . . JAY MERRICK, radio actor and former Dead End kid on the stage, has enlisted as an apprentice seaman. . . . BUDDY CLARK, winding up his radio activities on his own show as well as Wayne King's program this week, goes on a theater tour with Jan Savitt's band starting Friday (27) at the Orpheum, Minneapolis.

PATTY ANDREWS, of the Andrews Sisters, now at the Chicago, celebrated a birthday Thursday (19). She tossed a party for the press and radio execs in

the theater's Radio Room. . . . CLIFTON UTLEY turned over his new shows to LOUIS ROEN for a spell last week to rest his vocal chords and shake off a cold. . . . MURIEL BREMNER, of *Road of Life*, staged a reunion in New York last week with an old chum, JUDITH EVELYN, who is appearing in *Angel Street*. Worked together at the Pasadena Playhouse, Hollywood, in 1937. New on *Road of Life*, incidentally, are ARTHUR KOHL, HELEN VAN TUYL, SARAJENE WELLS, EVA PARNELL and BRET MORRISON. . . . Add local AFRA members who have recently joined Uncle Sam's armed forces: WYLEY HANCOCK, TED STEPHENS, CLAUDE KIRCHNER, RANDALL ATCHER, GLENN TAYLOR, FRANK PAYNE, JOHN MATTHEWS and JACK O'DELL. . . . The Detroit flesh show, *Hermit's Cave*, is heard on WBBM in wax form a week later (Sundays, 10:30-11 p.m.). A number of Detroit veterans now working in town make a weekly trip to the Motor City to appear on the show. . . . A *WLS Barn Dance* unit playing the Paramount Theater in Aurora, Ill., last week played to a record turnout of 5,200 customers in one day. LULU BELLE and SCOTTY were featured. . . . PAHEY FLYNN, WBBM announcer, has been pinch-hitting for TODD HUNTER, who is ill.

# Hollywood

By SAM ABBOTT

GINNY SIMMS busy ground-breaking on her ranch in San Fernando Valley and working with an architect in designing a ranch house. . . . BOB GARRED, who has 30 newcasts a week over KNX-CBS, is back on the job following an attack of laryngitis. . . . HELEN SAWYER and FRANKLYN (PINKY) PARKER stole a march on fellow workers at KNX and eloped to Yuma, Ariz., on St. Valentine's Day. . . . PHIL HARRIS, heard on the Jack Benny Jello show, has been renewed indefinitely at the Biltmore Bowl of the Biltmore Hotel, Los Angeles. . . . ELLIOT LEWIS, HANS CONRIED, JAY NOVELLO, FRED MACKAYE and DICK

LEGRANDE are in the cast of *Big Shot*, a special dramatic production directed by Myron Dutton and aired over the Blue network. . . . RED SKELTON, heard on the Raleigh cigarette show, has finished *Ship Ahoy*, a new MGM picture. . . . HORACE HEIDT and his Tums orchestra embark on a Coast-to-Coast tour March 3 for the promotion of Defense Bonds and Stamps sales. . . . SHARON DOUGLAS, who plays the leading role in *The Second Mrs. Burton* daily over CBS Western Stations, this week added to her patriotic duties by posing for a Red Cross poster to be executed by former Disney artist David Rose. . . . RED SKELTON, BENNY RUBIN and BILL

# Philly News "Experts" Bask in Glory; But Get Paid in Vittles

PHILADELPHIA, Feb. 21.—Local news announcers and self-anointed commentators are now basking in the local spotlight, once showered on radio singers and, until recently, upon those who peppered their playing of phonograph records with corny gags and wheezes. Fact that most of the news "specialists" have been no farther overseas than Camden, N. J., directly across the Delaware River from here, matters none. Populace is hungry for someone who will tell them that Germany will be licked by Memorial Day and the Japs are just as good as dead. Since local groups, for the most part, can't afford fancy lecturers out of New York or the foreign correspondents fresh off the boat, townfolk are content to turn out en masse at their meetings for the local news announcers.

Not knowing that it all comes off the news ticker, just as they read it in the local gazettes, hometowners, especially local gazettes, home towners, especially the news announcer or commentator knows the "inside stuff," and he'll spill it if dragged up to their meeting. As long as the voice sounds "authentic," the lodges and auxiliaries are content to believe they're getting the stuff the censor blue-penciled. Even Betty Hurd, whose air chores are restricted to chit-chat about civilian defense, is much in demand for speeches.

As yet the speech-making is all on the cuff, paying off in free feed-bag and maybe a picture in the lodge's monthly bulletin. But it's a new experience for the news announcers, and they are content to bask in the glory. Station press agents encourage it as a good-will gesture.

Some of the local air commentators have cracked the big-time class. Cal Tinney, doing his Mutual shots here, gets more calls than he can handle, drawing down \$300 a call. But between his many air shots and the fact that he has to prepare special speeches for the outside because of his Will Rogers character, Tinney accepts few dates. Melvin K. Whiteleather, legit foreign correspondent back for almost a year from overseas, also much in demand via his KYW connection. Draws down about \$75 a date, but has to restrict his bookings because of his column chores for *The Evening Bulletin*.

Biggest play before the local groups is pulled down by John Corcoran, who comments nightly on WFIL for the Morris Plan Bank. Has spent a good number

of years on the Continent, but before the conflict, and has built up a big local rep with his "predictions." Getting from \$25 to \$50 per speech—and with it goes his authentic British accent, which serves in excellent stead these days.

# CBS Commercial Time on Increase

NEW YORK, Feb. 21.—Despite the war and priorities situation, Columbia Broadcasting System has increased its commercial time since January 1, 1942. A recapitulation of commercial time canceled and commercial time added shows that the network added six and a quarter hours as against total cancellations of four and a half hours.

Cancellations included the one-hour Ford Symphony program, the half-hour Lipton's Tea program with Helen Hayes, the half-hour *We, the People* show sponsored by General Mills, the 25-minute *Duffy's Tavern* show sponsored by Schick Razor, the loss of 30 minutes on the Chrysler Major Bowes' program, loss of 45 minutes thru cancellation of *Armour's Treat Time*, Wayne King's half-hour show for Juxor, and Macfadden's cancellation of Paul Sullivan's 20 minutes of news.

As against this total loss of four and a half hours, the chain, since January 1, added *That Brewster Boy* for Quaker Oats, 30 minutes (the first time that sponsor is using CBS since 1929); Procter and Gamble added one hour, including the Shirley Temple show slated to begin soon and the half-hour Ransom Sherman show; General Electric, which never has had a show on CBS, sponsors *Frazier Hunt* in 45 minutes of news, starting March 3; *Duffy's Tavern*, dropped by Schick, has been picked up by General Foods for Sanka Coffee, starting March 17; B. T. Babbitt, Inc., whose last CBS show was in 1932, has returned with *David Harum*, in a quarter-hour series five times weekly; United Fruit, never on CBS before, February 2 started sponsoring *The World Today*, quarter-hour shot five times weekly; Celanese Corporation, which has never used radio, inked pact January 7 for sponsoring *Great Moments of Music*, half-hour shot, and William Wrigley Jr. added half-hour with his half-hour show presented in the interests of the United States Navy.

# Sweeney to Blue Network

HOLLYWOOD, Feb. 21.—Kevin Sweeney, formerly of the KNX-CBS sales promotion department, has joined the Blue sales promotion department as Western Division manager. He replaces David Lasley, who was assistant sales promotion manager for NBC Western Division before being named manager of the Blue department. Lasley leaves the end of this month for the army.

## STATIONS ADVERTISING AGENCIES PRESS AGENTS

Are Invited To Submit Entries For

## The Billboard's Fifth Annual Radio Publicity and Exploitation Survey

The country's radio editors will name the best network press department, best ad agency and the best independent press agent in radio.

The Awards Committee will name exploitation winners in network, clear channel and local station divisions, as well as in agency and press agent categories.

In order to ease the work connected with examining all entries, stations, agencies and press agents are urged to submit material as early as possible. Entries, covering the period from January 1, 1941, to January 1, 1942, should be sent to Radio Department, The Billboard, 1564 Broadway, New York.

# Program Reviews

EWT Unless Otherwise Indicated

## Jack Dempsey's All-Sports Quiz

Reviewed Saturday, 8:30-9 p.m. Style—Sports quiz. Sponsor—Piel's Beer. Agency—Sherman K. Ellis. Station WOR (MBS, New York).

Aside from an intemperate crack by one of the sports writers collected for this show, program seems strong enough to attract a large audience of sports fans. Program works along the lines of *Info Please*, with a board of experts gathered from newspapers, together with Jack Dempsey, firing away at all questions submitted. Mark Goodson fadmans the show, keeping the interest and chatter running at a lively pace. Dempsey displayed some sagacity as an expert, chimed in with a formal script and aided in the commercials.

Guest board on opening show consisted of Caswell Adams, of *The Herald-Tribune*; Dick McCann, of *The Daily News*, and Ned Brown, assistant sports editor of *Liberty*. Experts, particularly Adams, showed up extremely well. Sender-inners of stumpers get a \$25 Defense Bond, while \$5 in Defense Stamps goes to those whose questions are used.

As a final gimmick, experts are asked to make a prediction on a coming sports event—in this case it happens to be on the Robinson-Berger brawl. Brown made an unfortunate crack, in extremely bad taste, especially when viewed in light of current conditions, when unity among all races and creeds is of utmost importance. *Joe Cohen.*

## "Tintypes"

Reviewed Tuesday, 8:05-8:30 p.m. Style—Musical. Sustaining on WMCA (New York).

*Tintypes*, a musical journey back to the 1890's, is a thoroughly pleasant session for anyone who likes the lift and lift of the old ballads—and, quite possibly, for a number of people who think they don't. As played by Joe Riens and his excellent musical crew and sung by Walter Scanlon and an unbilled male quartet, a surprising number of the musical old-timers shape up as potential hit tunes of today. There was a flair and a verve about them, an unabashed sweep of melodic line that few modern tunesmiths seem able to equal—and that are guaranteed to tear down any house anywhere, when properly delivered.

The session is given form by Scanlon flipping thru an imaginary family album, lighting on pictures of old-time songwriters and performers, and so introducing the melodies. On the show caught he and the quartet did *Just Tell Them That You Saw Me, Love Me and the World Is Mine* and others. He has a very Irish tenor and is inclined to dip too deeply into the schmaltz on some of the oldies, trying to kid the sillier ones instead of letting them kid themselves. But on the whole he does a pleasing job. The quartet is excellent and Riens's crew offers outstanding work. On the program caught they scored best with *Dill Pickles* and *Jolly Fellow*, the latter complete with mellophone. Theme of the stanza is a cute and catchy special called *Good Old Fluffy-Ruffle Days*.

There's life in the old songs yet.

*Eugene Burr.*

## Polly Paine

Reviewed Wednesday, 3:45-4 p.m. Style—Talk. Sponsored by Paine Furniture Co. Agency—H. L. Moore. Station—WEEI (Boston).

Polly Paine (Beatrice McBride) offers advice on color harmony and interior decorating for the edification of the public. Unless you're specifically interested in learning what to do with your house, it's pretty boring stuff. The average radio

listener will probably reach for the dial. She knows her stuff, however, and gets it across in a pretty smart way. Every conceivable angle of color harmony, which was the chief subject on show caught, was explored. Various tints and hues, their proper usage and proper combinations were all dealt with during the 15-minute stint.

There is but one real fault with this show and that is in the script. As it stands, announcer Ken Ovenden is made to mouth namby-pamby lines. If the script is changed so that Ovenden can take part in the conversation without sounding like a Clarence, everything will be okay. In fact, altho it will appeal to a limited audience only, the show will be one of the best around. It's informative and accurate and needs only this small change. *Mike Kaplan.*

## "Music You Like"

Reviewed Wednesday, 7:15-7:30 p.m. Style—Music. Sponsor—Fort Pitt Brewing Company. Agency—Batten, Barton, Durstine & Osborn. Station—WJAS (Pittsburgh).

This is one of Pittsburgh's better musical shows. Maurice Spitalny's orchestra knocks off a couple of popular numbers and an instrumental quartet does okay with spotlighted tunes. Bob Carter tenors, doubling from Nixon Restaurant. What distinguishes this quarter-hour from other local musicales is faster-paced commercials and scarcely noticeable drag between numbers. Attribute that to agency production. Milton Kerns handles plugs at beginning, middle, end. Program improvement would be more novel musical arrangements, more use of "singing strings." *Mort Frank.*

## "For America We Sing"

Reviewed Monday, 9:30-10 p.m. Style—Musical. Station—Sustaining on WJZ (New York, The Blue Network, Inc.).

Program is another of the Blue Network's contributions toward the war effort, being presented to stimulate the purchase of Government Savings Stamps and Bonds. Layout has Dr. Frank Black's orchestra, a chorus and weekly guest stars.

Opening show ranked as excellent musical entertainment. The guests were top warblers and, together with the assisting chorus and Dr. Black's orchestra, delivered a show marked by simplicity and high musical value. Singers were Elizabeth Lennox, contralto, and Norman Cordon, baritone. Tunes, with one or two lighter patriotic pieces done by the orchestra and chorus—such as *We Did It Before and We Can Do It Again*—were of the standard and semi-operatic variety, including noted patriotic tunes and chanteys.

The soloists were excellent, Miss Lennox displaying beautiful voice in *On Wings of Song*, among others, and Cordon coming thru with a top baritone delivery of *Nobody Knows the Trouble I've Seen* and *Blow the Man Down*. Black's orchestral group played *Semper Fidelis*, *The Midshipmite* and others in rousing fashion, backed by the chorus.

Guests, changed weekly, contribute their talents cuffo.

Larry Elliott does the talking, pointing out the need for purchase of bonds and stamps. *Paul Ackerman.*

## Martin o' the Mist

Reviewed Sunday, 7:30-8 p.m. Style—Dramatic. Station—Sustaining on WJZ (New York, Blue network).

*Martin of the Mist* is one of the Blue Network's experimental programs, showcased for purposes of obtaining listener reaction. If reaction is favorable the Blue will probably build a series based on the adventures of Martin, who is evidently a sort of Robin Hood afloat.

There's nothing subtle about Martin. According to this trial script, his function is apparently that of righting wrong, saving females in distress and such allied pursuits. In fact, we might say that the program is essentially a horse opera in a liquid setting, and Martin's sentiments, obvious nobility of character and strength of limb, are very reminiscent of horse operas on the screen.

This is certainly not high entertainment; but it is good box-office on film

and good circulation material for newspapers. And it's quite possible that the genre will captivate enough of a listening audience to warrant a series.

Program caught had Martin cleaning up the slave trade on the African Coast. Involved in this general theme were a maiden—distressed; a radium mine, a batch of villains and, of course, some necessary natives. There's also an elephant stampede. By the time Martin clarifies everything, there is no doubt that the girl is romantically inclined. Corny? Yes. Commercial? Quite possibly. *Paul Ackerman.*

## Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

TALLULAH BANKHEAD hails from the Deep South, as any Yankee should know by now, and honey-mouthed enunciations such as "Good lawd, Geo'ge" fit her well. But to star a Bankhead of Alabama sub, in a radio-modernized ver-

sion of Guy de Maupassant's *The Stolen Necklace* (Phillip Morris program, NBC-Red, 8-8:30 p.m.) commits a crime against the French author, for it robs him of his irony and leaves only "Good lawd, Geo'ge."

Show otherwise remains highly entertaining, with particular credit due to the music-makers, including Ray Block's orchestra, Jack Smith and the Swing Fourteen and Floyd Sherman. Block followed Johnny the Call Boy's intro with a deft arrangement of *Blow, Gabriel, Blow*, in which Smith and the Fourteen joined with a mixed claphand-vocal. Equally tuneful job was done with *It Ain't Necessarily So*, with Smith earning the major warbling laurels.

As a prelude to the dramatic offering of the night Floyd Sherman sang *Many Is Two*. Sherman's tone was as sweet as his melody choice in the lower register but slightly strained in the altitude.

Charles Martin emceed the short sketch, proudly presenting "my modernized version" of de Maupassant's *The Stolen Necklace*, and introducing Tallu as well as Vincent Price and Ann Andrews. Price and Andrews worked as capably if not as starkly as the star, but the Dixie drawl of the latter hurt Maupassant's message. Commercial at end.

Musically, a fine show; dramatically, a proof that selection of material is necessarily contingent on available cast.

*J. R. C.*

## Advertisers, Agencies, Stations

### NEW YORK:

DOUGLAS F. STORER has been named manager of Blue Network's new Commercial Program Department, which will serve as a clearing house for ideas, talent and programs. . . . Carlo De Angelo, New York director, appointed radio director of Sherman & Marquette agency, Chicago. De Angelo will have headquarters in New York, but will commute to Chi. . . . Weed & Company appointed station reps for WTAQ, Green Bay, Wis., effective March 1. . . . General Electric, starting March 3, sponsors a thrice weekly show, 6-6:15 p.m., with Frazier Hunt, over 48 Columbia stations. Maxon, Inc., is the agency. . . . Betsy Hatch, formerly a copywriter with William Esty & Company, has joined Compton Advertising, Inc. . . . James Gaines, formerly with Ruthrauff & Ryan, Inc., has joined the Stations Relations Department of NBC. . . . Advertisers on WOR during 1941 number 264, the largest number of sponsors to buy time on the station during its history. . . . Griffith B. Thompson, vice-president and general manager of WBYN, Brooklyn, has been elected a director of the corporation. Thompson's management contract has also been extended for three years. . . . Ralph De Castro, formerly with Arthur Kudner, Inc., and Joseph Katz Company, has joined Ruthrauff & Ryan's copy staff. . . . Roma Wine Company has purchased 12 15-minute programs, three five-minute shows and 30 announcements, all weekly, over WNEW. Contract, for one year, starts February 22.

### CHICAGO:

MEL WILLIAMSON, producer for Russell M. Seeds agency, has left for Hollywood to handle the Red Skelton show. Del King, agency announcer, was also transferred to the land of sunshine. . . . Pittsburgh Plate-Glass Company bought Todd Hunter's news show on WBBM (5:30 p.m.) for 52 weeks, starting March 3. . . . Bob Jennings, of H. W. Kastor & Sons, reports that the agency has purchased *Today's Best Buys*, a local show on the West Coast, which will be spotted Monday thru Friday at 8:15 a.m. over WGN for Procter & Gamble. Show is a classified column of the air. . . . Anthony J. (Tony) Koelker, formerly of the NBC press department, is head of the Blue Network publicity office here. . . . The Murphy Products Company has renewed its half-hour period on the *WLS National Barn Dance* for another 52 weeks, marking the 10th consecutive *Barn Dance* year for this sponsor. Placed thru the Wade agency. . . . William E. Meredith, former continuity editor on WLS, added to the staff of writers on WLW, Cincinnati. . . . M. M. Boyd, NBC Central Division local and spot sales manager, vacationing in Florida. . . . Stineway Drug Company has renewed its *Symphonic Hour* on WIND for a year, placed by the Martin Advertising Agency. . . . John Hill, program director at WWJ, Detroit, for five years, has joined the local NBC production department.

### LOS ANGELES:

DAVID DAVIDSON is handling trade press in addition to exploitation at KNX-CBS. . . . Adam Hats is to sponsor a staggered series of from 13 to 26 fight-casts over the Pacific Blue network during the coming year. Broadcasts get under way February 17, when Jimmy Garrison and Baby Arizmendi meet in the Hollywood Legion Stadium. This is the first sponsored fight from the stadium in 19 years. . . . Irene Rich is now heard on the Coast on Monday nights. Live show goes east on Sunday. . . . Don Quinn, writer of the *Fibber McGee and Molly* show, returned to Hollywood recently with an adopted baby son from the famous Cradle in Evanston, Ill. . . . Associated Dental Supply Company has bought Fulton Lewis Jr. over KHJ for 39 broadcasts from February 16 to May 15. McCann-Erickson, Inc., handled for the sponsor. . . . Thru Bert Butterworth Advertising Agency, Mayo Bros. Vitamins, Inc., bought four five-minute talks, *Heroes of Today*, one a week, February 26 to March 19, over KFI, and 18 of the same program five a week, February 27 to March 24, over KECA, in the interest of vitamin tablets. . . . William Fifield, author and radio writer, has been added to the production staff at NBC Hollywood. . . . Three new studio field engineers have been added to NBC Hollywood. They are J. R. Cravens, C. W. Comegys and G. P. Foster. . . . Thirty NBC Hollywood Radio City girls attended a surprise luncheon in honor of Margaret Kent, former secretary to Lew Frost, who leaves to join the A. & S. Lyons agency. Kathleen Kelly replaces her in the Frost office.

### PHILADELPHIA:

HOWARD BROWN upped to night supervisor of WIP, filling the spot vacated by George Barry, who left for New York to free-lance. . . . Charles Stahl, former general manager of WKNY, Kingston, N. Y., has joined the WDAS sales staff. . . . Seymour S. Preston Jr., vice-president of John Faulkner Arndt & Company, has been made a director of the local ad agency. . . . WHAT and WCAM embellishing their record shows with a regular record review period. . . . Harold Davis, WDAS program chief, starting a *Gin-Rummy School of the Air*, giving listeners first-hand instructions in the pastime. . . . Earle A. Buckley ad agency gets the Bornot, Inc., account, local cleaning and dyeing store chain. . . . Major Edward A. Davies, WIP vice-president in charge of sales, has resigned as public relations chief for this civilian defense area. . . . WCAU issues the first rate card for its FM station, W69PH, and to encourage PM listening spot announcement sales limited to 30 words of copy are accepted only during station breaks. . . . Clarence Onens, WCAM chief engineer, seriously ill in Jefferson Hospital following a major operation. . . . Robert Benson, WDAS news announcer, resigns.



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Out-of-Town Opening

"Under This Roof"

(The Playhouse)

WILMINGTON, DEL.

A play by Herbert B. Ehrmann. Presented by Russell Lewis and Rita Hassan. Staged by Mr. Lewis. Sets by Perry Watkins. The cast: Louise Galloway, George Spaulding, Barbara O'Neil, Russell Hardie, Howard St. John, Hilda Bruce, Peter Hobbs, Frederic de Wilde, Harlan Briggs, Watson White, Alexandra Brackett, Walter Burke, James O'Neill.

Attempting to span the years from 1846 to 1873 in the lives of a New England family, Under This Roof emerges as a series of scattered episodes which are not satisfactorily bridged.

Development of the characters is lacking, tho the types are interesting, and an excellent cast won applause from Wilmington audiences. However, the threadbare and hackneyed writing prevented the players from achieving much effect. Two examples: ending a scene with the mother sitting down and writing aloud, a letter to her son who has just left the scene to go to war; the final curtain, with the mother again reading the letter, which her son carried to his battlefield death.

The play is replete with patriotic dissertations having a 1942 tinge, and the involvement of a smug New England banker in a post-bellum (1867) railroad stock promotion scheme which fails during the panic of '73.

Yeoman work is done by Russell Hardie, as the banker whose last-minute conversion seems completely out of character; Barbara O'Neil, who weds him after her sweetheart, played by Peter Hobbs, is killed in the Missouri slavery war; Frederic de Wilde, as the poetry-writing son who gives his life for liberty; Louise Galloway, as the grandmother; Harlan Briggs, as the railroad promoter; James O'Neill, as the tight-fisted money-lender, and others.

Best written role of the play is that of the minister who knows the right but follows the course of appeasement to its inevitable end, and Howard St. John gives an outstanding performance in the part. Henry L. Sholly.

New Plays on Broadway

Reviewed by Eugene Burr

MANSFIELD

Beginning Friday Evening, February 13, 1942

THEY SHOULD HAVE STOOD IN BED

A comedy by Leo Rifkin, Frank Tarloff and David Shaw. Staged by Luther Adler. Sets designed by Samuel Leve, with executer uncredited. Company manager, Emanuel Cantor. Press agent, James P. Davis. Stage manager, Saint Arnold Subber. Presented by Sam H. Grisman (in association with Alex H. Cohen).

Al Hartman... Grant Richards
Barney Snedeker... Jack Gilford
Sam Simpkins... Sanford Meisner
Mr. Cooper... LeRoi Opertl
Harry Driscoll... Russell Morrison
Vivian Lowe... Florence Sundstrom
Henry Angel... Edwin Phillips
George Jensen... John Call
Julius P. Chatfield... Richard Irving
A Policeman... Robert Williams
Killer Kane... Tony Canzoneri
Mike Cilroy... William Foran
Peggy Chatfield... Katherine Meskill
Announcer... Randolph Preston
Referee... Arnold Spector
First Man... George Matthews
Second Man... Martin Ritt
Third Man... Norman Budd
Hornblower... Topper Jordan

ACT I—An Office, in New York City. ACT II—The Same. One Month Later. ACT III—Scene 1: The Garden, That Night. Scene 2: The Office. Later That Evening.

About a year and a half ago this corner was asked to read a script called They Should Have Stood in Bed and, after dutifully reading it, reported that it was the groundwork of a terrific wildfire farce, but still in bad need of rewriting and tightening up. When They Should Have Stood in Bed was presented last Friday at the Mansfield Theater by Sam H. Grisman, in association with Alex H. Cohen, it had been changed considerably and boasted an additional author on the cast-sheet; but it was still in bad need of rewriting and tightening up. In addition, Luther Adler's loosely paced and often amateurishly burlesqued direction did it no good.

The idea has terrific farce possibilities. It concerns four grifters, teetering precariously on the hither side of the law,

who, thru blackmail and other means, manage to wangle a bout between a lad under their management, who has never before been in the ring, and the world's champion (a heavyweight in the script but a welterweight in the production, since Mr. Tony Canzoneri plays him). Then they bet their guarantee against their own fighter—but three of the four do it separately, and then discover that they've not only bet three times the amount of the guarantee, but that the bets have been placed with three leading gangsters, each notorious for the itch in his trigger finger. And then they discover—again by devious means—that the champion's manager, taking advantage of the heavy odds, has also bet against his own man, and has instructed the champ to throw the fight.

From that point the thing leaves even the inverted logic of its farce world and balloons off into a cockeyed Never-Never-land where the interest of the audience is unable to follow it. The "fight"—a loud burlesque in which both participants do their best to lose—ends with the champion knocking out both his opponent and the referee, and the boxing commission meeting to decide the winner. How the three gangsters appear (seeming, under Mr. Adler's direction, to have stepped straight out of an opium pipe) and how the four grifters finally manage to get out of the mess with a clear profit of \$30,000 are matters best explained by a visit to the Mansfield if you think it's worth while—and if you're quick enough.

That the piece, even as it stands, is frequently hilarious merely points up the fact that, with proper revision, it might easily have been a smash. It needs tightening; its final sections should have been brought down to the cockeyed, inverted logic that bounds the true humor of any farce; it needs pointing up in many of its lines. And it definitely needs better paced and more pointed direction. Under Mr. Adler, the piece starts and stops like a badly threaded phonograph record; and the director seems to have no idea that true farce humor comes only when the characters act as tho they didn't know they were funny. He has a number of

them cavorting like buffoons and practically daring the audience to laugh at them. Notable in this respect are the three gangsters; and even so fine an actor as Robert Williams is, in a small role, turned into an ineffective pantaloon. Also suffering are Florence Sundstrom, usually so commendable a player, and many of the others.

On the other hand, John Call sails blithely by the direction and gives a thoroughly amusing job as one of the grifters; Jack Gilford ably abets him as another, and so does Sanford Meisner, who, tho he occasionally slows the pace, contributes some hilarious moments with his frantic underplaying; Grant Richards, as the fourth and leading finagler, does excellent work, and Edwin Phillips, as their distraught protege, more than makes up for his performance earlier this season in The First Crocus. As for Mr. Canzoneri, he seems a bit awkward in his first invasion of an alien field; but once they strip him to his fighting trunks he appears more at ease and gives his lines a thoroughly effective work-out. I doubt that we'll ever see him doing Hamlet, but there are older Equity members who can't do as well.

There is, of course, a terrific temptation to suggest that they all should have stood in bed; but they shouldn't have. They should merely have waited before opening until the play was cashing in on all of its own possibilities. This way, a potential hit has been wasted.

ST. JAMES

Beginning Tuesday Evening, February 7, 1942

THE PRODIGAL SON

A legend in dance with choreography by Kurt Jooss and music by Frederic Cohen. Costumes designed by Dimitri Bouchene and executed by Ira Belline. Presented by the Jooss Ballet Dance Theater.

The Father... Jack Skinner
The Mother... Elsa Kahl
The Son... Rolf Alexander
The Mysterious Companion... Jack Gansert
The Young Queen... Noelle de Mosa
The Seductress... Bunty Slack
Two Harlots... Joy Bolton-Carter, Lydia Kocers
YOUNG MEN AND WOMEN, MOB—Alfredo Corvino, Lucas Hovinga, Lydia Kocers, Eva Lekstrom, Alida Mennen, Peter Michael, Lavina Nielson, Marguerite de Anguera, Henry Schwarz, Ulla Soederbaum, Richard G. Wyatt, Hans Zullig, Jack Dunphy.

Followed by

THE PIRATES OF PENZANCE

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

The Pirate King... Bertram Peacock
Samuel, His Lieutenant... Frederic Persson
Frederic, A Pirate Apprentice... Morton Bowe
Major-General Stanley... Florenz Ames
Sergeant of Police... Robert Pitkin
General Stanley's Daughters;
Mabel... Kathleen Roche
Edith... Mary Roche
Kate... Margaret Roy
Isabel... Marie Valdez
Ruth, A Pirate Maid-of-All-Work... Helen Lanvin

GENERAL STANLEY'S WARDS—Beatrice Babush, Phyllis Blake, Mary Lou Bartholomew, Ruth Carriger, Margaret Fisher, Sally Hadley, Lillian Konniver, Florence Keazel, Mary London, Vera Muller, Edith Maisson, Lillian Purdue, Doris Pantoplas, Roslyn Ross, Sylvia Singer, Marie Valdez, Natalie Winston.

PIRATES AND POLICE—William Berman, William Burgess, Robert Curi, Joseph Dunckley, Allan Lowell, Joseph Monte, Edward Marsh, Anthony Pitre, Edward Platt, Otto Simanek, Larry Shindel, John Wheeler, Carl Wolf, Morris Rohr.

ACT I—A Rocky Seashore on the Coast of Cornwall. ACT II—A Ruined Chapel by Moonlight.

The third combination bill presented by those ill-assorted Siamese twins of the theater, the Jooss Ballet and the Shuberts' Boston Comic Opera Company, offered Tuesday night at the St. James Theater, is magnificently rewarding—up to about 9 p.m. At about 9 o'clock the Jooss troupe finishes its splendid dance-drama, The Prodigal Son, and from that point on the evening is devoted to as brutal a butchering of The Pirates of Penzance as ever I've writhed before.

The Prodigal Son, as reported when the Jooss Ballet presented it earlier this season at the Maxine Elliott, is a stirring, emotion-filled, powerfully dramatic choreographic transcription of the Biblical legend, magnificently presented by a group of performers who are splendid pantomimists as well as superlative dancers. Rolf Alexander still offers a richly varied yet finely shaded portrayal in the title role; and his work is matched by the vivid and breath-catching performance of Jack Gansert as the Mye-

FROM OUT FRONT

A Week of Word-of-Mouth

BY EUGENE BURR

DESPITE radical changes forced upon it recently, the business end of the theater is a place of hidebound tradition. No one ever dreams of changing such a thing as, for example, the issuance of critics' passes for first and second nights of a production. The critics themselves insist on going then, evidently in the naive belief that countless millions of readers pant eagerly for their personal opinions. Actually everyone concerned, including the critics themselves, would be much better off if the reviews didn't appear until a week or so after the opening. The opening of a new show may constitute news of immediate importance; one man's opinion concerning it does not.

In recent seasons the reviewers have been pulling more and more weight at the box offices. This is only natural. Theatergoers pick more carefully than they were wont to do in the lush old days. As a result pannings have more direct effect than they've ever had before. On occasion, this corner has disagreed violently with some of the boys' decisions, but that's not the point. Many of the plays they pan—even many of those in whose panning this corner fervently concurs—might conceivably find audiences of their own if they were allowed to continue.

The theater is in the anomalous position of being both an art and a business. The boys who review are right in emphasizing the more or less artistic angles, but it's a pity that their judgments should have so direct an effect upon the business end. Any art critic alive would pan the pants off most of the paintings on greeting cards, yet greeting cards have a reasonably healthy sale and many excellent tho misguided people actually think some of them are pretty.

In the same way, plays like Ring Around Elizabeth, The Walrus and the Carpenter and various others might conceivably find audiences of their own if they were given a chance to cash in on word-of-mouth advertising. Word-of-mouth is the most powerful advertising of all, but criticisms force such shows to close before they can possibly benefit from it. They should at least be given their chance.

DESPITE the fact that reviewers often have to dash wildly up the aisle in the middle of the last act and then sit down to bat out a notice against time, reviews are not news. We've come to consider them news, but that's merely a habit of mind—and a bad one.

Without question, reviews are needed. Plays are sold to patrons as pigs in pokes; you buy your ticket before you know whether you want the entertainment it represents. Reviewers, in such a case, are the public's only protection. But the word of a friend usually means more to Casper Q. Public than the word of a critic. As things stand, Caspar has no way of hearing his friend's word, and the critic's evaluation is set up as a sort of Last Judgment. This it is not; it is merely one man's opinion.

There's no earthly reason why reviews should appear the morning after the opening. They can't even disguise themselves as news by claiming that their writers are reporters. Reporters the reviewers most emphatically are not; it's almost impossible to get even a faint inkling of what went on on the stage by reading the average notice.

If the opening of the play is news the papers should really carry it as such—in the form of a news yarn describing the opening, summarizing the plot and re-

American Academy Students Offer "When Ladies Meet"

NEW YORK, Feb. 21.—The senior class of the American Academy of Dramatic Arts presented When Ladies Meet, by Rachel Crothers, last Friday afternoon at the Empire Theater. A few members of the cast offered good performances, but the inept timing turned what is supposed to be a comedy into a good old-fashioned meller—which, obviously, was not the intention of Miss Crothers.

The only person on stage who knew what she was doing at all times was Rita Burwell, who, as Mrs. Drake, gave a thoroughly amusing and completely professional performance. Robert Hultgren, as Walter, was capable if, now and then, a bit diffident. Marguerite de Blanck, a charming personality, read beautifully, but her timing was the main reason for the slow movement of the piece. Thomas Grace contributed an amusing bit as the houseman, Pierre.

Francis Letton, of whom we had been led to expect better things, let us down rather badly as Jimmie. Far from suggesting the debonnaire quality of the character, he reminded us of nothing so much as a bumpkin on a binge. Lewis Wilson as Rogers had nothing at all to give the part, and Patricia Withington made no effect on the role of Claire. M. A. B.

Three Chi Replacements

CHICAGO, Feb. 21.—Three shows have been set for March, all replacing current tenants. Revival of The Rivals comes into the Grand Opera House March 2. House goes dark tonight (21), following the closing of Pal Joey, which milked out six weeks.

Angel Street opens at the Harris March 15, replacing The Corn Is Green, which on the preceding night will close a two-month stay. On March 16 Helen Hayes in Candle in the Wind will take over for three weeks at the Erlanger, where Panama Hattie is currently finishing out its two-month run.

terious Companion. Else Kahl still offers her breath-catching, warmly sympathetic portrait of the mother; and fine work is done by Jack Skinner, as the father, and, indeed, all the others, including those in the ensemble scenes.

The current version of *The Pirates* is something else again. Not only were minor blow-ups appallingly numerous even on second night, but entire verses of three of the songs were left out bodily; three of the patter numbers were spoken rather than sung; the tenor was unable even to attempt the falsetto passage in the second-act duet; and the soprano was forced to do the pizzicato mid-section of *Poor Wandering One* in half tempo to get thru it. You may be able to imagine worse performances of *The Pirates*—but, if you can, your imagination is a good deal stronger than mine.

There were, however, a couple of commendable angles. The chorus displayed several nice voices, and Louis Kroll's musical direction made the most of the

appallingly inadequate materials at his command; Margaret Roy, so far as can be judged from her brief interludes in the tiny role of Kate, possesses a pleasant contralto; and Mary Roche again proved herself a charming, cute and capable Gilbert and Sullivan comedienne as Edith. Her voice is small but pleasing, and her work in general is both assured and commendable.

Her sister, Kathleen Roche, sang the leading soprano role of Mabel—tho, in view of the performance at the St. James, the word "sang" seems like an unwarrantable euphemism. Her voice, always shrill and thread-like, seems to grow progressively worse as the season continues—which is only natural, since she produces her tones in her throat and mouth, and the strain of incorrect production is bound to tell. In *The Pirates* she was forced to strain it to hit an unsure A, and her tremolo made some of her top notes seem almost like a series of trills. She is, however, a remarkably handsome young lady.

Morton Bowe, the tenor, did better than is his wont; his Frederic is pleasant enough, tho his voice is far from adequate and he entirely sidestepped the above-mentioned falsetto passage. Bertram Peacock, vocally and every other way, is hardly at home in the role of the Pirate King, but he tried to make the best of what seemed like a bad bargain. Florenz Ames, as the Major General, inexplicably talked instead of sang his patter song (he managed to sing an almost-as-rapid number later on) and omitted the second verse of the *Wandering Breeze*. Helen Lanvin, as Ruth, skipped the last verse of *When Frederic Was a Little Boy*, but, in view of her performance, it may have been a good idea. Frederic Persson, as Samuel, forgot some of the words of his first solo, and turned over his brief second-act solo passage to Mr. Peacock. Robert Pitkin spoke and shouted his two numbers as the Sergeant of Police, making them about as ineffective as they could conceivably be made.

The Jooss Ballet is still a magnificent group—but it's finding itself in some pretty bad company these days.

### Hayes Swell, "Son" Weak in Buffalo

BUFFALO, Feb. 21.—*Native Son*, with Canada Lee, pulled only \$4,800 for four performances February 12 to 14 here. Just previous, Helen Hayes and *Candle in the Wind* sold out at \$12,850, also for four performances—during bad weather—February 5 to 7.

Miss Hayes's duets, however, sold at \$3.30 top and sale was aided by Guild subscriptions, while *Native Son* was offered at \$2 top.

BROADWAY RUNS			
		Performances to Feb. 21 Inclusive.	
Dramatic			
		Opened	Perf.
Angel Street (Golden)	Dec. 5	91	
Arsenic and Old Lace (Fulton)	Jan. 10 '41	407	
Blithe Spirit (Morosco)	Nov. 5	126	
Cafe Crown (Cort)	Jan. 23	35	
Claudia (Booth)	Feb. 12	485	
Heart of a City (Miller)	Feb. 14	12	
Jason (Hudson)	Jan. 21	38	
Junior Miss (Lyceum)	Nov. 18	111	
Life With Father (Empire)	Nov. 8 '39	958	
Macbeth (National)	Nov. 11	119	
My Sister Eileen (Biltmore)	Dec. 20 '40	482	
Papa Is All (Gould)	Jan. 6	85	
Plan M (Belasco)	Feb. 20	3	
The Rivals (Shubert)	Jan. 15	44	
Spring Again (Henry Miller)	Nov. 10	120	
They Should Have Stood in Bed (Mansfield)			
	Feb. 15	11	
Watch on the Rhine (Beck)	Apr. 1	375	
Musical Comedy			
Banjo Eyes (Hollywood)	Dec. 25	68	
Best Foot Forward (Barrymore)	Oct. 1	165	
G & S Rep & Jooss Ballet (St. James)	Jan. 21	38	
High Kickers (Broadhurst)	Oct. 31	131	
Lady in the Dark (2nd en- gage.) (Alvin)	Sept. 2	199	
Let's Face It! (Imperial)	Oct. 29	134	
Porgy and Bess (revival) (Majestic)	Jan. 22	36	
Sons o' Fun (Winter Garden)	Dec. 1	96	

### Philly Grosses OK

PHILADELPHIA, Feb. 21.—Current week again found the town's three legit houses for the most part doing good business. *Guest in the House*, premed at the Walnut Street, continued to do sensational business and for its second week grossed a fat \$11,300, bringing its total for the fortnight to \$22,000. *Native Son* follows Monday.

*Hellzapoppin* at the Forrest Theater, tho edging off a bit after eight and a half weeks, still took a strong \$29,000. Total is now \$272,300. No future bookings for the house as yet.

Locust Street, with the umpteenth return of *Tobacco Road*, doing way below expectations. Barely hit \$5,000 at a \$1.50 top for its second week. Total of \$10,200 for the fortnight is still ahead of the red. *Watch on the Rhine* follows Monday.

### School Plan in Springfield

SPRINGFIELD, Mass., Feb. 21.—Managing Director Daniel J. Maloney of the Playgoers announced this week that *The Rivals* will be here March 17 for afternoon and evening performances at the Court Square.

Maloney also announced that 425 matinee seats for *Life, Laughter and Tears* will be sold for 28 cents each to school children. Maloney said that the plan was to be tried in hopes of bringing more children to know the theater.

### FROM OUT FRONT

(Continued from page 9)

porting the audience reaction. That's the only news involved—yet not one review in a morgue-full manages to report it.

As for the reviews, why couldn't they appear a bit later in the run? Why couldn't critics attend, say, a week after the opening? Their evaluations would be read just as eagerly by players and public alike; the show would have had a week to try to get word-of-mouth around among its own particular type of customer, and the reviewers themselves would benefit inestimably.

For one thing, they'd have more time; none of them would have to leave before the end of the play; all would have a chance to write considered judgments. The difficulties the critics themselves are up against under the present system is shown by the frequency with which their own second judgments, appearing the following week-end, correct in whole or in part their original impressions. This is only natural. Any man trying to look both a typewriter and a deadline in the face at the same time is hard put to it to form a solid, measured opinion.

In addition, they would see each play as the great majority of customers see it—not in the overheated frenzy of an opening night, interrupted by the misguided applause of actors' friends and buried beneath the blatant boorishness of a Broadway first-night mob. Actors would have settled in their roles and plays could be viewed under the best possible circumstances instead of the worst.

Even if plays were eventually panned, they would have had at least a week in which to try to reach the audience at which they were aimed. If they were praised they would receive an added fillip that might prove doubly valuable. Little if any patronage would be postponed, I believe, in order to wait for the reviews. People like to get in on the ground floor of almost anything, and plenty would enjoy beating the reviewers to the punch. As for quotations to be used in the first-week ads, they can always be obtained from obliging celebrities. Even *The Seventh Trumpet* managed to get some.

And if a play folded before the critics saw it—which is extremely unlikely anyhow—it would merely mean that much less suffering for the harried heroes who have to see every bad play produced in the course of a season.

SUCH a revolutionary change in theatrical tradition isn't mere theorizing; it's been used, and most successfully, abroad. It was the original procedure even here. It couldn't be done, of course, unless the Critics' Circle itself initiated the plan—and I'm afraid the Circle wouldn't think of it. The League of New York Theaters might try, but without the unanimous co-operation of the reviewers themselves it would be impossible. And the boys seem to like the questionable dignity of mingling with first-night boors, writing notices under the worst possible circumstances, and having their opinions treated as passing news yarns rather than serious evaluations.

They should really get wise to themselves. By postponing their judgments they would raise themselves from the level of reviewers to the rank of critics.

### Trade Starts Stem Spot for Soldiers

NEW YORK, Feb. 21.—Stage Door Canteen, new Broadway spot for the entertainment of soldiers, sailors and marines, debuts February 28 as part of the program of the American Theater Wing. Organization is a central group of all component parts of the theater contributing to the war effort.

Proposition is strictly on the cuff, with Lee Shubert kicking in with the old Little Club, lush spot of the 20s, and providing the heat; the Scenic Artists' Union redecorating, and all other unions in the field kicking in, in one way or another, to put the place over. Operating costs will be a small overhead, provided for out of the \$100,000 the Theater Wing is attempting to raise.

Place has a capacity of 150 to 200 and will operate from 5 a.m. to 12 p.m. Wing expects to entertain 500 armed men daily, including feeding them, for free. Food is being thrown in by distributors. Trade preview will take place February 28. Admission will be a pound of sugar, tea, coffee or jelly. Public preview will be held March 1 at same admish. Service men will take over March 2.

Seven hundred volunteers from the theater will operate the spot.

### Annabella's Accent May Hurt Chi "Spirit" Run

CHICAGO, Feb. 21.—John C. Wilson, who has a successful production of Noel Coward's *Blithe Spirit* going in New York, hopes to repeat in the Loop (Selwyn Theater) with a second company. He is fortunate in having Estelle Winwood in the role of Madame Arcati, but his choice of Annabella, French film actress, for the part of the spirit of the first wife is far from a wise one. She looks well in a ravishing gray gown and gray make-up, but once she opens her mouth to let forth the Coward lines she proves a disappointment. Her voice is gruff and the French accent doesn't do the-part a bit of good.

The others in the cast are suitable. This is particularly true of the two other leads: the plagued husband, as played by Dennis King, and his second wife, as portrayed by Carol Goodner. Belle Gardner, Lowell Gilmore and Valerie Co-sart in minor roles complete the cast.

Local notices pointed out the weakness of Annabella's work, a fact that may shorten the play's life here.

Hontgberg.

### Hollyw'd Playhouse to Legit

HOLLYWOOD, February 21.—Sale of the Hollywood Playhouse by the Guarantee Liquidating Corporation to the newly formed Hollywood Playhouse, Inc., was announced here last week. Approximately \$200,000 was said to have changed hands in the deal.

Plan is for the corporation to remodel the long-darkened theater and reopen as quickly as possible with legit.

TRADE SERVICE FEATURE	Review Percentages
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(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.

"They Should Have Stood in Bed"—6%  
YES: None.  
NO: Waldorf (Post), Coleman (Mirror), Mantle (News), Anderson (Journal-American), Lockridge (Sun), Kronenberg (PM), Mockbridge (World-Telegram), Watts (Herald-Tribune).  
NO OPINION: Atkinson (Times).

"The Pirates of Ponzance-Jooss Ballet"—89%  
YES: Atkinson (Times), Watts (Herald-Tribune), Biancolli (World-Telegram), Anderson (Journal-American), Coleman (Mirror), Mantle (News), Kronenberg (PM), Lockridge (Sun).  
NO: Waldorf (Post).  
NO OPINION: None.

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The Billboard  
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### Miami Clubs Using More Names, Stunts

MIAMI BEACH, Fla., Feb. 21.—Cafe ops here are leaning heavily on names. The Royal Palm is featuring Jane Froman and Dean Murphy. Harry Richmond opened last Friday (19) at the Latin Quarter. Lou Holtz opened the same night at the Casanova. Ben Gaines is featuring Frances Faye at the Vanderbilt Hotel. At Winnie's Riptide Club is Fifi D'Orsay.

The Versailles is counting heavily on Dwight Fiske, Russel Swann and Estelle and Leroy. Benny Fields and Al Bernie have done wonders for the Carousel and are being held over. Cross and Dunn and Dr. Giovanni are set at the Beachcomber. Billy Vine and Lillian Carmen are holdovers at the Frolics. The Pad-dock is doing turnaway biz with Jackie Miles.

To meet competition cafe ops are giving more value. A fad here is clothes auctions, whereby clubs are auctioning off wearing apparel at ridiculous prices. A tie-up with a retail store provides the cafe op with clothes at half price, the merchant feeling that the advertising is worth the difference. The purpose of the auction is not to raise money but to provide a talking point for the club when patrons leave. With this purpose in mind, new sport coats have been sold to the first patron who could produce a dime defense stamp when called upon to do so. Money from sales is donated to charity.

Jack Shay, of Kitty Davis Airliner, is doing okay with male beauty contests. Audience participation games have also clicked here.

Sunday celebrity parties are driving the acts ragged running from club to club for personal appearances. However, acts are taking it graciously except when certain ops pay off with tabs.

### Argentine, Brazil Uruguay in Tour Planned by Agents

RIO DE JANEIRO, Feb. 14.—Luiz Carlos Weil, head of the Weil agency, has returned from a five-week tour of the interior to scout new talent. Weil, located in Rio, has tied in with the Casthea agency in Curitiba and Empresa Brasileira de Artistas in Sao Paulo, whereby the three agencies will cooperate on routing attractions, developing new talent and interchanging performers between Uruguay and the Argentine. Plan should be of benefit to U. S. performers set into Rio casinos.

Some of the spots outside of Rio are not capable of playing U. S. attractions, due to gambling not being permitted. But for moderate priced attractions there will be the possibility of picking up additional dates. Those in higher brackets can secure more time by doubling from casinos to radio. Rio's three major casinos, along with the Tennis Club in Petropolis and the Casino Icaral, Niteroi, have a healthy talent budget, as gambling is legal in these spots.

Santos, with its two casinos, frequently books in U. S. performers following their dates in Rio. New Roof Garden atop the Gazetta Building in Sao Paulo opened last month, currently on a band policy, is expected to add floorshows. Spot is capable of playing moderately priced acts. Pocos de Caldos, with its three casinos, Juiz de Fora, Bahia, Curitiba and Sao Pedro casinos have floorshows. Port Alegre, Rio Claro and Landola are other spots being lined up for radio and casino dates.

### Plan Tour for Flamenco Dancer

NEW YORK, Feb. 21.—Miles Ingalls and Earl Carroll are set to import Conchita Martinez, currently appearing at El Patio, Mexico City. The senorita is a flamenco artist in the Carmen Amaya manner and also has a troupe of relatives to assist her.

Ingalls is negotiating a deal with Monte Proser for the Copacabana. Proser brought Amaya to public attention when he operated the Beachcomber.

### Patron Twists Singer's Hand; She Wins \$169

HARRISBURG, Pa., Feb. 21.—"Tenosynovitis" is something that happens when a night club patron grabs and twists the hand of an entertainer. It cost a night spot operator \$169 in compensation and doctor's fees after Pennsylvania's Workmen's Compensation Board was called in.

The board awarded Chiquita Marino, of Philadelphia, \$18 per week for seven weeks during which she was disabled with a unworkable hand as a result of a patron grabbing her hand and adding an overfriendly twist to the greeting at the Bessemer Hotel, Steelton, Pa. The doctor said "tenosynovitis" and was awarded an additional \$43 by the board for his services. Miss Marino was mistress of ceremonies, guitarist and singer at the Bessemer.

Steve Rocksandish, proprietor of the hotel night club, carried no workmen's compensation insurance. He does now.

### Chicago Clubs Using New Ideas As Biz Stimulant

CHICAGO, Feb. 21.—While biz is still bad in clubs, the operators are not giving up easily but keep trying out new ideas to stimulate activity.

Hi Hat is leading up to a Bowery Cafe, Detroit, policy, only without a name act to top the show. Manager Louis Flakenstein plans to use 10 to 15 small acts on a continuous show policy, backed by a regular size band.

Harry's New Yorker will unfold its Music Hall Frolics Wednesday (25), replete with silent films and funny slides. Jackie Green stays as featured act. On Thursdays club is dishing out \$100 in bonds and stamps as prizes.

Helsing's Vodvil Lounge has finally persuaded Nick Lucas to come in, breaking the ice for names. Lucas is getting \$600 a week, four shows a night. Jack Herbert is staying over as emcee and magician.

Rumba Casino is pulling its line this week and, starting Friday (27), will feature Michael Loring as band leader and singer.

Gower and Jeanne are set to top the Palmer House floorshow opening April 2. Eddy Duchin's band will return for a run, advertised as probably the last before the leader enlists in the armed forces.

Colony Club folded for good after its row with the musicians' union. Acts got paid for three days of the final week, because they worked only that length of time. Jack Irving of American Guild of Variety Artists here instructed agents not to book the Colony Club (should it reopen) before a bond is posted by the management with the union. Irving claims that the acts should have been paid for a full week, as called for in the contracts.

Colosimo's will hold its current Dolly Kay-Jack Waldron show eight weeks, two weeks longer than normal, because of good biz.

### Nick Lucas Click

NEW YORK, Feb. 21.—A total of 3,200 turned out for Nick Lucas's engagement week ended February 10 at the Marconi Outing Club, Warren, Pa., breaking previous records. Spot has been using semi-name talent. Figure is by Lou Critelle, entertainment manager of the club, which is booked by Frank Sennes, Cleveland.

### Tex Ritter's Trouble

SEAFORD, Del., Feb. 21.—Souvenir hunters played a practical joke on Tex Ritter while he and his troupe were making a personal appearance at a local theater Thursday and Friday by removing the California license plates from his car.

The singer appealed to the State police and then telegraphed the head of the automobile commission in Sacramento, Calif., for a set of new plates.

He finally got away Saturday.

### No Contract Clauses Yet To Cover War Emergencies; Morris Office Suggestion Turned Down by AFM

(Continued from page 3)

case, dependent upon each particular set of circumstances. It was cited that traveling bands and artists would be hit hardest in case a catastrophe occurred. In addition, traveling artists stand chances of having their busses commandeered by public or military authorities, or transportation might be held up due to troop movements in concentrated areas.

But bookers, agents, performers, theater and ballroom owners and unions are just hoping that nothing takes place. If it does, they can see nothing but confusion, since none of the other unions have even gone as far as the AFM in deciding what they may rule when it happens.

Morris Agency proposal was made to the board meeting as the result of several practice blackouts in San Francisco in the earliest stages of the war, where momentary confusion took place, but was all settled without complaints.

Only protection vaude houses have are thru existing contracts, which contain a clause providing for act of God, war, collision and other catastrophic events. U. S. operators are all the more puzzled because they claim they have no precedent to work with, even in the case of show business in England.

British government agencies and performer unions in their more than two years of war haven't reached a definite conclusion. They have appealed to show business on both sides of the fence to co-operate and share the responsibility equally when there is a disturbance of conditions.

Unions have assured employers that they will "be fair" when conditions such as these arise. In the case of musicians, employers are permitted to cancel an engagement upon 48 hours'

notice, provided there is sufficient cause. It was pointed out that, in case of blackouts, operators might be hesitant to cancel, not knowing whether a blackout would last for 20 minutes or three weeks. And even if blackouts do occur, popular opinion is that dances will still go on under externally darkened conditions to aid civilian morale.

ALBANY, Feb. 21.—First legislation designed to exempt theater owners from liability in case of injury to patrons during blackouts or air raids was introduced in the State Legislature last week by Senators Roy Page and Edmund Delaney.

CHICAGO, Feb. 21.—As far as the Midwest is concerned, few contracts have wartime clauses which would take care of disruption of services on the part of the performer or the establishment because of air-raid warnings, transportation problems, etc. The war, so far, has not come close enough to the homes of populations in this area to make all conscious of actual war conditions.

Local American Guild of Variety Artists' office, so far, has not received any complaints because of wartime disruptions. No thought has yet been given to the issue, Jack Irving, AGVA rep, says. Changes of the standard AGVA contract, however, will be made in the New York headquarters, when necessary, and this area will be governed accordingly.

On the West Coast conditions are different. When Del Courtney, band leader, received his contract from the Palace Hotel, San Francisco, which calls for an engagement opening June 1, a new one-day cancellation clause was included. Management has the right to cancel the band on one-day's notice, should war conditions make it necessary.

## Club Talent

#### New York:

BOB AND THE TWINS, in their first local date since the New York World's Fair, opened February 16 at Rogers' Corner, for two weeks and options.

#### Chicago:

JACK PRINCE, Colosimo's production singer, expects to be in the army next month. . . . BOBBY PHILLIPS, agent and son of Phil Phillips, of Dolly Kay's act, joined the army Wednesday (18).

BETTY ALLEN moved into the Drake's Camellia House Friday (20) for three weeks, doubling from Panama Hattie at the Erlanger. . . . MAGGI MONELLIS staying over at the Ambassador East (Pump Room) thru March 26.

DANNY ROGERS opened a four-weeker at the Hi Hat last week. He recently worked the 885 Club, next door.

#### Hollywood:

THE DUFFINS have just completed work in My Gal Sal at 20th Century-Fox. . . . MARGARET WHITING is being featured along with PHIL SILVERS at Charley Foy's Supper Club. Silvers has been held over and is still under contract to 20th Century. . . . BUGS WILSON is emceeing at the CooCooNut Groove in Santa Monica. . . . BILLY SNYDER, of Pete and Billy Snyder's Band Box, has been signed for Les Cutler's Shake Hands With Murder at Monogram Studios. . . . LEW LEROY, also on the Band Box show, has a part in the picture. . . . DICK BUCKLEY will again be the monicker of Dick Harris, current at Charley Foy's. . . . ANDREWS SISTERS' new picture at Universal starts April 2. . . . PEPE LANDEROS is in her eighth week at Mike Lyman's in Hollywood. . . . MARIE CARUSO recently closed 12 weeks at the Riviera and now goes to Santa Barbara to play niteries for William Fleck Agency. VIRGINIA CARROLL is in her seventh week at the Red Feather. . . . JIMMY DALE recently completed Spy Mashers for Republic. . . . FRANK E. FARR completed Yokel Boy recently at Republic and heads soon for Chicago and vicinity, playing niteries en route. . . . INK

SPOTS and Tip, Tap, Toe are set for Pardon My Sarong at Universal. . . . JERRY HILLIARD has been signed by Sam Coslow for a series of RCM Productions.

#### Philadelphia:

TALIA returns to Benjamin Franklin Hotel March 3. . . . JACKIE WHALEN new emcee at Lexington Casino. . . . JOHNNY JESSICK and Mary Love new at Frank Palumbo's. . . . ARLINE THOMPSON back for another Embassy Club engagement. . . . VIRGINIA LEWIS new lead at College Inn. . . . BILLY ADAMS doubling from Hezapoppin into 69th Street Rathskeller. . . . BEAUVEL & TOVA newcomers at Kalner's Rathskeller. . . . FAY MERYL new at the Yacht Club. . . . CHICK MULLERY new Swan Club emcee.

#### Here and There:

MAARCYA AND RENE GUNSETT'S opening at the Club 365, San Francisco, has been postponed, due to an injury sustained by Rene in an auto accident. He's in an El Paso hospital. . . . FEERNANDO AND FAIR are being held a fifth week at Dan Barone's 100 Club, Chicago. HAPPY HAL THORNTON is in his 21st week at the Cafe Howard, Bridgeport, and Peggy Newton in her sixth week. New band, Mickey Carr, opened there February 12. BEATRICE KAY set for the Latin Quarter, Boston, for six days starting March 15. . . . BONNIE BAKER goes into the Glenn Rendezvous, Newport, Ky., for two weeks, beginning April 3. . . . MARY JANE BROWN and Arlene Chandler go to the Embassy, Philadelphia, Thursday (26). . . . MILLS BROTHERS start at Tunetown Ballroom, St. Louis, March 3. . . . MAYSAY AND BRACH headed for Royal Palms, Miami Beach, Fla., March 3. . . . FRED RONER to the Mayfair, Boston, March 3. . . . THE ROSSILIANOS followed their Oriental, Chicago, engagement with a stay at the Club Ball, Philadelphia, starting Friday (20). Team will apply for its first citizenship papers in New York next month.

# Night Club Reviews

## Chez Paree, Chicago

**Talent policy:** Production floorshows at 8:30, 11:30 and 2; show and dance band; rumba band. **Management:** Joe Jacobson and Mike Fritzel, operators; Fred Evans, producer; Bob Curley, publicity. **Prices:** Minimum \$3 (\$3.50 Saturdays and Sundays).

Considering the general trend to slice talent budgets now under way in local cities, the Chez still leads as the top show buy in town. Altho it has reduced its line of girls from 16 to 12, the acts are still as numerous and as costly. New line-up stars Kitty Carlisle, features the holdover of Willie Shore, and includes the Chandra Kaly Dancers, the Smoothies, the Billingtons and Carmen D'Antonio.

Kitty Carlisle, as smart a performer as ever graced this stage, scored in next-to-closing with Spanish and American musical comedy tunes, most of them delivered without a mike. She has an appealing voice and a charming personality, both made to order for the smarter supper rooms. Her song introductions are as admirably informal as they are entertaining.

Chandra Kaly Dancers (two femmes and one man) are in for a return run. Their high spot is a set of character dances interpreting the dancing customs of the lesser known Latin American countries. Authentic and colorful, both in execution and costuming.

The Smoothies (Babs, Charlie and Little) are a talented song trio, but not too strong for a room of this nature. The younger set, such as they found during the Blackhawk Cafe run, will find more appeal in their swing numbers than the comparatively older mob frequenting the Chez.

The Billingtons are on early in a trio of rhythm dances. Team's youthful and works smoothly. Willie Shore works as a comedian and dancer thruout the show. Does a Milton Berle with all the acts, and when it's all over one feels there's been too much Shore in the show. He is a hard and sincere worker, but there is no point in overdoing a good thing.

The girls in the midnight show appear in three well-produced and versatile numbers, including a gay Russian dance, a fanciful interpretation of *Thrill of a Lifetime* and an exotic South Seas finale executed in luminous paint costumes. The finale features Carmen D'Antonio (doubling from *Panama Hat-tie*) in a wild jungle semi-nude number. She looks the part.

Boyd Raeburn and band have been held over for the main show and dance courses. When they get the chance the boys play nice dance music. Hal Derwin vocalizes effectively during the dance sets and show production numbers. Chez's own rumba band, fronted by singer Lucio Garcia, alternates with Latin American rhythms.

Sam Honigberg.

## Rainbow Room, New York

**Talent policy:** Show and dance band; Latin band; floorshow at 9:15 and 12:15. **Management:** John Roy, managing director; Edward Seay, assistant; Joseph Moscatelli, maitre d'hotel. **Prices:** Dinner from \$2.75.

The new floor divertissement which opened February 18 is good but not outstanding. It has a comedy pianist, a singer and a ballet team plus a couple of piano solos by the band leader, Carmen Cavallaro. Poor business opening night for the supper show made it tough for the performers.

Show opens with Monna Montes and Alexis Dolinoff, both of whom have danced at the Met often, doing a Parisienne idea, with Dolinoff the gay boy looking for his Cinderella. He finds her and they waltz around charmingly. Brightly presented, it drew an encore. They returned later, Miss Montes soloing in a delicate toe ballet to her own accompaniment of castanet murmurings, and then Dolinoff providing a leaping dance to *Malagentia*. They return later to team in a Romeo and Juliet conception to Tschalkowsky music. It's the balcony scene and provides an interest pattern for their fine modern dancing. Their costuming is excellent and they dance with authority. (Miss Montes last appeared here partnered with Jose Fernandez.)

Blond and svelte Linda Ware, from films and radio, is making her local debut here. She has an interesting, unusual voice ranging over three and a half octaves that enables her to handle pop tunes, low blues numbers and musical comedy lyrics. Offered *The Latin in Me*, *Embraceable You* and a Jerome Kern medley of three, encoring with a piano-song version of *Darktown Strutters' Ball* in blues style. Uses good special arrangements, knows how to hold attention, and uses her voice deftly.

Henry Scott, who has played vaude and concerts, is making his night club debut here. He is a piano comedian who mixes talk with piano tricks, gags and a "girl taking bath in ice water" pantomime bit. An unevenly amusing turn. Closed with his mittens-piano trick.

Cavallaro is spotted after the opening act for a solo of *Ochichornia* and Tschalkowsky *Piano Concerto* backed by violin and string bass. He is an excellent pianist.

Harris Ashburn, of the dance team, the Ashburns, doubles here as announcer of the acts and reveals a fine speaking voice and delivery.

Cavallaro's band, held over, is still pleasing with interesting arrangements built around Cavallaro's piano style. And Dacita is showing off her sleek personality in front of Clemente's Rumba Band (five men and a girl) which does its usual good job.

Paul Denis.

## Vanderbilt Hotel, Pago-Pago Room, Miami Beach, Fla.

**Talent policy:** Dance and show band; floorshow at 8:30, 11:30 and 1:30. **Management:** Ben Gaines, owner; James Jerome, headwaiter; Les Simmonds, press agent. **Prices:** Dinners from \$1.50; drinks from 50 cents; minimum \$1.50.

An early spot for the more conservative and sedate. The room is a must for most visiting celebs. Supper shows draw capacity biz. Headlining is Frances Faye, a Miami favorite of long standing. Sitting at a miniature piano, she airs pop tunes in a manner very dear to a Southern heart. She did *Chattanooga Choo Choo*, *This Love of Mine*, *Blues in the Night*, *Yes, Indeed* and a few special arrangements. For a sock closing, she did a burly on *My Man*, with Hal Monte as stooge, who is second in importance on the show.

Monte is a good-looking, dark-haired chap with excellent bary pipes. He did *Night and Day*, *Rose O'Day* and *Old Man River*. For an encore, he brought down the house with an *I Don't Want To Set the World On Fire* novelty, doing the number as Richman, Ted Lewis, Garbo and Ned Sparks might do it. Monte, tho a bary, has tenor qualities, making it possible for him to sing any type song well.

Paul and Paulette Blanchard make things merry with their burly on ballroom, acro and adagio. The kids are good dancers in spite of their clowning. Highlight of the act is a spin with Paul holding Paulette extended over his head, drawing hearty applause.

The Pepito-Carmen Dancers, three men and three girls, are okay with Latin routines. Show band, Dave Lester. Alternating band, Vincent Bragale. Both good.

Harry B. Kind.

## Roosevelt Hotel, Blue Room, New Orleans

**Talent policy:** Show and dance band; shows at 7:30 p.m. and 12:15 a.m. **Management:** Fay Thomas, hotel manager; Al Bourgeois, publicity. **Prices:** Dinner from \$1.50, no cover; drinks from 50 cents.

Latin-dominated New Orleans enters Lent regretting the loss of spending of tens of thousands of out-of-towners. This single top spot of the town continues to draw good crowds.

Manager Thomas has brought in "Hot Lips" Henry Busse and here is enough popularity to insure a best bet for such an occasion. Surrounding Busse, who seems to roll into the Crescent City only during Lent, the room has Jack Marshall, a show in himself. This plastic-faced comic, starting slowly, does some fine mimicry of Hitler, Mussolini and Tojo, to get as many encores as have been heard here in many weeks.

Pancho and Dolores are Latin dance dispensers possessing grace and ease, while Jean Mona draws the attention of the military patronage with a fine military tap. Her *St. Louis Blues* number revealed her versatility.

Busse does a lead-off with *Hot Lips*, but draws his best applause with some fine trumpeting in *When Day Is Done*. Lee Edwards, vocalist, clicks with *White Cliffs of Dover*. The Busse crew gets credit for keeping the dance floor well filled at all shows thus far.

Phil Muth.

## Hurricane, New York

**Talent policy:** Dance and Latin relief bands; floorshows at 8, 12 and 2:30. **Management:** Dave Wolper; press agent, Jack Tirman. **Prices:** Dinners from \$1.50; minimum after 10, \$2.

Opening night presented some difficulties, but the makings of a highly entertaining show are here. Midnight show opening night ran around one hour and 25 minutes. Editing will probably bring it down to an hour.

New personality here is Jimmy Ames, who has done some celluloid work. He has much basic ability, including a powerful and well-developed voice and much comic ability. Did a standout impression of *Chloe*, with pseudo-dramatic interludes during which he traipses around the room getting laughs with banter. Another is rib of Lily Pons by spoofing coloratura runs, which also accounts for some real chuckles. Other bits include Indian and Russian impressions. At show caught he hadn't found the metier of the room, but he'll get on. His endings should be better

defined to allow him to get some applause. He nevertheless had to beg off. Another neat trick is his having a femme supposedly sing into the mike and then revealing that he is supplying the voice. He should develop rapidly.

Jane Matthews does some determined tap work. Works too energetically to give the impression of ease. Her taps are clear and well defined and she gets off many per split second. Makes a nice floor appearance. Walked off to a good hand.

Another newcomer here is Chester Dolphin, juggler, with some trick angles, including fancy manipulation in an inverted position. Has a pleasant line of chatter to match and went over solid. Did essentially the same act he did at the Strand last week.

Alan Gale is holdover emcee, collecting a good hand for his Bert Williams impression and his boxer spoof. Latter n. s. g. Handicapped by the lack of his regular pianist.

Another holdover, Cabot and Dresden, ballroom team, feature as fast a set of spins and lifts as can be imagined. Repeated their previous success.

The line contributed three production numbers in traditionally good Truly McGee manner. Middle number was handicapped by the singing of a highly nervous line girl.

Dave Dennis still is the capable show-backer, while Lolita Cordoba provides Latin relief.

Joe Cohen.

## Paul Young's Washington

**Talent policy:** Some new acts every week; shows nightly at 8:30 and 12. **Management:** Owner-manager, Paul Young; publicity, Barney Shankman. **Prices:** Minimum \$1 week nights, \$1.50 Saturdays and Sundays.

Better dinner crowds are noticeable here since Paul Young's Roumanian menus have become better known. Last season's business was mainly late supper. Shortage of good eateries in city makes Young's spot a welcome member of the select few in Washington.

Andrews Sisters, dance pair, looked good in opener with tap numbers. Singer Dorothy Murray was a little uncertain of herself for her first night, but her subsequent numbers won her a good hand. Sepia dancer Atta Blake executed his tap numbers with polish, and his willingness to work earned him repeated calls.

Big spot on the bill here is always the emcee. His program is largely given over to swiftness by Ralph Lewis. He makes the most of impromptu situations, and his parody of *There'll Be Some Changes Made*, which slaps the Japs, had the crowd calling for more. After the repeat, Lewis erred slightly by calling for the national anthem in the middle of the show. Most spots, when they bring the customers to their feet, wait until the end.

Ray Hyman, five-piece band, turns out standard arrangements satisfactorily delivered.

Young colored girl, Maurita Gordon, plays interlude piano.

Edgar Jones.

## Cat & the Fiddle, Cincinnati

**Talent policy:** Floorshows at 9:30, 11:30 and 1:30; show and dance band. **Management:** Benny Rafalo, manager; Herman Rafalo, assistant manager. **Prices:** Dinners \$1; drinks from 25 cents. No minimum or cover. Admission 30 cents; 40 cents, Saturdays and holidays.

This 300-seat nitery has outlived most of its neighborhood contemporaries and remains as the only West End spot presenting shows regularly. And with most of competition on the street eliminated, the management has done the unusual—boosted the talent budget instead of pruning it. Current headliner is Una Mae Carlisle, colored stage and screen name, in for two weeks at \$300 a week. Club still caters to the middle-bracket spenders, but noticeable is the better class of trade the shows are attracting.

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**BOWERY, Detroit.**

The spot offers the biggest entertainment buy in town for the money, and the clientele is one that's highly appreciative of the acts' labors.

The Borden's launch the current show with their satirical ballrooming. Offer first a waltz, and return in a later spot for a hoke tango. Have some cute tricks, with the chief comedy coming when the gal handles the heavy work of catching, whirling and carrying off her male partner. Nicely received.

Ethel Murray, chunky, energetic soubrette type, offers first an acceptable rhythm tap, returning later for her *Jungle Fever* dance, marked with grinds and bumps, a bit of acro and some wild gyrations. Fairly pleasing.

Carl Ford clicked effectively with good straight playing of the harmonica. Sells his wares nicely and dispenses with the usual calisthenics employed by many of the mouth-harp players. Opened with *Begin the Beguine*, followed with a medley of semi-classics including the *Flight of the Bumble Bee*, and wound up with a take-off of Clyde McCoy trumpeting the *Sugar Blues*. Pulled a warm hand.

Sigrid Fox, attractive blonde with a lovely body, contributes a pair of semi-strips to satisfactory returns. Her offerings could be made a heap more effective if she would drop her matter-of-fact style of working in favor of a smile and a bit of personality.

Alta Piedmont, a Mildred Bailey type, emceeds in straight but acceptable fashion and takes this spot for a bit of warbling. Her opening ditty, *It Had To Be You*, isn't for her. The coon-shouting of the risqué lyrics on *Yes, Yes, Yes* and *If I Can't Sell It I Ain't Going To Give It Away* won her a strong hand.

Baron and Baroness, comedy novelty turn, registered handily. The Baron (Eddy Emerson), of the old school, has a grand flare for comedy and mixes some good material with club juggling, baton twirling and burly magic. The Baroness is a fair foil.

Una Mae Carlisle, despite her being spotted on the bandstand instead of the floor, stopped the proceedings cold twice with her blues and ballad warbling and her red-hot pianistics, the latter clicking best. Opened warbling *Walking By the River*, followed with singing *Oh, I'm Evil* and *I See a Million People*, winding up with a hot piano on *Lady Be Good*. Returned for a warble on *Them There Eyes* and more nifty piano work.

Herman Rafalo and his five-piece ork play for the show and dancing.

Bill Sachs.

### Lexington Hotel, New York

**Talent policy:** Hawaiian music and floorshow. **Management:** Charles Rochester, managing director; George W. Sutton, publicity director. **Prices:** 75 cents cover after 10, except Saturday and holiday eves, \$1.50.

Lani McIntire opened his fifth engagement in the hotel's Hawaiian Room Feb-

ruary 3. His band is still an interesting musical combo that provides authentic Hawaiian music for show and dancing. The entertainment, of course, fits the room's atmosphere perfectly.

McIntire sings tenor nicely and plays a good guitar. His band features four strings, backed by three tenor saxes, trumpet, piano and drums, and boasts of 235 arrangements of Hawaiian tunes. For the dance sets, the band has a good beat and its music is melodious, atmospheric and easy for listening.

The four strings are McIntire, guitar; Danny Kuaana, uke and falsetto singing; Sam Koki, steel guitar, and Al McIntire, bass viol. Spotted in the 25-minute show are two steel guitar numbers by Koki. Rest of show is all girl. The three Honolulu Maids, in shimmering hula costumes, cover their young torsos modestly and undulate their way thru group numbers and solos. They are Momi Kai, Tutasi Wilson and Luana Poepoe. Napua Woodd, who is a fixture here, is featured soloist and does her standard comedy hula to music of *The Cockeyed Mayor* and to *When Hilo Hattie Does the Hilo Hop*. All girls are nice to look at, neat and shapely, and graceful. Among the tunes used in the show are *Lovely Hula Hands*, *Song To Old Hawaii*, *Molohini Melody* and *Hawaiian Chant*. Show is short and just about right.

Band airs three or four times a week over WOR-MBS. Paul Denis.

### Bismarck Hotel, Walnut Room, Chicago

**Talent policy:** Production shows at 7:45, 9:45 and 11:30; show and dance band. **Management:** Otto K. Eitel, operator; Bill Padgett, room manager and publicity head. **Prices:** Minimum \$1 (\$2 Saturdays); dinner from \$2, drinks from 45 cents.

No matter how many trips you make here you find this a restful dining room where the food and service are excellent and the entertainment, generally speaking, suitable for the family trade. Business continues big, particularly at dinner time.

Regular floorshows are back after a spell, with a single dance team. Line-up features the return engagement of Harriet Smith's Girls (5); Staples and Cerny, song team, and Gaynor and Ross, roller-skating pair. Art Kassel and band are still around and the only thing new is the femme vocalist, Gloria Hart, who replaced Marion Holmes, now a housewife.

The girls don't wear lavish costumes, but look clean and work neatly. They dance thru the familiar Mexican hand-clap novelty and a valentine greeting finale, featuring Staples and Cerny. The baritone and soprano team, in its own spot, features standards from operettas, working singly and together. The girl seems to hold back her voice, where she would be better off to let go. Appearance is natty and youthful.

Gaynor and Ross have a sock roller-skating specialty, offered on a portable, square platform. They are skillful all the way and sell with veteran ability. Work in evening clothes, and both the man and woman retain their gracefulness despite the heavy tricks.

Gloria Hart, small, sexy brunet, works in the show. Appears a little too theatrical for a band singer in this room. And *I Said No*, which she sings on the floor, does not go with her personality.

The Kassel band plays sweet and swing, but in a moderate way. It is the room's top attraction.

Sam Honigberg.

### Colosimo's, Chicago

**Talent policy:** Production floorshows, 8:30, 11:30, 2 and 4; show and dance band; intermission table singers. **Management:** Mike Potson, operator; George Pronath, producer and costume designer; Louis Polan, publicity. **Prices:** Minimum \$2; dinner from \$2, drinks from 75 cents.

While competitive spots slice talent budgets, this old-time North Side cafe continues to spend its customary \$1,500 to \$2,000 for shows. Visitors, plus parties promoted for Sundays, continue to feed the room with a consistently fair share of business.

Dolly Kay, long a favorite in local spots, and Jack Waldron, a Broadway figure, top the new show. The Sans Souci Dancers (6) and Jack Prince are staying over, while Rubyatt and Don, Kay Boley, Rusty Ward, and Nita Tindall are new additions.

A good enough bill for family trade and the visiting firemen who are never too critical. Production numbers in the early show include a waltz, featuring Miss Tindall in a graceful interpretation

of time-honored music, and a Cuban voodoo dance in the finale, with the Sans Souci Dancers repeating one of their best and weirdest routines. The girls (eight dancers, four showgirls) are well-enough trained and dress up the big, elevated floor with their colorful costumes. Jack Prince handles the production tunes in a good manner.

Dolly Kay (with Phil Phillips at the piano) is of the old stock and sells tunes with the force of a veteran. Whether or not the quality of the song itself rates much attention, her showmanship in selling it will make you think it does. Her set includes oldies and pop tunes.

Jack Waldron's gags didn't go far because the audience was small. His songs rate a hearing, for he, too, is a mature salesman. His lyrics are made to order for the out-of-towners.

Rubyatt and Don, two male acrobats, have strong tricks executed to colorful Arabian music. Rusty Ward offers a satire on a ballerina, but the routine is not too well defined. Her costume gives her away upon her entrance. She is a good ballet dancer and her straight stuff rates a big hand.

Sans Souci Dancers were forced to insert a conga at the last minute, for one of the boys was not on hand to do the originally scheduled ballroom rumba. In the late show, they also offer a new samba. Group, on the whole, makes a striking appearance and works with speed and color.

Kay Boley impressed with her frog number, offering some fine contortion tricks. Has to work on an elevated stage, however, for most of the routine is on the floor. Her frog costume holds attention.

Sid Lang's band (7) plays a good show and suitable dance music. Sam Honigberg.

### Chez Paree, Denver

**Talent policy:** Dance and show band; floorshows at 11 and 2. **Management:** Tom Romolo, manager; Mary Norris, host. **Prices:** A la carte.

Following a session of lows at this spot with a septa crew on the stand, Manager Romolo has installed Art Gow, late of the Johnny Scat Davis crew, and a five-piece combo that has clicked solidly from the start. Gow, a veteran familiar with all angles of the biz, has four solid boys, Mike Perito, Lou Prazah, Bill Dare and Bob Bodeman. Combo looks good for a long stay, rating equally well in sell and show, and appears well coached in what this intimate spot needs.

Velaska Powell has the opening turn with a rhythm tap. A cutie backed by fast footwork and a good variation in routines. Sells nicely. Nina Nova follows with a high-kick stint. Her return at this spot again demonstrates her talent and showmanship; her turns and parading are well received. Carries herself like a veteran despite her youth. Class marks her performance.

Orville Meyer, who also emceed, offers a magic turn and, while he runs the usual gamut of cane, flowers, kerchief and card deals, by combining a drollish chatter with his presentations he holds interest thruout. Keeps customers amused and applauding. Miss Powell's Spanish cape stint is well routined and shows well. Gal is far above average single. Band leader Gow, playing his own accompaniment, warbles *She Really Meant To Keep It Until She Married*. This type of tune is his forte, and his personable, chatty delivery more than makes up for what he may lack in pipes. Miss Nova winds the deal with a devil dance, appropriately costumed, and the climax of a two-chair split is a stopper. Reception good thruout entire show. Herb Trackman.

### More New Niteries For Milwaukee Area

MILWAUKEE, Feb. 21.—There has been a spurt in night life activities in this area. La Salle Hotel Circle Lounge opened February 12 and is offering the Globe Trotters (Jean Shearer and Delbert Reynolds) and Carlos Kent, organist.

Charles Jakups opened the Port at Pembine February 13. Exterior of spot is modeled like bridge of a ship, while the interior has a marine effect. Features Johnny Dalluge and orchestra.

Tony Ambrose's Keyhole Club in Kenosha, with music by the Four Rhythm Heirs orchestra, opened February 13. In Green Bay the Silver Rail opened with entertainment from WTAQ, including Chubby Hart, Freddy Lent, Harold Warner, Clarence Edges and Tiny Van. Spot is managed by Phil Roznoski.

### Philly Club Gunned

PHILADELPHIA, Feb. 21.—Bow Creek Inn was gutted by fire Tuesday night (17). Had been in operation for 50 years. Loss was estimated by John Swift, owner, at \$8,000.

### Mort Ruby With Palladium

HOLLYWOOD, Feb. 21.—Mort Ruby has joined the Hollywood Palladium to work with Otto Jerry Swift in securing parties and special events.



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6TH RECORD BREAKING MONTH  
Concluding March 12

HAVANA MADRID, NEW YORK

Thanks to Lopez and Ferrer

## PADDY CLIFF

Popular Singing Star  
27th SMASH WEEK

★ BOWERY CLUB, DETROIT, MICH. ★

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

A
Abdallah Girls (State) NYC, t.
Adrienne (State) NYC, t.
Allen, Betty (Drake) Chi, h.

B
Ballantine, Bob (Helsing's) Chi, c.
Banks, Saddle (Old Roumanian) NYC, re.
Barcelo, Victoria (El Chico) NYC, nc.

THE ANGIE BOND TRIO
America's Finest Girl Instrumental-Vocal Act
Indefinitely ROGERS CORNER, New York City.

Bond, Angie, Trio (Rogers Corner) NYC, nc.
Boran, Arthur (Rio Casino) Boston 21-March 6, nc.

C
Cabot & Dresden (Hurricane) NYC, nc.
Callahan Sisters (Rumba Casino) Chi, nc.

CAPPELLA AND PATRICIA
currently FROLIC-MIAMI
Thanks to Irving Lazar of William Morris Agency

Carmenella (Club Gauch) NYC, nc.
Carney, Alan (Stanley) Pittsburgh, t; (Chicago) Chi 27-March 5, t.

D
D'Arcy, Jeanne (McAlpin) NYC, h.
Daks, Nicholas (Music Hall) NYC, t.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE OF 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; re-road-house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Davis, Eddie (Leon & Eddie's) NYC, nc.
Dawn, Carl (Colonial) Dayton, O., t.
Dawn Sisters (Palace) Cleveland, t.

Cheena De Simone
DANCERS
Currently CHASE HOTEL, St. Louis
Opening March 2 BEACHCOMBER, Miami
Dir.: Sol Tepper, 1270 8th Ave., N. Y. C.

Del Ray, Manya (Jimmy Kelley's) NYC, nc.
Dexter, Carol (Copacabana) NYC, nc.
Dexter, Rose (Cafe Society Downtown) NYC, nc.

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

Duke, Marilyn (Commodore) NYC, h.
Dumont, Marie (Crisis) NYC, nc.
Duncan, Jackie (Clark's Oasis) Buffalo, nc.

Eberly, Bob (Pennsylvania) NYC, h.
Eddy, Val (Orpheum) St. Paul, t.
Edward & Diane (Village Barn) NYC, nc.

Farrell, Jack (Beachcomber) Baltimore, nc.
Fenton, Mildred (Embassy) Phila, h.
Ferrals, Tommy (Singapore) Chi, c.

Advance Bookings
VALLEY AND LYNNE: Edison Theater, New Westminster, B. C., March 6-7; Cave Club, Vancouver, 9-21; Capitol Theater, Portland, Ore., 24 week; Clover Club, Portland, 30-April 11.

BOB WILLIAMS: Paramount, New York, March 11.
MISCHA AUER: Strand, Brooklyn, March 6.
PEG-LEG BATES: Palace theaters, Youngstown and Akron, O., Feb. 27.
JOHNNY DOWNS: State, New York, March 12.

G
Gale, Alan (Hurricane) NYC, nc.
Gardella, Tess (19th Hole) NYC, nc.
Garron & Bennet (Holywood Beach) Hollywood, Fla., h.

GRANT FAMILY
Direction MAX TISHMAN
1619 Broadway, New York

Grace & Scotty (Garde) New Haven, Conn., h.
Graham, Barney (Embassy) Brooklyn, nc.

Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hamilton, Ruth (Aloha) Brooklyn, nc.
Hannon, Bob (Roxy) NYC, t.

Harrison, Spike (Gay '90s) NYC, nc.
Havilland, Dick (Corktown Tavern) Detroit, nc.

Hayes, Peter Lind (Grace Hayes Lodge) N. Hollywood, nc.
Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.
Hayworth, SeaBee, Revue (Carolina) Ashboro, N. C., 25; (Carolina) Wilson 28; (Academy) Lynchburg, Va., 27-28, t.

Inge, Adele (New Yorker) NYC, h.
Ink Spots, Four (Michigan) Detroit, t; (Palace) Akron, O., 27-28, t.

Jack & Gill (St. Moritz) NYC, h.
McCormick, Frank & Ruth Kidd (Glenn Park Casino) Williamsville, N. Y., 18-26.

DICK ROGERS: Club Chanticleer, Baltimore, Feb. 25, four weeks.
CONNIE BOSWELL: State, Hartford, Conn., March 6; Hippodrome, Baltimore, April 2.
PAT HENNING: RKO, Boston, March 6.
CARR BROTHERS: Fay's, Philadelphia, March 5.
PEG-LEG BATES: Stanley, Pittsburgh, March 20.
COUNT BASIE: Paradise, Detroit, March 13.
WILL AHEARN: Plymouth, Worcester, Mass., March 2; Met, Providence, March 6.
MARTHA RAYE: Central, Passaic, N. J., March 12.
HOLLYWOOD BLONDES: State, Hartford, Conn., March 6.
GIL LAMB: Palace, Cleveland, March 27.
DWIGHT FISKE: Somerset Hotel, Boston, March 19.
BENNY FIELDS: El Morocco, Montreal, March 11.

Jansleys, The (RKO-Keith) Boston, t.
Jardiniers & Madeleine Gardiner (Latin Quarter) Miami Beach, Fla., nc.

POLLY JENKINS AND HER MUSICAL PLOWBOYS
Feb. 27-28, Ritz Theatre, Toccoa, Ga.
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Jason, Bobbe (Old Roumanian) NYC, re.
Johnny & George (19th Hole) NYC, nc.

3 LOOSE NUTS
8th Week
GRAND TERRACE CAFE, Chicago, Ill.
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Earle Theater Bldg. Philadelphia, Penna.

Jones, Joe (Cafe Society Uptown) NYC, nc.
Joy, Billy (Lido Venice) Phila, nc.

Kenay, Lela (Old Roumanian) NYC, re.
King, Charles (Diamond Horseshoe) NYC, nc.
King, Frances (Sheraton) NYC, h.

LaBato, Paddy (Casanova) Miami Beach, nc.
Ladd, Tommy (CooCooNut Grove) Santa Monica, nc.
Lamb, Gil (Paramount) NYC, t.

Lee, Bob (Wife's) NYC, re.
Lee, Peggy (New Yorker) NYC, h.
Lemmo, Jerry (Arcadia Grill) Canton, O., nc.
Lemmon, Lenore (Beachcomber) NYC, nc.

Lester & Irmepan (Nixon) Pittsburgh, re.
Lewis, Anita (Riviera) Columbus, O., re.
Lewis, Hilda Jean (Washington) NYC, h.
Lewis, Ralph (Queen's Terrace) Woodside, L. I., N. Y., nc.

McCormick, Frank & Ruth Kidd (Glenn Park Casino) Williamsville, N. Y., 18-26.
McKay's, The (Edgewater) Chi, h.
McKenna, Joe & Jane (Majestic) Houston, Tex., 27-March 5, t.

Marlowe, Don (Lyceum) Claremont, N. H., 23-25, t; (Charles) Baltimore 28-March 16, nc.
Marlowe, Sylvia (Coo Rouge) NYC, nc.
Marna (Century) Steubenville, O., nc.
Marqueta & Pancho (Earle) Washington, t.
Marta, Richard (Chateau Moderne) NYC, nc.
Martell Twins (Villa Madrid) Pittsburgh 23-March 7, nc.

Morris, Will, & Bobby (Shrine Circus) Milwaukee 23-28.
Mostel, Zero (Cafe Society Downtown) NYC, nc.

N
Nadia & Sasha (Casino Russe) NYC, nc.
Na Pua (Lexington) NYC, h.

O
O'Connor, Ann (Hollywood) Toledo, O., c.
O'Connell, Helen (Pennsylvania) NYC, h.

P
Palmer, Chuck (Village Barn) NYC, nc.
Palmer, Jay, & Co. (Capitol) Binghamton, N. Y., 26-28, t.

"CHUCK" PALMER and his ROYAL RANGERS with "Pappy" Zeke Lockwood and Cousin Lem.

Patrick, Pat (Band Box) Hollywood, nc.
Paulson, Lehua (Lexington) NYC, h.
Payne, Frank (Sherman) Chi, h.

R
Rae, Jimmy (Patio) Cincinnati 23-March 5, nc.
Rae & Rudels (Roxy) NYC, t.

Rhythm Rockets (Capitol) Washington, t.
Richards, Cully (Walton) Phila, h.
Richards, James (Hollenden) Cleveland, h.

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St. Claire Sisters & O'Day (Keith) Grand Rapids, Mich., t; (Michigan) Lansing, March 1-4, t.
Sanborn, Fred (Capitol) Washington, t.
Santiago, Jose, & Alberto Franco (Club Gaucho) NYC, nc.

VOCAL-INSTRUMENTAL QUARTETTE

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Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.
Street, Christeen (Leland) Richmond, Ind., h.
Stuart & Lea (State) NYC, t.

T
Tarasova, Nina (Casino Russe) NYC, nc.
Taylor, Harry, Four Kewpie Dolls (Harbor Point) Utica, N. Y., h.

U
Ulmer, Jack (Hot Spot) Cleveland, nc.

DRAMATIC AND MUSICAL

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

Angel Street (Nixon) Pittsburgh.
Arsenic and Old Lace (Texas) San Antonio 25; (Music Hall) Houston 26-27; (City Aud.) Beaumont 28.
Blithe Spirit (Selwyn) Chi.

ICE SHOWS ON TOUR

Francy's, Dot, Star-Spangled Ice Revue (Ye Olde Tavern) W. Brookfield, Mass., 23-March 7.
Ice-Capades of 1942 (Arena) Phila 23-March 4; (University Rink) Champaign, Ill., 6-7.

Buff Club Owners Study AGVA Offer; Curfew New Threat

BUFFALO, Feb. 21.—The Niagara Frontier Night Club Owners, a new group of nitery owners and managers, at a directors' meeting February 17 at Club Como, were presented with the new AGVA scale for Class C clubs.

The AGVA contract was presented to the directors by Benjamin Franklin, the nitery organization's legal counselor and secretary. According to Franklin, no plans were made concerning AGVA.

Initiation, set for \$10, may be upped later. Dues, figured at 10 cents per chair, with seating capacity of club as basis, will have a minimum, \$15, and maximum, \$75, per month.

The 17 niteries banded together include Club Como, Coconut Grove, Chez Ami, McVan's, Roger's Velvet Grill, Clark's Oasis, Whitey Schmidt's, Brogan's Club Moon Gio, Deckhand's Buffet, Salemi's, Federal Gardens, Kaufman's, the Barn (East Aurora, N. Y.), Havana Casino and Ryan's.

With a bill up for consideration concerning a midnight curfew for niteries, club owners are plenty worried. If a federal curfew law isn't passed the chances look pretty good for convincing State authorities that a curfew would only put legitimate operators out of business.

Meanwhile AGVA rep, Maji, has presented a revised AGVA contract to the club owners' organization. Maji said he'd be satisfied to sign all spots for the Class C contract, but later on would single out those spots belonging in Classes B and A.

Fischer Revue Opens March 6

NEW YORK, Feb. 21.—Clifford C. Fischer's Priorities of 1942, set for a run in the legit 46th Street Theater starting March 11, will have a tryout run at the Shubert Theater, Boston, starting March 6.

New talent added to the review includes Gene Sheldon, and Lari and Conchita. Others are Lou Holtz, Phil Baker, the Nonchalants and Paul Draper. The line at the Versailles will be augmented for use in this revue. Marjery Fielding will do the dance direction. The chorus deal was made by Music Corporation of America.

Bridgeport Vaude Booms

BRIDGEPORT, Conn., Feb. 21.—Vaude at the Loew Lyric Theater here, three days, and the Loew-Globe, one day, is drawing record crowds, according to Nat Rubin, of the Lyric, and Harry Rose, of the Globe.

City is booming with defense factories working on a 24-hour three-shift basis.

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1448—Your performance was a memorable event. I shall never forget it.

ON ENGAGEMENT

- 1431—Delighted to hear the good news and wish you great happiness.
1432—Congratulations on your engagement. This bears our best wishes.
1433—Congratulations to both on the unanimous choice. You are among the lucky ones.

ON TEAM OR INDIVIDUAL WINNING CONTEST

- 1426—Your brilliant work played an important part in winning the game. Congratulations. We are solidly behind you.
1427—Three cheers for our team. With your fighting spirit nothing can stop you. Keep up the good work.
1428—Congratulations to every member of the team on your splendid victory. We are proud of you.

ON PROMOTION

- 1450—Congratulations. I knew you would work hard and win that promotion.
1461—Congratulations on your promotion. I know you earned it and I am happy to hear of your success.
1462—Hard work always tells. Your well-earned promotion is another step toward future success.

ON MAKING SPEECH

- 1437—Your speech was splendid. It hit the nail right on the head.
1441—Did you hear us cheering? That is how we feel about your splendid speech.
1442—Congratulations. Your speech was splendid and it went over big with people here.
1443—Congratulations. It was a marvelous speech. What you have done will help the cause.
1444—Your speech was a wonder. Congratulations.

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# Vaudefilm Grosses

## Rey Opens Big; Strand Doing Nicely; Roxy Fine; MH Still Tops; State Okay

NEW YORK.—Melancholy days are expected to set in with the advent of Lent. So far no appreciable dent has been made in box offices because of strength of product.

The Paramount (3,664 seats; \$41,981 house average) opened Wednesday with Alvin Rey's ork, King Sisters, Gil Lamb along with *Bahama Passage*. Anticipations are for opener run to \$50,000. Last week, the third of Glenn Miller and *Sullivan's Travels*, came thru with \$42,000. Previous weeks got \$52,000 and \$73,000.

The Strand (2,758 seats; \$30,913 house average) is pulling nicely with *Captains of the Clouds* and stagershow with Blue Barron's band, now going into the second session. Expected return is \$40,000. In-

tial week got a fat \$50,000.

The Roxy (5,835 seats; \$38,789 house average) is very much on the plus side with *Roxie Hart* on screen and Bob Hannon and Jean Brideson on stage and is looking forward to a big \$50,000 take. Last week, the third of *Son of Fury* and stagershow with Dave Apollon, Nina Korda and Gower and Jeanne, bowed out to \$34,000. Prior sessions grossed \$41,500 and \$50,000.

The Music Hall (6,200 seats; \$84,000 house average) is pulling evenly in the third week of *Woman of the Year* and stagershow of Berry Brothers and Wynn Murray. Take of \$90,000 is expected. Last week took \$100,000, not much behind the opener of \$101,000.

Loew's State (3,327 seats; \$20,500 house average) is slumping with the current bill, including Jimmy Durante and Block and Sully, along with *Mr. Bug Goes to Town*. Anticipations are around \$18,000. Last week, with George Murphy, Adrienne and Fred Sanborn, together with *Babes on Broadway*, got a whopper of a \$32,000.

## Buffalo Houses' Biz Up Despite Weather

BUFFALO.—Weather conditions here still aren't helping the main stem amusement industry any, but vaude-filmers continue to chalk neat takes at the box office. While Erlanger legit is dark this week, Palace burly-vaude bills continue strong, giving the epidermis enthusiasts Chiquita Garcia plus Ramona, and Bozo Snyder. The Century has a big vaude layout headed by Martha Raye.

The 20th Century (seating capacity, 3,000; average, \$7,500 for straight pix) is looking forward to a big week, which began February 20. Strong film, *Blues in the Night*, and additional sock news feature, *March of Time, Far East Command*, are coupled with sure-fire vaudeville bill of Martha Raye, supported by the Condos Brothers and Century house ork, led by Meyer Balsom. According to first day's gross, \$18,000 for the week is a conservative estimate. For the eight days ended February 19, the Century did well with a take of \$15,300, despite holdover of most of the live talent. Picture, *All Thru the Nite*, went okay, and the stage fare included the LeAnn Sisters, Rhythm Quartet, John Sturgess and Arthur Murray Dancers, while house band and maestro Balsom supplied backbone to the presentation.

The Buffalo (seating capacity, \$3,500; house average, \$11,800 for straight film booking) is still offering pictures, without aid of live talent, but is back on the big time vaude list with bookings of Johnny Long and Andrews Sisters for March 6 week, which ought to gross well. For current week which started February 20 the house has a humdinger film on tap, *Woman of the Year*, with second feature *Young America*, expected to bring home the bacon with \$14,000 at least. Week ended February 19 saw Buffalo featuring *Bahama Passage* and *Castle in the Desert* garner \$12,800.

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## Detroit Houses In Heavy Slump

DETROIT.—Local vaude houses have hit a heavy slump, caused chiefly by adverse weather conditions and unemployment because of auto plant shutdowns.

At the Paradise (2,200 seats; house average, \$6,000) last week's straight vaude bill, headlined by Harris and Howell, grossed around \$6,500, compared to the previous week's figure of \$10,000 set by Lil Green and Tiny Bradshaw.

Ray Schreiber's Colonial (1,500 seats; house average, \$6,000) built only moderately from the previous week's \$4,800 with straight vaude to a mere \$5,000 with the first name show here since Nan Blakstone six weeks ago. Attraction was *International Sweethearts*, colored revue with Jackie Mabley. This was the first colored attraction of this type booked at the Colonial in many months.

## Springfield Good

SPRINGFIELD, Mass. — Better-than-average crowds for a better-than-average stagershow was the story at the Court Square Theater, where a three-day vaudefilm bill closed February 14.

On stage, Ted Waldman and Susie; Lola Andre dancers; Lynn Stephanie; Tuffy and Batie; Winnie and Dolly, and Chelm St. Orr.

On screen, *Duke of the Navy*.

## L. A. Oroph \$9,500

LOS ANGELES.—Featuring the Helene Hughes Dancers in their second week and Lester Harding in his 21st week, the Orpheum Theater grossed a neat \$9,500 last week. Augmenting the stage bill were the Four Sidneys; Dick, Don and Dinah, and Jerry Mann. Pictures, *Mob Town* and *Harvard, Here I Come*.

## Andrews Sisters, Long Band Cleaning Up Fine 42G in Chi; 17G for Novarro

CHICAGO.—Most of the business this week (starting February 20) will go to the Chicago Theater (4,000 seats; \$32,000 house average), which has the strongest show in town. Stage features the Andrews Sisters and Johnny Long's band, with Claudette Colbert in *Remember the Day* on screen. The Andrews have been big locally for several seasons and their current stay (set for two weeks) should be profitable, as usual, for all concerned. Long's band is helping, tho it is new in this area. Initial stanza is estimated at \$42,000.

Week of February 13, Lawrence Welk and band, with Preston Sturges's *Sullivan's Travels* on screen, grossed a good \$37,000. Welk takes down a fat share of the credit, his name having real box-

office value in this area.

Oriental (3,200 seats; \$16,000 house average) had a so-so opening Friday (20) with a locally concocted Pan-American unit featuring Ramon Novarro and Don Pedro's band. Little box-office value there, nor is there much help seen on the screen in *Moon Over Her Shoulder*. Because house has already established itself with the working class buying stagershow, the week should bring in a nice enough \$17,000. Week of February 13, Del Courtney and band, fresh from an engagement at the Stevens Hotel, and Buddy Clark, radio singer, attracted a fine \$20,000. Screen had *Confessions of Boston Blackie*.

## Biz Is Sluggish At Philly Houses

PHILADELPHIA.—Earl Carroll's *Vanties*, making for the first time this season that the stage was without a name band, proved a poor substitute for the music maker for the week ended Thursday (19) at the Earle Theater (seating capacity 4,000; house average for straight picture booking \$14,000). With *A Gentleman at Heart* on the screen the unit revue played to sluggish business all week, finishing with a feeble \$17,200. Slate Brothers with Fay Carroll, Buster Shaver with Oliver and George, Al Norman and the Wiere Brothers headed the unit, other featured acts including Jeanne Devereaux, Zerbie and Wiere, Charlene Kimberlin, Anna Lee, Beverly Carroll and Danny Scholl.

New bill opened Friday (20) follows the pat formula of the house and is figured on hitting a more likely \$19,000 on the basis of opening. Week brings Tommy Tucker for the band billing, supporting with the *Little Tough Guys* (screen's Hally Chester and Harris Berger), Four Arnout Brothers and Sister Nellie, and from the band, Amy Arnell, Donald Brown, Kerwin Somerville, Jimmy Curry and the Voices Three. *The Lady Is Willing* on the screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) for the first time in years without burly flash for the lead also had slim pickings for the week ended Wednesday (18). Alphonse Berge topped a house-produced revue tagged *Parisian Models* that barely tipped \$6,200. Steve Evans, Grandma Perkins, Winton and Diane, the Philharmonicas, Gae Foster's Roxettes and Bill Klais's orchestra rounded out the bill. *Sing for Your Supper* on the screen.

New bill opened Thursday (19) fares better. With Noel Toy for the epidermis display and Hoo Shee to heighten the East-meets-West character of the show, it points to the house par of \$6,900. Brooks and Philson, Bryan, Court and Grey and Paul Sidell and Spotty round out the bill. Screen shows *Blondie Goes to College*.

## "Meet the People" Lukewarm in Dayton

DAYTON, O.—The much-heralded tab version of *Meet the People* at the Colonial Theater week of February 13 proved only lukewarm, gross dropping to \$7,800.

House has bookings for several weeks in advance, including Dick Powell March 20, and intends to continue stagershow well into the summer. Mills Brothers top current bill and heavy reception opening day indicates a good box office. The house has had but two losing weeks this season.

## Hutton, Auer Av. 18 1/2 G in Pittsburgh

PITTSBURGH.—Ina Rae Hutton orchestra and Mischa Auer, as co-headliners, grossed an average \$18,500 for Stanley Theater last week. Bill also included Joyce Hunter (Mrs. Auer), Robinson and Martin, and Bob Dupont. Film fare, *Playmates* (RKO).

Week before, line-up headed by Ray Bolger and Connie Boswell hit \$20,000. Roster also included Cappy Barra Boys and the Shyrettos. On the screen, *The Bugle Sounds* (MGM).

## Palomar Up

SEATTLE.—With better vaude shows coming into town and the clubs still staying clear of stage attractions, due to the American Guild of Variety Artists' dispute, the Palomar grosses have been climbing, with the theater grossing \$7,200 last week to go well over the \$5,000 average.

On stage were Eddie Cochrane, Paul and Paulette, Don and Beverly, Thornton Evans and Betty Rich.

On screen, *Bombay Clipper* and *We Go Fast*.

## Dancer Wins Suit Against Al Bouche

MIAMI BEACH, Fla., Feb. 21.—A jury in Judge David J. Hefferman's Civil Court yesterday awarded Tina Valen, dancer, a \$428.81 verdict in her \$400 suit against Albert Bouche, of Villa Venice, Miami Beach night club, whom she charged with breaking an eight-week \$500-a-week contract in January, 1941.

Miss Valen also claimed she had been promised \$150 a week when Bouche opened a club in Rio de Janeiro. She worked at Miami Beach on New Year's Eve and again January 24, 1941, she testified, and charged that Bouche would not let her dance again. Bouche claimed contract was handled by an agent and that her act did not fit in with his show.

## Think-a-Drink Vs. Have-a-Drink

MIAMI BEACH, Feb. 21.—An equity action has been brought in Circuit Court here by "Think-a-Drink" Hoffman to restrain "Have-a-Drink" Maurice from using the same material.

In his bill of complaint, Hoffman alleges that his act consists of pouring drinks that the audience calls for from a "magical" cocktail shaker; that he has been gainfully employed at this profession for a number of years and that he

is sole owner of the trade name, "Think-a-Drink" Hoffman, by virtue of a copyright granted him in 1938.

Maurice, thru his attorney, Irv Nathanson, denied that he was doing anything contrary to law. Maurice claims he registered his ideas with *The Billboard's* Material Protection Bureau in 1937; that his chatter is different from that of Hoffman's and that he is not using the copyright name of "Think-a-Drink" granted to Hoffman in 1938.

## BENEFIT BAND

(Continued from page 3)  
orgs are no go, nor will the union approve free acts for the USO.

As a result, local groups seek amateur talents. Virginia Davis, daughter of Meyer Davis, is producing amateur units for the army camps. Philadelphia Council of Defense has appointed Charles J. Borrelli, local radio agency exec, to audition volunteer talent for camp shows.

NEW YORK.—Alan Corelli, Theater Authority executive secretary, called the action of the Philadelphia local of AGVA in barring all benefits except those sponsored by the Army and Navy Relief funds an unauthorized action. He said that TA has jurisdiction over all benefits, and is handling all affairs for the AGVA locals.

Corelli is going to Philadelphia Monday (23) to discuss details for an affair for 200 families left homeless by a recent eight-alarm fire.



# Magic

By BILL SACHS

DEL BREECE has joined the Naval Air Corps and is now taking ground training with the U. S. N. T. S., Platoon 122, Norfolk, Va. . . . MIKE KANTER'S magic shop, Philadelphia, was described as one of five of its kind in the world in a special article in the February 12 issue of *The Philadelphia Record*. Two are in Europe. "Houdini's handcuffs adorn the wall of his shop, which includes 4,000 tricks in stock," says the article. . . . PAUL DUKE made another return engagement at Jack Lynch's Walton Roof, Philadelphia, February 16. . . . GEORGE KRINOG is demonstrating his magical wares at the Hopkins Rathskeller in the Quaker City. . . . RAY (BOZO) STEPHENS is presented as the master of legerdemain at the 69th Street Rathskeller, Upper Darby, Pa. . . . GRAVITYO, magician and novelty performer, scribbles that he's still clicking with Pete Kortez's World's Fair Museum, now in its seventh week in Salt Lake City. . . . BERT ALLERTON has been added to the show in the Cotillion Roof of Hotel Pierre, New York, his second engagement there in the last few months. . . . WALKER AND COZY, of Hav-a-Laf fame, are working their double magic turn in and around Walker's home village, Indianapolis, with George Shaw handling the advance. They recently enjoyed a visit from the veteran Cy Stebbins. Walker and Cozy are sporting a new house trailer. . . . GEORGE PAXTON, prominent in Indianapolis magic circles, is now a partner in a booking office there. . . . ARGUS, another old-timer, is keeping busy with his hocus-pocus around the Hoosier capital. . . . MONK WATSON has returned to his home in Colon, Mich., for a rest after a six months' tour of the South, where he entertained at the various army camps. During World War I Watson entertained the A. E. F. in France with Elsie Janis. He has been showing for the soldiers under the auspices of the manufacturers of Casite, a motor-reconditioning product, and resumes for the firm soon. . . . JOHN C. GREEN (Green the Magician) writes from Calgary, Alta., under date of February 17: "I have just read in your Final Curtain of the passing of two old-time magicians. I wonder if there are any magicians left who can equal my record. On March 26 I will be 75 years old, and I have been doing magic 63 years. I am still touring 12 months a year, presenting a full evening's show on two and three-night stands."

## To Chicago for Panoram Talent

CHICAGO, Feb. 21.—Sam Coslow, executive producer of RCM Productions, Inc., Hollywood outfit making shorts for Panoram movie machines, will be here next month to produce several reels, using talent working in local theaters, cafes and radio stations. He will line up the talent with the aid of local executives of the Soundies Distributing Corporation of America, which releases his product.

Gypsy Rose Lee will come from New York to do a satire on strips.

## Callahan Sis.-AGVA Rumpus Cools Off; Act Drops Ingalls

CHICAGO, Feb. 21.—All is quiet on the Callahan Sisters-Club Ball front and, from indications, no battle will be forthcoming. American Guild of Variety Artists here submitted a signed report to C. E. Richard, manager of the act, absolving the girls of all consequences that may result because of their countenance at the Chez Paree here at a time when they had another contract with the Ball, Miami. AGVA ruled the Chez had priority on the matter and let it go at that.

In the meantime, Richard severed relationships with Miles Ingalls, his New York agent, who set the Miami and Chicago dates and who, according to Richard, promised to let the girls out of the Miami contract and avoid contract confusions. While Ingalls failed to secure a release from the Ball, the club so far has not filed any action against the act. The Ball last week offered the girls a new date at a \$50 a week cut and minus transportation expenses as set forth in the original contract, but Richard turned it down.

Callahans, meanwhile, opened for a week at the Rumba Casino here last night (20) and may follow up with a date in Texas.

Jonas T. Silverstone, AGVA's national counsel, ruled that the Callahans drop the Chez run in favor of the Ball date, but Jack Irving, local union chief, and Morton Downey and Henry Dunn, national AGVA heads, in town at the time of the hearing, overruled him.

## Chinese Magician Dialect Too Tough; Union Dues Dispute

PITTSBURGH, Feb. 21.—Local AGVA President Jackie Wilson "gave me no consideration . . . and forced me out of the office . . . and said I would not work in Pittsburgh," accused Ming, Chinese magician, in a charge to *The Billboard* that the union's local here refused to give him a receipt book showing dues payments.

Nat Nazzarro Jr., AGVA business agent, says Ming could not produce adequate receipts showing full dues payments, but that he was permitted to appear here in AGVA-licensed niteries anyway.

One disputed issue is Ming's initiation payment to AGVA. He refers to the transfer of his AFA membership in 1937 to AGVA as the equivalent of initiation, as per the union's pledge at that time. Nazzarro says, following correspondence with AGVA headquarters in New York, that Ming was not recorded as being completely paid up on his dues, although he paid a little at a time in different cities, getting receipts for those amounts.

Another friction cause was inability of union reps and Ming to converse fluently. Ming's dialect is a bit difficult to pierce, claims Nazzarro.

Johnny Udder, magician. . . . PAUL HUBBARD, back in action after a long layoff, was a visitor at the magic desk last Saturday. He'll work around Cincinnati for several weeks. . . . TIE DANCING HARTMANS, Paul and Grace, demonstrated their magic technique before members of the Parent Assembly, Society of American Magicians, at the Barbizon-Plaza Hotel, New York, last Saturday night (21).

## Philly Combo Plans Circuit Of Niteries Using Strip Units

PHILADELPHIA, Feb. 21.—A burlesque "circuit" of niteries in this territory is being cooked up here by a combine including a local booker and a former burly press agent. In view of the industrial boom thruout Eastern Pennsylvania and the surrounding territory, group feels the time is ripe for small niteries in mining and industrial towns to spend money for floorshows.

Such spots, never able to afford names, will now get a chance to use a strip name. Feeling is that the hinterlands, which can ill-afford to support burly shows for even one night a week, will turn out at the niteries to see burly strips.

Group here points to the experience of local niteries and the South Jersey spots, where strippers have meant big biz. State liquor board has no complaints against the epidermis display as long as it is kept along "artistic" lines.

Units will include a lead stripper and a line of six girls. Line will split up for individual specialties, with one of the girls adding a second strip. Niterie operator can add individual acts to the bill if desired.

Expecting to get under way around Easter, niterie circuit aims to build up at least 13 weeks of playing time. Unit budget will be between \$300 and \$500 a week, including a piano player.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

MARGIE HART may appear in summer theaters in a play about burlesque, *Take It Off*, sponsored by Jules Leventhal. If it is a success Margie is to back it for a Broadway showing. Also, Fefi Ferry plans a strip-tease book show for his Monte Carlo niterie if he and Margie can get together on terms. . . . LLOYD MULLER, of the Hotel Claridge, now a private at Camp Lee, Va., studying in the technical school for an administrative post. . . . CLAIRE GAISSERT, Beth Judy and Lillian Kay, new Pal Brandeaux chorines at the Star, Brooklyn, from the City Theater, Manhattan. . . . OSCAR MARKOVICH and Max Rudnick new Miami Beach, Fla., home owners. . . . MARJORIE ROYE celebrated St. Valentine's Day auditioning for a legit offering in Chamberlain Brown's office. . . . JACKIE WHALEN new emcee at the Lexington Casino, Philadelphia.

LAMEE LANE has acquired a pet, a pedigreeed wire-haired terrier named Besta. A Kansas City, Mo., book writer has contacted her for info on how she entered burlesque. . . . PHIL WAGNER, eccentric comic from the East, debuted in the West thru Milt Schuster at the Gayety, Akron, February 15. . . . PRINCESS NATOMA, Indian dancer, finishing her fourth week in next to closing spot at the Cinderella niterie. . . . ALLAN RUPERT, booker, classified I-A for the army. . . . BEVERLY CARR, producer, back functioning for Hirst Circuit shows and stationed at the Empire, Newark. . . . ADDY CLIFF, singer, has reopened at the Bowery, Detroit. His 26th week at that niterie.

MARGIE COATE, singer, touring U. S. army camps with Major Bowes' *All Girl Revue*, No. 21, was birthday-partied aboard a bus February 9. Wanda Gibson, pianist, presented her, in behalf of the company, with a costume pin. . . . JACK MANN (Greenman), ex-burly comic now with *High Kickers* at the Broadhurst, has been notified by Paramount that he has passed a screen test, for which he had the assistance of Jimmie Walters, straight man, brought in for the purpose from Akron. . . . DOTIE EDWARDS, former assistant producer at the City, is now at the Gayety. . . . BENNIE (WOP) MOORE, comic, is a proud papa of 16-year-old Bernard Herbert, who has won 26 pugilistic tournaments at Madison High School, Rochester, N. Y. . . . JUNE AND DOROTHY MORGAN, dancers, are doubling in niteries while on a vaude tour of Loew houses. . . . DIAN ROWLAND shifted from the Gayety to the Howard, Boston, February 22. Rest of spotted-featured itinerary includes one week each at Star, Brooklyn; Troc, Philadelphia, and Union City. Then back to a regular Hirst Circuit route. UNO.

### CHICAGO:

MARGIE HART attracted good business at the Rialto this week, starting February 20. . . . 606 CLUB added Janeen and Georganna to its show Monday (23). Holdovers include Marion Miller and Ginger Britton. . . . MILT SCHUSTER is back from Florida. . . . GYPSY ROSE LEE is expected in town next month to make a film for Panoram movie machines in which she will do a satire on the strip tease. . . . MARLANE drew another holdover at the White Horse Inn.

### LOS ANGELES:

GRACE CARLOS and Helen Russell closed recently at the Follies. . . . PRINCESS GARCIA, recently from New York, is now a featured strip at the Follies. . . . JOAN FAYE has completed a successful run at the Follies. . . . LOUISE MILLER is in her third year as featured singer at the Follies. . . . HERBIE BARRIS and Harry Meyers are handling the comedy at the Follies and doing a good job. . . . JOHNNIE CRAWFORD, singer, has left the Follies and is in the marines at San Diego. . . . BETTY ROWLAND, when opening as featured strip at the Follies, was hostess to a party for the press.

### PHILADELPHIA:

JOAN WILLIAMS back at Carroll's, with Harry Rose and Eddie Innes returning for comedy bits. . . . NOEL TOY next in at Fay's Theater. . . . TIRZA at the Swan Club, newest of the local niteries bringing in burly leads. . . . MARLYENE MAURY, in from Chicago, bows in this area at Clementon (N. J.) Inn. . . . PEACHES extra-added for the Bobby Morris unit on one-night stands up-State. . . . CLEO VALENTINE back, this time at Hopkins Rathskeller. . . . JOAN MAWRIE heads the new burly revue at the Lido Venice. . . . IZZY HIRST heads South for a vacation. . . . ERMAINE PARKER, expected to join her husband, Slatys Taylor, at the Troc here, still recuperating from her recent illness.

### Davenport Burly Resumes

DAVENPORT, Ia., Feb. 21.—Liberty Theater, only burlesque house in Iowa, reopened yesterday under management of Hughie Mack. House closed Sunday for renovation.

Mack said there will be a complete change of program, cast and scenery each week as a result of a new tie-up. Shows will come to Davenport from the Rialto, Chicago, and the Avalon, Minneapolis.

### Rose LaRose Click

NORFOLK, Va., Feb. 21.—Rose La Rose apparently is Norfolk's No. 1 strip choice. Last week she became the first stripper to be held over at Moe Costello's Gaiety here in the two-year history of the theater. Last week's show was headed by Eleanor Sheridan, but hold-over demand found Eleanor sharing billing with La R.

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**Paramount, New York**

(Reviewed Wednesday Evening, Feb. 18)

No mystery should be attached to deciding which end of the current bill will attract patrons for its two-week stand. Paramount's *Bahama Passage* is a sure-fire contribution to 1942's worst-pictures-of-the-year list. But the customers can get the taste out of their mouths with the stage attractions, which include the Alvino Rey-King Sisters crew, the Lane Brothers, and Gil Lamb.

Band does its best job with a novelty swinger titled *Beyond the Hills in Idaho, Stardust and Deep in the Heart of Texas*. Opened swinging a classic adaptation, but instrumentation was not quite solid enough. Among the three numbers above mentioned there was some nifty solo work by Rey on his electric guitar and special steel string set-up, a hot clarinet solo by "Skeets" Herfurt and good novelty vocalizing by Herfurt and Bill Schallen.

Ork's arrangements are outstanding and choice of library displayed here makes for top show stuff. Besides Rey, there are five brass, four reed and four rhythm, and boys work with an easy, rhythmic style which is plenty easy on the ears.

King Sisters give the pop song book a workout with *He's 1-A in the Army, 'Tis Autumn, Arthur Murray Taught Me Dancing in a Hurry and Rose O'Day*. Yvonne King soloed with her disk-selling version of *I Said No*, then the four gals closed with a hyped-up version of *Tiger Rag* which they do in their forthcoming pic, *Sing Your Worries Away*. Gals harmonize nicely, besides making a swell flash, and go over big. Definitely one of the better few vocal groups.

Lane Brothers perform their difficult and fast-paced acro dancing and rope-hopping turns to a good hand. Their two-high, back-to-back stunt while the top boy swings a rope between them, and other similar rope turns, are sock wind-ups.

Gil Lamb, due to appear on the screen at this house soon in *The Fleet's In*, has pared his act somewhat, leaving out the harmonica bits. Has added some new talk material, however, making it topical by doing a take-off on a "conscientious objector—*injected*." It's a top piece of business and cleverly handled with the addition of an off-stage voice barking commands as a top sergeant. Lamb leads off with his gyrating imitation of a j-bug, then same bug in a seat at the Paramount.

Full house last show opening day. (March 4 brings in Ina Ray Hutton, Hal LeRoy, Jack Haley and Joan Edwards; film will be *The Lady Has Plans*.)  
Harold Humphrey.

**Vaudeville Reviews**

**Chicago, Chicago**

(Reviewed Friday Afternoon, Feb. 20)

This bill might as well have been lifted in toto from the stage of the Paramount, New York, and transplanted here. It is youthful, fast and entertaining, employing talent that is as fresh and as commercial as tomorrow's headlines.

Line-up has the Andrews Sisters (in another return date), Johnny Long and band (their first Chicago job), Shea and Raymond and the Southern Sisters.

Long's music is breezy and thoroly palatable. The arrangements of pops and standards are interesting and styled for mass appeal. Maestro is a personable lad, at ease as a leader and straight emcee. His musical participation includes a left-handed violin solo in an ear-smoothing medley of tunes featuring muffed horns and megaphoned clarinets.

Following a swing opening, the boys turn to the *Piano Concerto*, a worn but well-played hit. The Southern Sisters, blond precision acro team, follow with a couple of nice tailored routines danced to soft and loud music. Good unison work.

Helen Young, winsome vocalist with the band, was strong enough to stay on for three rhythm numbers, selling each in cute fashion. Has a sweet voice, with a personality to match.

Bob Houston, ork's capable crooner, follows the group's rendition of one of its best known numbers, *Shanty Town*. Houston takes care of the ballads in smooth fashion.

Shea and Raymond, a couple of caricatures funny enough to come out of a Disney cartoon, stopped the show with their eccentric hoofing. Their contrasting personalities and comical routines are made to order for a modern combo house.

The Andrews Sisters closed, but big. The kids improve with age in showmanship, singing ability and drawing power. They handle swingaroos and ballads equally well, with Patty still in front with an interesting voice and a face that is a natural for mugging. Patty, too, is great on handling noisy jitterbugs, and they were many at the first show. The best number of their new set is a beautiful ballad labeled *I'll Pray for You*.

As is the Chicago Theater custom, the Andrews Sisters will remain a second week starting Friday (27). Lou Breese and band will come in to relieve Long,

who is set on a number of one-nighters for that week.

Screen has Claudette Colbert in *Remember the Day*, a tear jerker and not the best biz companion for this stage-show.  
Sam Honigberg.

**State, New York**

(Reviewed Thursday Evening, Feb. 19)

Stageshow here ran 15 minutes over the hour, but caused no squirming. Bill ran smoothly, with Jimmy Durante responsible for most of the overtime, a fact which nobody seemed to mind. House has a first run, *Mr. Bug Goes to Town* (Para), a feature Dave Fleisher cartoon which seems to be no box-office asset. Attendance n. s. g. at show caught.

The Schnozzola takes closing spot, sticking to his accustomed type of clowning and the durable song classics usually identified with him. Hung on for about 25 minutes, which included a bit with his old partner, Eddie Jackson, who is still a potent figure with his strutting.

Openers are the Abdallah Girls, an acro sextet. Still need some smoothness. Feature pyramid formations and dance work, showing up best is their tumbling, which is fast and provides a solid climax. The little gal top-mounter does best in the tumbling.

Marjorie Knapp takes the deuce, doing a fine bit of song selling, stopping the show and necessitating a double beg-off. Wore juvenile attire, which didn't jive too well with a sophisticated Cole Porter tune, *I Get a Kick Out of You*. Resumed with rhythm numbers, which gave her immediate lift, which carried her along to the end.

Block and Sully have taken out most of the blue material used during their previous visit here. Script is much better, and so were the results. Jesse Block does okay in emcee capacity.

Stuart and Lea are a smoothly functioning ballroom pair doing three numbers in acceptable fashion. Showing up best is their last dance, involving some fancy cape spinning.  
Joe Cohen.

**Olympia, Miami**

(Reviewed Saturday Evening, Feb. 14)

The superior entertainment this week is reflected in the b.-o. receipts.

Heading the bill is Johnny Downs. His dance material is fresh and novel. Sang *Aloha, Aloha Down, This Love of Mine* and *In the Middle of a Kiss*. His personable stage appearance and easy pres-

entation won the crowd from the start. A smooth, polished act that's good anywhere.

Don Zelaya knocked out *Dark Eyes* and *Sweet Mystery* on the piano. Then with the aid of the band and a medical chart proved there is a relationship between music and physical moods. Handles the piano like one born to the arts. His patter with the chart was socko.

The Calgary Brothers were a show-stopper with their pantomimes and comedy acro flips. Their drunk number is outstanding. Crowd loved everything they did. Go thru their routines in a clever well-paced manner, using material that hasn't been seen here before.

Lorraine De Wood, a dark-eyed beauty with a flare for Spanish, did *Time Was, Babaloo* and *Rancho Grande*. Her Spanish is exceptionally good, and her pleasing contralto pipes, coupled with a fine stage appearance, put her over.

Estelle and Leroy, dancers, put on a good show with ballroom dances and a novelty conga.

The Six Willys, three men and three girls, doubling from the Royal Palm Club, juggle pins and spin hoops like mad. Highlight is the snuffing of candles in a girl's mouth via a whip.

Pic, *Dangerously They Live*.  
Harry B. Kind.

**Colonial, Dayton, O.**

(Reviewed Friday Afternoon, Feb. 20)

The Mills Brothers, who started as bootblacks in Piqua, 25 miles north of Dayton, head the current bill. It's their first professional appearance here since they started out in 1931.

Greeted by an unusually heavy opening house, the boys made an instant hit with their beautiful harmonizing, their rhythmic type of singing which sets the feet tapping, and their imitations of various band instruments. Among their offerings were *Down, Down, Down* and *I Guess I'll Be on My Way, Up a Lazy River* and several blues selections, including *Down the Mississippi*.

Bert Walton not only furnishes one of the cleverest comedy acts of the season, but emcees the show adroitly, working the acts with extreme smoothness. Using a mixture of \$2 words and phrases, some new nifties and a wartime song of his own composition, *We Are Going To Slappy All Jappy Off the Mappy*, he has the audience with him all thru the show.

For his own act Walton brings out a feminine assistant who has the appearance of being laid out perpendicularly. She's a supposed radio audition winner left over from his appearance here two years ago. The girl takes a brutal beating until she goes into action with her



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Week of March 6—ORPHEUM THEATER, OMAHA

Management: **MUSIC CORPORATION OF AMERICA**

voice in *This Love of Mine*, which proves a real surprise.

The bill opens with the Lime Trio, a grand pantomimic act, in which two of the three lads bring on a supposed dummy in a case who goes thru a myriad of contortionistic maneuvers.

Lucienne and Ashour stage one of those wild apache acts in which the girl suffers all sorts of punishment at the hands of her male partner—until she gets going, when, turning the tables, she gets plenty tough and returns the inflictions doubly.

A. S. Kany.

### State, Baltimore

(Reviewed Thursday Evening, Feb. 19)

This town's only neighborhood combo house continues under a split-week policy. Part of the large Durkee chain, house has capitalized on strong vaude draw along with second-run pix.

Current offering is weaker than the average. Show, running 35 minutes, gets under way with the Manshinos, mixed Hawaiian couple. Open with the girl appearing in a grass skirt for a weak vocal, followed by a bit of hula hip shaking. Then the two execute a number of standard hand-balancing stunts, working with ease for one-hand lifts and shoulder stands. Close fast with flying turns and cartwheels.

Mills, Lee and Powers, male threesome, batter each other fiercely in a comedy rough and tumble bout. Boys' amusing antics were well received. Soft-shoe rhythm number also clicked.

Numerous gags were related by Larry Daniels during his brief stay on stage. Altho some were old, others corny, the audience responded favorably to most of them. He also scored with impersonations of several Hollywood stars.

The Four Pantinos displayed an assortment of snappy aerial acrobatics to close the bill. Mixed foursome registers strongly, using elaborate aerial equipment for their exhibition of difficult high-swing feats. Rings are suspended from high bars by femme member, while others swing in circles individually and collectively by arms as well as teeth. Nice hand.

Pit band led by Julius Sokolove did a good job with the musical accompaniment. Pic, *Bedtime Story*. Booking by Eddie Sherman. House manager is Leonard Camarata. Phil Lehman.

### Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 20)

It's Tommy Tucker time on the Earle boards this week and the maestro makes it a most tuneful and pleasant 60-minute session. Altho house is partial to the brassy swing band, Tucker's recording clicks resulted in a rousing reception.

Emphasizing the sweeter and smoother rhythms, band got off to a peppy start with *Elmer's Tune*. And to keep it running at a fast tempo Kerwin Summerville steps out of the sax section to sing two novelties long identified with the band, *The Man Who Comes Around* and *Seven Beers With the Wrong Woman*. As a concession to the j-bugs in the house, band riffs it mildly for *Jersey Bound* and then settles down to its own style for a song session featuring Donald Brown. Good-looking lad with a romantic flair in his baritone sells *This Is No Laughing Matter*, *Dear Mom* and, with the band voices and effective lighting on the assist, *The Shrine of St. Cecilia*.

Band concert breaks off for an in person of Hally (Murphy) Chester and Harris (Snlor) Berger. Screen types as "the little tough guys," boys come out in Dead-End get-up and engage in mild knockabout comedy to emphasize their toughy character. Berger steps out of character to show a fair singing voice for *This Love of Mine*. For the finale sings *Frenesi*, Chester cutting in with an okay stage bit exaggerating Mae West, with prop uppers. It brought the boys their best laugh.

Next inning goes to Amy Arnell, band's svete songbird, and she scores heavily. Stepping out in a white ruffled gown,

Miss Arnell, tall on looks as well as otherwise, sings *How About You?*, *You Made Me Love You* and *I Said No*.

Continental flavor next injected by the Four Arnaut Brothers and Sister Nellie. It's still the same trick and comedy fiddling antics and nightingale whistling bit as when there were only two brothers in the act. Now that there are more than twice as many, the Arnaut turn is more than twice as good and effective. Most striking bit finds the four brothers grouped around a single violin, using two bows to scrape the gut for a swingy and zingy *Tiger Rag*. Mock wedding of the "birds" climaxes their whistling folderol.

Tucker winds it up with a rousing *Deep in the Heart of Texas*. Screen shows *The Lady Is Willing*. Business big at late afternoon show caught.

Maurie Orodenker.

### Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 20)

This is probably the slowest (and in some respects the dullest) show house has had since its return to flesh. It is a poor imitation of a Pan-American unit with Ramon Navarro, of the silent screen, and his sister, Carmen; Don Pedro and band, Don Zelaya, Carl Freed's harmonica act, Pape and Conchita, and a line of four dancing couples. Why this show has to have so many slow acts is a mystery.

Navarro, fortunately, has a nice sense of humor and still looks like the hero of old. If he would only use songs adaptable to his voice, which no longer has the resonance of old, and a little more material between songs he could probably get by. His sister, Carmen, dances in his act, offering a couple of native routines that smack of authenticity.

Don Pedro has a poor musical organization for the stage. The boys have little in the way of novelties that are truly commercial and would stand a chance in competition with the many touring bands today. Pedro can play his violin (electric), but he is not a strong emcee nor a stage personality. Most of the tunes the band dishes out during the show were acceptable during its recent run at the neighboring Rumba Casino here, but they lose their value on a large stage.

Don Zelaya is next-to-closing with his familiar piano act and chatter. He hasn't changed much, altho he has added a few patriotic lines which are out of place in his lining. Because of his engaging personality and amusing accent, he manages to get a fair share of response regardless of the size of the house.

Carl Freed (he is Carlos Freedo here) forces comedy in his harmonica act which features three male players. His accent has too many layers for comfort, and less nonsense would probably help.

Pape and Conchita are on early with a good perch act. The woman executes the usual but difficult stunts atop a pole resting on the man's shoulder. The four dancing couples do three Latin routines, flashily costumed.

On screen, *Moon Over Her Shoulder*. Business off at end of second show opening day.

Sam Hontigberg.

### Roxy, New York

(Reviewed Friday, February 20)

Show is divided into three episodes, each paying tribute to a branch of the service. Thing is well received, naturally, and figures to help pic, *Roxie Hart*, draw the biz.

Following a little trumpet fanfare, emcee Bob Hannon, in naval uniform, announces the tribute to the navy, after which curtain reveals deck scene on a battle wagon. The Six Men of Song sing *Navy Blues*, and the Roxettes and Twelve Esquires go into a formation dance with signal flags, aided by clever lighting, phosphorescent effects, etc. Dance winds up as gang spells out U. S. A. with the flags. Crowd ate it up.

Rae and the Rudells, good trampoline act (two boys and gal), scored heavily with their twists, spins and eccentric bounces, relieving the exciting acro stuff with some good comedy. This is followed by Jere McMahon, clean-cut young tapper, who solos to *Anchors Aweigh*, with the Roxettes clicking away behind him. Act very well staged and went nicely. McMahon is a good dancer and has a nice presence.

The Marine Corps is feted by young Jeanne Brideson, a very pretty girl who plays a fair enough violin. Did *Perpetual Motion*, a spectacular number, and encored with *Begin the Beguine*. Her charm must have drawn as much applause as her fiddling. Was hard to con-

## Bands and Names Hypo Oriental, Chi, Average to Fine 18G Week

CHICAGO, Feb. 21.—Availability of attractions as well as lack of competition is turning the indie-operated Oriental Theater here into one of the most successful combo houses open in this area in a number of years. House returned to flesh under management of Harold Costello, representing the 32 W. Randolph Street Corporation, October 24 last year, when Balaban & Katz State-Lake Theater dropped stageshows in favor of straight pictures. Since then, Oriental remained the only pop-priced combo house in town. The first year it raised its week-night price from 40 to 45 cents, but holiday prices remain at a 50-cent high.

Chicago Theater, B & K's only combo house, has a 75-cent top and caters to class trade. While it uses top bands and attractions, its demand is always smaller than the supply, and anything the Chicago doesn't buy is available for the Oriental. When the Oriental and State-Lake theaters were open to flesh, they

fought for name bands and acts, and the B & K S-L usually came out on top.

With the S-L out of the picture, Oriental has been able to buy an average of two attractions for each bill. The theater's \$13,000 weekly average jumped to \$16,000 and in the last couple of months it has gone up to \$18,000 weekly.

Bands are doing the trick for the Oriental plus occasion name acts such as Dick Powell, Laurel and Hardy, and Ethel Shutta. Duke Ellington, Ted Lewis, Art Jarrett and Del Courtney have been the leading band grossers.

Bands and acts coming out of local hotels and niteries are preferred by both houses, which figure they can cash in on the publicity given the talent during after-dark engagements.

Oriental has Count Baste coming in week of February 27 and Ted Weems week of March 7. Chicago has Sammy Kaye set for April 3 week and is negotiating for Kay Kyser April 17 week.

next anything she did with anything the marines are doing these days, but nobody seemed to mind.

Army scene is laid in a camp, with an unbilled Roxette emoting the words of *You're a Lucky Fellow, Mr. Smith*, and doing a right job of it, after which there is some of the usual formation dancing. Then comes Johnny Burke with his midwed 1917 army uniform and his usual patter. In addition to the monolog, Burke gets help from some of the chorus boys and Murray Leonard, who plays a tough top-kick, to do a cockeyed drill routine in which he finally mashes into the orchestra seats. Drew a lot of titters and a few hearty laughs.

Show tapers off with Hannon and the Six Men of Song singing *Marines' Hymn*, *Anchors Aweigh* and *Catsons Go Rolling Along* in satisfactory style. Before curtain, there the sound effect of an airplane, which allows Hannon to drag

in the name of Captain Colin Kelly and get cheers. Backdrop separates and there is a living version of the familiar Red Cross poster, with pilot, soldier, sailor, marine and nurse.

Show is extremely well presented, costumed and lighted. People went for it. Dick Carter.

### Valley View Club Burns

COLUMBUS, O., Feb. 21.—Fire of unknown origin February 18 destroyed the Valley View night club, south of South Bloomfield, O. Forrest Tomlinson, who operated the club, estimated the loss at \$5,000.

LOS ANGELES, Feb. 21.—Two spots, Vine Maur's and Klop's, have been restored to the American Guild of Variety Artist fair list. Spots are also recognized as fair by musicians' Local 47 and Federated Amusement and Allied Crafts.

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# NEW ORKS FIND IT TOUGH

## Established Bands See It as A Boon; Fewer New Orks May Be Solution to Some Headaches

NEW YORK, Feb. 21.—Altho they have plenty of problems facing them, band leaders now say that at any rate immigration into their ranks has shrunk to an insignificant amount, easing a little the fearful competition which has turned the band arena into one big chiz-fest.

Reasons for the dropping off of new crews entering the field are many-fold. A 50-G bank roll is needed to launch a new ork properly and ride it anywhere near the top, and no one is risking this kind of coin today. Even limitless financial backing is now no guarantee of fame for a band. Air time is restricted, late remote hours included, because of patriotic programs and other changes dictated by the war.

Location spots, which heretofore slugged the bands for a good part of the remote wire charges, are not only continuing this practice but because of general scarcity of air-time are now also able to drive many bands down on price—so anxious are the leaders to get the air shots. This angle also tends to squeeze out any orks just starting, because the ops can get established orks at bargain rates.

A similar situation faces the neophyte band leader in the disk field. With major waxers unable to keep production space with sales for the past six months, they have concentrated their pressers on the top-selling names. When a Glenn Miller platter can roll up over a million copies sold, the diskier is not interested in holding up his machinery for a speculative pressing of 10,000 Joe Jinks disks. A chance of future material shortages caused by the war is also causing diskiers to save what they have for platters they know will not rest on the shelves.

Draft hampers chances of a new ork, too, since it can less afford to lose and

have to replace tootlers than an ork in the groove for a few years and with a name.

The American Federation of Musicians has been making grim faces at outside band angels, and this is another restriction being added for potential newcomers. But to the "old guard" the situation is just as it should be. The field is already overcrowded, they point out, and this has led to many of the evils prevalent in the biz.

## H. James Pic Deal Nixes Lincoln Job

NEW YORK, Feb. 21.—Because Harry James has been signed for a Universal picture with the Andrews Sisters and begins work on it April 2, he has postponed his booking at Hotel Lincoln here, which was skedded to start April 3. This further muddles the already tangled Hotel Lincoln booking sheet, which has so many names and dates crossed out that it looks like a school kid's examination paper.

So far Mrs. Maria Kramer, operator of the Lincoln, has not signed anybody to take James's place, altho trade reports have it that Tony Pastor might be moved up from his current berth in Mrs. Kramer's Hotel Roosevelt, Washington.

James will play the Lincoln in October.

## Jewell Music Goes ASCAP

NEW YORK, Feb. 21.—Jewell Music has joined the American Society of Composers, Authors and Publishers.

Company, which last year came thru with some top tunes, including *Sunrise Serenade*, had been affiliated with SESAC, Inc., until some six months ago.

## A Trade Scribe Pokes His Nose Into Pure Jazz Temple, and---

NEW YORK, Feb. 21.—Nick's, the celebrated jazz den in Greenwich Village here, continues to attract hordes of Dixieland fanatics. On any given night the place is crammed with amateurs, who discourse in learned double-talk of such present denizens of the Nick bandstand as Sidney Bechet, Pee-Wee Russell and Max Kaminsky, and drool gently into their beer over the exploits of Jelly-Roll Morton, Pinetop Smith, Muggsy Spanier, Bud Freeman, Eddie Condon, Sharkey Bananas and Bix Belderbecke.

The people who frequent Nick's never say "Au reet," or "zoot." Such lingual frivolities, they feel, are products of the jitterbug era and are not to be tolerated. The worst epithet they can fling at a musician's head is to brand him "strictly commercial," and the most eloquent praise consists of going into discreet fits during a particularly moving Pee-Wee Russell chorus.

Nickj Ronzetti, the grinning proprietor of the spot, is a member of Local 802, American Federation of Musicians, and has very definite ideas about what is good jazz music. Nick's ideas about what is bad jazz music are practically all-embracing, and would fill several volumes, but good jazz music, he feels, is the kind of music that emanates from the clarinet of Pee-Wee Russell. This same Russell, who has been kicking around the byways of hot music for years and has become something of an awesome legend with muskers who can't understand his devotion to art for art's sake, is billed as leader of the band. This is not true. As long as Nick owns Nick's, the boss of the band will be Nick, and Nick will hire and fire the musicians.

Nick discovered his present trombonist, Frank Orchard, working on a milk wagon in Brooklyn, and has nursed him along

## On the Upbeat, Governor!

WASHINGTON, Feb. 21.—War Department is hard at work ironing out mechanical details of a stunt which will eventually mean manufacture and release of 48 electrical transcriptions. With one transcription for each State in the Union, the disks will be used to glorify the "outstanding" band produced by each State. Platter will start off with spiel by State governor, followed by band numbers and patter. Disks will be used for domestic broadcast and also will be shipped to army stations overseas.

## Dorsey Bros.' Film Blocked by Jimmy

HOLLYWOOD, Feb. 21.—Negotiations to put the two Dorsey brothers, Jimmy and Tommy, into an MGM production based on their rise to fame was reported right back where the idea started about five weeks ago.

According to Ralph Wonders, local representative of General Amusement Corporation, the deal has been balked by Jimmy Dorsey's refusal to take the money offered. Wonders would give no inkling as to the amount, but said that it was "a lot of money."

Press representatives of MGM refused to talk further than to say, "We have only one of them signed," meaning Tommy Dorsey, currently at the Hollywood Palladium, who recently completed *Ship Ahoy* on the MGM lot.

NEW YORK, Feb. 21.—Bill Burton, personal manager of Jimmy Dorsey, could not be reached here for comment on the reported failure of MGM to meet his terms for a picture to co-feature brother Tommy.

Following this it experimented with licenses to stations and transcriptions companies in an effort to determine the effect of the radio plugs upon the sale of sheet music.

## Disk SS War in Lap of Petrillo

NEW YORK, Feb. 21.—Controversy between Decca and Victor Records and Local 802, musicians' union, over diskers' refusal to pay Social Security taxes for musicians who cut records, was tossed to James C. Petrillo Wednesday (18) after an 802 hearing the day previous, attended by Jack Kapp, president of Decca, and Frank Walker, general manager of Victor.

Max Arons, chairman of Local 802's trial board, said that Kapp and Walker had insisted during the hearing that the record companies were only the employers of their house bands, and would pay SS taxes for those musicians, but that others were the employees of independent contracting band leaders. At the same time both record execs revealed that their attorneys were in Washington seeking a clarification and a ruling applying to the record industry.

During the course of the hearing, Arons says Kapp and Walker admitted that their firms were signing form B contracts, the new AFM pact obligating house owners to pay the SS taxes. Arons says that, since they signed the contracts, both Decca and Victor were liable for the taxes. Union argues that record companies are just as liable for SS as vaude theaters, which are now paying.

Arons further points out that Columbia has set the precedent by paying the SS bite, and so have all the transcription companies, when the form B contract went into effect. Lawyers for Decca and Victor have been huddling with Columbia's legal department on this question, however.

AFM official said that matter has been turned over to the union's Washington attorney, Gen. Samuel T. Ansell.

## Ted Lewis Hits Season's High With Flint \$4,000

DETROIT, Feb. 21.—Top gross of the month for a band up-State was hung up January 24 by Ted Lewis at Flint. Lewis grossed \$4,000, one of the top figures on record, for the Industrial Mutual Association Auditorium at Flint, booked by the Mike Falk office.

Lewis nearly doubled the previous high of \$2,200 for these Saturday dances, set by Louis Armstrong three weeks before. Ray Herbeck followed with a modest \$1,200, and Bob Astor, filling in for Woody Herman, did \$1,100. Last Saturday Bob Strong, handicapped by icy weather that kept out-of-town business away, grossed only \$1,000.

## Count Basic Causes a Riot In St. Louis; Wows K. City

ST. LOUIS, Feb. 21.—Count Basic smashed all records at Castle Ballroom here Friday (18), when he drew 2,968 admissions at 75 cents and \$1 for a \$2-320.80 gross. Ticket sale was stopped at 11 o'clock in order to avert a riot.

KANSAS CITY, Mo., Feb. 21.—Count Basic did a sensational \$5,110.30 gross at Municipal Auditorium here Thursday (12). Total admission was 5,687.

## Miller Cancels Theaters

NEW YORK, Feb. 21.—Glenn Miller's recall to the Coast by 20th Century-Fox has necessitated cancellation of his vaude dates. Houses affected are the Central, Passaic, March 12; Metropolitan, Providence, March 20; Plymouth, Worcester, March 24; State, Hartford, March 27, and the Buffalo, April 10. Miller has resigned for Passaic, to open September 24.

Miller's usual theater contracts have been carrying a rider permitting cancellations should he be called upon to fill a film commitment.

NEW YORK, Feb. 21.—Al Kavelin is set to cut four sides under Eli Oberstein's Elite record label. Tunes haven't been picked yet, but will undoubtedly be already established hits, in accordance with the Oberstein policy of waxing only successful songs.

## Cugat Hollywood Bound

CHICAGO, Feb. 21.—Xavier Cugat, closing at the Palmer House April 1, will move directly to Hollywood to start a picture for Columbia with Fred Astaire and Rita Hayworth. Band will get around \$65,000 for the job.

Cugat says he will not double in any hotel there while making the musical. He has turned down an offer for a return date at the Palmer House for 1943, preferring to wait until later in the year.

**More Blackout Blues!**

WASHINGTON, Pa., Feb. 21.—Frankie Masters and ork were in here to do a one-day job at State Theater Tuesday (17), but didn't do any business at the gate because on that day civilian defense and home guard authorities decided to have not one practice blackout but two practice blackouts, all in one evening. Masters said it must have been a very effective blackout, because apparently nobody could find the entrance to the theater.

**Philly Union Sore At "Benefit" Chiz For Free Tootling**

PHILADELPHIA, Feb. 21.—Local musicians' union, and its membership as well, is fed up with the increasing number of requests being made by local organizations for free music under the guise of patriotism. Current week found 15 such requests coming in, and, while the union can't afford to be called unpatriotic, A. Rex Riccardi, union secretary, complains that requests made were just excuses to get out of paying for music.

Riccardi claims that just because an organization invites a half dozen boys in uniform to its affair, it should not be classified as a patriotic benefit and expect free music. He said that the union membership has been glad to accept all calls for free music at naval bases and army posts, but so-called benefits in the city are cutting in on legitimate earnings, already heavily curtailed since the advent of war. Ork leaders playing one-nighters and club dates have complained bitterly to the union over pressure put on them to supply free music either because part of the proceeds are being turned over to defense organizations or just because there will be some men in uniform present.

To check this situation Riccardi is appealing to the morale officers at army and navy stations in the area for statements that they do not countenance such "benefits." In that way union can politely turn down requests without being tagged unpatriotic.

Another extremely sore spot is the fact that, in spite of the generous contributions made by the local citizenry to USO, not a single penny has been spent out of such moneys for music. Same situation is true with the actors' union, which has put a ban on benefits unless for the armed forces or their relief funds. Union officials claim that the USO freeze on entertainment funds is going to blow up soon. USO officials are silent.

**Nebraska Group Is in Training For Blood-Bath—ASCAP's Blood**

LINCOLN, Neb., Feb. 23.—Nebraska Music Users' Association, sprung last week as a combatant force to head off expected suits from individual ASCAP members who choose not to operate according to Nebraska's anti-ASCAP law, is trying to drum up strength and a war chest.

Four officers were elected here, all of them ballroom operators—Joe Malec, Omaha, president; H. F. Glover, Grand Island, vice-president; Matt Kobaliter, Lincoln, treasurer, and R. H. Pauley, Lincoln, secretary.

Malec was a kingpin in the drive to have the legislation put across in 1937 and gave some of the principal testimony against ASCAP when the trial to test the law was held here before a three-judge U. S. District Court. It is the purpose of members of NMUA to gain converts to the organization from theater, radio station, ballroom and hotel circles.

Idea is to raise a war chest from the more than 1,000 music users in Nebraska, incorporate, secure legal counsel and fight the ASCAP threat as a powerful group rather than have each individual dissipate his resources in the common fight.

Not only that, NMUA wants to step right out behind the WOW (Omaha) suit for \$289,319 triple damage and either join as intervenors or duplicate it with a like suit to recover money paid during the four-year period, May, 1937, to May, 1941, after the law was passed and before it was okayed as constitutional by U. S. Supreme Court.

If this organization begins to grow and the swell of antagonism against ASCAP becomes greater, it is likely total

suits for re-payment of money from the Society's treasury will exceed \$1,000,000.

Rallying force seems to be William J. Holtz, Omaha attorney, who has as his magnetism the fact that, after failure to convince U. S. District Court here as special prosecutor for the attorney-general's office, he was able to go on up to the U. S. Supreme Court and win a favorable nod for the Nebraska legislation.

He is in on the filing of the Omaha radio station (WOW) recovery suit with WOW's attorney, Rainey T. Wells, and it's he who appeared before the NMUA in process of formation to tell about the vulnerability of ASCAP.

When quizzed about ASCAP's chances, he claimed that the Society was bluffing and had always been able to get by without showing cards before. He said NMUA could call that bluff.

OMAHA, Feb. 21.—Joseph Malec, owner of Peony Park here and temporary president of NMUA, told *The Billboard* that he expects most of the State's 350 ballroom ops to join in the suit which has been launched against ASCAP by Station WOW. Also said that plans under discussion include a license arrangement with individual music pubs by which ASCAP could be ignored.

**Most Chi Spots On Thrift Kick; Buy Local Orks**

CHICAGO, Feb. 21.—The picture is improving for local bands because hotel and night club operators, experiencing poor biz, are slicing their talent budgets. Two of the leading spots here have announced bookings of local orks. Chez Paree will henceforth limit itself to Chicago card holders, for economic reasons. Lou Breese originally was slated to return in the April 2 show, but the management does not want to pay him the stiff figure which he demands. Current plan calls for an indefinite stay for Boyd Raeburn. A call was dispatched to Music Corporation for Bob Strong, but no deal could be consummated, since spot wanted Strong to cut his band to 10 men.

Edgewater Beach Hotel, long an employer of traveling names, takes on Cecil Davidson's ork, local jobbing outfit, starting March 13, for four weeks. Should his stay prove a successful one, engagement will be lengthened. Because biz has been off since the first of the year, the management will try to save dough on its bandstand attractions.

Some spots with low union scales are afraid to try road bands, for their scales will automatically go up. Eric Olson, operator of Olson's, tried it with Fletcher Henderson and Eddie Young, and his scale was upped. Now he is back to a regular diet of localites.

Hi Hat, off at the cash register for weeks with its current show policy, will augment its small local band in a couple of weeks and play up dance music and continuous entertainment. 885 Club dropped shows some weeks ago and is now featuring its local ork.

At the Rumba Casino, however, local band policy didn't work out. Operators tried it with Phil Levant, but are bringing in Michael Loring from New York February 27. The maestro can double on the bandstand and as featured singer in the floorshows.

Local bookers look at this trend as a possible break for local bands who have tried in vain to make a name for themselves without leaving the home town. Recently, Bob Strong was turned down by both the Blackhawk Cafe and the Sherman Hotel, the managers arguing that his local rep alone means nothing at the box office. Where biz is good, apparently, they are more than glad to play the 10 per cent above scale to get new faces from out of town.

**Another Build-Up Starts**

NEW YORK, Feb. 21.—"Biggest build-up since Kate Smith" is the ambitious description of plans projected for Vera Barton, 10-year-old Brooklyn singer.

Gal has just been signed to a Victor disk contract and a CBS sustainer build-up, all on the strength of one acetate pressing heard by Dell Peters of MCA.

**South Predicted An Ork Bonanza**

PHILADELPHIA, Feb. 21.—Returning from the South and the Southwest, Reese DuPree, dean of race dance promoters, is convinced that by the time warm weather hits the country is going to provide a harvest for dance promoters. Biggest boom, observes DuPree, will be in the Southland. With business conditions below the Mason-Dixon line better than ever, because of the defense boom and concentration of army camps, he figures on fertile fields for promoters.

Having promoted dances thru the last World War (this season will be his 42d year in the business), DuPree is fast to recognize conditions that will undoubtedly exist during this war. As a result, he will open many new spots for one-night stands and, for the first time, will set up a string of stands thruout the Southwest, reaching out to the West Coast. DuPree has hitherto confined his promotions to the East and South.

Also DuPree feels the time is now ripe to bring a white name down South for colored dances. He has already sounded out city officials about it, and of all towns queried only Jacksonville, Fla., has turned idea down. Problem now remains to get a white name maestro to play such tradition-breaking dates.

DuPree will get under way next month, with Jimmie Lunceford the first band. Starting March 17 at City Auditorium, Knoxville, Tenn., DuPree has eight dates for Lunceford, all but one race promotions. March 19 takes Lunceford to City Auditorium, Albany, Ga.; March 20, Municipal Auditorium, Savannah, Ga.; March 28, a white dance at Cherokee Ranch, Augusta, Ga.; April 1, Teachers' Ball, for both white and colored, at Township Auditorium, Columbia, S. C.; April 10, Odd Fellows' Hall, Wilmington, Del., and April 17, DuPree's own Strand Ballroom here. Also is set to take Lunceford again in August.

DuPree will pick up Count Basie in May for his West Coast invasion. Taking jumps thru the South, DuPree will promote in Texas and in New Orleans for the first time, on the way West. Is lining up 22 dates for Basie, who is skedded for flicker work when he hits Hollywood.

Newest dance spot for DuPree will be Convention Hall at near-by Camden, N. J., which has become a boom town. Gets going in Camden April 7, with Count Basie. Scaling the gate at \$1.10. Also aims to keep going on a fortnightly basis at his Strand Ballroom here during the summer, as well as his usual stand in Atlantic City.



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The Billboard

WEEK ENDING
FEBRUARY 20, 1942

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

The following are the 25 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABG and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, February 20. Film tunes are designated by an (F); musical comedy tunes by an (M).

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

Totals for independent station plugs (WHN, WMCA and WNEW) cover the same time period as the majors and are based upon data supplied by Office of Radio-Research, Dr. John C. Peatman, director.

Table with 5 columns: Position, Title, Publisher, Plugs, Last This Wk. Wk.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.

NATIONAL table with 5 columns: POSITION, Title, Artist, Label, Last This Wk. Wk.

EAST table with 5 columns: POSITION, Title, Artist, Label, Last This Wk. Wk.

SOUTH and WEST COAST tables with 5 columns: POSITION, Title, Artist, Label, Last This Wk. Wk.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.

NATIONAL table with 5 columns: POSITION, Title, Last This Wk. Wk.

EAST table with 5 columns: POSITION, Title, Last This Wk. Wk.

WEST COAST table with 5 columns: POSITION, Title, Last This Wk. Wk.

MIDWEST table with 5 columns: POSITION, Title, Last This Wk. Wk.

SOUTH table with 5 columns: POSITION, Title, Last This Wk. Wk.

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.

GOING STRONG table with 5 columns: RECORD, ARTIST, LABEL, WEEKS, Last This Wk. Wk.

# Orchestra Notes

## Of Maestri and Men

LARRY CLINTON has given up his band and is now spending all possible time flying his private plane in the Atlantic Coast Patrol. May wind up an army pilot. . . . DICK JURGENS is set for six transcription dates for NBC-Thesaurus. . . . CHARLIE BARNET does a week at Adams Theater, Newark, N. J., opening March 19. . . . MITCHELL AYRES into New Pelham Heath Inn, Bronx, New York, March 10. . . . JOHNNY LONG set for three weeks at Roosevelt Hotel, New Orleans, some time in April. Follows with five months at Hotel New Yorker, New York. . . . JOHNNY MESSNER is recovering from his appendectomy and will be back on the bandstand at Hotel McAlpin, New York, March 3. . . . JOHNNY MUSICA, clarinetist with GENE KRUPA, figures to improve his licorice-stick efforts now that he is engaged to the daughter of Dave Terris, well-known clarinet soloist. . . . CHARLIE SPIVAK cracked all records at Carolina Theater, Columbia, S. C., February 11. . . . BOB CHESTER now has Red Bone doing his arranging. . . . JUANITA SANABRIA, who leads the Latin ork at Beachcomber, New York, recently won a popularity poll conducted among New York's Spanish-speaking populace. . . . JOHNNY RINGER ork goes into Westchester Country Club, Rye, N. Y., for an indefinite stay. . . . HOTEL COMMODORE, New York, reports exceptional business in its Century Room, with VAUGHN MONROE on the stand. . . . JOHNNY TORRENCE has dropped the four-piece outfit with which he toured in a Camel Caravan army camp unit. . . . EDDIE VARZOS, who opened November 25 at Park Plaza Hotel, St. Louis, has been extended until April, after which he will come east. . . . PHIL BRITO, who now has his own house band over WLW, Cincinnati, has been flying to New York to make guest appearances with Freddy Martin on the Lady Esther show. . . . BOBBY PETERS has been drawing holdovers at Vanity Ballroom, Detroit. . . . FRANKIE PROEBA, house pianist at WNEW, New York, is now leading his own combo at Joe Frisco's niter in that city. . . . JENO BARTAL ork is in its sixth year of playing luncheon music at Hotel Lexington, New York.

## Midwest Melange

HAROLD STOKES is reorganizing his band and will continue without the three King's Jesters, who have to stick close to Chicago for their NBC radio series. . . . CECIL DAVIDSON, who opens at Edgewater Beach Hotel, Chicago, March 13, has added Neva Patterson as vocalist. Three former maestri are in the band. They are DICK BARRIE, DING BELL, and BILLY SCOTT. . . . HAL LEONARD opens a two-weeker at Nu-Elm, Youngstown, O., February 28, then moves into New Kenmore Hotel, Albany, N. Y., for an indefinite stay. . . . CECIL GOLLY into Schroeder Hotel, Milwaukee, April 4, meaning that spot's return to traveling orks. . . . MANNY PRAGER picks up three weeks at the Merry-Go-Round, Akron, beginning March 2. . . . RODD RAFFELL, out of Washington, is at Coral Gables Ballroom, East Lansing, Mich., and has been there since October 10. . . . HAL WASSON moved into Samoa Gardens, Flint, Mich., February 17 after five months at Hotel William Ferry, Grand Rapids, Mich. . . . BARON ELLIOTT set to reopen the Oh Henry, Chicago, March 13. . . . ART KASSEL will go on a theater tour following his current run at the Bismarck, Chicago, closing April 2. Will return to the Bismarck late in the sum-

mer, succeeding his own successor, Jimmy Joy. . . . NORMAN FAULKNER, band leader at Northwestern University, has joined the MCA cocktail unit department in Chicago. . . . FRANK FOSTER added to Stan Zucker's office in Chicago. . . . JAN SAVITT goes on a theater tour following his current date at Hotel Sherman, Chicago.

## Atlantic Whisperings

INA RAY HUTTON set for her first stand in Philadelphia in several years, skedded for the March 20 week at Earle Theater. . . . FRANK LAMANNA at Hotel Hollywood, Shoemakersville, Pa. . . . HENRY KING back at Benjamin Franklin Hotel, Philadelphia, after being out sick. . . . RED MCCARTHY at Winter-Crystal Ballroom, Reading, Pa. . . . BENNY HOLMES holds at Morley's Turkey Ranch, Pleasantville, N. J. . . . JIMMY GORHAM gets the Tuesday night sessions at Studio Ballroom, Philadelphia. . . . HARVEY MARBURGER next at State Hill Garden, Wyomissing, Pa. . . . CHAVEZ bows out at Jack Lynch's Walton Roof, Philadelphia, after five months, and the rumba role goes to OLGA MENDEZ. . . . FRANCK'S ORCHESTRA to open Whitman's Grill, Reading, Pa. . . . FRAN O'HANLAN, Philadelphia maestro, when not wagging his baton at night, is an explosive mixer at the Frankford Arsenal. . . . PAUL TITUS chalks up his fourth consecutive year this week at Crescent Garden Cafe, Pennsauken, N. J., and is set to fill out a fifth. . . . NORMAN RUSH and JIMMY VALENTINE split the dance nights at Crystal Ballroom, Philadelphia. . . . RAMON RIO TROUBADORS, with MARJORIE MAXWELL for the songs, take over at Round-the-World Room of Hotel President, Atlantic City. . . . PANCHO tentatively set to take in a return trip, either March 3 or 10, as a follow-up for HENRY KING at Benjamin Franklin Hotel, Philadelphia.

## Coast Cacophony

HARRY JAMES, coming here for a picture to get under way at Universal Studios April 2, may follow Claude Thornhill at the Hollywood Palladium. . . . TOMMY DORSEY and his orchestra doubled from the Hollywood Palladium bandstand to March Field recently to give Joe Bushkin a big send-off on the occasion of his entrance into the army. Bushkin, pianist with Dorsey, plays trumpet in the post band. . . . LES BARNETT, pianist with Red Stanley at Charley Foy's Supper Club, is putting on his "Jerome Kern and Old Man River" act as part of the nightly show. . . . TED LEWIS is set for the Golden Gate, San Francisco, week of May 6. Lewis plays the Los Angeles Orpheum week of April 22. . . . JACK ROSS goes into his eighth week at Mike Lyman's in Hollywood. . . . BOB CROSBY played three days at Pacific Square in San Diego, following 16 weeks at Jimmy Contratto's Trianon in South Gate. . . . DEL COURTNEY has been set by Ed Fishman, of the William Morris Agency, to follow Al Donahue at the Palace Hotel, San Francisco. Donahue opens May 5 and Courtney June 16. . . . TOMMY DORSEY was off the bandstand at the Palladium one night because of a cold. . . . PAUL WHITEMAN, who recently closed at Florentine Gardens, is one-nighting between radio engagements. . . . OEPPEE JOHNSON is featured at Club Alabam. . . . FLOYD RAY is one-nighting in the Los Angeles area. . . . SPIRITS OF RHYTHM have been held over at Club Caprice. . . . ART TATUM has had his option picked up by Club 331.

## Long Liked in Bridgeport

BRIDGEPORT, Conn., Feb. 21.—Johnny Long rang up a remarkable record Sunday (15) at the Ritz Ballroom here, when he drew 1,980 people, in his second appearance here within a week, having closed a three-day engagement at the Loew-Lyric Theater Wednesday. Ducats were priced at 88 cents, making a sweet gross of \$1,742.40. On his last appearance at the Ritz, May 11, he drew 1,506 persons at 75 cents for \$1,129.50.

MILWAUKEE, Feb. 21.—Some 8,000 persons turned out for the Brewers' Mask Ball in the Auditorium here February 7 at 50 cents a head. Music was by the Miller High Life band, Sepply Bock's Old Time orchestra, Johnny Warren, Joe Palmer, Fritz Fillingier Accordion Orchestra and Joe Gumin.

# Woody Herman Breaks Victor Monopoly on Coke Show Wins

NEW YORK, Feb. 21.—RCA Victor's uninterrupted string of 15 straight Coca-Cola show victories was snapped tonight when Decca cracked the charm with Woody Herman's *Blues in the Night* disk.

Herman's victory also represents the first non-Music Corporation of America winner since Glenn Miller took the cake for General Amusement Corporation 11 weeks ago with *Chattanooga Choo-Choo*. Miller's Chesterfield ciggy sponsors subsequently ruled him out of further appearances on the "coke" show, and, altho he continued for many weeks to lead the retail record field with *Choo-Choo* and, more recently, with *A String of Pearls*, runners-up have been used.

Another first involved tonight is that this is the first time Music Corporation of America, which books the show for the D'Arcy Advertising Agency, has been able to buy Herman for the program. Attempts to sign the maestro for one of the daily 15-minute shots have been balked because—as both MCA and GAC hasten to explain—Herman "has been asking too much money."

MCA has stoutly maintained, however, that the first time Herman's disk sales warranted his appearance on the prize-getting Saturday shot, they would meet his price.

From January 24 thru last week (February 14), the coke plaques have been won by Sammy Kaye, because of his *Remember Pearl Harbor* platter. *The Billboard* Music Popularity Chart for corresponding weeks has shown, for Jan-

uary 24, Glenn Miller the winner, followed by Woody Herman; January 31, Glenn Miller, followed by Alvino Rey and Woody Herman; February 7, Woody Herman; February 14, Glenn Miller, Alvino Rey and Woody Herman. The results of this week's poll by *The Billboard* can be found on this week's Music Popularity Page.

With Miller banned by Chesterfield and Alvino Rey disqualified because his best-selling disk at the time was *I Said No!*, playing of which is taboo over the nets, Herman has led the pack for some time. Kaye's *Remember Pearl Harbor*, which led the MCA poll, placed seventh twice, third once and last week sixth in *The Billboard* retail survey.

## Biz Better in Lincoln

LINCOLN, Neb., Feb. 23.—There were good band takes, altho not sensational this week-end. Trade is relieved lately, however, when any profits show.

Al Donahue, at \$1.50 per couple, got \$625 for his date (13) at the Student Union (Univ. of Neb.) Interfraternity ball. Don Reid (formerly Don Lee and Marvin Dale) took \$700 for his three-day (13-15) stay at the Turnpike Casino for a 55 cent per person top. Reid has done so well here that R. H. Pauley, Turnpike boss, has got out billing and advertising that he's going to hold him over for at least six weeks. Pauley is scouting up early week dates for Reid, so it'll pay him to stay.

It's the Champagne novelty, Sparkling and Gay!

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**'Sabby' LEWIS**  
AND HIS ORCHESTRA  
"Greatest little band we've played yet"  
8th week KELLY'S STABLES, N. Y.  
Personal Management Billy Austin  
Dir.: General Amusement Corp.

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

**A**

Alberto, Don (El Chico) NYC, nc.  
Alexander, Will (Palmer House) Chi, h.  
Alfon, Vic (Lawrence) Erie, Pa., h.  
Allen, Bob (Arcadia Grill) Canton, O., nc.  
Allen, Bob (Blue Gardens) Armonk, N. Y., nc.  
Allen, Red (Club 181) NYC, nc.  
Alcha, Lei (Jefferson) Peoria, Ill., h.  
Alpert, Mickey (Cocoanut Grove) Boston, nc.  
Ardheim, Gus (Commercial) Elko, Nev., h.  
Archur, Leonard (Roadside Rest) Oceanside, L. I., N. Y., nc.  
Ayres, Mitchell (Central) Hudson, N. Y., 25, t; (Woolsey Hall) New Haven, Conn., 27.

**B**

Bailey, Layton (Wardman Park) Washington, h.  
Bardo, Bill (Moonlite Gardens) Saginaw, Mich., nc.  
Bari, Lou (Blue Ribbon Inn) Windsor, N.J., ro.  
Barnett, Arne (Harry's New Yorker) Chi, nc.  
Barron, Blue (Strand) NYC 6-26, t.  
Barvon, Paul (Palace) San Francisco, h.  
Bartal, Jeno (Lexington) NYC, h.  
Basile, Joe (Shrine Circus) Milwaukee; (Police Circus) Kansas City, Mo., March 2-7.

Bates, Angie (Daniels's) Belle Vernon, Pa., nc.  
Batkin, Alex (Club Whitaker) NYC, nc.  
Baum, Charles (Cocabana) NYC, nc.  
Beck, Buddy (Indiana State) Terre Haute, Ind., h.  
Benedict, Gardner (Washington) Indianapolis, h.  
Benson, Ray (Ambassador East) Chi, h.  
Bergere, Maximilian (Versailles) NYC, nc.  
Berigan, Bunny (Casa Manana) Los Angeles, nc.  
Bishop, Billy (Southern Mansion) Kansas City, Mo., h.  
Bizony, Bela (Pierre) NYC, h.  
Borr, Mischa (Waldorf-Astoria) NYC, h.  
Bowman, Charles (Wivel) NYC, re.  
Brandwynne, Nat (Cocabana) NYC, nc.  
Burke, Joe (McGinnis's) Brooklyn, re.  
Burns, Cliff (Mariemont Inn) Cincinnati.  
Byrne, Bobby (Vanderbilt Univ.) Nashville 27-28.

**C**

Cabin Boys (Brown Derby Cellar Bar) Warren, O., nc.  
Caceres, Emilio (Hi-Lo) Battle Creek, Mich., nc.  
Calloway, Cab (Ballroom) Cleveland 25; (Michigan) Detroit 27-March 5, t.  
Calvet, Oscar (Casa Maria) NYC, nc.  
Cappo, Joe (Gingham Gardens) Springfield, Ill., nc.

Carlos, Don (Club Gaucho) NYC, nc.  
Cariyle, Lyle (Frolie) Miami, Fla., nc.  
Carr, Al (La Marquise) NYC, nc.  
Carroll, Irv (Dempsey's) NYC, re.  
Carter, Benny (Famous Door) NYC, nc.  
Catsoni, Billy (Gibson) Cincinnati, t.  
Cavallero, Carmen (Rainbow Room) NYC, nc.  
Chappelle, Joe (Jimmy Kelly's) NYC, nc.  
Chester, Bob (Central) Passaic, N. J., 19-26, t.  
Christa, Don (Ye Olde Cellar) Chi, t.  
Chiquito (El Morocco) NYC, nc.  
Clarke, Buddy (Park Central) NYC, h.  
Codaiban, Cornelius (Russian Kretchma) NYC, nc.  
Cole, Allan (Cafe Madison) NYC, c.  
Coleman, Emil (Blackstone) Chi, h.  
Collins, Bernie (Newman's Lake House) Saratoga, N. Y., nc.  
Cude, Art (Homestead) NYC, h.  
Conniff, Ray (Nick's) NYC, nc.  
Contreras, Manuel (President) Kansas City, Mo., h.  
Courtney, Del (Riverside) Milwaukee, t; (La Claire) Moline, Ill., 27-29, t.  
Crawford, Dick (The Dome) Mandan, N. D., nc.  
Cugat, Xavier (Palmer House) Chi, h.  
Curbello, Frank (Stork Club) NYC, nc.  
Curbello, Herbert (La Martinique) NYC, nc.

**D**

D'Arcy, Phil (Monte Carlo Beach) NYC, nc.  
Davis, Eddie (Larue's) NYC, re.  
Daw, Freddie (Merry Garden) Chi, b.  
Dennis, Dave (Hurricane) NYC, nc.  
Dimitri, Juan (Casa Maria) NYC, nc.  
Di Pardo, Tony (Plantation) Dallas, nc.  
Donahue, Al (Trionon) South Gate, Calif., b.  
Dortinez, Juan (Rogers Corner) NYC, nc.  
Dorsey, Jimmy (Pennsylvania) NYC, h.  
Dorsey, Tommy (Golden Gate) San Francisco 25-March 3, t.  
Duchin, Eddy (Buffalo) Buffalo, t.  
Duffy, George (Gibson) Cincinnati, h.  
Dunham, Sonny (Meadowbrook) Cedar Grove, N. J., nc.  
Dunsmoor, Eddy (Eastman) Hot Springs, Ark., h.

**E**

Eddy, Ted (Iceland) NYC, nc.  
Edwards, Jack (Narragansett) Providence, h.  
Elkhoff, Walter (Lexicon) Grand Rapids, Mich., nc.  
Ellington, Duke (Howard) Washington 25-March 5, t.  
Emrick, Bob (Cypress Cafe) Pismo Beach, Calif., nc.  
Engel, Freddy (University) Albany, N. Y., nc.  
Ennis, Skinnay (Cocoanut Grove) Los Angeles, nc.  
Ernie, Val (La Rue) NYC, nc.

**F**

Fidler, Lew (Tampa Terrace) Tampa, Fla., h.  
Fio Rito, Ted (Pacific Square) San Diego, Calif., nc.  
Fisher, Freddie (Spotlight) Hollywood, Fla., nc.  
Fitzgerald, Ella (Savoy) NYC, b.

# 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.

Flora, Jimmy (Pennsylvania) NYC, h.  
Foster, Chuck (Stevens) Chi, h.  
Franz, Ernest (Warwick) NYC, h.  
Froba, Frankie (Club Frisco) NYC, nc.

**G**

Gagen, Frank (Book-Cadillac) Detroit, h.  
Gaines, Charlie (Carroll's) Phila, c.  
Garber, Jan (Trionon) Chi, b.  
Gasparré, Dick (Plaza) NYC, h.  
Giberto (Havana-Madrid) NYC, nc.  
Glass, Bill (Queen Mary) NYC, re.  
Goodman, Benny (New Yorker) NYC, h.  
Gordon, Don (Olde Cedar Inn) Brookhaven, N. Y., ro.  
Gordon, Paul (Flamingo) Louisville, nc.  
Gray, Chauncey (El Morocco) NYC, nc.  
Gray, Estelle, Trio (Moore's) Flushing, N. Y., 23-March 15, re.  
Green, Jack (Vienna Plaza) Zanesville, O., re.  
Greer, Hampton (Jeff's) Miami, Fla., nc.  
Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.  
Grimes, Don (John Marshall) Richmond, Va., h.

**H**

Haney, Myron (Childs Spanish Gardens) NYC, re.  
Harris, Jack (La Conga) NYC, nc.  
Harrison, Ford (St. Moritz) NYC, h.  
Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.  
Hawkins, Erskine (Savoy) NYC, b; (Apollo) NYC 27-March 5, t.  
Haywood, Eddie (Village Vanguard) NYC, c.  
Heath, Andy (Fitch's Cafe) Wilmington, Del., nc.  
Heidt, Horace (Golden Gate) San Francisco, March 4-11, t.  
Henderson, Fletcher (Apollo) NYC, t.

**Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.**

Henry, Bill (Shorewood Casino) Brooklyn, nc.  
Herman, Woody (Palace) Cleveland, t.  
Hoff, Carl (Del Rio) Washington, nc.  
Hoff, Rudy (Piscadilly) Pensacola, Fla., nc.  
Holmes, Herbie (Lantz Merry-Go-Round) Dayton, O., nc.  
Holst, Ernie (Savoy-Plaza) NYC, h.  
Horton Girls (Rainbow Grill) Hollywood, Fla., nc.  
Horwath, Willie (Hungarian Village) Detroit, re.  
Howard, Eddy (Peabody) Memphis, h.

**I**

James, Harry (Meadowbrook) Cedar Grove, N. J., nc.  
Johnson, Duke (Peach Orchard) Pleasantville, N. J., nc.  
Jurgens, Dick (Aragon) Chi, h.

**K**

Kardos, Gene (Zimmerman's Hungaria) NYC, re.  
Karson, Maria, Musicales (Woodruff) Joliet, Ill., h.  
Kassel, Art (Bismarck) Chi, h.  
Kavalin, Al (Pelham Heath Inn) Bronx, N. Y., nc.  
Kay, Chris (Casino Russe) NYC, nc.  
Kaye, Georgie (Hollywood) Bridgeport, Conn., re.  
Kaye, Sammy (Shubert) Cincinnati, t; (Paradise) Toledo 27-March 1, t; (Palace) South Bend, Ind., 2, t; (Coronado) Rockford, Ill., 3, t.

**L**

Kent, Peter (New Yorker) NYC, h.  
Kenton, Stan (Roseland) NYC, b.  
Kern, Bob (Flynn's Cocktail Room) New Orleans, nc.  
King, Henry (Benjamin Franklin) Phila, h.  
Kinney, Ray (Kenmore) Albany, N. Y., h.  
Kirby, John (Cafe Society Uptown) NYC, nc.  
Knight, Bob (Monte Carlo) NYC, nc.  
Kobasic, Ivan (Wild's) Sault Ste. Marie, Mich., nc.  
Kristal, Cecil (Surf) Sarasota, Fla., nc.  
Krupa, Gene (Sherman) Chi, h.  
Kuhn, Dick (Astor) NYC, h.  
Kuhn, Lee (Beachcomber) NYC, nc.

**M**

Lally, Howard (Belmont Plaza) NYC, h.  
Lande, Jules (Ambassador) NYC, h.  
Lans, Tony (Canary Cage) Corona, L. I., N. Y., nc.  
Lang, Don (Colosimo's) Chi, nc.  
Lang, Lou (Belvedere) NYC, h.  
Lazala, Ramon (Park Central) NYC, h.  
Lee, Barron (Cadillac) Phila, c.  
Lee, Glenn (Utah) Salt Lake City, h.  
Leonard, Hal (Tony Cavalier's) Youngstown, O., nc.  
Leonard, Jimmie (Thomasville Inn) York, Pa., ro.  
Lewis, Dick (51 Club) NYC, nc.  
Lewis, Eddie (Canyons) Wichita, Kan., nc.  
Lewis, Saddy (Kelly's Stable) NYC, nc.  
Lewis, Ted (Denham) Denver, t.  
Lofner, Carol (Baker) Dallas, h.  
Lombardo, Guy (Roosevelt) NYC, h.  
Long, Johnny (Chicago) Chi 23-26, t; (Castle Farm) Cincinnati 28, nc.

Lopez, Vincent (Taft) NYC, h.  
Loring, Lucille (Town Tavern) Rockford, Ill., nc.  
Loring, Michael (Rumba Casino) Chi, nc.  
Lunceford, Jimmie (Cotton) Austin, Tex., 25, nc; (Rink) Dallas 25; (Pin-Mor) Kansas City, Mo., 28, nc; (Trocadero) Wichita, Kan., March 2, nc.  
Lyman, Abe (Royal Palm) Miami, Fla., nc.  
Lynn, Cory (Olson's) Chi, nc.

**N**

McDowell, Adrian (Colonial Dinner Club) Nashville, Tenn., nc.  
McGuire, Betty (La Salle) Battle Creek, Mich., h.  
McIntire, Lani (Lexington) NYC, h.  
Machito (Beachcomber) NYC, nc.  
Madriguera, Enrie (Biltmore) NYC, h.  
Mandella, Frank (Cafe Bagatelle) NYC, nc.  
Mareoni, Pete (Caravan) NYC, nc.  
Mario, Don (Biltmore) NYC, h.  
Mariel, Gus (St. Regis) NYC, h.  
Marti, Frank (Cocabana) NYC, nc.  
Martin, Dave (St. George) Brooklyn, h.  
Martin, Freddy (Waldorf-Astoria) NYC, h.  
Martin, Lou (Leon & Eddie's) NYC, nc.  
Marvin, Mel (Nicollet) Minneapolis, h.  
Maza, Froilan (Havana-Madrid) NYC, nc.  
McIba, Stanley (Pierre) NYC, h.  
Messner, Johnny (McAlpin) NYC, nc.  
Miller, Jay (Freddie's) Cleveland, nc.

# Bands on Tour—Advance Dates

**COUNT BASIE:** Palace Theater, Cleveland, March 6 (week); Paradise Theater, Detroit, 13 (week); Regal Theater, Chicago, 20 (week); Riverside Theater, Milwaukee, 27 (week); Memorial Hall, Dayton, O., April 4; Hill City Auditorium, Pittsburgh, 6; Adams Theater, Newark, N. J., 9 (week); RKO Boston Theater, Boston, 17 (week); Civic Theater, Portland, Me., 24.  
**WILL OSBORNE:** Auditorium, McCook, Neb., March 13; Auditorium, Great Bend, Kan., 4; Tower Ballroom, Pittsburg, Kan., 5; Muehlebach Hotel, Kansas City, Mo., 6-19; University of Missouri, Columbia, 20-21; Meadow Acres, Topeka, Kan., 22.  
**JOHNNY LONG:** Auditorium, Hamilton, Ont., 3; Auditorium, London, Ont., 4.  
**CHARLIE SPIVAK:** University of Purdue, La Fayette, Ind., April 17; University of Missouri, Columbia, 18.  
**TOMMY DORSEY:** Play-Mor Ballroom, Kansas City, Mo., March 19; Turnpike Casino, Lincoln, Neb., 20; Tromar Ballroom, Des Moines, 21; Skylon Ballroom, Sioux City, Ia., 22; Arkota Ballroom, Sioux Falls, S. D., 23; Terp Ballroom, Austin, Minn., 24; Prom Ballroom, St. Paul, 25; Danceland Ballroom, Cedar Rapids, Ia., 26; University of Indiana, Bloomington, 27.  
**JAN SAVITT:** Orpheum Theater,

Omaha, March 6 (week); Orpheum Theater, Sioux City, Ia., 13-16; Chase Hotel, St. Louis, 27-April 8.  
**WAYNE KING:** Majestic Theater, Houston, Feb. 27 (week); Party, Austin, Tex., March 6; Majestic Theater, San Antonio, 7-13; Majestic Theater, Dallas, 14-20.  
**LES BROWN:** State University, Iowa City, March 6; Rink Ballroom, Waukegan, Ill., 7; Palais Royale, South Bend, Ind., 8.  
**EDDY DUCHIN:** Palace Theater, Fort Wayne, Ind., March 27-29; Palace Theater, South Bend, Ind., 30.  
**TINY HILL:** Armory, Central Valley, Calif., March 4; Armory, Clamath Falls, Ore., 5; Jantzen Beach, Portland, Ore., 6-7; Meadow Acres, Topeka, Kan., 17.  
**LAWRENCE WELK:** Totem Pole, Boston, March 4-7; Ballroom, Bridgeport, Conn., 8.  
**ACE BRIGODE:** Roof, Indianapolis, March 6-14; Stratford Theater, Chicago, 28-29.  
**ALVINO REY:** Adams Theater, Newark, N. J., March 5 week; State Theater, Worcester, Mass., 12-14; Plymouth Theater, Worcester, Mass., 15-18; RKO Boston Theater, Boston, 19 week.  
**STAN KENTON:** Flatbush Theater, Brooklyn, March 12 week; Windsor Theater, Bronx, N. Y., 20-22.

Miller, Glenn (College) State College, Pa., 27; (Sunnybrook) Pottstown 23, h.  
Millinder, Lucky (Savoy) NYC, b.  
Mills, Frank (Oceanport Inn) Oceanport, N. J., nc.  
Milton, Dick (Ray's Place) NYC, re.  
Minor, Frank (Red Mill) NYC, nc.  
Moffett, Deke (Topper) Cincinnati 28-March 1, b.  
Monet, Gene (Greenwich Village Inn) NYC, nc.  
Monroe, Vaigan (Commodore) NYC, h.  
Morgan, Russ (Edgewater Beach) Chi, h.  
Morris, George (Armando's) NYC, nc.  
Mosley, Snub (The Place) NYC, nc.  
Motley, Berk (Dude Ranch) Norfolk, Va., nc.

**O**

Nelson, Ozzie (Florentine Gardens) Hollywood, calif.  
Newton, Frankie (Kelly's Stable) NYC, nc.  
Norris, Stan (Schroeder) Milwaukee, h.  
Novi, Mischa (Navarro) NYC, h.

**P**

Oman, Val (La Martinique) NYC, nc.  
Onesko, Sanya (Commodore) NYC, h.  
Osborne, Will (Blue Moon) Wichita, Kan., 26-March 1, nc; (Meadow Acres) Topeka 5, nc.  
Owen, Tom (Elks' Club) Rock Island, Ill., 25; (Forest Park) Marshalltown, Ia., 26, p; (Empire) Manchester 27, b; (Goodfellows Hall) Davenport 28.  
Page, Gene (Dixie) Toledo, O., nc.  
Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.  
Palmer, Joel (Tantilla Gardens) Richmond, Va., b.  
Panchito (Versailles) NYC, nc.  
Papp, Mickey (Club Condado) Trenton, N. J., nc.  
Parks, Bobby (Monte Carlo) NYC, nc.  
Paulson, Art (New Yorker) NYC, h.  
Pedro, Don (Netherland Plaza) Cincinnati, h.  
Pineapple, Johnny (Wolverine) Detroit, h.  
Pleskow, Leo (Cafe Vienna) NYC, c.  
Porello, Charles (Palms) Phillipsburg, N. J., h.  
Prima, Leon (Butler's New Room) NYC, nc.  
Prussin, Sid (Diamond Horseshoe) NYC, nc.

**R**

Raeburn, Boyd (Chez Paree) Chi, nc.  
Raffell, Rodd (Coral Gables) East Lansing, Mich., b.  
Ramos, Ramon (Drake) Chi, h.  
Ravazza, Carl (St. Anthony) San Antonio, Tex., h.  
Ravel, Arthur (Roosevelt) New Orleans, h.  
Raymond, Nick (Pierre) NYC, h.  
Reager, Ray (Fitch's) Wilmington, Del., c.  
Reichman, Joe (Chanticleer) Baltimore, re.  
Reid, Morton (St. Regis) NYC, h.  
Reif, Roxy (Traylor) Allentown, Pa., b.  
Reish, Benny (Bowery) Detroit, nc.  
Rey-Alvino (Paramount) NYC, t.  
Ringer, Johnny (Westchester) Rye, N. Y., cc.  
Roberts, Eddie (Lido) NYC, b.  
Rotonda, Peter (Commodore) NYC, h.  
Ruhl, Warner (Green Mill) Saginaw, Mich., nc.

**S**

Sanders, Sid (Rainbow Inn) NYC, nc.  
Sapientza, George (Sagamore) Rochester, N. Y., h.  
Saunders, Hal (St. Regis) NYC, h.  
Scott, Raymond (Flatbush) Brooklyn, t.  
Seiger, Rudy (Fairmont) San Francisco, h.  
Siegel, Irving (Auditorium) Stratford, Wis., b.  
Sissie, Noble (Diamond Horseshoe) NYC, nc.  
Smith, Bob (Ka-See's) Toledo, O., nc.  
Smith, Russ (Rainbow Grill) NYC, nc.  
Smith, Stuff (Garrick Bar) Chi, nc.  
Snider, Billy (Glenn Rendezvous) Newport, Ky., nc.  
Soldo, Tony (Embassy) Brooklyn, nc.  
Soule, Russ (CooCooNut Grove) Santa Monica, Calif., nc.  
South, Eddie (Cafe Society Uptown) NYC, nc.  
Spanier, Mugsy (Arcadia) NYC, b.  
Spencer, Harold (Biltmore) NYC, h.  
Spector, Ira (Chatueau Moderne) NYC, nc.  
Spector, Irving (Frontier Ranch) Detroit, nc.  
Squires, Four (Colonnade) Canton, O., nc.  
Stanford, Stan (Belvidere) Sault Ste. Marie, Mich., h.  
Stanley, Red (Charley Foy's) N. Hollywood, nc.  
Staulcup, Jack (Lido) Texarkana, Ark., nc.  
Stover, Jules (18 Club) NYC, nc.  
Straeter, Ted (Pete's Monte Carlo) NYC, nc.  
Strong, Benny (Hollywood) Toledo, O., re.  
Sylvio, Don (Bartolotti's) NYC, nc.

**T**

Tanassy, Cornel (Kern's) NYC, nc.  
Taylor, Lew (Nate's Inn) Trenton, N. J., ro.  
Teagarden, Jack (Casa Manana) Culver City, Calif., nc.  
Terrace Boys (Cora & Irene's) NYC, nc.  
Therrien, Henri (George Washington) Jacksonville, Fla., h.  
Thompson, Ken (Blackstone) Chi, h.  
Thornhill, Claude (Paladium) Los Angeles, nc.  
Tibbles, George (Bandbox) Los Angeles, nc.  
Tucker, Orrin (Blackhawk) Chi, nc.  
Tucker, Tommy (Earle) Phila, t.  
Tune Toppers (Hour Glass) Newark, N. J., nc.  
Tyner, Evelyn (Essex House) NYC, h.

**U**

Ufer, Eddie (Cocoanut Grove) Toledo, O., b.

**V**

Varrell, Tommy (Club Bali) Brooklyn, nc.  
Venuti, Joe (Lookout House) Covington, Ky., nc.  
Vinn, Al (Northland) Green Bay, Wis., h.

**W**

Wagner, George (Terrace Club) New Orleans, nc.  
Wasson, Hal (Samoa) Flint, Mich., nc.  
Welch, Bernie (Graysstone) Lima, O., nc.  
Welk, Lawrence (Stanley) Pittsburgh, t.  
Wendell, Connie (Charley Blank's Grotto) Abilene, Tex., nc.  
Williams, Claude (Kelly's Stables) NYC, nc.  
Williams, Griff (Bay Green Bay, Wis., 26, t; (Kenosha) Kenosha 27, t; (Crystal Palace) Coloma, Mich., 28, b; (Paramount) Hammond, Ind., March 1, t.  
Wilson, Teddy (Cafe Society Downtown) NYC, nc.  
Windsor, Reginald Guy (Night Club, 224 Market St.) Camden, N. J.  
Wingert, Doug (Lang's) Springfield, N. Y., h.  
Winton, Barry (Congress) Chi, h.  
Worth, Ray (Chin Lee's) NYC, re.  
Wuslich, Miller (Balconades) Pittsburgh, nc.

**Y**

Yellman, Duke (Brown Derby) Chi, nc.  
Young, Eddie (Indiana Roof) Indianapolis, b.

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# On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

## TOMMY DORSEY (Victor 27782)

*What Is This Thing Called Love?*—FT; VC. *Love Sends a Little Gift of Roses*—FT; VC.

**THIS** disk is going to rate high among the year's best waxes. The Cole Porter opus on the A side packs the punch. Arranger Sy Oliver has taken the lurch love ballad and has given it a lift setting. The Dorsey lads uncork a terrific sock that rocks and jumps from the record's edge. Massed horns open the side, with Dorsey's sweet horn cutting in for the tail end of the opening refrain. Second refrain goes to Connie Haines for sultry chanting, with the band pounding heavily behind. Final refrain finds the band building it big for the all-out. Ziggy Elman gets in some of his heated trumpeting during this last chorus. Thru it all, kudus go to Buddy Rich for his unfaltering and driving punch at the drums. Plattermate, a standard love song, is sugary all the way. Soft and sweet and taken at a slow tempo, Ken Curtis (now with Shep Fields' band) tenors verse and chorus, with the Pied Pipers on the vocal assist. With Dorsey's trombone opening a second refrain, voices return to carry it out.

"What Is This Thing Called Love?" is the answer to whatever ails any music box. Side is designed perfectly for phono spinning. Musically, it's more exciting than Dorsey's "Yes Indeed" and should build even bigger in the boxes.

## BING CROSBY (Decca 4162)

*Deep in the Heart of Texas*—FT; VC. *Let's All Meet at My House*—FT; V.

**LIKE** a prairie fire, the clap-hands ritual for the Texas tune has made it catch on with a blaze. Now that Bing Crosby has added his vocal stamp, it looms even bigger on the waxes. However, Bing does not monopolize the side; he limits himself to two short choruses at the beginning and end. Bridging the vocals is some exciting jamming by Woody Herman and His Woodchoppers, with the biggest kicks rolling out of the trumpet's hot bell. For the flipover Bing takes out a gang song by Jimmy Van Heusen and Johnny Burke. Basically, however, it's a dull song, and even giving a chorus to Woody Herman and Muriel Lane doesn't make it any brighter. Full Herman band supports, pacing it at a moderate tempo after Crosby takes an ad lib. verse at the end.

There are big phono possibilities in "Deep in the Heart of Texas." The clap-hands ditty has already begun to catch on, and Crosby's entry is a cinch to corner much of the play.

## KATE SMITH (Columbia 36514)

*When the Roses Bloom Again*—FT; V. *She'll Always Remember*—FT; V.

**RADIO'S** songbird has gotten in on the ground floor fostering war-inspired songs of sentiment, and she looms big as the song sensation of this conflict. Here she etches the wax sentimentally with two new songs that show plenty promise of catching on. *Roses Bloom Again* stems from the same school of song that produced *White Cliffs of Dover* and *Madeleine*. While it may suffer from comparison with the earlier two, Miss Smith's singing makes it mean as much. Opens with the verse, taking liberties with the tempo, and takes the chorus in a slow rhythm that fills out the side. Even more touching and treated even more tenderly is *She'll Always Remember*. Miss Smith gives it two slow choruses, with Jack Miller's instrumentalists starting off the second refrain.

Sure it's a tear-jerker. But the way Kate Smith sells the "She'll Always Remember" side, it's a cinch to keep pulling nickels, too.

## TONY PASTOR (Bluebird 11432)

*The Marines' Hymn*—FT; V. *Good Morning, Mr. Zip-Zip-Zip*—FT; V.

**TWO** standard war songs get a nice rhythmic ride here. Both were written long before the Pearl Harbor incident. Pastor sets them in a bright tempo and gives both complete vocal embellishment. Johnny McAfee and the ensemble chorus raise their voices for *The Marines' Hymn*. To top the side a capella choir sings the closing refrain. The old war tune on the B side is given a comedy touch with modern lyrics. Singing from scratch, it's Tony Pastor, Eugene Baird, Johnny McAfee and the band chorus. To polish off the side, Pastor revives Johnny Morris's *Pariddle Joe* drumtastics.

"The Marines' Hymn" is the standard-bearer for this disk in the music machines. However, operators shouldn't lose sight of the possibilities of "Mr. Zip-Zip-Zip." Its modern dress will find favor with young folk, and the title is enough to attract at locations where oldsters loyal to the "Tipperary" era flock together.

## SAMMY KAYE (Victor 27780)

*Let's Have Another Cup o' Coffee*—FT; VC. *You Call It Madness*—FT; VC.

On the A side Sammy Kaye adds a sweet version of the coffee tune. Takes it at a moderate tempo and keeps it rhythmic thruout, with the Three Kadets taking the vocal. Kaye also goes way back for the plattermate, taking the theme song identified with the late Russ Columbo. Strictly on the sugary side, which the song calls for, and taken at a slow tempo. However, there's little warmth in Allan Foster's lyrical expressions, the song chore sounding stiff and mechanical.

Kaye's version of "Let's Have Another Cup o' Coffee" complements the use of Glenn Miller's waxing for the music boxes, depending on whether the location calls for sweet or swing.

## CARMEN CAVALLARO (Decca 4172)

*You Made Me Love You*—FT. *How About You?*—FT.

Backing in a rhythm section, it's piano solos by Carmen Cavallaro for both of these sides. Each side gives ample scope for dazzling pianistic display. Both the evergreen on the A side and the movie song on the B side are suitable for Carmen's showy Steinwaying. Tempo is moderate for both sides.

For smarter spots, where Cavallaro's piano wizardry is most effective and best appreciated, either side or both, for that matter, is sure-fire to attract attention to the music machine.

(See **ON THE RECORDS** on page 65)

# 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.

## Tommy Tucker

(Reviewed at Copley Plaza Hotel, Boston)

**THIS** is Tucker's first location job in Boston. He has been more or less of an unknown quantity here, and even his records, with the exception of the sensational *I Don't Want To Set the World on Fire*, have not made any terrific impression. But this personal appearance has done plenty.

Boston, which is supposedly very finicky about bands, took to this one immediately, and Tucker has added many fans during the stay here. That is as it should be, because the dance rhythms are good and the band has something to offer in other ways.

Instrumentation is made up of five brass, five sax and three rhythm. This combo easily executes some neat arrangements by C. W. Hall. But it is on the vocal side of the ledger that Tucker makes a terrific impression with the public. The band has more vocalists than you can count. They include Amy Arnell, Donald Brown, Kerwin Somerville and the trio and quintet, known as the Voices Three and the Voices Five. There is no doubt of the appeal the vocal department has. Miss Arnell, who does a great singing and selling job, is an immediate hit, while Brown and Somerville, both possessors of nice voices, rank high, especially with the feminine contingent. The trio and quintet feature unusual arrangements, taking care of them very effectively.

Band is carefully rehearsed and well set up. It is a good hotel bet and yet has a definite lift and drive that make it okay for one-nighters, too. There are departures from the regular hotel band groove which are very acceptable.

Kaplan.

## Charlie Barnet

(Reviewed at Strand Ballroom, Philadelphia)

**AFTER** toying with various instrumentations in rebuilding his band, trying everything from a string ensemble to a small jam crew, Charlie Barnet has decided to return to his former formula. Figures that public is not receptive to new band ideas, and so he is sticking to his heavy, solid set-up of four trombones, four trumpets, four saxes and four rhythm. And it's the same brand of Barnet, but with less emphasis on jungle rhythms and greater emphasis on sweet songs.

Barnet now uses a sepia lad in the trumpet section, in the manner of Artie Shaw and Gene Krupa. When caught here, Sidney DeParis, best remembered with the Don Redman band, was the

lead trumpeter. Need for a flashy horn in the manner of Cootie Williams and Roy Eldridge is filled by "Peanuts" Holland, former Fletcher Henderson ace.

Only four men remain from the original Barnet band—a trumpet, trombone, sax and piano—but all save the rhythm section are set. Olin Anderhold, colored, played bass when caught, but Barnet is bringing in McKinney from Artie Shaw's band. Jack Mills is only subbing at drums. Barnet hoping for Dave Tough to beat the skins if Cliff Leeman fails to rejoin the troupe.

Instrumental highlight is still the maestro, making a fifth saxophonist out front and equally proficient at blowing inspired hot notes on alto, tenor and soprano. Saves his antiquated soprano for sweet songs, riding the tenor mostly for the more heated selections, in which the band excels.

Song selling is adequate for the requirements of the band. Al Lane, formerly one of the Quintones, handles the romantic ballads well, in the bary range. Brunet Hazel Bruce makes an attractive bandstand decor with her Latin features, and makes the rhythm ditties all the more attractive in song.

Orodenker.

## Al Donahue

(Reviewed at Student Union, University of Nebraska, Lincoln, Neb.)

**THE** war has long since driven Al Donahue, ace placer of bands on trans-Atlantic boats, into seeking his financial wherewithal exclusively in front of his own organization. He popped in here for a college date en route to the West Coast, and showed a college-style band—at least, the kids here went for him in great fashion.

Outfit is pretty loud, mostly caused by three energetic trumpets and a like number of trombones, augmenting four saxes and three rhythm. From the brass section, too, he drew Frank Hunter, trombone, and Kenny Knops, trumpet, to provide his arrangements, and they tend to emphasize their department.

Vocally, he provides pleasant effect with a newcomer, Jerry Summers, who shines on the Donahue favorite, *Shrine of St. Cecilia*, and pretty Jean Gordon, who backs a nice delivery with voluptuous physical lines. A la Teagarden are the songs of blues specialist Tex Mulcahy, also a trombonist.

Three instrumental zingers are Buzzy Drootin, drums; his brother, Al, clarinet, and Pres Hudson, sax. They all apply blast furnace warmth to their chores.

Donahue makes an easy appearance in the foreground, and prefers the close-mouthed school of leadership. Says what he has to say quickly, and gets around to music. General presentation is good from all angles.

Oldfield.

NEW YORK, Feb. 21.—Bregman, Vocco & Conn here have taken over publishing rights of *Dear Old Pal of Mine*, a song hit of the last war. BVC intends to make the ditty a No. 1 plug.

Beverly White was the best of the bunch, doing two choruses and a verse of a low-down ditty called *Let My Heart Alone*. Claudia McNeill sang *Summertime* off pitch and Myra Johnson did two choruses of *I Got It Bad*, also off pitch. Shot fine for the revelers, not so good for anybody else.

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## DUDE RANCH

Boardwalk, Atlantic City, N. J.

# 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

## Phil Harris

(Biltmore Hotel, Los Angeles, Blue Network, Monday (16), 11:05-11:30 p.m.)

**HARRIS** is such an entertaining character that he can go on the air with a very ordinary band and gab the audience into thinking it has heard a great show. This particular program was as fair a sample of the man's work as we have ever caught. When he wasn't around with his patter or gravel-throated singing the show was mediocre. But a dash of Harris here and a bit of Harris there made an enormous difference and transformed the goings-on into a band remote of the super-duper variety.

Shot was swiftly paced, shrewdly shuffled, with the maestro singing his familiar *That's What I Like About the South* and a couple of pops. Larry Stewart sang four pops, but not as well as usual. Seemed to have trouble with his tempos.

This was an attention-holder all the way, an asset to the net, the hotel and the band itself. There are few band leaders who measure up to Harris when it comes to dishing the conversational schmaltz, holding a program together and transmitting a sense of informality.

## Chris Columbus

(Elks' Rendezvous, New York, WMCA, Monday (16), 11:30-12 midnight)

**BROADCASTS** from the floor of this Harlem nitery are a regular feature of this independent station. Shot caught contained a lot of hot blowing by the Columbus band. Boys swung out some Public Domain stuff and few standard jive numbers, and their music must have been just the thing for any wild parties going on in this area. Living-room listening was less satisfying, since the boys' ensemble playing was ragged and their solos rather commonplace.

Three girls, apparently members of the floorshow, pitched in with vocals.

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# Ketrow To Tour Renfro Billies

### Popular radio group to open under canvas near Miami early in March

CINCINNATI, Feb. 21.—William Ketrow, well-known outdoor showman, and John Lair, general manager of Renfro Valley Enterprises, Inc., producer of the Renfro Valley Barn Dance, radio and stage attraction, have consummated a deal whereby Ketrow will this season present the popular hillbilly group under canvas, opening near Miami about March 2.

The Renfro Valley Barn Dance, one of the first of the hillbilly groups to gain fame via the radio, has been heard over both the NBC and Columbia networks, and for many months has been a regular Saturday night feature over Station WHAS, Louisville. Prior to the WHAS connection, the hillbilly unit was heard for several years over WLW, Cincinnati.

Following its opening in Miami, the Renfro Valley Barn Dance will play two weeks under canvas in Florida before returning to its headquarters at Renfro Valley, Ky., to work a string of theater dates out of there until the weather in this area becomes suitable for tent-show operation. According to Lair, the Renfro hillbilly unit will likely remain out under canvas all summer, playing territory in which the group has built a huge following with its radio and theater appearances in recent years.

The Renfro Valley headquarters will continue to operate with a second unit thruout the summer, Lair says. A quarter of a million people visited Renfro Valley last year, and several Saturday night performances attracted as many as 10,000 people. Frequently during the season the first performance was put on around 3:30 o'clock Saturday afternoon and running continuous until daylight Sunday morning.

Under Lair's arrangement with Ketrow, the latter is to furnish the tent theater and all necessary equipment and to transport everything but the talent, which will travel by special bus. In addition, Ketrow is to bill and book the show.

# J. A. Ogle Launches Tent Trek March 10

ROGERSVILLE, Ala., Feb. 21.—J. A. Ogle, who closed his tent show December 15 last and since has been playing houses, closing February 15, has returned to winter quarters here to prepare for his 1942 tent season, slated to get under way around March 10. Ray Zarrington, Bernice Allen, Flora Belle Evans, Mr. and Mrs. S. E. Hudson and Willie Hester are here assisting in the opening preparations.

Ogle, who enjoyed a fair tent season in 1941, isn't looking forward to a particularly lucrative season in 1942, as many predict, but believes that a good little show will make enough to pay off and maybe enjoy a little holiday vacation next winter.

Those at winter quarters are busy repairing the canvas, painting equipment and making scenery, and Ogle believes he has enough tires to carry his rolling stock thru the season.

Several additions will be made to the cast for the tent tour, and the show will again play its regular Tennessee territory. Ogle has been making that territory since 1917, when he joined the Lawrence Russell Paramount Players.

# Show Boat Majestic Wants

People for coming season with good vaudeville specialties and capable of doing parts in plays. Room and board furnished on boat. State all in first, ages, etc. Write T. J. REYNOLDS, Box 178, Point Pleasant, W. Va.

# Attention! Rep Folk!

With the opening of the tent show season only a few months off, a number of winter quarters are already humming with activity. Despite the air of uncertainty that permeates the field, as the result of the government's restriction on tires, trucks and materials, tent showmen, as a whole, are highly optimistic over prospects for 1942. They feel that if ever the country's smaller communities needed entertainment, it is now; and it is more than ever likely that 1942 will see at least the usual number of tenters on the road. *The Billboard* invites tent show managers and performers to outline views and plans thru news contributions to these columns. At least, drop the Repertoire editor a post card, so that we may let your friends know where you are and what you're doing, and what your plans for the 1942 season are. We need your cooperation.

# Ogle Credits "Pop" Choate With Framing First Tenter

Rogersville, Ala. **Editors *The Billboard*:** I don't want to reopen the old argument, but I believe "Pop" Choate has the honor of having put out the first tent rep show in the United States. And in the old-time shows frequently mentioned I don't ever read a word about the Milt Tolbert Show or the Lawrence Russell Paramount Players. Those shows were tops in the South 20 or 25 years ago and had everything the present-day tent show doesn't have—a band that doesn't double, an orchestra of from 6 to 10 instruments that remains in the pit, and a real show properly produced and staged, with scenery, effects, a good cast and comfortable seats. And they played the larger towns, regardless of opposition. I joined the Russell show in 1917 and was with it until Russell retired in 1922. J. A. OGLE.

# Christy Obrecht Jr. Is Made Lieutenant; Show Makes Ready

MINNEAPOLIS, Feb. 21.—Mr. and Mrs. Christy Obrecht, here to ready their rep show for the 1942 season, were notified by wire this week that their son, Christy Jr., 22, has been commissioned a lieutenant in the U. S. Army. He is said to have earned his commission in record time, having risen from private to lieutenant in eight months. Young Obrecht was studying law at the University of Minnesota when he was inducted into the army in July. He was sent to Camp Roberts, Calif., where he remained a short time before being transferred to the Officers' Training School at Fort Benning, Ga. His parents attribute his success in the army to his theatrical background and experience. The Obrechts will shortly begin rehearsals here for their new season, which gets under way in April. They will open in houses, moving under canvas in the summer, then more theaters until the closing around December 1. Commenting on the prospects for the 1942 season, Obrecht says: "I wish I were smart enough to foretell what the season will bring, but none of us can do that, so we'll just have to take a chance. We'll have to give 'em a good show and do everything possible to have the natives forget their worries and troubles. I believe they want comedy and hokey. As for the tire problem, my trucks have good rubber and if nothing happens should be good for three years, so that eliminates a worry. I have two Kohler light plants that eliminate another worry. Win, lose or draw, we are going to stay out."

CHRISTY OBRECHT typewrites from Minneapolis: "Always enjoy our copy of *The Billboard*. Note what you say about sending in news to the department on a post card. I'm writing a letter. I believe it would be a great help to one another if we could get all the rep managers to keep each other posted thru the rep page. I'm for it 100 per cent."

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

## 5 and 1 Near Stretch Run in Detroit Contest

DETROIT, Feb. 21.—All-American Derbyshow at the Michigan State Fair Coliseum is in its seventh week, with five couples and one solo girl on the floor. Attendance ran about 9,000 on the week, totaling about 59,000 to date for the run, the draw just about holding its own. From present speedy eliminations, show may hit the wind-up within the next few days.

Couples remaining on the floor are Clyde Hamby and Angie Oger, Don Donnison and Edwina Trahan, Phil Rainey and Joan Leslie, Charlie Loeb and Pat Kelly, and Pete Carillo and Helen Caldwell. Elizabeth Linder is solo.

REPORTS have it down Miami way that Ray (Pop) Dunlap will open early in April with a good Eastern spot and that E. M. (Dick) Edwards is definitely out of the walkie business.

RAY C. ALVIS—Will you please shoot your address in to the column as soon as possible. Same goes for Floy Moran, contestant. It is urgent.

"I HAVE been a walkie fan for the past five years," writes "Jean," from Chicago, "and have been wondering about Patsy Ryan, Vivian Branch, Mickey Britton, Charlie Smalley, Skippy Skidmore and Hughie Hendrixson. Altho I get *The Billboard* right along, the above-mentioned names are conspicuous by their absence. Has Skippy been called into the army? Will be watching *The Billboard* for any mention on these kids."

FROM Honolulu comes a note from Forrest Bailey saying that Pee Wee Collins, Rella Finney, Joe and Margie Van Raam, Millie Bramer and emcees Danny Bramer and Jimmy Gable are all there, working and getting along fine. Forrest says that these are all who are left of the group of contestants who went to the island for a show last May, all the others having returned to the Mainland.

PEGGY SMITH and Gladys Dunham ink an inquiry on Harry Hamby, saying they haven't heard anything of him since the Silver Spring (Md.) show in 1938.

INQUIRIES were received last week on Jimmie Horan, Art and Ruthie Woods, Pat Young, Tommy Garcia, Glen West, Mickey Britton, Jerry Martone, Chad Alviso, Chuck Payne, Steve Roberts, Hazel Deitrich, Phil C. Mathieu, Bobby Burns Jr., Gordon Haring and Buddy Lee.

One Year Ago COLISEUM SHOW in Chicago had 14 teams left after 68 days. Forty-five couples started. . . SAMMY LEE was bar-

# Rep Ripples

FONTINELLE AND KENNIS (Hal and Mae), since closing with Pop and Mom Fontinelle in October, have been working niteries and have just concluded 16 weeks thru Ohio and Pennsylvania for the Baldwin-Davis office. Hal and Mae took a few days off last week to jump their new Liberty house trailer into St. Louis before joining a unit for the remainder of the winter. They'll be back with the Fontinelle Stock Company this summer. . . JACK LAMPTON postals from Columbus, O., that he has hopped in there to spend the rest of the winter. . . RALPH MOODY, who had the Hazel McOwen Players thru Nebraska and Kansas for many years, is now on the staff of Station WLW, Cincinnati. He is Uncle Ralph on the *Hymn Singin' Time* program Saturdays at 10:15 p.m., EWT, and has two other programs, *Highlights and Shadows*, Mondays at 10:30 p.m., and *Stairway to the Stars*, Fridays at 10:30 p.m. . . EDDIE DERRINGER is at Kerens, Tex., winter quarters of the Hila Morgan Show. . . JIMMIE WARREN and wife, Velda Lee Curry, are visiting the latter's mother in Beatrice, Neb., after the closing of the Otis L. Oliver-Ralph Canton old-time opy in Louisville. . . A. L. STOUFFER, former rep and legit actor, is giving his one-man dramatic impersonation show under auspices thru Central Florida. He makes his home in Huntington Park, Fla. . . JOHN WILLIS WALTERS pencils that the recent Eagles' Minstrels staged in Columbus, O., for the benefit of the Red Cross was a splendid performance, with a number of minstrel vets taking part. Among the features were Al (Slewfoot) Brown, Al Kerns, Ray Grashel, Jim Teal, Stanley O'Neal, William O'Neal, John Breckur, Harry Freeman and Scott O'Neal, magician. . . D. G. COUDEN and wife are still in North Carolina doing assembly shows in schools. They're in their second year there. The Coudens plan a visit soon with Richard Eickon, "Barnum of the Sticks," playing Georgia schools, and D. G. promises to send us some photos showing what it looks like when two jugglers playing the sticks get together. After the school season in North Carolina the Coudens will head west to do two-nighters in halls with an augmented show.

RALPH CANTON AND HAZELL CHAMBERLAIN have returned to the latter's home in Franklin, O., after the closing of the Canton-Oliver old-time opy at the Seelbach Hotel, Louisville. . . THE LITTLES left Bradenton, Fla., recently for Selma, Ala., where they will start soon on their annual tour of Alabama and Mississippi with their three-people trick.

tender at Chuck's Tap Room, Peoria, Ill. . . CAPT. PHIL C. MATHIEU was located in Port Arthur, Tex., with his indoor skeet and target range and doing okay. . . EILEEN THAYER and Stanley West won first place in the San Diego (Calif.) show. . . LENNY PAIGE was planning opening a show in Freeport, Tex. . . BERNIE MARR was operating the Bernie Marr Theatrical Enterprises in Sioux City. . . DOC KING was a patient in the Duval County Hospital, Jacksonville, Fla. . . MARGE SHEPFIELD'S household had been increased a couple with mixed twins making their appearance.

# STATION W-I-N-X STATION W-I-N-X

## GOOD NEWS From Shep Shapiro

Show will positively open late in March. Another sensational show in Washington, D. C., produced and managed by Shep Shapiro alone. No other former promoter connected in any way. Itsy, Muggsy, Mickey, Eileen and Mickey Thayer, Millie Bungers, Pat Patterson, Hughie Henderickson, Harry and Clyde Hamby, Angie Oger, Johnny Groves, Jo Jo Hitt, Jack Ryan and all others interested. Help in all departments needed.

Phil Murphy, Chuck Payne, Jack Reynolds, Mickey Brennan, Pop-Eye Knight, contact at once.

BROADCAST 3 TIMES DAILY OVER

# W-I-N-X

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# Roadshow Films

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Conducted by THE ROADSHOWMAN—Communications to 1564 Broadway, New York City

## Summer Circuit Operators Get Ready for Busy Season

CHICAGO, Feb. 21.—This is the time of the year when successful outdoor roadshowmen are devoting all their time to the soliciting of sponsors for their summer circuits, according to George E. Brannan, well known in the 16mm. field thruout this territory. Brannan says operators who do most of their preliminary work before the start of the active season not only increase their profits materially but also have more time to concentrate on promotional stunts for their programs when the season is actually under way.

"The outdoor free shows are expected to be more popular than ever this season," Brannan states, "and alert operators are making certain that they will fully cash in on the opportunity that presents itself. In addition to local merchants in the towns played, they are also making a concentrated effort to in-

clude national advertisers on their programs.

"By co-operating with other roadshowmen in the same or neighboring counties, the wise exhibitor can obtain a number of regional accounts whose advertising will not conflict with that of the local merchants. A case in point is the small loan company. These companies as a rule maintain but one office in a county. This office is generally located in the county seat.

"These firms are all interested in having film trailers or slides shown in the small theaterless towns of their territory. They prefer to have full coverage of the county, so, unless the roadshowman can offer this thru his own circuits, it is better for him to co-operate with another exhibitor playing the same county. By pooling their towns for the purpose of obtaining advertising only they can give complete county coverage. In this way the advertiser gets the coverage he wants and both exhibitors benefit.

"The roadshowman can line up other companies whose advertising will not conflict with local merchants. The chamber of commerce is in a position to co-operate with the roadshowman by making suggestions regarding the firms it would be best to contact for advertising. Advertising calls attention to the town and the chambers are interested in doing everything that will help boost their particular town.

"It is also claimed that there will be more national advertisers using outdoor free shows this season than ever before. It is the time and effort that roadshowmen expend now that will determine the success of their summer roadshow circuit."

### New and Recent Releases

(Running Times Are Approximate)

**AMERICANS COME**, released by Nu-Art Films, Inc. One-reeler, based on the famous *Song of Victory*, shows life in the French trenches during the last war, including battle scenes. Running time, 10 minutes.

**JESS WILLARD VS. JACK DEMPSEY**, released by 16mm. Sports Film Company. Shows the exciting battle waged under a hot Toledo sun in July, 1919. Jack Dempsey at his best, a fighting machine, winning the heavyweight championship from a man who outweighed him more than 50 pounds. Running time, 20 minutes.

**THE PINCUSHION MAN**, released by Castle Films, Inc. A one-reel cartoon story about the most fantastic aggressor ever to invade a neighboring country. The Pincushion Man invades Balloonland where everyone and everything is a balloon. A puncture from his flying pins and his target explodes. The Balloon people mobilize, and gum hurtling from catapults gives the final victory to them. Running time, 10 minutes.

**PANAMA MENACE**, released by Institutional Cinema, Inc. A Latin from Manhattan and a newspaper reporter, portrayed by Virginia Vale and Roger Pryor, avoid capture by a spy ring and unmask a plot to destroy the Panama Canal. Running time, 70 minutes.

**CHRISTIANITY**, released by Screen Art Sales Company. A two-reel travelog of the Holy Land showing Biblical points of interest. The film unfolds, in a convincing and pleasing manner, the scenes and incidents of Christ's life as portrayed by the Oberammergau spectacle. Running time, 20 minutes.

## ALL'S RIOT ON THE FUN FRONT



TOGETHER AGAIN! Stan LAUREL and Oliver HARDY with JEAN PARKER and REGINALD GARDNER. **THE FLYING DEUCES** RKO RADIO Picture. The screen's foremost zanyies join the Foreign Legion—and see the guard house. And—it's ready—aim—fireworks! as Stan (General Nuisance) Laurel and Oliver (Major Disturbance) Hardy take to the air in the FLYING DEUCES!

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## Increase Roadshow Profits With Defense Town Circuits

By JACQUES KOPSTEIN, of Astor Pictures Corporation

THE vast industrial defense effort thruout the country offers roadshowmen one of the greatest opportunities of cashing in. Workers in defense plants are operating in three shifts, and roadshowmen have been quick to capitalize on the heavy influx of men and women into defense towns. The programs these roadshowmen are putting on serve the double purpose of entertaining workers and affording them relaxation.

A roadshowman who wishes to enter this field will find it a simple matter to select suitable territory and work out a profitable circuit. Naturally, it is up to the individual operator to select his field of operation and by personal investigation discover the number of factories within a radius of, say, 200 miles.

Once the territory is selected the roadshowman should be able to select five or six key towns as the basis of weekly circuit showings. As most industrial defense plants are working on three shifts, it is possible for the operator to give three shows in each town before moving on to the next spot.

The shows should be so timed that they catch workers. In other words, one performance can be given 15 minutes after one shift goes off, another can be given an hour and a half before a shift is due to check in. The schedule can be worked out without difficulty to accommodate the entertainment demands of the workers at a convenient time.

As all defense plants have men and women employees, the programs should have general appeal to a mixed audience. Care in the selection of an entertaining and interesting program is of prime importance, as the success or failure of the circuit will depend on the audience-pulling power of the programs shown. The selection of suitable program material is a point that merits considerable thought on the part of the roadshowmen and yet it is true that in many cases operators do not pay attention to this phase of their business.

A roadshowman having a circuit in defense towns should select action pictures, Westerns, mysteries and comedies are also good for feature lengths, as they have a wide appeal. Musicals have also been well received, according to roadshowmen who are already operating successful circuits. The programs should be rounded out with cartoon, comedy, newsreel and short subjects of interest to men and women. Programs should run approximately an hour and a half and in no case exceed two hours.

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# The Final Curtain

since the accident. Survived by a son, Paul.

## CARD OF THANKS

The many kind expressions of sympathy and floral tributes received from showmen and friends were an indication of the great love Show People and Friends held for my beloved husband

## W. C. KAUS

Your thoughtfulness has been a great consolation to me and I thank each of you sincerely.

(Mrs.) Marie Kaus

**KIRKENDALL**—Mark, 69, veteran circus man, in Los Angeles February 18 of a heart attack resulting from serious injuries sustained in an automobile accident over a year ago. Funeral services, under direction of Pacific Coast Showmen's Association, from Bresee Bros. & Gillette mortuary February 23, with cremation following. Survived by his widow; two brothers, Harry G. Kirkendall, Ebenezer, N. Y., and J. T. Kirkendall, Los Angeles, and three sisters, Mrs. Francis Haswell, Mrs. M. K. Nothstine and Mrs. E. K. Brake, Los Angeles.

## ALMON R. SHAFFER

Almon R. Shaffer, nationally prominent showman, was found dead in his room in Hotel Winthrop, New York, February 20, apparently of a heart attack. He was 53. In 1939, first year of the New York World's Fair, he was managing director of George Jessel's Old New York Village, and the next year piloted Sun Valley Winter Wonderland.

Shaffer was amusement director of Great Lakes Exposition, Cleveland, 1936-1937. Billy Rose's Aquacade having been introduced there during the second edition thru Shaffer's associate, the late Lincoln P. Dickey, who was general manager of the exposition.

In 1941 he headed up a Defense Exposition in Cincinnati and New York. Following close of the World's Fair Shaffer took out World's Fair Highlights, made up of amusement items from the fair, in addition to exhibits and concessions, and played it in Cleveland and other cities.

He managed shows at expositions, in auditoriums and at fairs, and years ago presented Al Shaffer's *Boys and Girls* and other tab units, appearing in theaters and other spots. He was for several years general manager of the Florida Orange Festival, Winter Haven, and maintained an elaborate home in Orange City, Fla.

His widow, Dorothy Shaffer, well known to showfolk, came up from Orange City to attend the funeral service, held February 22 at Universal Chapel, New York, from where services were held for Lincoln Dickey on the last day of the World's Fair, October 29, 1940.

Peg W. Humphrey, close friend of the Shaffers, took charge of the affairs with the help of another intimate friend, Frank P. Duffield, of Thearle-Duffield Fireworks Company, Chicago. Burial February 23 in New Castle, Pa.

**LAGESON**—Wallace, 37, drummer at the Gayety Theater, Minneapolis, of a fractured skull February 14 in that city. Coroner's office has asked police aid in determining cause of injury which resulted in the fracture.

**LANE**—Effel, 50, former vaude performer and *Ziegfeld Follies* dancer, February 17 in New York Hospital, New York, after a brief illness. She appeared in several *Follies* shows and was also seen in *The Three Twins*. Later she toured in vaude as a Scottish singer and dancer.

**MORDANT**—Edwin, 73, actor, February 16 at his home in Hollywood. He made his stage debut at Ford's Opera House, Baltimore, in 1891. Later he was with Charles Frohman's road companies for five years, appearing in *Men and Women*, *Aristocracy*, *The Girl I Left Behind* and *Shenandoah*. For the next 10 years he was a leading man in stock companies, and from 1908 to 1910 he had leading roles in *The Great Divide* and *The Servant in the House*. In 1911, with his wife, the former Grace Atwell, who survives, he toured in Bartley Campbell's *White Slave*, later appearing in *Ready Money*, *Johnny Get Your Gun* and *The Fear Market*. Mordant was in the original cast of *Business Before Pleasure*, at the Eltinge Theater, and in *Spanish Love*, at the Maxine Elliott Theater, both in New York. More recently he appeared in *The Carolinian* and *Restless Women*. In 1928 he left the stage for a brief period to become an executive of the Lincoln Hotel, New York. He went to Hollywood in 1932 and since had appeared in many films. Funeral was under the auspices of the Actors' Fund of America. Buried in Hollywood.

**ORCUTT**—Albert C., 86, last surviving member of the original Old Homestead quartet, popular during the 1890s, February 11 at his home in Mattapan, Mass.

**PEARE**—Henry Hank, 64, former cir-

cus performer, at the home of his brother in Springfield, O., February 16. He was with the Ringling Bros. and Barnum & Bailey shows for many years as a member of the Prosit Trio of acrobats, known as Clark McCollough and Peare, and as a clown.

**PLOCINSKY**—Glucka (Platt), mother of Nate Platt, head booker for Balaban & Katz Theaters, Chicago, in that city February 18. Survived by three sons and one daughter. Burial in Chicago February 19.

**SCHWARTZ**—Adolph, 58, in the amusement concession business for more than 30 years, at Lenox Hill Hospital, New York, after a long illness. Members of National Showmen's Association, of which he was a life member, had given their blood in attempts to save his life. He had operated at Palisades Amusement Park, N. J., for many years. Services at Riverside Chapel and interment in the NSA plot, Ferncliff Cemetery, Westchester County, New York, February 18.

**SELLBINI**—Lalla (Mrs. Mary Pantzer), 63, former cyclist and member of the third generation of an English vaude family, February 11 in Bangor, Me. She was teamed with Bert Nagle until her retirement 12 years ago. She was the widow of Willie Pantzer, of the Pantzer Brothers, well-known vaude act many years ago. She leaves a daughter and three sisters.

**VAN VALKENBURG**—Woodburn Merrill, 63, for 15 years on the directorate

## William C. Kaus

William C. Kaus, 43, owner W. C. Kaus Shows, died in Duke Hospital, New Bern, N. C., February 15 of a heart attack. Born in Duryea, Pa., in 1899, Kaus was widely known in outdoor show circles, having been associated with the business for 20 years. He was stricken with a heart attack last summer and had been in ill health since.

Kaus was a member of the National Showmen's Association, New York; Moose, Elks and Eagles. Survived by his widow, Marie; two children, W. C. Kaus Jr. and Kathleen; two brothers, Adolph, Kaus Exposition Shows, and Joe, Joe Kaus Shows, and two sisters, Mrs. James Burns, New Bern, N. C., and Mrs. K. Daker, Central City, Pa.

Funeral from St. Paul's Catholic Church, with burial in Cedar Grove Cemetery, New Bern. Pallbearers included George Whitehead, W. A. Godley, Steve Morgan, Morris Bray, Henry Williams and Lyle Smith. Jack Perry was honorary pallbearer.

## Marriages

**ANTHONY-HENRI**—George H. Anthony, nonpro, to Alberta Henri, burly and nitery dancer formerly with the Hefner-Vinson Show, in Cleveland January 10.

**GRAY-GAYLORD**—Harold Gray, pianist in Buddy Clark's orchestra, and Joan Gaylord, chorus girl, recently.

**LEVINGTON-ALLISON**—Archie Levington, manager of Leeds Music Corporation office in Chicago, and Fran Allison, radio actress and vocalist, in that city February 21.

**RANDALL-BENNETT**—Addison Randall, cowboy film actor, to Barbara Bennett, sister of Joan and Constance Bennett, actresses, and former wife of Morton Downey, singer, last June in Mexico.

**RIVERS-BONNELL**—Fletcher M. Rivers, member of Moke and Poke, colored team, to Birdie L. Bonnell, nonpro, in Minneapolis recently.

**STEWART-CATE**—Eugene H. Stewart, 44, nonpro, to Mrs. Billie Cate, 26, the former Billie Russell, of Russell Bros.' Circus and sister of Mrs. C. W. Webb and Mrs. Robert O'Hara, recently in Memphis.

**SWEZAK-GRIFFIN**—Carl Swezak, nonpro, to Mary Pearle Griffin, daughter of Mr. and Mrs. Fred H. Griffin, known as Pearle and Griffin, in Philadelphia October 10.

**THOMAS-CHERRINGTON**—Earl Thomas, formerly with World of Mirth Shows, to Patricia Cherrington, formerly at the New York World's Fair and lately with the Brown Derby, Chicago, February 1 at Queen of Holy Angels Church, Chicago.

**WATSON-MUSE**—L. E. (John) Watson, nonpro, to Pearl Muse, mother of Bettie Belle Muse, acrobat and wire walker, in Magnolia, Miss., January 28.

## Births

A son, Louis Jr., to Mr. and Mrs. Louis J. DeCola in Chicago February 5. Father is band leader, formerly with Nat Reiss. (See BIRTHS on page 52)

## John A. Pollitt

John A. Pollitt, 64, nationally known outdoor showman and promoter, died in New York February 14 after collapsing in the drugstore of Park Central Hotel. Police notified the Pacific Coast Showmen's Association, Los Angeles, card for which deceased carried in his pocket, and PCSA communicated with National Showmen's Association, which identified him and arranged the services, held February 18 in New York. He was an agent and executive for many shows and enterprises, was affiliated with the C. W. Parker Amusement Company many years ago, conducted some of the earliest dance marathons; was in the legal department of the Golden Gate International Exposition, San Francisco, 1939-'40, and until a few weeks before his death was on the road contracting dates for Lew Dufour's formative Road to Good Health Exposition. A sister in Maysville, Ky., his home town, and a brother in Miami survive. Interment in the plot of National Showmen's Association, Ferncliff Cemetery, Westchester County, New York.

## Edwin Milton Royle

Edwin Milton Royle, 79, actor and playwright, died February 16 at his home in New York after an illness of more than a year.

As a young man he played in vaude, for which he wrote many sketches starring himself and Selma Fetter. Together they toured the country on the leading circuits, occasionally appearing in legit. He later toured with Edwin Booth's Shakespearean road company for two years.

In 1892 he wrote his first play, *Friends*, as a vehicle for Miss Fetter and himself. It was presented at the Standard Theater, New York, and was a success, whereupon Miss Fetter and Royle decided to keep the team permanent and were married. In 1905 he wrote his best known drama, *The Squaw Man*. It opened in Buffalo, with William Faversham in the lead, and was later taken to Wallack's Theater, New York, where its success was instantaneous. It played all over the world and enjoyed one of the longest runs in history, ranking with *Uncle Tom's Cabin* and *Abie's Irish Rose*. It was also credited with the distinction of being the first motion picture produced in Hollywood.

Other plays written by Royle included *Marrying Mary*, *Moonshine*, *Cleo*, *The Struggle Everlasting*, *These Are My People*, *The Unwritten Law*, *Aftermath*, *The Conquerer*, *Her Way Out*, *Mexico*, *Miss Wicket of Wall Street*, *The Longest Way Round*, *The Winning of Barbara Worth*, *Barberry Bush* and *Launcelot and Elaine*.

Royle had been a member of the Players and the Lambs since 1897. He was appointed Shepherd of the Lambs in 1930 to fill the vacancy caused by the death of Fritz Williams. He was also a member of the Authors' League of America and the Dramatists' Guild, a trustee of the Percy Williams Home for Actors at East Islip, L. I., N. Y., and a vice-president of the Episcopal Actors' Guild.

He is survived by his widow; two daughters, Josephine and Selena, both actresses, and a sister.

## MSWC in Gala Valentine Party; Bernet Is Emcee

ST. LOUIS, Feb. 21.—Missouri Show Women's Club's Valentine Costume Dance in Maryland Hotel here February 14 proved a gala affair. Art Botts Orchestra provided the music, with Sunny Bernet handling the emcee chores. Loretta Vines was awarded first prize for the best costume and Irene Burke won second prize with the most comical one. Daisy Davis, assisted by Irene Burke and Gertrude Lang, was in charge of tickets and door.

Event continued until early morning and in attendance were Mrs. Goldie Fisher, Mr. and Mrs. Al Baysinger, Mr. and Mrs. Alton Pierson, Sunny Bernet, Morris Lipsky, Mr. and Mrs. Ralph Lipsky, Tom Sharkey, Anna Jane Pearson, Powel Leonard, Mr. and Mrs. George Davis, Peggy Smith, Edward Powers, Loretta Vines, J. B. McCreedy, Mrs. L. Sherril, M. Davidson and Earl Schacter. Iris Camen, Denny Pugh, Mr. and Mrs. Ed Smith, Elma Obermark, Mrs. Leo Lang, Mrs. Tom Allen, Blanche Leaman, Irene Burke, Florence Parker, Mr. and Mrs. Arthur Guillanni and party, Mr. Barry, Mr. and Mrs. M. Churnis, Mrs. D. Moran, Harry Coulson, Mr. and Mrs. M. Laird, Nellie Worthington and Lyman Cook.

## Rain Hurts Hames At Expo in Houston

HOUSTON, Feb. 21.—With rain on eight days of the 10-day event, Bill Hames Shows wound up a losing stand at the Houston Fat Stock Show and Live-stock Exposition February 15, altho gate and rodeo attendance was estimated at 245,000. Hames's line-up included Rolloplane, Merry-Go-Round, Baby Ferris Wheel, Baby Airplanes, Ferris Wheel, Rocket, Scooter, Tilt-a-Whirl, Octopus, Spitfire and Fly-o-Plane.

Shows included Behind the Bars, Doomed to Die, Ye Old Spook Castle, World's Fair Oddities and Bughouse. Hames also had a Penny Arcade here.

## Regular Associated Troupers Ragland-Korte Dinner Guests

LOS ANGELES, Feb. 21.—Members of the Regular Associated Troupers club, recently reorganized with Lucille King as president, were guests of Spot Ragland and Lou Korte at a Spanish dinner in their homes following the regular meeting at club's newly acquired rooms in Bristol Hotel here January 30. Dinner was prepared by a caterer from Crash Inn, local night club, owned and operated by the Ragland-Korte interests.

Club's February 6 meeting was called to order by President King, with Vice-President Mario LeFors and Secretary Vera Downie also on the rostrum. Board of directors met an hour earlier to revise the membership list and complete de- (See TROUPERS GUESTS on page 32)



WILLIAM C. KAUS, owner W. C. Kaus Shows, who died in Duke Hospital, New Bern, N. C., February 15 of a heart attack, was widely known in outdoor show circles, having been associated with the business for 20 years.

## Prell Adds Fairs; Opening Date Set

ALBANY, N. Y., Feb. 21.—Sam E. Prell, managing director, Prell's World's Fair Shows, while attending the New York Fair meeting here February 9-10, announced the contracting of 12 fairs, including those in Caledonia, Ithaca and Cortland, N. Y.; Lynchburg, Va.; Durham, Monroe, Beaufort, Kinston and Rutherfordton, all in North Carolina. Prell, before leaving for a Florida vacation, said shows would open their tour on March 23 with a line-up of 14 rides and 12 shows.

A new office is being built at shows' Lumberton, N. C., quarters and five new fronts and a new entrance arch have been constructed. Leo Bistany has been re-engaged as business manager and Joe Murray will have his new pony track with it. Edmundo Zacchini is readying his cannon act, which will be the free attraction.

Cash and Gertrude Miller are here getting their Girl Show and Palace of Wonders ready for opening. Tommy Rice, advertising and special agent, has been operating a service station near quarters all winter.

## Marks Inks 10 Fair Dates

RICHMOND, Feb. 21.—Returning here from a Florida vacation, John H. Marks announced that his organization holds midway contracts for these 1942 dates: Great Roanoke (Va.) Fair; West Virginia Free Fair, Charles town; West Virginia State Fair, Lewisburg; Radford (Va.) Fair; Robertson County Fair, Lumberton; Cumberland County Fair, Fayetteville, and Albemarle County Fair, Albemarle, all in North Carolina; Rock Hill (S. C.) Fair; Wilmington (N. C.) Fair, and Pee Dee County Fair, Florence, S. C.

## Endy Bros. Chalk Winner at Festival In Homestead, Fla.

HOMESTEAD, Fla., Feb. 21.—With good weather, Endy Bros.' Shows registered a successful stand at the Fruit Festival and Exposition here February 6-14. Highlighting the display section was a huge defense exhibit sponsored by the Chamber of Commerce. Shows' light plants were used for the first time, under direction of James Sebraski, who came here from the Diesel plant. Mounted on two tractors and using a blue and white color scheme, they presented an attractive appearance, as did the midway.

Top money getters among rides were the Rocket and Fly-o-Plane, and Mansion's Side Show and Erdman's Monkey Show led that department. New cook- (See ENDY IN WINNER on page 32)

## BR Inks 11 Fairs; Debut Date Is Set

ATLANTA, Feb. 21.—H. B. Shive, assistant manager Blue Ribbon Shows, returned to local quarters with contracts to provide the midway at 1942 fairs in Fond du Lac, Darlington and Platteville, Wis., bringing shows' total to 11 for the season. Organization had previously signed to play two fairs in Illinois, one in Indiana and five in Georgia. Shive said three additional dates are pending.

He came here from a three-month stay in Wisconsin, during which time he conducted the Seventh Annual Kettle-Moraine Ski Tournament, his third consecutive year in that capacity. Quarters' crew is constructing and painting a new front, and several truck motors have been rebuilt at a local factory. All equipment has been repaired or rebuilt and ready for shows' opening at Columbus, Ga., March 27.

## Bakersfield Is '42 Opener for Patrick

BAKERSFIELD, Calif., Feb. 21.—W. R. Patrick's Greater Shows yesterday opened their 1942 tour at the downtown Kentucky and Tulare streets location. Business the first day was good and Owner Patrick is optimistically looking forward to a successful tour. Staff at opener had Patrick, owner; Elmer Hanscom, manager; Mrs. W. R. Patrick, secretary-treasurer; Hort Campbell, general agent; Moe Elsenman, public relations; T. H. Bailey, lot superintendent; J. Henry, electrician; George Ellis, transportation superintendent; Mrs. T. H. Bailey, mail and The Billboard sales (See PATRICK OPENER on page 32)

## Ralph Endy Under Knife

MIAMI, Feb. 21.—Ralph N. Endy, vice-president-treasurer Endy Bros.' Shows, underwent an operation in Jackson Memorial Hospital here this week. His brother, Dave, president of the shows, said his condition is fair.

## Strates Maps Plans To Aid Defense Boards

MULLINS, S. C., Feb. 21.—Management of James E. Strates Shows revealed at local quarters this week that it is mapping plans to co-operate with defense boards in cities on its itinerary during the season. In line with the plan is General Manager James E. Strates' announcement from Elmira, N. Y., that he has purchased a powerful siren to be installed on one of the massive light towers on the shows, and that the four giant searchlights will be turned over each week to the local defense boards.

Both sirens and searchlights are to be placed under the jurisdiction of the local boards. General Agent William C. Fleming is now on a tour to make the necessary arrangements with committees to contact the local boards. Mrs. James E. Strates has placed blackout curtains on the Strates' private car and all the Pullmans and coaches have been fitted with them.

Under the plan the shows' fire department and all its equipment including the chemical truck and power water wagon will be placed at the disposition of the local defense boards.

## Krekos Combo Signs Joyce, Mabel Stark

SAN FRANCISCO, Feb. 21.—Upon his return here last week from Los Angeles, Mike Krekos, manager West Coast Circus Shows, announced the signing of the Jack Joyce Circus and Mabel Stark's trained lion act as free attractions for 1942. Krekos also said that Harry Myers will again have the concessions on the midway, with Andrew Kokan returning with his cookhouse.

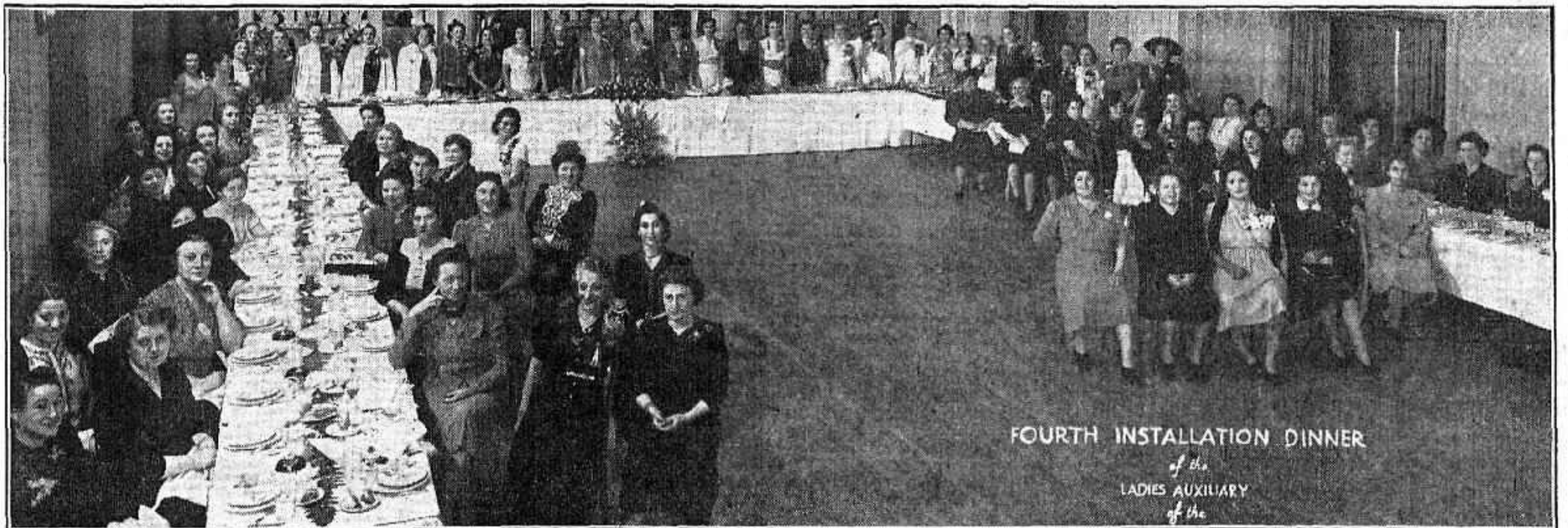
Quarters are in charge of Bob Schoonover, who is now painting and overhauling show property. Quarters crew totals 20. Ted Wright will have the girl shows and Frank Forrest will again have the featured Side Shows. Cal Lipes will have about six attractions. Hunter Farmer and Charles Walpert will return, as will Mr. and Mrs. Al Roden. John Weis will have the radio store and Les Dobbs will operate the ham and bacon store.

W. T. Jessup will return as general agent, his 14th year in that position. Matt Herman will again have the auction pitch. Edith Walpert will have the bingo, her 11th year here.

## Gooding Gets Ohio Fair for 27th Year

COLUMBUS, O., Feb. 21.—Floyd E. Gooding, general manager Gooding Amusement Company, this week signed contracts to provide the rides at the 1942 State Fair here, marking organization's 27th year on the midway.

Contract calls for the company to furnish 25 rides.



FOURTH INSTALLATION DINNER

of the  
LADIES AUXILIARY  
of the

INSTALLATION DINNER of the Ladies' Auxiliary, National Showmen's Association, held in New York recently. Blanche M. Henderson was installed as president, and other officers were inducted during elaborate ceremonies.

# Midway Confab

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

**ITCHING** feet. SIGNING as business manager of F. R. Heth Shows recently was Sam Housner.

PROF. WILLIE J. BERNARD is in South Liberty, Mo., readying his pit show for the coming season.

**ARE YOU GOING** on a summer sleigh ride? SON of the owner of Great Sutton Shows, P. M. Sutton Jr. recently enlisted in the Army Air Corps.

BABY BETTY, fat girl with International Congress of Oddities, has signed with Ringling-Barnum circus for 1942. She is vacationing in New York.

**DON'T LET** high blood pressure get you down this season.

LAST year with Art Lewis Shows, Mrs. Ruby Kane has booked her four ball games with Bantley's All-American Shows for 1942.

FORMERLY with Hughey & Gentsch Shows, A. Ross is managing a service station in Fort Wayne, Ind. He plans to operate a mouse game this season.

**HITCH-HIKER'S** mid-winter allbi: I am merely a patriotic traveling showman who is co-operating by saving rubber.

HARRY PROBOESS, high act, infos from Winter Garden, Fla., that he has

CORN GAME operators with Wallace Bros.' Shows, Edna and Abe Frank have returned to quarters in Jackson, Miss., after vacationing in Gulfport, Miss.

FORMERLY with Dick Best's Side Show, C. L. (Twisto) McCormack has accepted a position as steward at the Cincinnati Club in the Queen City and will not troupe this year.

"WHEN A SHOW becomes a financial success people overlook the means that made it so."—Mrs. Upshaw.

CONTRACT for the annual Mule Day Celebration in Paris, Tenn., has again been awarded to Wallace Bros.' Shows. Event is sponsored by the American Legion Post.

MRS. LOUISE MILLER is at her trailer home in Augusta, Ga., recovering from an operation she underwent in University Hospital there, Charles Miller reports.

**SIGNS SEEN** on concessions of an independent fairground midway: "Prize Every Time. All Prizes, No Blanks. Big Prizes, Little Money. Novelty Fun Booth. We Give Back 50 Per Cent of Your Money."

STANLEY SMITH, formerly with Ideal Exposition Shows and other carnivals, is a private with Company A, Third Quartermaster Training Regiment, Fort Francis, Warren, Wyo.

## Not a Hippowollace

IF I HAD \$1,000,000 and shirt to match my summer jungle hat I'd make Frank Buck look like a plker. Amazon Red, who lectured in my small animal jungle show last season, claims that while exploring the interior of South America he and his band of trail blazers came upon a herd of rare animals, the buzzard-goats. These strange creatures are a cross between the bird and animal family and thrive on garbage, paper and other waste matter. They follow wandering tribes of native hunters and live off camp trash left behind. That birdlike animal has mammoth wings, tho not able to fly, and the horns, head and body of a goat. They are much larger than a moose and have a capacity of from 1,500 pounds to a ton. Tho they have cloven hoofs, their flesh is not edible and they are never hunted by natives, which makes them tame and easy to capture. With my million I'd organize an expedition and bring back thousands of head to sell to zoos thruout America. Zoos could exhibit the rare animals and soon get their investments back by cleaning carnival lots with them after shows leave town. I have already given Red a double-sawbuck for his map. I have no reason to doubt his veracity. He might lie to chumps during his animal lectures, but would have no reason for lying to me.—DIME JAM JOHNSON.

**OTHER THINGS** we would like to see placed on the rationing list are long-winded openings and that "Valencia" music roll on Merry-Go-Round organs.

MR. AND MRS. HESTER, Art Lewis Shows, report from West Columbia, S. C., that they purchased a new house trailer. Hester is with Schrappe Trailer Sales in that city for the winter.

L. EATON, last season with Texas Exposition Shows, has booked his side show with Golden Arrow Shows and is building a new front in quarters at Norman, Okla. Vero Marco will be his ball game agent.

**UNDERSTAND THAT** some store shows are going to be titled Curiosity Cavalcades next year. Only 14 museums are using World's Fair Freaks this winter.

BILL AGNER, former bingo agent on Hennles Bros. Shows, and wife, the former Mary Sue Garcia, ticket seller on Rubin & Cherry Exposition, are wintering at Mrs. Agner's mother's home in San Antonio, Dolores R. Bernal reports.

GEORGE PENNELL, Asheville (N. C.) lawyer and well known in outdoor show circles, has returned to work after recovering from a serious illness. He says he received numerous cards and letters from showfolk friends during his illness.

"IT'S ALWAYS listening time in the cook-house when the boss gets wound up, and if not interested, it's a good idea to pretend that you're listening."—Muggin' Machins Mazio.

DAVE SMITH advises from Atlanta that he enjoyed a visit with Harry Patterson, manager Liberty Theater there, recently. Smith says that Harry has again signed with Great Lakes Exposition Shows as advertising agent.

JAOK (TEX) HAMILTON, advises that he is still working at the Rock Island (Ill.) Arsenal and will remain there for the duration. He plans to play a few pleries with shows, rides and concessions this summer.

WONDER WHAT the boss's wife will now win at the Saturday night front gate raffle

**ANOTHER BIG ELI**

One of the easiest jobs of ride business is to keep a BIG ELI Wheel profitably busy. There are never enough to go round. That is why more and more new and experienced ride owners are buying more BIG ELI Wheels. Experience has shown them where to put their dollars for dependable profits.

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Builders of Dependable Products  
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Size 48x48", With 1 Jack Pot, \$35.00.  
Size 48x48", with 5 Jack Pots, \$45.00.

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75-Player Complete .....\$5.00  
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Mechanical and Monkey Shows.  
Want to buy factory built Auto Ride.  
**SUNSET AMUSEMENT CO.**  
Danville, Ill.

**SILK CITY SHOWS**  
Now booking Shows and Concessions. Open near Paterson, N. J. Address all mail and wires to A. LONG, 248 McBride Ave., Paterson, N. J.

**WANTED PLATFORM ACTS**  
For June and July. Also Mechanical Show and other Shows. No Girl Shows. Can use Concessions for season.  
**Howard Amusement Co.**  
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NOW CONTRACTING FOR 1942 SEASON  
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Cookhouse, Photos, Diggers, Lead Gallery, Stock Stores, Arcade, Revue, Girl Show, Ride Help and Grind Shows. For Sale—#5 Eli Ferris Wheel, 10 Live Ponies. Open March 12th. Address:  
315 West Main, El Dorado, Arkansas



**PROMINENT** in the organization of the Outdoor Amusement Congress in the Tampa Terrace Hotel, Tampa, February 6 were J. F. (Irish) Horan (left), Eastern chief of the Jimmie Lynch Death Dodgers, and Frank H. Kingman, Brockton (Mass.) Fair, acting secretary of OAC. Congress resulted from a suggestion to merge the interests of show business thru an all-embracing machinery advanced by Leonard Traube in his Out in the Open column. Horan, who was the first person in the industry to take the lead in launching the ambitious program, has been named field representative of the group by Chairman Carl J. Sedlmayr.

signed with F. R. Heth Shows as the free attraction for 1942.

FORMERLY with Mrs. R. A. Walsh's Penny Arcade on James E. Strates Shows, Mark Must is a guard at a defense plant in New Castle, Pa.

IT HAS BEEN against our policy to hire ex-employees, but now we are glad to hire ex-street sweepers.—Gate & Banner Shows.

EVERETT D. LEHMAN, who trouped with the Mighty Sheesley Midway, is now a corporal with the 669th Ordnance Company, Spencer Field, Georgia.

GIRL SHOW operators Sammy and Evelyn George joined Buckeye State Shows for the season and are in winter quarters at Laurel, Miss.

FUNNY HOW little value town people put on our advertised \$1,000,000 midway.—Duko & Shilling Shows.

FORMER manager of the Snake Show on World of Mirth Shows, Philip Griffin is a private with Company A, 52d Infantry, Camp Wolters, Tex.

AFTER visiting her relatives in Decatur, Ill., Mrs. Dick Taylor rejoined her husband in Atlanta. They have signed with C. D. Scott Shows for 1942.

"SELECTING LOTS 10 miles out of town off of bus and street car lines won't be so hot with rubber rationing now in effect."—Bligh.

VACATIONING at his father's home in Mount Airy, N. C., is Clarence A. Lineback, who will be inducted into the army soon. He was with Cetlin & Wilson Shows for the last seven years.

BAD RUBBER on motorcycles is dangerous for straight-wall riders. Long before rationing started tires for drome-model cycles were scarce.

CURLY CLARK again will manage Virginia Laughlin's corn game on West Bros.' Shows, his fifth season there. Irene Lackman visited Mrs. Clark in Kansas City, Mo., recently, Curly reports.

LAST SEASON with Dick's Paramount Shows, Bill Drennan, ticket seller, and Buck Leahy, a clown contortionist, have signed with Horace E. Rose's Side Show on O. J. Bach Shows.

"MAKE YOUR SALARY small, you get it here. The dollar-a-year men must have road show ads. They should be promised more, even if they don't get it."—Colonel Patch.

FRED RECKLESS, high act, is vacationing in Tampa, where he visited numerous acquaintances at the Florida State Fair. His acts have been booked with Sunset Amusement Company.

GEORGE WEST advises from Hartford, Conn., that he will return to the George Clyde Smith Shows this season. He's working for the Colt Firearms Company there.

since auto rationing has forced cars off the list?

MR. AND MRS. ART CONVERSE, Side Show operators and mentalists, recently visited fellow members of Charles Siegrist Showmen's Club, Canton, O., while en route to Dover, O., where they appeared in a club.

SIGNING with Arthur Hockwald's Richard & Pringle Minstrel Show on Rubin & Cherry Exposition recently were Calvin White, bass player; Cecil Tompkins, pianist, and Spark Plug Goodman, comic. They plan to leave Kansas City, Mo., soon to join the shows in Arizona.

W. J. O'BRIEN advises from Tampa, Fla.: "Dr. Dagobert Waldow, last two seasons with Ringling-Barnum side show, has been booked for my Show of Thrills at Revere Beach, Mass. The Schlossbergs, mentalists, will return for their fourth season.

SEEING HIS entire personnel moping, an owner asked his manager what he should do to bring them back to life. "There is nothing wrong with them that one good week can't cure," was the answer.

WINTERING in Arma, Kan., at the new Elite Shows' quarters are Joseph J. and Ruth Hitzel, who will have their Ferris Wheel on the organization again this season. The Hitzels report they enjoyed a visit with Madam Rose and her husband, John Ellis, recently.

"OWNERS of Kennedy Bros.' Shows, Mr. and Mrs. Robert Kennedy recently visited Claudine Claude here," Tommy Gordon pens from Cambridge, O. "I'm spending the winter doing landscaping work, but will return to the shows as Octopus foreman."

RECENT visitors to Dolly Young's Tropical Garden Zoo, Sharpes, Fla., included John M. Sheesley, owner Mighty Sheesley Midway; Leo Bistany, Francis Kelley, Milton Cohen, Andy Kelley, Tom Carson, and J. B. Redman, who advises that business at the zoo continues good and that Dolly has added a well-trained black bear.

HEARD ON FRONTS: Monkey show: "We have the most intelligent monkey in the world. It has the brain of a first-year high school student." Side Show: "We have a man who was born right here in your county. He looks just like a monkey and has no more brain than a monkey."

MANAGER and concession manager respectively of American United Shows, O. H. Allin and T. D. Newland returned to shows' Seattle quarters recently from a successful booking trip and immediately began directing work with a full crew. Charles R. Mason, general agent, reports that committees this year seem more anxious than ever before to have shows play their towns.

CHARLEY THOMAS, vet trouper, has been released from a Landon (N. D.) hos-



MEL H. VAUGHT, widely known carnival showman and until last year owner of the State Fair Shows, has formed a partnership with A. (Booby) Obadal, owner Texas Exposition Shows, to launch the Victory Exposition Shows in San Antonio soon. Obadal's shows will be taken off the road, and Vaught, who sold his interest in the World of Today Shows last fall but retained several rides, shows and equipment of the former Texas Exposition Shows.

pital, where he had been confined since July 13, 1941, with several crushed vertebrae sustained when a heavy steel beam fell across his back while helping to erect a Ferris Wheel on Dee Lang's Famous Shows. Before rejoining the shows Thomas plans to visit with relatives in Palo Alto, Calif., and at San Bernardino, Calif.

"WITH opening only a few weeks away, several men are in quarters here and work is progressing," letters Glenn L. Jackson, Frisk Greater Shows, from Hot Springs, Ark. "Recent visitors included Mr. and Mrs. George Campbell, Mr. and Mrs. Paul Farris, Mr. and Mrs. D. J. Bazinet, Mr. and Mrs. Paul Scriminger and Mr. and Mrs. Bob Housell. Neal Langan, electrician for the last six years, has resumed his duties. Mr. and Mrs. Danny Dibby booked their diggers."

FAMOUS OPENING: "This is the feature show of the midway. If you are not pleased, not satisfied, after paying it a visit you might just as well make up your minds to go no further, because nothing on the entire midway will please you if we can't." It wouldn't be so bad if every show on the lot didn't tell the same story.

LIBERTY UNITED SHOWS' quarters notes from Columbia, S. C., by Ted O. Taylor: W. J. (Woody) Street signed his sound truck and calliope. He also will be special agent. Wood's brother has booked an elaborate revue for the midway. Johnny Riddick's Minstrel Troupe is playing local night spots until March 7, when shows open. Superintendent Tosh and crew have the Ferris Wheel, Mix-Up and Merry-Go-Round in good shape. Mr. and Mrs. Tommy Carson are expected in from Pennsylvania soon. Electrician Mackey has the new power plant ready.

NOTES from R. H. Miner's Garden State Shows' Phillipsburg (N. J.) quarters by R. H. Miner: Quarters' work is expected to get under way early in March when R. H. Miner Jr. and William Goodrich arrive from North Carolina to take charge of the building of new fronts and the front entrance. Painting of rides and trucks will be done in New Holland, Pa., and all trucks will be overhauled. Recent visitors included Mrs. Marie Scott, who signed six concessions; Mr. Sandman, W. B. Cushman, Raymond Parker and John L. Apgar. James Dunfield signed to handle the advance.

QUARTERS' news from Buckeye State Shows by Percy Martin: Work at the Laurel (Miss.) barn is about completed and G. F. (Gus) Litts is assembling equipment for shows' opening. Recent arrivals included Date Curtis and family; Mr. and Mrs. Sammy George, All-Girl Revue; Bruce J. Duffy, popcorn and candy floss, and E. A. Crane, custard stand. Russell Cooper, electrician, is bringing shows' Diesel units with him from Memphis. Mr. and Mrs. H. M. Kilpatrick came in, and Doc Chan, side-

show operator, built new side show. Kack Harrison will have the cookhouse. Pat Brown, chief carpenter and builder, has turned out much new equipment, and a crew under direction of Pat Brown and Gus Litts have repaired and rebuilt all equipment. E. A. Crane, custard concessionaire, has been assisting the shows' painter and painted Captain Willander's Animal Circus front. Mrs. Pat Brown is ill in a local hospital. Mrs. Percy Martin returned to the shows from a visit with relatives in New Orleans.

Three Sheet

While attending a late fair meeting two carnival managers were discussing plans for the coming season. One was loud in discussing his shrewdness, while the other was a soft-spoken man. Ballyhooing loud enough for everyone to hear, the first shouted: "I'll cut the show to the bone. I am sure that my wife's corn game and my pay gate will carry the show thru. At fairs I'll sell enough space to cover up the loss of the shows and rides that I am ditching. Then when it rains the privilege will be in my pocket with no overhead." "I differ with you there," purred the soft-spoken one. "I am adding all shows and rides that are available. This will be a banner year and I am sure attractions will gross heavily." Two fair secretaries sitting close by decided to book the loud man's show. Said one: "I liked the live wire. The one who announced his plans openly. Anybody that I hate is a person who whispers his business."

**EVANS' LONG RANGE SHOOTING GALLERIES**

**PERFECT FOR TRAINING!**  
Ideal for developing marksmanship, sharp-shooting, etc. Easy to set up. Most complete line of Galleries in the country, also Supplies and Parts for all Makes of Shooting Galleries. Rely on Evans' 50 years' experience and you won't go wrong!

**FREE CATALOG** of complete Shooting Gallery Equipment, also Wheels of every type, etc. Everything for the midway. Write today!

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1520-1530 W. Adams St.  
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**WORLD'S MOST POPULAR RIDES**  
OCTOPUS—ROLLOPLANE—FLY-O-PLANE

Manufactured by  
**EYERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager

REPAIR PARTS  
Order What You Need Now. Our Factory May Be Called Into Defense Work.

**PRELL'S WORLD'S FAIR SHOWS, INC.**  
"A World's Fair at Home"  
**LAST CALL**  
SHOW OPENS MONDAY, MARCH 23, LUMBERTON, N. C.  
ALL THOSE HOLDING CONTRACTS, TAKE NOTICE.  
Workingmen in all departments, report to quarters at ONCE.  
WANTED—SHOW SECRETARY, one that can take care of all show details. COOK HOUSE that can handle Help. BILLPOSTER, with or without car. ABE WOLFE, come on at once.  
"EDMUNDO ZACCHINI"  
Canon Act  
Booked for entire season.  
All answer, from now until MARCH 28, (Winterquarters)  
**PRELL'S WORLD'S FAIR SHOWS, INC., Lumberton, N. C.**  
P.S.: Cash Miller wants TALKERS and TICKET SELLERS. Gertie Miller wants GIRLS for REVUE and POSING SHOW.

**HUBBARD'S MIDWAY SHOWS**  
OPENING IN SOUTHERN OHIO APRIL 20TH IN A LARGE DEFENSE AREA.  
Will play the following Celebrations and Fairs:  
State Firemen's Convention, Delphos, Ohio. Fiftieth Annual Home Coming, Minerva, Ohio.  
Mercer County Fair, Celina, O. Lucas County Fair, Toledo, O.  
Attica Fair, Attica, O. Richwood Tri County Fair, Richwood, O.  
Medina County Fair, Medina, O. Richland County Fair, Mansfield, O.  
Fulton County Fair, Wauseon, O. Preble County Fair, Eaton, O.  
Allen County Fair, Delphos, O. Auglaize County Fair, Wapakoneta, O.  
Port Jefferson, O., Labor Day Celebration, and 3 early Fairs in Indiana.  
Legitimate Concessions only, no grift at any time. WANT Cookhouse, privilege in tickets; Bingo, Photos, Custard, Ball Games, Penny Arcade, Bowling Alleys, Popcorn, Candy Apples, Floss, Penny Pitch, Palmistry, Pan Game, Fish Pond, Hoop-La, Long and Short Range Galleries, Balloon Darts, Pitch-Till-U-Win, Cigarette Shooting Gallery, Cane Rack, Rat Game, High Striker, Pea Ball, Spring Game, Bottle Game and any legitimate Concessions. WANT Ride Foreman and Ride Help for M. G. R., Ferris Wheel, Octopus, Roll-o-Plane, Tilt, Chairplane, Kiddie Ride. WANT Shows: Minstrel, will furnish outfit for same; Motordrome, Freak Show, Fun House, Animal or Monkey Show, Pony Ride, Illusion, Athletic, Glass House, Midgets, Crime or any worth-while Show. Can place Dancing and Posing GIRLS, Hillbilly or Cowboy Musicians and Singers, Talkers, Grinders, Ticket Sellers, Canvasmen, Truck Drivers, Free Acts, Banner Man.  
D. STACK HUBBARD, Gen. Mgr., Suite 603, 1451 Broadway, New York, N. Y.

**BLUE RIBBON SHOWS**  
OPENING FRIDAY, MARCH 27, AT COLUMBUS, GEORGIA  
Nine Days—Two Saturdays—Pay Day for 100,000 Soldiers.  
WANT Fun House, Dog and Pony, Chimp or Monkey, or any good Grind Shows. Cook House exclusive, privilege in tickets; Pop Corn, Diggers, Frozen Custard, Scales and few other Concessions open. Experienced Show Mechanic with tools for trucks and ride motors, also Scenic Artist. Both to report at Winter Quarters now. Ride Help that can drive semis and other useful Show People in all departments. Can also place reliable Second Agent who can post. Geo. Harris wants Colored Musicians and Performers. H. Hansen wants Dancers for Girl Show.  
ALL REPLIES TO JOE J. FONTANA, Fair Grounds, Box 994, Atlanta, Georgia

**Gilt Edge**

"If I had enough dough to hire an agent and to assemble the equipment at my opening spot I'd take out a carnival," stated Dime Jam Johnson, while cooking a Mulligan stew in a jungle camp behind a ride barn. "It wouldn't take a lot of money to swing a deal to put out a 25-car railroad midway. First I would contact five major-league show owners and offer each 20 per cent of all profits for the use of five cars loaded with equipment. Naturally, this would involve some ready cash, as my proposition would demand heavy entertaining, and thru it I would soon be recognized as a hall-fellow-well-met. The heavier the entertainment the more they would think me a swell dude. After getting their names on the dotted lines and their equipment in my hands, every car and wagon would be lettered 'Pick-of-the-Land Shows Consolidated,' and for a slogan I'd use 'Cream of the Crop.' My partners' pictures would be used on all billing and letterheads to confuse fair secretaries who would think they were getting all shows combined. I would keep the show in maiden territory and play all proven spots. Each of my five co-owners would enjoy a good season at 20 per cent of all profits." "Five times 20 is 100 per cent," mused a listener. "How would you get anything out of it?" "I'd have first count, wouldn't I?" opined Johnson.

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
 Automatic Bingo Shaker. Real Class . . . \$12.50  
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25  
 M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000. 1.25  
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. 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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## With the Ladies

By VIRGINIA KLINE

SALEM, Ore., Feb. 21.—Our Sunday in Los Angeles was spent visiting friends and relatives. We drove to Long Beach, Calif., to see Ruth and Ed Evans, former residents and shooting gallery operators of Paola, Kan. They have a restaurant there and are doing well. We then drove to Chino, Calif., where Bill Smith, son of Helen Brainerd Smith, is junior warden at the new First Offender Prison. At Long Beach we also visited the Bixby Ranch and looked over the fine stock of Palomino horses. Monday we motored to Culver City and Abner bought two Palomino mares, which will be sent here as soon as a permit can be issued for their entry into Oregon. He also purchased a stallion of the same breed. We visited Maybelle Crafts for a few minutes and were entertained in her comfortable trailer house. Mary Ludington came in, as did Mrs. Warren, Mrs. Crafts' daughter-in-law, with her little daughter, who adores her "Nana," as she calls Mrs. Crafts. Harold Mook was in the office and busier than usual as he has been having some dental work done. Orville toured the quarters with us and we left early to attend a dinner at the Imperial Apartments given and cooked by Walton de Pellaton. It was a bounteous feast enjoyed by the guests, including Mr. and Mrs. Arthur, Arthur's Mighty American Shows; Mr. and Mrs. Ben Martin, Martin's United Shows; Pearl de Pellaton, sister of the host, and Charley Marshall.

After dinner we drove to the Pacific Coast Showmen's Association clubrooms and attended the regular meeting. At the Ladies' Auxiliary new President Margaret Farmer and officers carried on like veterans and the night's business was soon put aside and a social evening enjoyed. Edith Bullock said she regretted missing the Chicago meetings and I assured her she was greatly missed. Maybelle Chipman Bennet was full of plans for her son, Harry. Peggy Steinberg was free with the food and serving often. Peggy tells me that our old friend Maxine DeMouchelle is married and lives in San Bernardino, Calif. Jessie Loomis helped me with the last of the crocheted snood we copied from a Lillie Dasche model. Jessie knows her crocheting. Jimmie Dunn came in the women's rooms after the men's meeting and asked to be remembered to Art and Bird Brainerd. Jimmie officiated at their

wedding many years ago on Patterson Shows.

When we returned to the hotel there was a telegram that Millie Lou Patterson Alexander gave birth to a girl, who will be named after Milly Lou's mother, Ota. We left Los Angeles Tuesday afternoon and arrived here Friday afternoon and are about settled to the simple life again. We find the people here calm about the war and all full of plans for Red Cross drives, nursing courses and air raid directions. All are going about their business as usual, however. Fairgrounds are full of soldiers and their horses, but that's about the only unusual sign.

## Los Angeles

LOS ANGELES, Feb. 21.—Showfolk who have been wintering here began to move out last week to join shows for the season. Crafts 20 Big opened at Calexico and Corey Bros.' Circus opened for 33 days in Mexico. Members of the Rubin & Cherry Exposition left for shows' Tucson (Ariz.) quarters to make preparations for the coming season. Charlie Guberman and Ed Kennedy are still on the sick list. Dan Stover will rejoin Crafts 20 Big Shows when the cast is removed from his foot. Tony Tumbas is joining the Jimmy Lynch staff on Crafts 20 Big Shows. His wife, Orlys, remains here to do her bit as a member of the Women's Ambulance Drivers' Corps. Tom Hughes lettered from Tampa, where he attended the Florida State Fair. Bob King left for Tucson, Ariz., to join the Rubin & Cherry Exposition.

Pop and Mrs. Ludwig returned to Long Beach from a visit to Las Vegas, Nev. Jerry Mackay returned to the army, and Joe and Anna Metcalfe left local quarters to join Patrick's Greater Shows. Jerry Jackson has a bronze lapel pin given him for his blood donation. He is striving for a gold one received after a certain number of donations have been made at given intervals. Recent visitors included Jack Yenden, Charles A. Koster, Albert Flores, Joe McClintock, Charles Dowling and Seymour Lewis. Visitors to *The Billboard* office included Lou Johnson, Ben Beno and Bill Corey, Sunland Park Amusement Company.

## TROUPERS GUESTS

(Continued from page 29)

tails for the coming year. Mrs. Minnie Pounds invited the membership to a luncheon at her home before her departure for Anniston, Ala., and the Mighty Sheesley Midway. Members held their second successful get-together breakfast party at Sardi's February 13. Elsie Calvert Brizendine was club's guest of honor and expressed herself as desirous of becoming a member.  
 Neil Robidoux attended the meeting in the company of Sister Martha Levine, and Jessie Campbell came in for her first meeting. Mabel Brown promised not to miss a session, and Edith Bullock and Nina Rogers attended the board confab. Florence Webber left for San Diego, Calif. Lillian Schue was on hand, as were Lucille Dolman and Lil Eisman, new members.

Ethel Krug announced that she had arranged a luncheon after the next meeting. Morn Bagby will assist her. Martha Levine provided the refreshments at the February 6 meeting, while the Club furnished the lunch. Assisting in the serving were Inez Walsh, Leona Barie and Betty Coc. After adjournment the ladies were hostesses to the men's auxiliary at luncheon and guests included Frank Downie, Elmer Hanscom, Ted LeFors, Claude Barie, Dutch Schue, Moe Eisman, Joe Krug and Ed Walsh.

## ENDY IN WINNER

(Continued from page 29)

house, under management of Ernest Buzzala and featuring all new canvas, made its initial appearance, as did the new Merry-Go-Round. Artist Neville Baker received numerous compliments on shows appearance.

A special school children's day, staged by Manager Ed Gallagher, of the sponsoring committee, proved successful. Louis Rice, manager, and William Tucker, lot superintendent, directed mid-way activities in the absence of President Dave B. Endy.

Visitors included Lyman Truesdale; John W. Wilson, Celin & Wilson Shows; Art Lewis, Art Lewis Shows; William Burr, Playland Shows; Mr. and Mrs. John Keller, Jack Gilbert, J. W. Clements, Matthew J. Riley, Johnny Kline, Maxie Herman, Bob Parker, Johnny O'Rear, Dr. I. P. Davis, Ben Williams and Happy Hawkins.

## PATRICK, OPENER

(Continued from page 29)

agent; Jack L. Lewis, publicity and promotion; Bill Petross, billposter; Carl Chatfield, sound equipment, and Ervin Robertson, master mechanic.

Rides: Mrs. Marie Howard, Octopus; L. H. Williams, Rolloplane; Nick Fabulac, Ferris Wheel; James Hill, second man; Georgia Thayer, tickets; Merry-Go-Round, Herb Owens, foreman; J. Horton, second man; Vergie Fay, tickets; Loop-o-Plane, Red Jackson, foreman; Tex Hickman, second man; Yankee Clipper, James Harvey, foreman; Slim Boyd, second man; Baby Autos, Mr. and Mrs. R. D. Utke; Baby Seaplane, Joe Atkinson.

Shows: T. H. Bailey Enterprises, Parisian Girl Revue; R. L. Bishop, talker; Peggy Bailey, Vicki Darin, Helen Ferguson and Pat Cramer, dancers; Roy Peters, canvasman. Artists and Models, George Corey, talker; Ann Carpenter and Hedy Belmont, posing girls. Girl in Fishbowl, Less Riner, talker; Mary George, inside. Dope Show, Henry James, talker; Ethel James, inside; Joe Beatty, canvas. Fun-house, Erwin (Shorty) Robertson and Jack Dawn. Side Show, George Conklin, manager; circus acts include Joe and Anna Metcalfe with Willie, trained elephant; the Escallittes, and Ray Wheeler's dog and pony act.

Concessions: Mr. and Mrs. John Hicks, Vic Davis and Gerry Still; cigarette penny pitch, Mrs. Moe Eisenman; penny pitch, Mrs. Art Anderson; hoop-la, Mrs. Carl Anderson; blower store, Art Anderson; short-range gallery, George R. Bond; long-range gallery, Fritz Henkle; ham and bacon, Scotty Clarke; balloon store, Mrs. Elmer Hanscom; Penny Arcade, Elmer Hanscom and Roy Burnett; diggers, Jack Dyke; nail store, Sweed Olsen; bucket stand, Slim Henkle; swinging ball, Whitey Clarke; blanket store, Jack David; jewelry and slum spindle, Dad Parker.

## BUCKEYE STATE SHOWS

OPENING LAUREL, MISS., MARCH 7th  
 DOWN-TOWN LOCATION

ACCOUNT DISAPPOINTMENT, can place Roll-o-Plane and Octopus or other Flat Ride with own transportation. Can also place independent Grind Shows with own transportation. Have opening for few legitimate Grind Concessions. Our spring route includes the pick of the Mississippi Live Stock Shows. All address: **JOE GALLER**, General Manager Buckeye State Shows, Laurel, Miss.

## GARDEN STATE SHOWS

Formerly MINER MODERN MIDWAY SHOWS, now booking for 1942 season. Following Shows open: Girl, Snake, Midget, Ten-in-One, Five-in-One, Monkey or any other money-making Shows. Following Concessions sold: High Striker, Mielie Mouse, Pitch, Milk Bottle, Ball Game, Punk Rack, Penny Pitch, Pitch Till You Win, Duck Pond, Hoop-La. All other Concessions are open. What have you? Can use two good Stock Wheels. Will give X on same. Want Ferris Wheel Foremen and Foremen and Working Men for the following Rides: Chair-o-Plane, Kid Autos, Kid Octopus; Truck Driver preferred. Want to book Merry-Go-Round and Tilt-a-Whirl. Following people, please get in touch with me at once: Mary Smith, Blackie Palmer, Fouts Baggett, Jimmie Brown, Lew Alters, Congo Louie. Address: **R. H. MINER**, 161 Chamber St., Phillipsburg, N. J.

## PRYOR'S ALL STATE SHOW

Opening 1942 Season April 23 in West Virginia. Want High Aerial Free Act with at least two people. Have opening for a few legitimate Concessions. Want Cook House, privilege in tickets; Bingo, Photo, Popcorn, Ball Games, Percentage, Penny Pitches already booked. Have long line of Fairs and Celebrations, all in West Virginia. All address: **JACOB PRYOR**, General Delivery, Gibsonton, Fla., or call at Busby's Trailer Camp, P.S.: James (Heavy) Anderson, get in touch with me.

## PARADA SHOWS

Open downtown streets, Caney, Kansas, April 11th, Two Saturdays. Will play towns in the defense area till Celebrations start. Have best route in the Middle West. Want Ride Help for Merry-Go-Round, Ferris Wheel, Jones Mix-Up. Will book Allan Herschell Kiddie Auto Ride. Electrician: Will guarantee you thirty concessions. Have new transformer wagon, automatic transformers (Armature Winders, save stamp). Shows: Have complete new Shows for Girl Revue and Minstrel. Good territory for Minstrel. Can use good Mechanical Show. Concessions: All open to those who work for ten cents and who can put up deposit in office. All others don't answer. Good proposition for Diggers, Kameel Corn and Bull Games. Will book on percentage basis. Will sell my new Cookhouse and brook on show, privilege in tickets. **PARADA SHOWS, P. O. Box 125, Caney, Kansas.**

## WRIGHT'S UNITED SHOWS

Want to join at once—Ferris Wheel, Chair-o-Plane, Tilt and other Rides. Want Plant Show with own outfit and other Shows. Clean Concessions, \$10 week. Want Cookhouse. Have York Custard Machine for sale or trade.  
**H. L. WRIGHT, Chester, S. C.**



TILT-A-WHIRL

KEEP 'EM WHIRLING!

Ask for our latest Parts Book

SELLNER MFG. CO.      Faribault, Minn.

**W. R. HICKS, General Agent**

**CARL BARLOW, Business Manager**

**Lawrence Greater Shows, Inc.**

Can place the following for 1942. Opening early in April, playing Eastern territory. Fairs start in August, closing Armistice Week.

CAN PLACE Glass or Fun House, Arcade, reliable People for Side Show and Snake Show. Have outfits for same. Talkers for Shows.

RIDES—Will book or buy Octopus, Roll-o-Plane, Spitfire or any modern Ride.

CONCESSIONS—Cook House, privilege in meal tickets; Photo Gallery, American Palmistry, Lead Gallery, Ball Games and all Top Grind Stores.

HELP—Office Secretary, Builder, Designer, Painter, Ride-o Foreman, Ride Help, Canvas Men, Useful Help. Sykes, write me. Leo (Blackie) Pontier, write Chas. Smitey.

ALL ADDRESS SAM LAWRENCE, GEN. MGR.

P. O. BOX 371
CHESTER, S. C.

**CENTRAL STATES SHOWS**

**NOW BOOKING**
**OPENING IN APRIL**

Concessions all open except Bingo, Photos and Bottles. Have complete Cookhouse to lease, kitchen built on trailer. Privilege in tickets. Can place Mechanical Show, Fat Girl, Snake Show or any Grind Show. Want Manager for 10-in-1, also Athletic Show and Girl Show people. Will frame any money-getting Grind Show. Want Foreman for Merry-Go-Round, Ferris Wheel, Loop-o-Plane and Kiddie Auto Ride. Want Banner Man that can handle billposting. Will show Kansas, Nebraska, Colorado and Oklahoma. Have long season in proven territory. Address all mail to  
**W. W. MOSER, BOX 244, ELLSWORTH, KANS.**



# Showmen's League of America



Sherman Hotel Chicago

CHICAGO, Feb. 21.—Vice-President M. J. Doolan returned from Florida in time to preside at Thursday's meeting. With him at the table were Treasurer William Garsky, Secretary Joseph Streibich and Past Presidents Edward A. Hock and Sam J. Levy. Brother Irving Malitz left the hospital, and Brother Harry Ross is recuperating from an operation. Brother Larry Hogan's condition is about the same. Brother David Goldfen is still in Hines Hospital, and Tom Rankine, James Murphy, Harry Mamsch and Jack Lydick are on the sick list.

Chairman William Garsky reports that reservations for the Spring Party are coming in nicely. A swell array of talent has been lined up and a real affair is promised. Press committee has been active. Numerous favorable comments have been heard on the 20th anniversary publication of the Pacific Coast Showmen's Association. Members were sorry to learn of the death of John Alexander Pollitt in New York. Chairman Fred H. Kressmann of the finance committee returned from a business trip to check up on League records. Izzy Cervone attended the meeting, as did Hymie Stone, who came in from Detroit. Manny Brown was in town on business, as was Frank C. Miller.

### Ladies' Auxiliary

Thursday night's meeting saw these officers presiding: Mrs. Joseph L. Streibich, president; Mrs. Al Latto, first vice-president; Mrs. Marie Brown, second vice-president pro tem; Mrs. Edna O'Shea, third vice-president pro tem; Mrs. Jeanette Wall, secretary, and Mrs. Rose Page, treasurer. Invocation was rendered by Chaplain Mrs. Nate Hirsch. A large bunco and card party will be held March 14 in the West Room of the Sherman Hotel, with Past President Mrs. Nan Rankine as chairman. All members will donate prizes.

Sister Mrs. Marth won the weekly \$1 award. Members were surprised and elated at having Sister Mrs. Al Wagner at the meeting.

# Missouri Show Women's Club

Maryland Hotel St. Louis

ST. LOUIS, Feb. 21.—February 12 get-together was devoted to a social event, with Mildred Laird and Nell Allen as hostesses. Night was spent playing cards, and prizes were awarded to Blanche Leaman, a new member, and Daisy Davis. Sister Ethel Hesse is ill in St. Luke's Hospital, where she underwent an operation February 13. Sister French Deane is recovering from injuries sustained January 17. Secretary Grace Goss and President Viola Fairly are in Dee Lang's Famous Shows' Huntsville (Tex.) quarters. Mabel Baysinger and Goldie Fisher came in to shop and visit with friends.

Dora Pierson arrived from Louisiana, where she wintered, to do her spring shopping before opening of Al Baysinger Shows at Poplar Bluffs, Mo. Anna Jane Pearson returned from a successful trip to Illinois. Betty Downs, Snapps Greater Shows, stopped over for a few days en route to quarters in Joplin, Mo.

### SPECIAL BARGAIN

Used Concession Tents, good condition, khaki, 15 to sell, 10x14, 10x15, \$39.50 each. Also 1000 ft. Bally Cloth, 25¢ per running ft.

MAIN AWNING AND TENT COMPANY  
230 Main Street. Cincinnati, Ohio

### SMITH GREATER SHOWS

Want—Season 1942—Want Concessions all open except Mug Joint. Pop Corn, Penny Pitches, Ball Games. Very good proposition for Cook House, Bingo, Frozen Custard. Shows—Want reliable Plant Show, Girl Show, 10-1. Have complete outfits for same. Panel fronts. Very good proposition to right parties. Good opening for Show People with own outfits. Nothing too large or small. K. F. SMITH, Smith Greater Show, P. O. Box 185, Culpeper, Va.

### PALMETTO STATE SHOW

Opening St. George, S. C., March 9th. Want Shows, Rides and Concessions not conflicting. Sell exclusive Corn Game, Popcorn, Diggers, Arcade. Dad Downey wants Help for Cookhouse, also Truck Driver. John Curuso wants Percentage and Grind Store Agents. PALMETTO STATE SHOWS  
Box 381, St. George, S. C.

# Club Activities



## National Showmen's Assn.

Palace Theater Building New York

NEW YORK, Feb. 21.—Next meeting will be held February 25. Members were grieved to learn of the passing of Brother William C. Kaus, who was interred in New Bern, N. C., and Brother Adolph Schwartz, NSA, and John A. Pollitt, Pacific Coast Showmen's Association, both of whom were interred in the NSA Plot in Ferncliff Cemetery. Rabbi Morris Goldberg conducted the services for Brother Schwartz and the Reverend Horace Clute for Pollitt. Then followed a Masonic service for Pollitt. Alec Brown is still ill in Queens General Hospital. Visitors this week were Pat Purcell, J. W. (Patty) Conklin and Ross Manning. New member is Jack R. Hoffman, sponsored by Art Lewis. Birthday congratulations to Glenn H. Porter, Joseph Kaufman, Charles D. Buffinton, March 1; Lloyd Muller, E. W. Tuthill, 2; Harvey L. Reynolds, 3; John M. Liddy, Justin Van Vliet, Theodore Schwartz, 4; Al Rogers, Alfred J. Kirsh, James Wallace, 5; Julius Kuehnel, 6. Brother Bill Powell sends greetings from Alaska.

### Ladies' Auxiliary

It was announced by Treasurer Anna Halpin that a \$1,000 Defense Bond had been applied for. Donations for the bingo to be held on March 1 have been received from Rose Rosen, Queenie Van Vliet and Frances Garr, in addition to those previously reported. Correspondence was received from Sister Edith Younger, who is sojourning in Southern California; also Sisters Helen Evans, Opal Lee Kraynock, Bess Hamid, Dolly Udowitz and the Ladies' Auxiliary of the Showmen's League of America. Chairman of sick committee reported that she called on Sisters Peggy Holtz and Helen Rothstein, Ray Glaser, Madge Bloch and Secretary Ethel Gross have recovered. A wire notified us of the death of Julia O'Donnell's father, whose wife is one of our members, Sister Nellie Marr. Flowers were sent.



## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire, Los Angeles

LOS ANGELES, Feb. 21.—Monday's meeting drew a good crowd altho many members are en route to their various shows. On the dias were President Mike Krekos, Vice-President Charles W. Nelson and Secretary Ralph Losey. Memorial services were held for the late Brother John Alexander Pollitt, under direction of Chaplain Tom Louis. National Showmen's Association rendered invaluable assistance, holding funeral services in Riverside Memorial Chapel and interment in the NSA Plot, Ferncliff Cemetery. Jack's sudden death came as a shock to his Pacific Coast friends.

President Krekos made an encouraging report on general prospects for the season together with offering some telling arguments for 100 per cent Americanism. Past President Harry Fink gave an interesting analysis of the various types of government securities along with pertinent suggestions as to the issue adaptable to Club's Building Fund. Brothers George Rehn, Ed Kennedy, Charles Guberman and Mark Kirkendall are still on the sick list.

Spring Festival Hi Jinx Committee turned over a substantial check to the Emergency Fund, and Charlie Walpert and Raymond Aguilar added \$5. W. R. Patrick invited club members to participate at his shows' spring opening in Bakersfield, Calif., on February 20. George Everett Coe advised that Arthur's Mighty American Shows will be host to members during its Inglewood, Calif., engagement. Secretary Ralph Losey is busy with the distribution of the 20th Annual Souvenir Edition.



## Heart of America Showmen's Club

Reid Hotel Kansas City

KANSAS CITY, Mo., Feb. 21.—Regular weekly meeting drew a fair crowd. Meeting was called to order by Third Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. Cards of thanks were read from Peggy Landes Chapman and Brother Jim Hart. With the chairman of the ball and banquet committee away on a three-week vacation, no further action has been taken on the event, which will be held as usual on New Year's Eve.

President L. C. (Curly) Reynolds visited, and George W. Pugh is here on business, coming in from Detroit. Brother Fred Flood is recovering from an operation which he underwent in General Hospital. Board of directors met February 20 to discuss an important business matter.

### Ladies' Auxiliary

Regular meeting was called to order by First Vice-President Harriett Calhoun, with Jackie Wilcox as warden. Attendance totaled 23. Mrs. Peggy Chapman is recovering from a major operation in an Abilene (Kan.) hospital. A card was read from President Ruth Ann Levin. It came from Hot Springs, where she is vacationing. Ivadel Hunt sent a letter of thanks.

Hattie Hawk, entertainment committee chairman, announced the anniversary dinner will be held in the Green Room, Hotel Continental, February 27. Chairman of the Red Cross Committee reported that there was as yet no material for work. Loretta Ryan, secretary, was appointed treasurer in the absence of Helen Smith, who with Smith will leave soon for a six-week stay in California. Night's award, a sachet doll, donated by Bird Brainerd, went to Martha Walters, and Ruth Martone collected the pennies.

# International Showmen's Association

Maryland Hotel St. Louis

ST. LOUIS, Feb. 21.—Club's regular weekly meeting was held in the clubrooms at Maryland Hotel with President Sam Solomon presiding at his first meeting since his election. He received a warm welcome and responded with an interesting talk, promising his support in the drive for funds to assist members who joined the service and to whom the club will send a monthly allowance or pin money. Or if members wish, the money will be sent to their dependents at home for the duration of the war.

Morris Lipsky, chairman of the Special Committee for Funds for such members, promised all-out support for the drive. Tom W. Allen and George W. Davis were brothers who spoke on the drive. Other matters discussed were the physician, hospital and funeral funds. Tom W. Allen, entertainment committee chairman, had charge of serving a swell buffet luncheon after the meeting. Brother Leo Lang has recovered from a recent illness.

Charles T. Goss, secretary, left to join Dee Lang's Famous Shows. A telegram was dispatched to Brother Larry Hogan, who is ill in Alexian Bros. Hospital, Chicago, wishing him speedy recovery from the membership. All members and their wives and sweethearts attended the Missouri Show Women's Club's Valentine party February 14.



## Michigan Showmen's Assn.

156 Temple Street Detroit

DETROIT, Feb. 21.—February 16 meeting was presided over by President Harry Stahl. Membership committee outlined plans for the most extensive campaign ever attempted in club's history. Furnishings for new clubrooms were delivered and included new console radio of design to match the other new equipment. (See MSA on page 52)

# WORLD OF TODAY SHOWS

OPENING MARCH 14 AT WACO, TEXAS

TO BE FOLLOWED BY A SPLENDID SPRING ROUTE OF STILL DATES AT INDUSTRIAL CITIES AND DEFENSE AREAS (No Move Over 150 Miles) AND THEN INTO THE FINEST ROUTE OF 12, FAIRS, INCLUDING TWO STATE FAIRS. SHOW WILL STAY OUT UNTIL FIRST WEEK IN NOVEMBER.



WANT TO BOOK UP - TO - DATE COOKHOUSE AND GRAB JOINT. With or Without Own Transportation. HAVE COMPLETE FRAME-UPS FOR ORGANIZED MONKEY AND MINSTREL SHOWS. CAN PLACE SEVERAL GRIND SHOWS THAT DO NOT CONFLICT. WANT "UNBORN" SHOW. Doc Fisher, get in touch with us.

CAN PLACE A FEW MORE RIDE FOREMEN AND RIDE HELP ON ALL RIDES. Those who were with us last year, come on.

HAVE COMPLETE FRAME-UP FOR GIRL SHOW OR POSING SHOW. JOHNNIE KENLO, GET IN TOUCH WITH US.

All Contract or Address: DENNY PUGH or JOE MURPHY  
Care WORLD OF TODAY SHOWS, P. O. BOX 566, WACO, TEXAS

# FOUR STAR SHOWS WANT

OPENING MARCH 15, SHREVEPORT, LA.

All 10c Concessions open. Can place Custard, Candy Floss, Pitch-Till-Win, Cig. Gallery, String Game, Balloon, or what have you? SHOWS—Pit Show complete (SAM GOLDEN, WIRE), Monkey Show, Girl Show that has as many as three girls, Wild West, Snake or Geek Show, or any money-getting show. We have tops for all. Can use a few Ride Men that can drive semi-trailers. WE HAVE ENOUGH RUBBER TO LAST US TWO YEARS. Fair Secretaries, write.

MGR. 4-STAR SHOWS, 1024 TEXAS AVENUE, SHREVEPORT, LOUISIANA

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 21.—We returned last week from the New York State fair meeting at Albany, February 9-10, where we had an opportunity to contact various members in connection with the problems of the industry. Members at the meeting included World of Mirth, James E. Strates and O. J. Bach shows, O. C. Buck Expositions, Fair Publishing Company, Clemens Schmitz, Coleman Bros. Shows, Triangle Poster Print, Pittsburgh, and Sunburst Exposition shows.

For the first time in many years there was nothing of consequence to the industry pending before the State Legislature because the legislative program has been so overshadowed by defense program items. We have received from the Department of Commerce a survey of business conditions in Minnesota, North and South Dakota, Montana, the upper peninsula of Michigan and 26 counties in Northwestern Wisconsin. From the Office of Price Administration we have obtained copies of orders fixing prices on new tires and tubes.

We have also received information

which foreshadows a somewhat serious problem for the industry, since it involves the handling of particular types of coins. Banking circles indicate the war effort may curtail the minting of minor coins, since it involves the use of copper, tin, zinc, brass and aluminum. General opinion seems to be that half-dimes will be coined to replace the present 5-cent piece. If this is done, Penny Arcade operators and others face a serious problem in converting their equipment to the use of this type of coin. It should be remembered that discussion of the subject is still in its infancy and at this writing it is difficult to ascertain what the final answer will be.

War Production Board has ordered manufacturers of Christmas tree advertising, decorative and display incandescent lamps to sharply curtail production for the next three months in an effort to conserve nickel, brass and copper. For February, March and April production is to be cut to 50 per cent of the 1940 level for the same period. This also applies to lamps used in electric signs, and show owners who have not neonized their signs may run into considerable difficulty on this count.

We also have information relative to the rationing of electric power. This information is available upon request by our membership. A large number of miscellaneous orders have been filed with this office by the War Production

## Banquet Photos Wanted!

The Showmen's League of America is preparing an elaborate pictorial history of the League in the form of a huge book of photos, which will be kept in the League rooms for handy reference. The League has photos of the annual banquet and ball for all but seven years. Photos for 1915, 1916, 1922, 1931, 1932, 1933 and 1934 are missing. Anyone having photos of the banquet and ball for those years and willing to part with them is asked to communicate with William Carsky, care of the League, Hotel Sherman, Chicago. The League will appreciate any assistance in completing its file.

Board and the priority division relative to electric power, production of motor trucks, trailers and passenger cars, manufacture of replacement parts for motor vehicles and similar subjects of interest to the industry. This information also is available to the membership upon request.

## Former Trouper Appointed Supt. of Mails in Cincinnati

CINCINNATI, Feb. 21.—Martin J. (Marty) Hogan, former carnival and rep show trouper and for the last 16 years employed in the Postal Service, recently was appointed United States Superintendent of Mails for this territory.

During his tenure in outdoor show business, Hogan tramped with West's World's Wonder and Beckmann & Gerety shows, Johnny J. Jones Exposition and a number of rep and tent show companies.

## Wiseman Loses Equipment In Fire at Lorris, S. C.

LORRIS, S. C., Feb. 21.—Sam Wiseman, Baltimore, lost a Ferris Wheel, Chairplane, Kiddle Auto Ride, car and semi-trailer, several concession tents and equipment and a large quantity of electric cable and switch boxes in a fire which destroyed a large tobacco warehouse here recently. Loss was partially covered by insurance.

Wiseman was with Mad Cody Fleming Shows last season and formerly was with Snapp Greater and Donald McGregor Shows.

## Ringol Reveals Alamo Dates

DALLAS, Feb. 21.—Louis (Blackie) Ringol, general agent Alamo Exposition Shows, attended the Texas Association of Fairs' meeting here February 5-6, after making the fair meetings in Kansas and Nebraska. He has regained his health and is jubilant over the route of fairs and celebrations booked for shows. So far, he has signed contracts for Cheyenne (Wyo.) Fair, Burwell (Neb.) Rodeo, Hastings (Neb.) Fair; Top o' Texas Fiesta, Pampa; Alibone (Kan.) Fair; North Central Fair, Belleville, Kan.; Stephens County Fair, Duncan, Okla., and fairs at Denton, Lufkin, Crockett, Conroe, Tex., and Plainview (Tex.) Dairy Show.

## R & S Preps for Opener

RICHMOND, Va., Feb. 21.—James M. Raftery, general manager of the recently organized R & S Amusement Company, said this week that shows will open their tour in Wilmington, N. C., March 23. While here Raftery purchased new cable and wiring for the organization. Workmen are building new fronts and a new entrance arch in Wilmington quarters, he said.

## 4 Tenn. Dates to Rogers

HELENA, Ark., Feb. 21.—H. V. Rogers, owner Rogers Greater Shows, said his organization has been awarded midways at four 1942 Tennessee fairs. Dates are Tipton County Fair, Covington; Benton County Fair, Camden; Henderson County Fair, Lexington, and Carroll County Fair, Huntington.

SIDE-SHOW TALKER on Johnny J. Jones Exposition, Raleigh (Brandy) Brandenburg, private, first class, has been recalled by the Marine Corps after an absence of 13 years. He is stationed at U. S. Marine Barracks, Naval Training Station, Great Lakes, Ill.

## Ky. State Fair to Jones for 5th Time

LOUISVILLE, Feb. 21.—Johnny J. Jones Exposition has been awarded the midway contract for the 1942 Kentucky State Fair here, General Representative J. C. (Tommy) Thomas announced this week.

This will be the fifth consecutive year for the Jones organization at the fair, it having made the moves in here from Indiana State Fair, Indianapolis, which it will play this year for the seventh successive time.

DOETHAN, Ala., Feb. 21.—Contract to provide the midway at the 1942 Houston County Fair here has been awarded to Johnny J. Jones Exposition, L. J. Lunsford, fair president, announced this week.

## Manning's 4 in N. Y.

NEW YORK, Feb. 21.—Fairs in Westport, Chatham, Cambridge and Afton, N. Y., have been signed by Ross Manning Shows, Ross Manning, manager, announced. He was formerly with M. & M. Shows. Spots were contracted at the fair meeting in Albany last week.

## Blackstone Fair to Bantly

BLACKSTONE, Va., Feb. 21.—Midway contract for The Courier-Record Five County Fair here has been awarded to Bantly's All-American Shows. W. C. Coleburn is secretary of the event.

## IDEAL EXPOSITION SHOWS, Inc.

"America's Best Amusement"

OUR ROUTE WILL CONSIST OF THE BEST CITIES IN THE DEFENSE AREA PLUS ELEVEN OUTSTANDING FAIRS

**CAN PLACE**—Side Show, with or without your own equipment. Good proposition. Capable Man to operate Motordrome. Drome in very good condition.

**CAN PLACE**—CONCESSIONS: A few choice Wheels, Pop-Corn Candy Apples, Ball Games and all Ten-Cent Grind Stores.

**WANT**—Cook House, Can use meal tickets to overcome privilege.

**WANT**—Ride Help, Semi-Trailer Drivers, Canvas Men, General Help in all departments.

ALL HELP CONTRACTED ACKNOWLEDGE BY LETTER.

WINTER QUARTERS WILL OPEN MARCH 5 SALISBURY, N. C.

WILLIAM GLICK, Manager

NEW SHERWOOD HOTEL, 212 W. MONUMENT ST., BALTIMORE, MD.

## O. C. BUCK EXPOSITIONS

Opening Silver Springs at Washington, D. C., April 9

CAN PLACE FOR SEASON 1942

Ride Men, also those who can drive Semi-Trailers; Freaks and Working Acts for Side Show, Talkers and Grinders, Grind Shows, new and novel, with or without own outfit. Girls for Revue, Specialties. Also Line Girls, salary \$25.00. Have the finest route of Still Dates, Celebrations and Fairs in the East. Address: O. C. BUCK, Gen. Mgr., P. O. Box 381, Trenton, N. J.

## POOR SHOWMEN SHOOT BIRDS ON THE GROUND

Don't Listen to Rumors

## W. C. KAUS SHOWS, INC.

Will positively go out and fulfill its contracts as in the past. Its reputation and standards of business will be maintained. Opening April 13th, New Bern, N. C., Russell Owens, Mgr., J. Jack Perry, Apt. WANT Second Man for Ferris Wheel and Merry-Go-Round. CONCESSIONS—Legitimate only. SHOWS capable of getting money. Capable Manager for Athletic Show. Side Show with own transportation, good proposition. Bob Coleman, write. FOR SALE—Photo Gallery. Billposter with car. FREE ACT of merit. Long season. Address: NEW BERN, N. C.

## CRESCENT AMUSEMENT CO. WANTS

HIGHLAND COUNTY FAIR, SEBRING, FLA., WEEK MARCH 2.

One of the Best "B" Fairs in Florida. Best Boom Town in State. CONCESSIONS—Ball Games, Pitch Till You Win, Custer, Coca-Cola Bottles, Scales, Ago, Mitt Camp, Penny Arcade, Rat Game, Long and Short Range Lead Gallery. Mr. Roberts, write; will give exclusive for season.

SHOWS with own outfit—Side Show, Snake, Fun and Glass House. Will book for this date only. Good Girl Show with flash, Colored Performers and Musicians for Minstrel Show. RIDES—Kiddle Autos, Roll-a-Plane. Capable Ride Help that can drive semi trailers. No boozers. Will pay cash for good Smith & Smith Chairplane. L. C. MCHENRY, MGR., SEBRING, FLA.

## ELITE EXPOSITION SHOWS

Will book Fun House, Drome, Mechanical with own outfits and transportation. Want capable Manager for Athletic and Side Show; have complete outfits and transportation. Want Foreman for Eli Wheel. State salary. Must drive. No boozers wanted. Will book Long Range Gallery. We positively do not have grift on this show.

Write CHAS. ROTOLO, GEN. MGR., ARMA, KANSAS.

## CONVENTION SHOWS

OPENING BATESBURG, S. C., MARCH 7 TO 14 (TWO SATURDAYS)

With a long string of Victory Celebrations, including fourteen weeks in Western New York's busiest Defense Area. Can place non-conflicting Rides and Shows, particularly Animal or Monkey Show and organized Minstrel Show. Concessions all open except Bingo. Want Bingo Caller and other Bingo Help. Want Free Acts and Help in all departments.

All Communications: CLAY MANTLEY, Box 788, Augusta, Ga. All wires via Western Union.

## BAKER'S GAME SHOP

WATER FALLS BLOWERS  
WHEELS AND POSTS  
RACE TRACKS  
ROLL DOWNS  
PENNY PITCHES  
BUCKETS & BOTTLES  
COLOR GAMES  
SKILLOS  
BIG DICE  
BINGO BLOWERS  
BINGO MASTER BOARDS

Catalog Free. Mention Your Biz.  
12907 W. WARREN, DETROIT, MICH.

## WANTED

First-class Designer and Builder. Must be able to report at once. Year around work. Wire or write

## DODSON'S WORLD'S FAIR SHOWS

Jacksonville, Florida

Attention PARADA SHOWS

Open Caney, Kansas, April 11. Want Concession Manager. Agent for String Game, Pitch-Till-You-Win, Post Office, Cigarette Gallery, Fish Pond, Move Game, 2 Penny Pitches, SIDE SHOW ACTS—Novelty Acts, Unusual Performances, Human Oddities, Strange People, Strong Pitch Acts, Pitching. Anyone Selling Anything, fast-working. Mentable capable of making money. Opener and Lecturer. Girls or Impersonators for Bally, Sword Ladder, Sword Box, Electric Chair. Boss Concessionaire, Ticket Seller, Working Men (white or colored), strong Dope Show, Unborn or Legitimate Freak for No. 2 Annex. Chef who can cook. Beatie Ramona, Red Friend, Bob Wilson, get in touch with me. FORREST C. SWISHER, Parada Shows, P. O. Box 125, Caney, Kansas.

## FOR SALE

Brand-new Tent, 60'x180', 12 oz. Duck, now being made. Ready March 1, suitable for Skating Rink or large Carnival. Will sell for cash only.

## FRANK JOY

2138 Lowry Ave., No. Minneapolis, Minn.

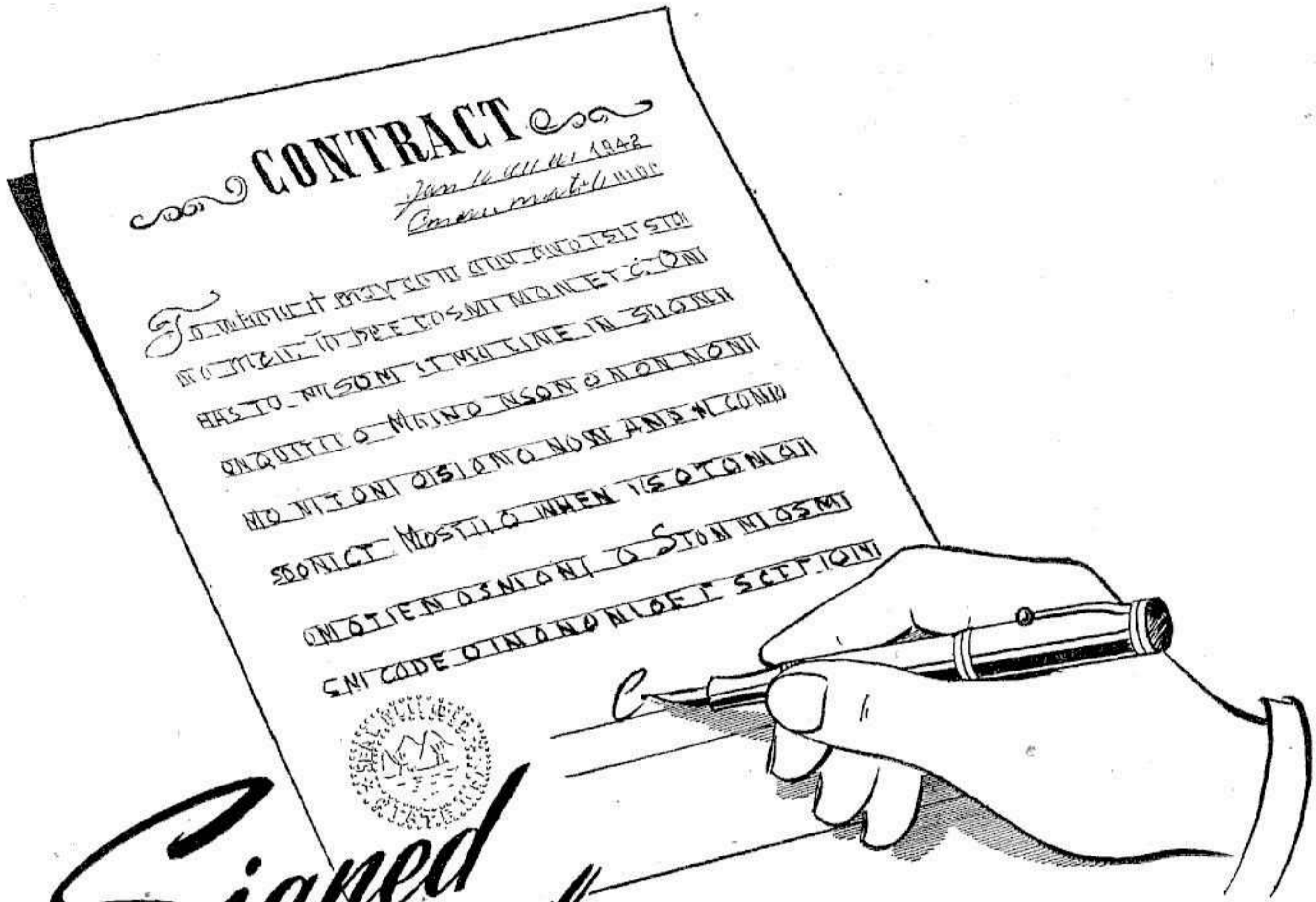
## WILL PAY CASH FOR A-1 SUPER ROLLO-PLANE

Address: BOX 192, Care The Billboard, St. Louis, Mo.

## FIDLER'S UNITED SHOWS

NOW BOOKING SHOWS AND CONCESSIONS FOR 1942 SEASON

Address: 4217 N. Florissant Ave., St. Louis, Mo.



*Signed with Confidence.....*

The man who is signing this contract is signing it with confidence. It is for an attraction to appear at his Fair in 1942, and he is confident he will get his money's worth because the attraction has been advertising regularly in The Billboard. He knows the attraction could not afford such advertising unless it had something good to sell.

Are you doing all you should to insure a solid playing season this year? Carnivals, acts, shows

and attractions must build for the future just the same as any other business. Constant advertising repetition makes your name known — simplifies booking engagements and dates.

Buyers of carnivals, acts and attractions buy with confidence when they buy those that advertise in The Billboard. Inspire confidence and win acceptance for yourself by starting a campaign now.

**ADVERTISING Builds CONFIDENCE!**

**The Billboard**

**BUY DEFENSE BONDS AND STAMPS NOW FOR EARLY VICTORY AND THE RETURN OF NORMAL BUSINESS**

**Penn Premier**

STROUDSBURG, Pa., Feb. 21.—Quarters' work is going full blast. New men are reporting daily and a new modernistic arch is about completed. One Girl Show has been enlarged and the second started. Jack Wilson, master builder, is working again after having lost his finger in a band saw. All truck tires have been retreaded by a local concern. Stanley Reed is on a booking trip thru New York. Manager and Mrs. Lloyd Serfass returned from a brief trip to Pittsburgh. Louis Weiss will manage the midway. He was formerly with West's World's Wonder Shows. His wife, Kay, will manage both girl shows. James Thompson will manage the Ten-in-One, and Astor Phillips booked his rides and will also be chief mechanic. He will report February 15. Barney Williams will also report at that time and will be chief electrician. Jack Santos booked his stands and Bill Jones inked his bingo. Shows have 12 fair contracts and have been awarded the American Legion Post Celebration at Lock Haven, Pa.; Williamsport (Pa.) Firemen's Celebration, Nanty Glo (Pa.) Old Home Week, and Sportsmen's Spring Jubilee, Stroudsburg, Pa. Recent visitors were Lew Alters, Charles Smithy, Bantley Rys and his brother, Charlie Kohn, and Lester Kearns. JASPER LUICK.

**Winter-Quarters News and Gossip**

As Reported by Representatives for the Shows

**Bee's Old Reliable**

WINCHESTER, Ky., Feb. 21.—Work of readying equipment is progressing. Rides are being overhauled and painted. All canvas was new last season and shows will not need any replacements. Rolling stock and motors have already been overhauled. Personnel will have several new faces because many of the regular boys have enlisted in the armed forces. Recent arrivals included J. C. Godsey, Tilt-a-Whirl foreman, and Charles Whitaker, Ferris Wheel. Ms. F. H. Bee Jr., Huntington, W. Va., accompanied by daughters, Bettie and Fannie, visited for a few days. Mr. and Mrs. Leonard Mc-Lemore and daughter, Virginia, motored up from Corpus Christi, Tex. Owner and Mrs. David J. Huls and their sons, John and Raymond, accompanied by the writer and Mrs. Jarvis, spent the weekend with friends in Huntington, W. Va. Mrs. Jarvis remained in Huntington to visit Mrs. Bee and daughters for a few days. W. M. JARVIS.

**James E. Strates**

MULLINS, S. C., Feb. 21.—With ideal weather there has been no let-up of activities here. When master mechanic Jimmy Yotas turned over the new stage wagon for the Vanities Show it was the 14th to come off the assembly line this winter. Builder Laurens Kime and crew have the entrance front under way. Front was designed by Giff Ralyea, chief electrician, and will embody some electrical innovations. Trainmaster Mike Olsen has his crew redecking the 25 flats and overhauling the coaches. Mrs. James E. Strates and family left for Elmira, N. Y., where the Strates family will make its permanent home. Bill Hegerman infers from Tampa that he purchased a new ride and will have two shows and rides with it. Nancy Miller infers from Pensacola, Fla., that her troupe will arrive in quarters about March 1. Joe Scotino and Johnny Ornellas are expected soon to overhaul their equipment for the Vanities Show and Artists Model Show. Slim Curtis is due in soon to superintendent the building of a new outfit for his Pat and Thin People Show. Al Tomalini infers that he has a new line of attractions booked for the Side Show. Assistant Manager Dick O'Brien has obtained a lot adjoining quarters. MARK BRYAN.

**L. J. Heth**

NORTH BIRMINGHAM, Feb. 21.—Activities have been speeded up here and a full crew is at work. New fronts for the Girl and Minstrel shows have been completed and they feature new lighting effects. Color scheme will be red, white and blue. I. W. Reynolds is doing all the electrical work on the fronts. Bill Bozeman and crew are overhauling and repairing the rides. Henry Heth and crew have left for Chicago to pick up two trucks and a trailer and then will proceed to Faribault, Minn., to get new tubes, lights, etc., for the Tilt-a-Whirl. Hayward Berry rebooked his photo gallery, and Jimmie Davidson arrived and will start work soon on his concessions. Mr. and Mrs. Jimmie Giffon write from Tarpon Springs, Fla., that they will come in about March 1. C. Salkeld purchased the corn game and will book it on the shows. Tressie McDaniels, special agent, will close his Tampa office soon and come in. The writer is in charge of the paint crew. GEORGE SPAULDING.

**NOTICE**

**to all members of the AMERICAN FEDERATION OF MUSICIANS**

Effective at once, members of the American Federation of Musicians will not be permitted to render services for any Circus or Carnival during the season of 1942 unless such Circus or Carnival has executed a working agreement with the American Federation of Musicians governing the employment of its members. UNDER NO CIRCUMSTANCES WILL MEMBERS BE PERMITTED TO RENDER SERVICES WITH NON-MEMBERS. Contracts for musical services of any nature with Circuses or Carnivals will not be considered valid unless verified by the American Federation of Musicians. Traveling Representative Clay W. Reigle, 119 Mahantonga Street, Pottsville, Pennsylvania, who has been appointed to assume control of such circus and carnival work, will verify all contracts and assist members in whatever manner required. Communicate direct with Representative Reigle. Leaders, contractors and members, please be governed accordingly.

**JAMES C. PETRILLO**  
President  
American Federation of Musicians

**Mighty Sheesley Midway**

ANNISTON, Ala., Feb. 21.—Owner John M. Sheesley returned from Florida, where he attended the Tampa Fair and Outdoor Amusement Congress meeting. Much activity is evident at quarters. Mr. and Mrs. William Zeldman arrived and have started work on their rides with a crew of 10 working an eight-hour schedule. Mr. and Mrs. Bill Rice Jr. came in to get their ball games in shape. He is assistant secretary in the office with Eddie Smith. Mr. and Mrs. Varner arrived from Texas. She has ball games on the show while Varner is shows' scenic artist and painter. Mrs. Charles H. Pounds lettered from Glendale, Calif., that she will be here about March 5 to get her cookhouse in shape. Mrs. Clarence Pounds has been ill in Leyden Hospital here for several days but is expected to be released soon. Mr. and Mrs. George Birdsey, who are wintering at Cedar Key, Fla., where their son is in school, are expected in on March 10. They have the popcorn and peanut stands. Owner Sheesley is optimistic over the coming season. Private Harold Glick lettered from Fort Snelling, Minn., where he is in H. Q. Detachment, 3d Infantry, that he likes army life. Visitors included Bertha (Gyp) McDaniels, Johnny J. Jones Exposition, and Mrs. Verna Sullivan, Hennies Bros.' Shows. E. C. MAY.

**Fred Allen**

SYRACUSE, N. Y., Feb. 21.—Painting is progressing despite cold weather and plenty of snow. Manager Allen has returned from the Albany fair meeting. Concessions booked recently include Mr. and Mrs. George Gray, photo gallery; P. A. Pomeroy, 2; Mr. and Mrs. William Irvine, 2, and Mr. and Mrs. Renee Roberts, 1. Recent visitors were Keith Buckingham, James E. Strates Shows, and James R. Kelleher, Sunburst Exposition Shows. Thomas Mulrone is on the front gate and spent Thursday visiting friends on the indoor circus at Jordan, N. Y. Duke and Ann Doran, cookhouse operators, have a new trailer home. Alice Holman purchased a new trailer. THOMAS MULRONEY.

**Dodson's World's Fair**

JACKSONVILLE, Fla., Feb. 21.—A crew of 46 men are readying shows in local quarters. Much work is involved in modernizing the shows. Construction department is completing a new main entrance front, and over 3,000 feet of neon tubing has been utilized in the front. A well-known animal act has been booked to work in conjunction with the circus acts already contracted to appear in the circus. Previously contracted were Black's Bears, Nickoli's trained chimps; Weer's dogs, goats and baboons; Black's military ponies, Hester's Liberty horses and Dodson's elephants. Two carloads of equipment has been received from the East and with construction (See DODSON'S on page 49)



**WRITE SIOUX TIRE & BATTERY CO.**  
SIOUX FALLS, S. D.  
Buy on Our Easy Terms.

**Pan American Shows**  
Now booking Shows, Rides, Attractions for 1942 Season.  
Ride Operators, Concession People, Write,  
P. O. BOX 68, ANNA, ILL.

**FOR SALE**  
A-1 Mechanical Farm, built on trailer with one living room. WANTED — Good proposition to Ticket Sellers that can drive semi trailer. Also Man that can handle Dugs and Monkeys. DAN RILEY, Caro Crescent Am. Co., Sebring, Fla., until March 7th.

**WANTED WANTED**  
Any Rides except Ferris Wheel, Chair-a-Plane, Kiddle Auto. All Concessions open except Grab, Popcorn and Peanuts. Want Shows with outfits. Reasonable terms. Write or wire:  
**PAUL E. FULLER**  
514 Main Street MEYERSDALE, PA.

**GOLD MEDAL SHOWS**  
NOW BOOKING SHOWS AND CONCESSIONS  
For Season of 1942  
Address: P. O. BOX 663, Columbus, Miss.

**T. J. TIDWELL SHOWS**  
NOW BOOKING FOR SEASON 1942  
T. J. TIDWELL, Mgr.  
Box 954 Sweetwater, Texas

**JOHN R. WARD SHOWS**  
BOX 148 BATON ROUGE, LA.  
NOW BOOKING SHOWS — CONCESSIONS  
Opening Baton Rouge, La., March 7

**W. G. WADE SHOWS**  
Now Contracting for 1942  
Want Shows, Rides and Concessions for long season.  
Address W. G. WADE SHOWS  
289 Elmhurst Detroit, Michigan  
Phone: Townsend 8-1508

**MOTOR CITY SHOWS**  
Can place Rides, Shows and Concessions for 1942.  
**VIC. HORWITZ**  
355 Lake St. TOLEDO, OHIO

**GREATEST ILLUSION**  
To Feature or Bally, Levitation. Complete \$37.50. Details, catalogue free.  
**ABBOTT'S—Colon, Michigan**  
World's largest Illusion Builders

**SOL'S LIBERTY SHOWS**  
NOW BOOKING SHOWS AND ATTRACTIONS FOR 1942 SEASON  
Address: P. O. BOX 223, Caruthersville, Mo.

Defense Savings Bonds can be registered in the name of children as well as adults.

**COMPLETE LINE OF CARNIVAL MERCHANDISE PATRIOTIC BANNERS PINS BUTTONS SALES BOARDS AND PREMIUM MERCHANDISE WRITE FOR OUR NEW APRIL CATALOG—MIDWEST MERCHANDISE CO. 1008 BROADWAY KANSAS CITY, MO.**

**SNOW CONES**  
Snow Cone Concessionaires are requested to write us immediately regarding the outlook for business and supplies this year. Those needing new shavers should get them now, summer may be too late. To be sure of making money this year, be sure to line up with Gold Medal.  
**GOLD MEDAL PRODUCTS CO.**  
131 E. PEARL ST. CINCINNATI, O.

**MARYLAND SHOWS**  
Opening soon on Lots in St. Louis. Will play choice Lots in St. Louis and Pleinics and Celebrations in this vicinity all Spring and Summer.  
**MARYLAND PARK**  
Will operate the Maryland Amusement Park at 6200 N. Broadway, St. Louis, opening around May 1. Have many big Pleinics booked for Spring and Summer. WILL BOOK PORTABLE ROLLER RINK.  
WANT STOCK CONCESSIONS THAT WORK FOR 10¢ FOR BOTH THE SHOW AND PARK. CAN PLACE RIDE HELP FOR ALL RIDES. FAIRS, CELEBRATIONS, PICNICS; WE HAVE 14 RIDING DEVICES. Get in touch with us for your events. HAVE FOR SALE: Show Fronts, Taps, Concessions, 6 complete Frame-Ups for Shows. One 25 K.W., A.C.; one 25 K.W., D.C., and one 50 K.W., D.C. Light Plants. All address:  
**JOHN FRANCIS, MGR., CARE MARYLAND HOTEL, ST. LOUIS, MO.**

**PIONEER SHOWS**  
Want for early spring opening near by. Ten days—10 pay days. CONCESSIONS—Long Range Gallery, Fish Pond, Novelty, Cigarette Gallery, Pan Game, Bowling Alley, Hoop-La, Pitch Till Win, Balloon Darts, Photo Gallery, Custard or any 10¢ Concessions. SHOWS—Hillbilly, Midget, 10-in-1, Fat People, Crime, Illusion or anything not conflicting. WANT RIDES—Octopus, Roll-a-Plane, Tilt-a-Whirl, Kiddle, Pony, Ride Help on Merry-Go-Round, Ferris Wheel and Chairplane. Also Help in all departments. Sam Serlin wants Cookhouse Help.  
**MICKEY PERCELL, Gen. Mgr., Box 106, Waverly, N. Y.**

**COLEMAN BROS.' SHOWS**  
OPENING EARLY IN APRIL  
WANT Shows, Revue, Posing, Musical, Glass House, Athletic, any new or novel Show; have outfits for same. Pit or Platform. Want Foremen for Merry-Go-Round and Chairplane, Mechanic; also Help in other departments, must drive semis. Good salary, long season. Have Role Fun House for sale cheap.  
**THOS. J. COLEMAN, 508 MAIN ST., MIDDLETOWN, CONN.**

**Virginia Greater**

SUFFOLK, Va., Feb. 21.—Rocco Masucci, general manager and co-owner, with Sol Nuger and William C. Murray, general agent, returned to quarters after making the Carolina and Virginia fair meetings. Work of repainting and repairing equipment will start soon. Masucci left for his home in Orange, N. J., and Nuger has his three bingo units working in Virginia. William C. Murray will remain here until opening

of the season. Several fairs have been contracted. Recent visitors included Henry Barton, Sheriff Culpeper, Jake Shapiro, Harry Taylor and Jack Pinner and several members of the Suffolk Junior Chamber of Commerce Peanut Festival committee, as well as other friends of the shows' staff. A new 75-kw. transformer was purchased and three new trucks will augment shows' motorized equipment. Ken Davis, high act, will again present the free act. Reported by executive of the shows.

**THE F. E. GOODING AMUSEMENT CO.**  
**NOW BOOKING FOR—**  
**GOODING GREATER SHOWS**  
 and  
**AMERICAN EXPOSITION SHOWS**  
 Rides, Shows, Concessions and Free Attractions for 1942 Season. Address:  
 1300 NORTON AVE., COLUMBUS, O.

**WANTED**  
 Help in all departments. Operators for Rockets, Tilt-a-Whirls and Ferris Wheels. Top salaries and bonuses. Want horse and scenery painter, and mechanic. Write full particulars.  
**MILLER AMUSEMENT ENTERPRISES**  
 55th St. & La Grange Road,  
 LA GRANGE, ILLINOIS

**Hutchens Modern Museum**  
**WANTS FOR 1942 SEASON**  
 To Open Early in April Close to Joplin, Mo.  
 Freaks, Oddities and Acts. Long season. No truck trouble, as we have plenty of rubber. People that are contracted, write. All address: **JOHN T. HUTCHENS, P. O. Box 106, Cassville, Mo. P.S.: O'Neal Juggling Act, write. Have for Sale—Good used Side Show Banners.**

**Happyland Shows**  
**Now Booking for Season 1942**  
 WANT New Rides, Concessions, Useful People. Address:  
 3633 SEYBURN ST., DETROIT, MICH.

**WANTED WANTED**  
**O. J. BACH SHOWS**  
 Opening near Albany, N. Y., April 23  
 Grind Show, Lead Gallery, Arcade, Fish Pond, Dart Balloon, Seales, Palmistry, String, Pan, Ice Cream, Custard, High Striker, Ball Game, Candy Floss, Pitch-Tilt-Win, Photos, Rotarys, Octopus, Fly-o-Plane, Kiddie Ride, Ride Help, Ticket Sellers and Grinders. Address:  
**O. J. BACH, Box 292, Ormond, Fla.**

**BINGO HELP WANTED**  
 CALLERS AND COUNTER MEN.  
 Roy Parker, answer. Address:  
**JOHN BUNTS**  
 Crystal River, Fla.

**EMPIRE AMUSEMENT CO.**  
 Opening Rio Grande City, Tex., Feb. 26-Mar. 8.  
 WANT BINGO, ALL LEGITIMATE CONCESSIONS. Book Octopus with own transportation, also any Show that does not conflict. Long season, money territory. Celebrations and Fairs start early in summer and run into November.  
**MRS. ANNA MOORE, Rio Grande City, Tex.**

**Melvin's United Shows Want**  
 For 16 Fairs and Celebrations now booked. RIDES—Kid Auto, Loop-o-Plane. Shows with own transportation. Concessions, no Grill. For Sale—Cook House, will book for season. Ride Help that drives semis, percentage or salary.  
 Address: Morrilton, Ark.

**OZARK SHOWS WANT**  
 General Agent, Cook House privilege in tickets. Now booking Concessions. Man to take over Girl Show. Geek for Snake Show, Athletic Show to right party. No bonzer. Show opens early in April in defense area. Address:  
 201 N. 6th St., Ft. Smith, Ark.

Opening March 7  
 in Augusta, Ga.  
**F. R. HETH SHOWS**  
 WANT Office Secretary, Cook House, Lead Gallery and other Merchandise Concessions. Sam Housner wants Concessions of all kinds.  
 930 Walker St., Augusta, Ga.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$35.00—Wax Subject Pin Head. Life size.  
 \$7.50—Horse Hair Lariat. New condition.  
 \$50.00—Genuine Alaska Kayak. 10 ft. long.  
 \$25.00—Mechanical Clown. Moves mouth, eyes.  
 Electric Candy Floss Machine with recipe. Cheap.  
 \$38.50—Genuine Chinese Ricksha, with tires.  
**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia, Pa.

**City Rides**

GREENVILLE, S. C., Feb. 21.—City Rides' quarters work is under way and opening has been set for March 26. Painting and designing are under direction of Bennie Wells, and building work under supervision of Henry (Hank) Stulken. Since the firm has a contract with a local bonded transfer company for the season, the tire situation will not enter into its worries. Delivery is expected before opening on the new 50-kw. Diesel generator, which, however, will only be used when and if an electric current shortage should develop as last fall. The Kiddie Ride, purchased recently, will arrive from Florida before opening. Mr. and Mrs. Ben Cheek and daughter, Bena, were overnight guests of the John T. Tinsleys, as was Fred C. Clark, ride and drome operator on Blue Ribbon Shows. Roy and Mrs. Bailey left Saturday to join Wolfe Amusements at Royston, Ga. Tommy Thompson came in for a day from Anderson, where he has been wintering. Harley and Bobby Devine came up from Sumter to make their concessions ready. Tony Lento has been readying his paraphernalia. M. C. DONLEN.

**F. R. Heth**

AUGUSTA, Ga., Feb. 21.—Finishing touches are being applied to new fronts. Color scheme on rides, marquee, fronts and trucks is red, white and blue. All motorized equipment has been overhauled. Quarters crew includes L. H. Travis, superintendent; Henry Johnson and Slim Howard, painters, and R. W. Travis, mechanic. Al Beresoff is in Tampa completing his new Panorama Show. Mrs. Louise Miller is still in University Hospital here, but is recovering rapidly from her operation. Charles Miller is readying his six concessions. Mr. and Mrs. Joe Fontana, Blue Ribbon Shows, visited. Mrs. A. Bentley and family, Gaba Reed, Clinton Mitchell, Roy Henderson, Mrs. Ida Brooge and Mr. and Mrs. J. B. Orick are frequent visitors. Joe Sorenson, general agent, is away on a business trip. LUTCH HETH.

**Dee Lang**

HUNTSVILLE, Tex., Feb. 21.—Work is being speeded in anticipation of shows' opening February 27. Recent arrivals include Mr. and Mrs. Noble C. Fairly and Mr. and Mrs. Charles T. Goss. Charlie purchased a new house trailer. Fairly has the lot laid out so that Harry Bullion, scenic artist, can put the finishing touches on the several different show fronts. Owner Dee Lang, general representative Fairly and the writer went to Houston on business and while there visited the quarters of the La Deane Attractions, owned by Tobe McFarland. L. Dixon, secretary, has one foot in the show office and the other in the office of his local draft board. Raynell contracted the Crime Show, bringing the total to 15 shows. BILL STARR.

**Convention**

AUGUSTA, Ga., Feb. 21.—Crew in quarters is hard at work for the March opening. The writer is in charge of the crew, which includes Al Barth, Max Lay Jr., Ray Jamieson and Eddie Edwards, chief mechanic. Two light plants have been added to the equipment and all trucks have been repainted and repaired. Rubber was replaced and reconditioned before restrictions became effective. Al C. and Mrs. Jean Beck have been re-engaged as manager and secretary respectively. Director Clay Mantley returned from a Northern booking trip. The writer accompanied him, and Al Barth looked after quarters in his absence. Mr. and Mrs. Marty Smith are expected soon, and Louis Black will join at opening. Louis Augustino has been a frequent visitor. Thomas Fallon, Harry Bullock, Fred Wornick and Edward Beasley visited. Eddie Thomas will re-join the ride crew soon. FAY LEWIS.

**Sponsored Events**  
 Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER  
 (Communications to 25 Opera Place, Cincinnati, O.)

**Novel Features**  
**At International**  
**Sportsmen's Show**

CHICAGO, Feb. 21.—Several novelties in the entertainment line are being featured in the International Sportsmen's Show which opened today at the International Amphitheater and will continue for nine days. HighLight is what is claimed to be the first indoor free fall parachute jump. It is executed by Carl Rupert, veteran jumper, who jumps from the peak of the amphitheater. Several animal acts are on the bill. They include Playboy, billed as the only trained buffalo in the country; Buddy, musical sea lion, and Silver Nip, trained horse. Four lumberjacks, Watson Peck, Willard Jack, Leo Wagner and Warren Rhodenizer, are featured in log-rolling contests, and also participate in canoe tilting, tub racing and log sawing and chopping. Other entertainment includes archery exhibitions by Fred Bear, Detroit; Indian tribal chants and bird and animal imitations, bait and fly casting, and exhibition of trained dogs.  
 The National Trailer Show is being held in connection with the sportsmen's show and there are more than 100 trailer units on display.

special celebrations and a midway of rides, shows and other attractions.

COLORED EXPOSITION in Danville, Va., under American Legion Post auspices, will feature John Gecoma's Bright Lights Exposition Shows on its midway this year. J. H. Fuller, committee chairman, reports.

VOLUNTEER FIREMEN of Cuyahoga Falls, O., will sponsor the Mills Bros.' Circus's third consecutive spring appearance in that city. Firemen's committee reports the date will be determined as soon as the circus completes its early season itinerary.

**SUSPENSE . . . SPINE-TINGLING ENTERTAINMENT**  
 with  
*Selden*  
**THE STRATOSPHERE MAN**  
 TRADE-MARK  
**WORLD'S HIGHEST AERIAL ACT!**  
 For Complete Information Address Care of The Billboard, Cincinnati, O., or Representative, Barnes-Carruthers.

**Salisbury Centen Canceled**

SALISBURY, N. C., Feb. 21.—Plans for Catawba County's Centennial Celebration have been dropped. It was announced by committee and Jim Coad, of Hickory, publicity committee chairman. Judge Wilson Warlick, general chairman, said the war situation has become such that it would not be wise to divert the minds of the people from it at this time. County Historical Association members are still keeping the fete in mind, however, and when the war is over the county people will have even more cause for celebration, Warlick said.

**Shorts**

SHOWS, rides, concessions and free act will be features of the 19th annual Home-Coming and Exposition of Progress in Minerva Community Park, Minerva, O. R. C. Larkins is secretary and treasurer of the committee in charge of arrangements.

ELLWOOD CITY, Pa., will observe its golden jubilee this year with a municipal celebration, Burgess Clyde Houk, honorary chairman, and J. W. Offutt, general chairman, announce. Week-long event will include reunions, pageantry,

**WANTED**  
 Shows, Rides and Concessions or small Carnival for Big 4th of July Celebration at Oshkosh, Wis., at City Park at Lake Front. Free gate. Sponsored by the City of Oshkosh Junior Chamber of Commerce and other Civic Organizations. First celebration in ten years. Free Acts, Parades, Water Sports, Fire Works, Band Concerts, prominent Speakers, Victory Queen, etc. Please address all communications to **PROGRAM COMMITTEE, 211 Main Street, or MR. O. M. STILLMAN, Oshkosh, Wis.**

**FOR SALE**  
 Two Philadelphia Toboggan Co. Lucky Kick Donkeys, like new. Full size, moving heads, complete. The best ball game made for park or carnival. For price write  
**L. H. HOOKER**  
 Arnolds Park, Iowa

**WANTED**  
 For three-day Indoor Carnival sponsored by Fraternal Order of Eagles latter part of April. Musical, Clown, Animal, Aerobic, Contortion, Skating, Teeter-board or Aerial Act. Two performances nightly. Send price with first letter. **O. H. ROBERTS JR., 320 Citizens Bank, Evansville, Indiana.**

**AMERICAN UNITED SHOWS, Inc.**  
**12 FAIRS AND CELEBRATIONS ALREADY BOOKED AND THE BEST PAY ROLL TOWNS IN THE NORTHWEST WANT FOR 1942 SEASON**  
 Opening April 11th, Two Saturdays and Two Sundays in Big Payroll Town. One or two more Shows with or without own outfits, we have tops. Legitimate Concessions, address T. D. Newland. Sober, reliable Ride Help who can drive semis. Could use one more SENSATIONAL HIGH ACT or CASTING ACT. Would buy two 50-K.W. Diesel Light Plants (or equivalent), must be in good shape and priced right. All people previously contracted, please acknowledge this call at once.  
**O. H. ALLIN, Manager, 4447 Holly Street, Seattle, Washington**

**VIRGINIA GREATER SHOWS**  
**OPENING 9TH OF APRIL, SUFFOLK, VA., IN TOWN**  
**WANTS** Ball Games, Pitch Tilt You Win, Penny and Cigarette Pitches, Long and Short Range Shooting Gallery, Bowling Alley, Diggers and American Palmistry. Will sell exclusive Custard, Photo and three Merchandise Wheels. George Keefe, write me. **SHOWS**—Ten-in-One or Five-in-One, Athletic, Fun or Glass House and Minstrel Show. Anna Leo King and Jerry Jackson, write me. **RIDES**—Will book Tilt-a-Whirl, Octopus or Roll-o-Plane and Pony Ride with or without transportation. We have good ride territory. All Ride Help with us last year write me. Address all mail:  
**ROCCO MASUCCI, 118 SO. JEFFERSON ST., ORANGE, N. J.**

## Detroit Shrine Ticket Sale Tops '41; Stinson Predicts An Attendance of 250,000

DETROIT, Feb. 21.—Detroit's 30th annual Shrine Circus opened Monday night for a two-week stand at the State Fair Coliseum, drawing about 21,000 patrons the first two days, about equal to last year on matinees, but somewhat ahead on the nights, with Tuesday evening's attendance of 6,500, estimated, reported the highest for a second night in several years.

Advance ticket sales are running around 10 per cent ahead of 1941, according to the management, and a total attendance of around 250,000 is predicted by General Manager Tunis (Eddie) Stinson. Reserved seats sold at the Coliseum itself, separate from advance seat sales, ran \$2,000 ahead of last year's figures for the first two nights. Ringside seats were being put in on Wednesday night.

Total commercial display space was down considerably, chiefly because of the severe drop in automotive displays, but Ford Motor Company used space to display bomb carriers, airplane motors and other defense products it is now building. General advertising sales and

program showed a drop from \$20,000 to \$13,000, according to Bill Carson, who was in charge, with this drop largely caused by automotive curtailment.

### Broadcasting Daily

General advance advertising was about the same as last year, according to Roy M. Van Giesen, who handled billposting contract, with about 8,000 sheets used and 2,000 window cards. Half-hour daily broadcast is being given by remote over WJLB, and five radio stations are being used for spots and studio shows.

Program is the same as that presented at Al Sirat Grotto Circus, Cleveland, acts being mentioned in *The Billboard* dated February 21.

Concert is the Midget Follies, produced by Jack Tavlin, using 16 midgets with a novel stage backdrop allowing it to be seen from both sides of the house. Show featured Esther Howard, Hawaiian dancer, and Jacqueline Hall.

General staff includes Tunis (Eddie) Stinson, general manager; Orrin Davenport, producer and equestrian director; Bob Clifton, publicity; Ray Dean, announcer; Vic Robbins, band; Florence Tennyson, vocalist, and Charles Jones, boss property man.

In clown alley are Otto Griebing, Emmett Kelly, Freddie Freeman, Bernie and Frank Black, La Salle Trio, John and Harry Nelson, Victor and Georgetto, Chester Sherman, Jack Kennedy, Joe Short, Pinkie Hollis, Paul Kirby, Joe Vani, Tad Tosky and Everett Hart.

### Bernard Retires From Barr Show to Operate Dude Ranch

CANTON, O., Feb. 21.—B. W. (Buck) Bernard, associated with Bill Myers in Barr Bros.' Circus, a one-ring motorized show launched last season, advises that he will not take out his show this year due to illness of his wife.

Myers will continue to pilot the show, which is in winter quarters at Etna, O. Bernard plans to operate a riding academy and dude ranch on his farm at Etna. He may present his circus unit on Sundays at the ranch.

## Polack Scores in Cincinnati With Well-Balanced Program; Third Annual for Organization

CINCINNATI, Feb. 21.—Syrian Temple's third annual Shrine Circus, presented by the Polack Bros.' organization in the North Arena of Music Hall this week, was a big success. It was for the benefit of underprivileged children and Shrine Activity Fund, with Clarence E. Karst as general chairman of the Shrine committee. Mickey Blue handled the promotion for Polack. Performances were given twice daily and attendance was large.

Irv J. Polack and his partner, Louis Stern, presented a dandy program with a variety of acts nicely staged in two rings and on one stage. Nate Lewis was announcer and master of ceremonies, and A. E. (Buck) Waltrip looked after press. Both did a fine job.

### The Program

Program follows in order: Conley's dogs and ponies, St. Leon's police dogs, Anderson's dogs and ponies. Aerial ballet with Joan Spalding, Teresa Morales, Avis Butters and Tiny Kline, with last named doing breakaway on rings. Clown walkaround. Three Walters (Guice Troupe), trampoline; Bill Irwin, table rock; Comedy Oloyd, comedy bicycle. Menage number, with Carlos and Etta Carreon and Ruby Larkin, nicely presented. Pina Troupe, six in number, in fast acrobatic and teeterboard work. Polack's elephants, Mona and Mary Ann, handled by Avis Butters and Gwynne Carsey. Anderson's mules; driving horse by Carreon; Harrison, trick cyclist. Aunt Jemima and her clowns (Eugene Randow Troupe). Snyder's bears, doing stunts on bicycles, stilts, etc. Joan Spalding, dainty aerialist,



BOB MORTON, who was recently awarded the Buffalo Shrine contract for the Hamid-Morton Circus. The HM show played the Bison City for seven consecutive years, but last year the Shrine Circus was allowed to lapse. This year the company will return to play in the new Buffalo Memorial Stadium. Morton also contracted four Canadian dates, including Montreal, making 10 weeks now signed by him under Shrine auspices.

### Minneapolis Shrine Ticket Drive Started

MINNEAPOLIS, Feb. 21.—Twenty-second annual Shrine Circus, sponsored by Minneapolis Zuhrah Temple, will take place at the Auditorium under direction of Henry P. Boos, potentate. Noel Van Tilburg is booker, with Ivan Graves in charge of publicity.

Thousands of tickets have already been distributed to Shriners and a strong promotion campaign in the newspapers, over the radios and in the public schools is under way.

Acts already booked include Terrell Jacob's lion and tiger act; Hubert Castle, wire artist; Teresa Morales, single traps; Hanneford Riding Troupe; Waldorf Troupe, high pole and motorcycle act; Rudy Rudyhoff, 12-horse Liberty act; Adele Nelson's elephants. In addition, numerous dog, novelty, high perch, double and single trap acts are being closed by Van Tilburg.

## CB Lose Tusker; New Zoo Animals Attract Schools

LOUISVILLE, Feb. 21.—George, 30-year-old tusker of Cole Bros.' Circus elephant herd, died February 14 of a heart attack. The elephant had been ailing for several weeks, but had responded to treatment and it was thought he would recover. Show had just purchased Tribby from Cleveland Zoo, which will keep the herd intact.

With the arrival of many new animals to augment the zoo, week-end attendances have steadily increased. Bargain matinees have been arranged for school children, and various Louisville school classes have been attending in a body. Local people have been attracted to quarters by the beautiful array of new and repaired cages recently turned out of the shops. Equipped with rubber-tired wheels, and with a color scheme of red, white and blue, the cages make a very impressive appearance.

Recent visitors to quarters included Mr. and Mrs. Robert C. Zimmerman, Madison, Wis. Mr. Zimmerman is assistant secretary of state of Wisconsin. Snake King was a recent visitor from Brownsville, Tex. Many of Polack Bros.' personnel visited while that show was playing the Shrine date here. Mrs. Arthur Nelson, mother of Mrs. Zack Terrell, is visiting her sister, Mrs. Florence Hill, and her son-in-law and daughter, Mr. and Mrs. Ray Marlowe, in Sarasota. Mrs. Marlowe is the former Theol Nelson, of the famous Nelson family.

## Los Angeles

LOS ANGELES, Feb. 21.—Edris and Kenny Hull entertained Mrs. Carl Benson, Hugh McGill and his parents at their new Burbank (Calif.) home recently. Mrs. Hull has retired from the modeling business and has settled down to housekeeping. Kenny Hull is employed at the Lockheed airplane plant as a cost accountant.

Mabel Stark, Anna and Joe Metcalfe, Kenny Hull, Walter Mathie, Jack Joyce and Louis Roth met recently at Goebel's Lion Farm, Thousand Oaks, Calif., to talk over old times.

Dick Lewis was host at a circus fans' party at his home recently honoring Cheerful Gardner and George Perkins. Party was held in L. A.

### Notes From Macon

MACON, Ga., Feb. 21.—William Ketrow, who formerly operated Kay Bros. and other circuses, is planning a hillbilly show. He was a recent visitor here.

Charles Sparks has indicated he may be active in some form of show business during the coming season but hasn't made specific plans.

Clint Shuford, for many years treasurer of Sparks and Downie circuses, will again be in the office wagon of Hennies Bros.' Shows. He departed recently to work some indoor dates in the North before reporting at Hennies' quarters in Birmingham. Mrs. Marian Shuford is remaining here temporarily.

Eddie Jackson, for years a circus press agent, is expected to start work soon as press agent for James E. Strates Shows. He is wintering at the Central Hotel.

Harry Mack, who suffered a fractured kneecap in a fall last September after the closing of Wallace Bros.' Circus, continues under doctor's care at the Central Hotel. The fractured knee bone has not knitted and he has improved very little.

Al Rock, former circus trouper now manager of the Peach Theater, Fort Valley, Ga., is active in conferring degrees of Scottish Rite bodies in Macon.

Paul M. Conaway is back at his law offices here after a vacation visit with trouper friends at the Tampa Fair.

A pall of sadness was caused by the recent death of Will Adams, old-time circus trouper who left the road many years ago to work in a textile mill and became an influential figure in cotton mill labor circles.

J. C. (Tommy) Thomas, general agent of Johnny J. Jones Exposition, visited friends here a few days ago.

### Notes From Wichita

WICHITA, Kan., Feb. 21.—C. V. Crawford, last season concessionaire with Bud E. Anderson Circus, has signed contracts for all concessions with King Bros.' Circus.

Arthur Leonard Cesky, former musician on Cole Bros.' Circus, is living in Jackson, Mich.

Understand Tom Brownlie, Chinook, Mont., is putting out an old-time wagon show this season.

Al G. Kelly-Miller Bros.' Circus purchased an elephant from Russell Hall, Houston.

Eddie Jackson is spending the winter swapping circus stories with Charles Sparks at Macon, Ga.

William Scofield, last season with Russell Bros.' Circus, is an instructor in a riding academy in Memphis. He is waiting for his call from the War Department.

Frank Walters, Houston, purchased a band wagon that was last used on Bailey Bros.' Circus in 1935. Reported by Bette Leonard.

# Under the Marquee

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

COUNTING the days.

BESSIE HISER is with a unit in Honolulu entertaining servicemen. She was there during the attack on Pearl Harbor.

HORACE LAIRD, clown, recently worked in Washington Shrine Circus. He

will play other Shrine dates before returning to Cole Bros.' Circus.

OTTO A. ZANGE writes from McKees Rocks, Pa.: "Drove 127 miles to see Al Sirat Grotto Circus in Cleveland. Orrin Davenport put on a good show."

BEST PLACE to learn circus history is around a stake and chain wagon.

VERN E. WOOD, clown of "Give me that old feeling fame," is now at C Bar Club, Detroit, where he is emcee and singing.

BURRELL E. THOMAS, son of Bert Thomas, of Detroit Sound Engineering Company, is now at Camp Croft, S. C., training for a parachute unit.

FREDDIE FREEMAN clowns thruout the Detroit Shrine Circus with Otto Griebing and doubles in the riding number with Joe Hodgini.

LOUD CLATTER of seat boards being placed on stringers is music to a showman's ears.

TINY WILLIAMS, formerly with Russell Bros. and Cole Bros. circuses, has returned to her home in Cleveland after an extended vacation.

DONNA CAMERON, 18-year-old Vancouver (B. C.) girl acrobat, left recently for Montreal to become a member of the Wallabies, an Australian tumbling troupe.

WHITEY CAIN, formerly assistant property man for the Detroit Shrine Circus, is now a sergeant fighting with General McArthur's forces in the Philippines.

WONDER WHO started the old gag that red circus lemonade was discovered when a kinker rinsed his carmine tights?

EMMETT KELLEY'S newest clown gag, he walking around the track carrying a battered tire and shotgun, was first introduced at the Grotto Circus in Cleveland.

JOE HODGINI'S riding act, currently appearing with Orrin Davenport at Detroit Shrine Circus, advises that the act will not be with a circus this season, but will play fairs in the Middle West.

MICKEY KING, aerialist, who is currently appearing in Alpine Village Club, Cleveland, was recently greeted by a group of friends headed by Mr. and Mrs. Terrell Jacobs on her opening night.

CIRCUS DOGS live in dog wagons and not in coaches. Only working dogs are considered essential.

THE FRABELLS, tight-wire dancing act, who have been conducting dancing and acrobatic classes in Irvington, N. J., recently started a vaudeville tour. They opened in Scranton for Abe Feinburg.

MAYOR ALBERT W. JAMES, of Wilmington, Del., announced that the Ringling-Barnum circus has applied for a license for May 28. Show will play on East 30th Street circus lot.

DOC CANDLER writes from Mount Clemens, Mich.: "I expect to return to the road this season. Will be under canvas with my London Punch and Judy act."

DUMB CIRCUS MANAGERS are considered so by those whose opinions of how to run a

circus differ from those who own and run them.

BILL MEYERS, director-producer, advises that Veterans of Foreign Wars Circus will play in Grant School Auditorium, Steubenville, O., February 27. Mildred Meyers is in charge of advertising and advance ticket sales.

STUART N. ROBERTS writes from Honolulu: "Was in a new kind of a show during the raid on Pearl Harbor. Have been on a defense job since November and will remain here for duration when I will return and take up my act again."

CAPTAIN MACK, owner-manager of Captain Mack's Small Fry Circus, recently completed his Three Military Baby Bear act that features patriotic style props. Cubs are military costumed and will play clubs, theaters, parks and fairs.

WISEACRE who cracks, "After you have seen one circus you have seen them all," probably only had the price to see one or didn't get a pass.

McINTOSH MONKEY SHOW, carrying 12 monkeys and one dog, has been playing (See UNDER THE MARQUEE on page 54)

# The Corral

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

Phoenix Event Is Big

WARTIME conditions failed to put a damper on the annual Championship Rodeo at Phoenix (Ariz.) Fairgrounds, February 12-15. Event drew the largest field of contestants and biggest attendance in its history. Officials of Phoenix Junior Chamber of Commerce, sponsor, and World's Championship Rodeo Corporation, which produced, directed and furnished the stock and contract performers, pronounced it a success. They estimated the attendance at the four afternoon and one night performances at 20,000, about 1,000 greater than the total for last year's show. Weather, except for one afternoon, was good. Officials included Everett Colburn and Harry Knight, arena directors; judges, Turk Greenough and Breezy Cox; announcer, Johnny Jordon; secretary, Bill Clemans. Injured, altho not seriously, in spills in the bronk and Brahma bull (See CORRAL on page 54)



Breeder and Trainer of HIGH DIVING HORSES

2 to 6 years old. Beautiful paints. Well trained. Write for Prices.

Miss Betty Jane Bowman  
Plainview, Texas

## REFRESHMENT TENT

No. 02—Square Hip Roof Push Pole Tent, size 14x24 feet, with 4' pitch and 7' high sidewall. Top roped at each pole, sidewalls in two pieces. Material red and white Baker-Bold. Red trim inside. Good condition. Top and wall.. \$117

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.

## WANTED CIRCUS ACTS

MUSICIANS (Ladies or Men). (Piano Player, also Hammond Organ Player with organ.) CAN PLACE SEVERAL HIGH-CLASS SIDE SHOWS for 20 weeks or more, starting about May 26.

### WANT TO BUY

Roller Rink Tent, about 40'x100' or larger. 1000 Folding Chairs, also Circus Bleachers.

JAY GOULD'S MILLION DOLLAR CIRCUS  
Glencoe, Minn.

## AGENT AT LIBERTY

Handle Any Type Attraction. Also Have A-1 Circus Bill Poster.

CHAS. "KID" KOSTER  
1818 Coast Blvd., South, Laguna Beach, Calif.

## CIRCUS ACTS WANTED

For March 16-17. State your lowest.

Patterson Bros.' Circus

756 Park Ave., W. MANSFIELD, O.

## WILD ANIMALS FOR SALE

Tigers, Leopards, Bears, Lions, Apes, Giant Rhesus Monkeys, Hyenas, etc. These are for sale by private owner and priced right. Let us know your wants. BOX D-174

Care The Billboard Cincinnati, O.

## TELEPHONE, TICKET and BANNER SALESMEN WANTED FOR EL PASO SHRINE CIRCUS

At once. Only experienced men capable working under best auspices. Write, don't wire. A. E. WALTRIP, Polack Bros.' Circus, Care El Malda Shrine Temple, El Paso, Texas.



## NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business

BENEVOLENT PROTECTIVE—SOCIAL (Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway  
New York City

The Billboard Regrets the Typographical Error Which Occurred in the Address of

# AL MARTIN

in the Full-Page Advertisement in Our February 21 Issue

Regarding

## WASHINGTON'S GREATEST INDOOR CIRCUS

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## NOTICE

to all members of the AMERICAN FEDERATION OF MUSICIANS

Effective at once, members of the American Federation of Musicians will not be permitted to render services for any Circus or Carnival during the season of 1942 unless such Circus or Carnival has executed a working agreement with the American Federation of Musicians governing the employment of its members. UNDER NO CIRCUMSTANCES WILL MEMBERS BE PERMITTED TO RENDER SERVICES WITH NON-MEMBERS.

Contracts for musical services of any nature with Circuses or Carnivals will not be considered valid unless verified by the American Federation of Musicians.

Traveling Representative Clay W. Reigle, 119 Mahantonga Street, Pottsville, Pennsylvania, who has been appointed to assume control of such circus and carnival work, will verify all contracts and assist members in whatever manner required. Communicate direct with Representative Reigle.

Leaders, contractors and members, please be governed accordingly.

JAMES C. PETRILLO  
President

American Federation of Musicians

# LA. DISPLAYS OPTIMISM

## Bigger & Better Is State Theme

40 of 52 members represented at Crowley meeting —war angles are discussed

CROWLEY, La., Feb. 21.—Over 70 per cent of fairs in the State were represented at the annual meeting of the Louisiana State Association of Fairs here on February 13 and 14 at the Egan Hotel. Enthusiasm was high, with delegates expressing the opinion that their 1942 annuals will be better than ever. Almost every association is planning a larger fair and they are soundly backed up by Gov. Sam Houston Jones and Director of Agriculture Harry D. Wilson.

The latter has held the post about 30 years and has been association president since organization 18 years ago. Vice-President William R. Hirsch, secretary-manager of Louisiana State Fair, Shreveport, has also held his position since organization, and he, Wilson and Percy O. Benjamin, Tallulah, secretary-treasurer the past four years, were unanimously re-elected.

President Wilson called the meeting to order at 10:15 Friday morning, introducing J. Matt Buatt, mayor of Crowley, who welcomed delegates and showmen. Lana McBride, president of the Crowley Business Club, and Jerry Ashley, president of the National Rice Festival, Crowley, also welcomed guests. Roll call showed 40 of the 52 member fairs were represented. President Wilson in a keynote talk urged that every parish make an effort to present the most outstanding fair in its history this year in order to maintain morale and food production. He read messages from Claude R. Wickard, U. S. secretary of agriculture, and Governor Jones, who expressed desires that 1942 fairs outdo previous annuals. He also lauded *The Billboard* and its policy regarding fairs during the emergency and said he would prevail upon Governor Jones to write letters to fair officials and that he, too, would write such a letter which fair men can use in appeals for support of community organizations. He promised his efforts to secure additional State aid and said that in order to get aid his office must be advised of dates, and application for participation in the appropriation must be made before May 1.

### War Angles Discussed

Friday afternoon's session opened with round-table discussion of playing up war angles at fairs. George B. Flint, Boyle Woolfolk agency, suggested that part of premiums be paid in Defense Bonds and Stamps. It was decided that the matter should be left up to individual fairs. Joel L. Fletcher, president of Southwest Louisiana Institute of Lafayette, called on fair men to give their communities better fairs this year. He was backed in this by L. A. Boerne, Raceland, and J. T. Willoughby, Franklinton. There was also round-table discussion on the tax situation, the matter being explained (See *Louisiana Optimistic* on page 45)

### '42 Problems To Be Talked At Special IAFE Chi Meet

BROCKTON, Mass., Feb. 21.—Problems likely to be encountered by fair managements in 1942 will be discussed at a special meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on March 6, reported Executive Secretary Frank H. Kingman, Brockton.

### New N. D. Stand Seats 3,500

LANGDON, N. D., Feb. 21.—New grandstand on Cavalier County Fairgrounds here, completed last July at a cost of \$39,000, will accommodate 3,500, has 93 per cent usable space and is largest in the State, reported Secretary Dick Forkner. Under it is space for 40 booths and offices for the secretary, sale of tickets, entry clerk and superintendent of speed.



THESE OFFICIALS of Louisiana State Association of Fairs, Vice-President William R. Hirsch (left), secretary-manager of Louisiana State Fair, Shreveport, and Secretary-Treasurer Percy O. Benjamin, for a number of years secretary-manager of Louisiana Delta Fair, Tallulah, were again re-elected at the annual association meeting in Crowley on February 13 and 14. Also re-elected was President Harry L. Wilson, State commissioner of agriculture, who has served the association in that capacity since organization 18 years ago.

## Idaho Mgrs. Agree To Carry On in '42

POCATELLO, Idaho, Feb. 21.—At the recent meeting of Idaho State Fair Managers' Association here, proclaimed the largest and most successful in association history, over 100 fair men and attractionists were unanimous in their decision to carry on in 1942, calling fairs necessary events to build morale and to obtain best results in agricultural production.

Ezra Fjelsted, manager of Ogden (Utah) Livestock Show and secretary of Ogden Chamber of Commerce, was principal banquet speaker. He urged the group to lend its aid to food production by continuing livestock shows and fairs. We are going to win this war, he declared, but it is production that will turn the tide. Terming such events finishing schools for even college graduates in agriculture, he asserted that they are necessary for education of young people, increased production of foodstuffs and upholding of morale. Similar thoughts were stressed by Fred Kressman, Barnes-Carruthers Fair Booking Association. Mark Cook, vocalist, supplied by George Ball Attractions, entertained, and there were several acts from Pocatello night clubs. Rodeo men and Ray Wood, assistant manager of the Ogden stock show, also entertained with some Western singing. Barnes-Carruthers booked a show for Eastern Idaho State Fair here.

New officers are T. B. LeBailey, Pocatello, president; Tom Parks, Filer, vice-president, and Saul Clark, Burley, secretary. Pocatello was selected as site for the 1943 meeting. Twin Falls received the June meeting. It was announced that the Ogden Livestock Show will be held, altho the army is utilizing buildings.

## Indiana Governor Still Boss of Fair; Cantwell To Manage

INDIANAPOLIS, Feb. 21.—An agreement has been reached between several political forces that have been vying for control of Indiana State Fair in recent weeks.

At meetings last week Lieut. Gov. Charles M. Dawson, as commissioner of agriculture, retained his status as head of the fair in the face of a recent attorney general's opinion placing the fair directly under the fair board. Meetings also resulted in an agreement whereby the board will have power to appoint a manager, while remainder of authority over the fair is to be retained by the commissioner of agriculture.

Guy Cantwell, Gosport, named secretary-treasurer of the fair board two weeks ago, will be manager, replacing Paul Dunn, Dawson's secretary. Cantwell, however, will drop the title of treasurer because Dawson, by terms of the agreement, has authority to sign all checks. Dawson, furthermore, will have charge of fair property. Thus, with exception of power to appoint a manager, the lieutenant governor's duties and authority remain the same as they have been for the past nine years. Observers note, however, that when terms of the present governor and lieutenant governor expire there will probably be a new rumpus centering around the fair.

DETROIT.—President Harry Dickinson, Secretary Judd Lockhart and Superintendent of Speed Bill Sayers, William County Fair, Montpelier, O., and Ivan Bell, county agent, made a trip here to catch the Orrin Davenport Shrine Circus, February 16-28.

## Around the Grounds

SWIFT CURRENT, Sask.—William H. Harding leaves in March to become secretary to the general manager of Calgary (Alta.) Exhibition. He gained reputation for his organizing ability in conjunction with Swift Current's July 1 celebrations and rodeos and is president of the Kinetic Club, celebration's sponsor.

VISALIA, Calif.—Plans for a Merchants' Fair here have been ordered canceled by the Merchants' Association of the Chamber of Commerce.

NACOGDOCHES, Tex.—Nacogdoches County Fair Association voted to continue its annual despite the war. Theme for 1942 is "Food for Freedom." President R. G. Muckelroy said. Premiums have been increased to \$1,200.

SASKATOON, Sask.—Saskatoon Exhibition Association has prepared an attractive eight-page prize list for its three-day Saskatchewan Winter Fair and Saskatoon Riding Club Horse Show.

DES MOINES.—Iowa State Fair will operate 10 days as customary unless unforeseen developments take place, said John P. Mullen, board president. He said the board is operating on the theory that attendance will drop 30 per cent, but pointed out that many people won't vacation by automobile and might take in the fair.

BENTON, Ill.—Because federal and State officials regard fairs as morale builders and events of educational value, directors of Franklin County Fair here (See *Round the Grounds* on opp. page)

## Toronto Enjoys Lively Session

Entertainment budgets upped — annuals deemed important during war

TORONTO, Feb. 21.—Despite the worst storm of the winter, over 500 enthusiastic delegates attended the 42d annual meeting of the Ontario Association of Agricultural Societies and Class B Fairs here in the King Edward Hotel on February 11-13.

Appropriations for entertainment and grandstand shows, instead of being curtailed as was expected, have been increased 20 to 70 per cent. Delegates talked of conditions lying ahead as Canada enters her third year of war, and unanimously agreed that annuals are more important during war times, both from the standpoints of entertainment and agriculture.

W. P. McDonald, Lambton County, gave delegates something to think about when he charged that many societies have become routine. They hold fairs annually irrespective of whether they are of value to the community, he said, and the same directors are appointed year after year when younger men should be coming forward. When some society has made a success of some small project, he continued, its neighbor must try it, too. Each fair board wants its fair to become the Canadian National Exhibition of the county, instead of planning to serve community interests, he charged.

Annual banquet on Thursday featured two speakers, P. M. Dewan, Ontario minister of agriculture, and J. G. Taggart, federal food administrator, who declared that if we are to follow the price ceiling plan to its logical conclusion, we cannot expect the present price situation to be seriously altered to the advantage of agriculture until this war is over. Dewan, who followed, reminded Taggart that before a price ceiling policy was put into effect there was a policy of bonuses for industrial wages. "The farmer has to compete with these industrial wages," said Dewan. "I see only a price for farm commodities that will place the farmer in a position where he can compete with industrial wages when he is hiring labor."

### Amusement Interests Represented

Amusement industry was well represented. George A. Hamid, George A. Hamid, Inc., said Canadian fair men have made definite plans, convinced that this will be the greatest year in the history of Canadian fairs. He said that smaller fairs that heretofore had not given much attention to grandstand attractions, this year contracted for professional acts. Canadian National Exhibition increased its 1942 grandstand appropriation 22 per cent. Adams Rodeo Company, playing Ontario fairs for the third year, increased its dates by five. Conklin Shows will play the Class A Western Circuit, Ontario and Quebec. Prolexland at Canadian National Exhibition will be under the direction of J. W. (Patty) Conklin for the sixth year. Wallace Bros.' Shows will (See *TORONTO SESSION* on page 45)

### Ariz. State Heads Renamed; Board Praised by Governor

PHOENIX, Ariz., Feb. 21.—Gov. Sidney P. Osborn on February 11 reappointed Harry L. Nace, Phoenix, and John Scott, Holbrook, to Arizona State Fair commission for terms ending January 6, 1947. Nace and Scott drew short-term appointments when the law creating the board became effective last June. Another member, Henry Rubenstein, Tucson, whose term also expired, has not been reappointed, but still is functioning.

After reappointment of Nace and Scott the commission re-elected Z. T. Addington, Phoenix, chairman; Nace, vice-chairman, and Paul F. Jones, secretary, all to serve until February, 1943. Present fair commission won high praise from Governor Osborn for its accomplishments in connection with the 1941 State fair, first in history to return substantial profit.



## RC, Rodeo Signed By N. M. State Fair

ALBUQUERQUE, N. M., Feb. 21.—Rubin & Cherry Exposition has been signed for the midway of 1942 New Mexico State Fair here, reported Manager Leon Harms.

Theme of the 1942 fair will be "Production Geared for Victory," Harms said, and there will be a free midway gate this year. Contract was also signed with Lynn Beutler to stage another night rodeo. First rodeo held last year set an attendance record and was the first night show ever to finish in the black here. New \$20,000 sheep barn for 500 animals will be ready by September.

## Iowa State Cuts Premiums; To Plug "Food for Victory"

DES MOINES, Feb. 21.—Iowa State Fair board announced nearly \$70,000 in prize offerings for livestock exhibits in 1942 and that more emphasis will be placed on exhibits of meat animals as part of the nation's "Food for Victory" campaign. This will also apply to livestock offerings in the 4-H Club show.

Prize offerings are somewhat under 1941 figures, reduced in line with a general budget reduction expected to be around 25 or 30 per cent. Horse department premiums will be \$15,270 compared with \$17,438 in 1941; cattle, \$23,462 against \$29,744; swine, \$9,800 compared with \$12,583; sheep, \$2,887, with \$3,772; poultry, \$6,740, with \$6,046, and 4-H livestock, \$10,861 against \$18,898. There will be substantial added premiums by leading breed associations and livestock bodies which will co-operate in putting on the stock show.

"We expect to get out considerable promotion material to encourage livestock entries," Secretary L. B. Cunningham said. "Competitive activity can be a large factor in stimulating increased production and the raising of better meat animals, and we believe it will be a force in the food campaign."

## Rodeo To Be Added Feature At 60th Anni Regina Annual

REGINA, Sask., Feb. 21.—Added attraction at Regina Industrial Exhibition will be a rodeo, to be held each afternoon inside the race track oval. It has been added to help celebrate Regina's 60th anniversary. Many top-ranking cowboys are expected to be on hand, as it will be held two weeks after Calgary (Alta.) Stampede.

Monday will be Travelers' and American Day, with a travelers' and rodeo parade in the morning. Tuesday will be Children's Day; Wednesday, Regina and Moose Jaw Day; Thursday, Farmers' Day; Friday, Pioneers' Day, and Saturday, Round-Up Day.

Because manufacture of automobiles has been banned, Victory Bonds totaling \$5,000 will be given away at night grandstand performances. A \$1,000 bond will be given nightly except Tuesday, when four bicycles will be awarded. Conklin Shows will be on the midway and Barnes-Carruther's On to Victory will be grandstand fare.

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## Fair Elections

BENTON, Ill.—Franklin County Fair Association re-elected James R. Phillips, president; W. B. Johnson, G. A. Hickman, vice-presidents; George H. Biggs, treasurer; H. W. Nolen, secretary.

MARYSVILLE, O.—Union County Agricultural Society elected Frank White, president; J. P. Sidle, vice-president; Paul Tossey, treasurer; Harry A. Taylor, secretary.

LAURELTON, Pa.—West End Fair Association, reported Don H. Tinley, elected B. O. Catherman, president; Frank Snyder, vice-president; William Bauserman, secretary; Mrs. Donald Cook, assistant secretary; Harry Fauver, treasurer.

FOWLERVILLE, Mich.—Fowlerville Agricultural Society elected John Dammann, president; Heber Wilkinson, vice-president; Cecil Lepart, secretary; Leslie Sidell, treasurer.

NEWPORT, Pa.—W. C. Lebo was re-elected president of Perry County Agricultural Society; J. P. Wertz, vice-president. J. E. Snyder was named treasurer; A. K. Ludwig, secretary; J. Austin Smith, assistant secretary.

TURBOTVILLE, Pa.—S. Lee Menges was re-elected president of Turbotville Fair Association; Myron B. Savidge, vice-president; Calvin Menges, secretary; Prof. Harold Martin, treasurer.

MOUNT PLEASANT, Ia.—S. G. Baxter was named secretary of Henry County Fair board. B. E. Seeley was re-elected president; O. T. Wilson, vice-president.

VERNON, N. Y.—Re-elected by Vernon Agricultural Society were William F. Dixon, president; James F. Burke, vice-president; Charles A. Warren, secretary-treasurer.

MILLERSBURG, Pa.—Millersburg Farmers' Fair Association re-elected Gilbert A. Long, president; O. H. Watts, vice-president; Nell B. March, secretary-treasurer.

LAPEER, Mich.—Lapeer County Agricultural Society re-elected Lester Smith, president; Lewis Steele, William McCrae, vice-presidents; James Dunn, secretary; Henry C. Carson, treasurer.

GRUNDY CENTER, Ia.—Grundy County Fair Association re-elected R. S. Plager, president; Lyle Hawn, Heye Dieken, vice-presidents; W. T. Heckt, treasurer; C. S. Macy, secretary.

NEW WINDSOR, Ill.—New Windsor Fair and Horse Show Society elected H. M. Irons, president; George Leafgren, vice-president; John W. Peterson, secretary; Morton Peterson, treasurer.

OTTAWA.—Alderman E. A. Band was elected president of Central Canada Exhibition Association; D. Roy Campbell, Dr. W. A. Armstrong, vice-presidents. H. H. McElroy is secretary-manager.

PORTAGE, Wis.—Columbia County Fair Association re-elected John Klaila, president; John Van Selus, vice-president; W. H. Johnston, secretary; Earl Peterson, treasurer.

## AROUND THE GROUNDS

(Continued from opposite page)  
have decided to carry on in 1942, said Secretary H. W. Nolen. An extra day of horse racing will be provided because of the effect, tire rationing will have on auto shows.

EL PASO, Tex.—Prizes for youthful exhibitors at Southwestern Livestock Show here will be Defense Bonds or Stamps, officials reported.

INDIANAPOLIS.—Flelding W. Scholler, vet harness race starter and announcer, said 1942 will be his 42d year in the business. He reported many repeat dates, having started 34 times in one city.

LAURELTON, Pa.—West End Fair Association has arranged to increase cattle and chicken exhibit buildings and add stage lighting fixtures and concession space, reported Don H. Tinley.

ZANESVILLE, O.—Seven running races will be a feature of Muskingum County Fair on closing day, and harness races will be held two days. Single admissions will be 30 cents plus tax and membership tickets will be \$1 plus tax. Display

room for garden clubs will be enlarged and additional prizes offered.

DANBURY, Conn.—City board of finance purchased 10 acres adjacent to Danbury Fairgrounds from Danbury Agricultural Society for \$5,000. It will be used to expand the city airport.

PHOENIX, Ariz.—Approval has been given by State fair and State tax commissions to a six-week horse race meet on the State Fairgrounds here, to be sponsored by a group of 17 horsemen. Under the plan, advocated by Gov. Sidney P. Osborn, the State and horse owners will be the only ones to benefit financially. Fair commission will receive 1 per cent of pari-mutuel handle and profits.

CONNERSVILLE, Ind.—Victory "V" with a red cross in the middle, placed atop the custodian's lodge in Roberts Park here, site of Fayette County Free Fair, is attracting attention, said E. I. Higgs. Idea was conceived by George R. Beeson, park superintendent and president of Indiana Park and Recreation Association. "V" is 14 feet high and the cross four feet. Display is lighted nightly, "V" in white and the cross in red.

FRESNO, Calif.—Cancellation of Fresno District Fair because of military demands for grounds and buildings was reported by General Manager Thomas A. Dodge.

DAYTON, O.—Competitive auto racing was seen as a necessary adjunct to national defense by E. Von Hambach, research and development engineer of combined Central States and Consolidated

States racing associations, national governing bodies, who came here to consult Wright Field engineers and meeting with CSRA officials. He said the substitutes we'll be forced to use in automobiles will be proved on race tracks.

VANCOUVER, B. C.—Likelihood that Canada Pacific Exhibition will continue in 1942 was indicated by President John Dunsmuir at an association meeting on January 21. The 1941 financial statement showed net income of \$45,249, compared with \$60,967 in 1940. Regular payment of \$23,157 for sinking fund and interest was made, plus payment of \$8,351 for new building loan interest.

LOUISVILLE.—It is practically certain that buildings now under construction on Kentucky State Fairgrounds, including restaurant and junior club structures, will be completed in time for the 1942 annual, said Assistant Manager J. C. Wehrley.

HARTFORD, Mich.—Directors of Van Buren County Fair Society voted to place \$5,000 surplus in Defense Bonds, reported Happy Harrison. Milton W. Weed was named treasurer, succeeding the late James L. Ingalls. Extra day of harness racing will be added in 1942 and there will be pulling contests and a day dedicated to youth groups.

HARRISBURG, Pa.—Arrangements were made by the State board of vocational training with the Pennsylvania Farm Show commission for use of the farm show building here as a training school for airplane mechanics for the Army Air Corps. It has been decided to continue the farm show at another location in 1943.



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# N. E. Group Meets March 25

## NAAPPB To Air War Problems

Group after answers to vital questions affecting industry during emergency

BOSTON, Feb. 21.—With the avowed purpose of arriving at a solution of major problems affecting the industry, the convention committee met here February 18 and laid groundwork for the 14th annual meeting of the New England Section, National Association of Amusement Parks, Pools and Beaches. President John T. Clare presided. In attendance were Edward J. Carroll, first vice-president; Fred L. Markey, secretary; Andrew A. Casassa, treasurer; Wallace St. C. Jones, director, and Harry Stornin, publicity director.

Committee selected March 25th as date of the convention. As usual it will be held in the Hotel Manger here. Unofficially the meeting will start the night of March 24, when some feature is being planned for early arrivals.

While no details of the convention were immediately available, Edward J. Carroll, head of Riverside Park, Agawam, Mass., and program director for the forthcoming meet, stated the convention committee "is determined to make this one of the best meetings ever held in New England. We are already at work arranging some new features and details on these will be released shortly. Like many other industries, park, pool and beach owners, operators and employees are facing some serious problems which ought to be solved within the industry and not by laymen. Now as never before we must get down to brass tacks. At the convention speeches will be cut to the bone. What we are after are some correct answers to vital questions, and the way things point now I think we are going to get some answers."

Carroll indicated that he has several conferences planned during the next few weeks with high officials in civilian defense, army and navy area headquarters, transportation officials and keymen in defense industry. Results of these conferences will be reported in a later issue.

(See NAAPPB on page 44)

## Changes Planned at O. Spot; New Night Spot Believed Set

COSHOCTON, O., Feb. 21.—Lake Park here, operated by Helen and Dick Johns, will undergo some drastic changes in preparation for the 1942 season, according to Manager Dick Johns, who is withholding details until his return from a Florida vacation with Mrs. Johns.

Believed certain is conversion of the dance pavilion into a night club, since dance biz last year slumped because of absence of young patrons, brought on by the Selective Service draft and peak operation of district defense industries. Other changes are contemplated. Mr. and Mrs. Johns reported that they will devote more time to penny arcade operations at fairs and celebrations. They plan to return here early in April to ready the park for a late May opening.

## Millen, Detroit Zoo Chief, Takes Air Rair Precautions

DETROIT, Feb. 21.—John T. Millen, director of Detroit Zoological Park, has made arrangements to cope with wild animals which might be freed in an air attack.

He has organized a corps of seven men, headed by James A. Curry, maintenance superintendent, to prevent freed animals from escaping into neighborhoods. They are armed with shotguns, tear gas bombs and high-powered rifles, including the one used in execution of Sammy, elephant which had to be destroyed several years ago. Millen also has installed an air raid whistle and a signal system so that the 75 employees can be called from one building to another. Each is on 24-hour call. At Belle Isle Zoo police are making similar plans, he said.



CLYDE BEATTY (right), wild animal trainer; W. J. Moyer (left), editorial staff man of The Akron Beacon Journal, and Jerome T. Harriman, director of public relations at Summit Beach Park, Akron, and former circus agent, comparing Selective Service registration cards on February 15 shortly after Beatty signed to present a wild animal attraction and zoo, to be billed as "Clyde Beatty's Jungle Zoo," at the park in 1942. Beatty's trip to Akron for completion of negotiations drew much comment in the press. Animals in his Jungle Zoo at Fort Lauderdale, Fla., will be transferred to Akron. He has presented wild animal acts with Hagenbeck-Wallace and Cole Bros.' circuses and last year had a complete circus with Johnny J. Jones Exposition.

## AC Holiday Business Is Good Despite War

ATLANTIC CITY, Feb. 21.—War or no war, holidays still bring their share of visitors here, and business done on Lincoln's Birthday is looked upon as a sign that perhaps the summer outlook is not as dark as it might seem. There were no sold out signs at hotels and amusement places, but all did fair holiday business, brought in by train, bus and automobile.

Business brought in by a good-sized convention of educators was augmented by a fair sprinkling of other visitors here for relaxation. While weather was brisk, there was considerable sunshine and many traversed the Boardwalk.

If interests were encouraged by the February 12 visitation, they are more so by outlook for Washington's Birthday. Consensus, backed in some instances by advance bookings, was that there would be a good-sized crowd here over the three-day week-end.

## Zoos Lauded by Vierheller As Morale Aids in Wartime

COLUMBUS, O., Feb. 21.—George P. Vierheller, executive director of St. Louis Zoological Gardens, in addressing the Columbus Zoological Society as honor guest at its annual meeting and banquet, attended by about 150 in the Neil House on February 16, said, "Zoos are perfect morale builders for a nation at war, and they provide a perfect means of relaxation from pressure of war work."

Clare J. Penfield was re-elected president of the society for the third time. Others elected were Elmer E. Schatz, Robert S. Pein, Elmer Foreman, Earl C. Sortman, vice-presidents; Ramon S. Cram, secretary, and M. M. Martlin, treasurer. Sid R. Phillips was appointed chairman of the executive committee, other members to be Walter J. Reck, Dr. George Heer, Frank West, Edwin M. Tharp and Sortman. Schatz was named chairman of the annual membership drive, to be launched soon.

## Port Arthur Expects May Opening For Pier Idea Under New Contract

PORT ARTHUR, Tex., Feb. 21.—Port Arthur's much batted-about Pleasure Pier development now should be ready for opening in May, city officials estimated, under a new contract negotiated in two meetings on February 11 between the city commission and F. M. McFalls, Fort Worth operator, whose 10-year contract was canceled January 6.

After several hours of discussing points which resulted in the original contract being voided, it was voted to rescind the canceling action and readopt the original contract with these changes:

1. The city is to purchase \$5,000 worth of permanent equipment for the main building, such as kitchen ranges and refrigerators, which will remain property of the city.

2. McFalls is not to be required to install a Ferris Wheel, Merry-Go-Round and Skee-Ball game, which he found unobtainable, but is required to install a \$60,000 Roller Coaster, Scooter ride, Miniature Train and other equipment costing \$75,000 by October 1, 1942, and equipment valued at \$100,000 from October 1, 1943, on.

3. Lease is to run until May 15, 1951, with the same rent and per cent of profits as in the old contract except that

there is to be no rental for remainder of 1942.

4. McFalls is to furnish equipment for buildings except for the \$5,000 worth to be purchased by the city.

5. About 200 feet of the 700-foot dredged basin may be used by the public and city for a non-commercial dock for small boats.

McFalls agreed to leave immediately to close agreements for equipment he plans to put in, and to be ready to start work within five days after the city completes grading of the Roller Coaster site. City also agreed to put in a heating system, as originally planned, at cost of about \$1,900. This final expenditure, it was estimated, will use up all but \$183 of the \$200,000 bond issue, provided the latter is supplemented with \$4,500 in water department funds for installation of the pier line. Longest discussion was on location of the proposed parking lot, which some commissioners said was too far from the main building. This was settled when McFalls said he planned an additional shelled road for use in driving to the main building for dancing in the winter, when other parts of the pier will be closed.

## AC Post Card Blitz

ATLANTIC CITY, Feb. 21.—At least 230,000 post cards showing Atlantic City "doing business at the old stand" will soon be sent out. Al Skean, chairman of the resort's convention bureau, at a Chamber of Commerce meeting suggested that photographs of the expected Washington's Birthday crowds here be made into post cards for the purpose. He said it would quiet adverse rumors about the resort. Skean asked for volunteers to purchase and mail cards. In less than five minutes hotel, night club, restaurant, theater and pier interests subscribed to 230,000 cards.

## Beatty Leases Jungle Zoo to Summit Beach

AKRON, Feb. 21.—One of the most important deals in Northeastern Ohio amusement park circles in recent years was consummated here on February 15 when Clyde Beatty, noted animal trainer, contracted to lease his Jungle Zoo animals for the 1942 season to Summit Beach, Inc., operator of Summit Beach park here.

Beatty and his wife made a trip here by plane from Washington to sign the contract, which will transfer his Fort Lauderdale (Fla.) zoo here for the May 23 park opening.

During their several-hour stay Mr. and Mrs. Beatty were entertained at a party in the Hotel Mayflower, attended by newspaper and radio men. He and Mrs. Beatty were interviewed by writers of The Cleveland Plain Dealer and The Akron Beacon-Journal and posed for photographers. Reception was arranged by Jerome T. Harriman, park publicity director, who was instrumental in bringing Beatty's zoo here. Sterling (Duke) Drukenbrod, Beatty's manager, assisted with contract details.

According to Harriman, it is planned to move the animals here early in May and at least two week-end previews will be held in advance of the regular opening. Extensive improvements will be made on the zoo, which opened last year and operated under the direction of Capt. Roman Proske. Beatty's contract calls for him to furnish lions, tigers, leopards, wildcats, bears, baboons, monkeys, water buffalo, bison, elks, deer, raccoons, wolf, kinkajou, birds and an elephant. It will be called Clyde Beatty's Jungle Zoo. Beatty will not be at the park in person, but will assign another trainer to present a 10-lion act twice daily in a steel arena.

Harriman said the park is planning an extensive newspaper and radio exploitation campaign to publicize the zoo, this to begin soon. It is possible that Beatty and Drukenbrod may be on hand for the zoo's official opening. Last year the zoo proved a highly successful venture. It grossed heavily thruout the season, with several banner days being chalked up on Sundays.

## Cedar Point Execs Ponder Labor, Excursion Problem

SANDUSKY, O., Feb. 21.—Revival of once-popular train excursions and recruiting of labor from colleges are two issues concerning officials of the G. A. Boeckling Company here, operator of Cedar Point, near-by resort.

Rationing of tires, automobiles and possibly gasoline, it seems, is sure to make a cut in the number of cars that will be driven to the resort, and to counteract the effect arrangements are being made with Cleveland railroad officials to increase excursion facilities. Officials of the D & C Line, Cleveland, operator of the steamer Eastern States, and the Ashley & Dustin Company, Detroit, operator of the steamer Put-In-Bay, have assured resort officials that their boats would run again to Cedar Point unless the government commandeers the vessels.

Before automobiles became plentiful it was not unusual to see large excursion trains loaded with vacationers steam into Sandusky practically every day. With labor at a premium, resort officials will tour the colleges for employees. Dormitories for co-eds and male students are provided at the resort.

## American Recreational Equipment Association

By R. S. UZZELL

Filling station attendants on highways are noting a decrease in gas sales and less travel than normal. Tire conservation is given as the reason. This may point to larger amusement park patronage from those who were hitting the road over the week-ends and on holidays.

The pictures are gaining patronage in England despite the gloom over war conditions. Does this mean anything to American amusement parks?

Detroit is not disturbed over the 50 per cent decrease in automobile production. The vast war production will more than offset curtailed auto output. Housing problems will continue to disturb the auto capital.

Washington and environs has jumped to approximately 1,000,000 population. Our national capital has over twice the number of taxicabs found today in Detroit.

### Schloss Sitting Pretty

Leonard Schloss is sitting on top of the world at Glen Echo (Md.) Park. Let him enjoy it. Don't invade that locality with another amusement park. This was done in the last war boom and the new ones all came to grief. Wartime costs of construction create a burden that cannot be liquidated when the bloom is off the rye. It would cost about three times the original price to duplicate Glen Echo, even if material could be obtained.

It is really a benefit to our business that another imprudent park promotion cannot happen. We have just about cleaned up the wrecks of that last one. Let us not repeat those huge blunders. As for example: Toledo, O., can support one good park, consequently the other two had to take it on the chin. Some real money was lost in each of the new promotions. Kansas City once had four parks. Let the one remaining get the business. The other three have gone the way of the Dodo bird.

### Make Picnics Pay

This is a good time to make picnics pay their way or pass them up. Profitable business can be had, so why work for nothing to accommodate picnics. The committees were fast learning how to squeeze all of the juice out of the orange. Park men can easily outwit picnic committees if they will show them they can no longer thumb the rides in an amusement park.

Men who promoted a park or bought one on a shoestring in the last boom should be consulted now before paying the piper. There are bargains, but an amateur cannot see them alone.

Good parks can again earn the cost

of a ride in one season, but don't get over ambitious and look for too many worlds to conquer all at once.

Good parks failed before where owners got out into fields about which they knew nothing. One of our best ones came to grief by building a \$500,000 stock show arena. Another took the slide because of a costly artificial swimming pool of the wrong kind and in the wrong place. Better row with the oar that you have.

### Outdoor Conference Can Help

The congress of outdoor showmen to aid national defense and war work got away to a good start at their organization meeting in Tampa. That they can do much is conceded. They can aid in selling bonds and how. We were hoping they would take a stand for clean shows and honest games. Make the midway a clean, wholesome place for men in the service. This would help the fair, the carnival and everybody generally. The young men in the service away from home for the first time get an awful setback when gypped so harshly as some were last year.

## The Pool Whirl

By NAT A. TOR

### Tax Problem

Outdoor pool operators getting set for the coming season are reminded of the new amusement tax in effect. Indoor tanks are operating under the new laws and with few exceptions find them not too much bother. Hence, if I weren't so lazy I'd change the heading of this article and delete the word "problem," for it's not that at all. Amusement park ops will, of course, have their hands full making change, but pools shouldn't have too much difficulty.

Main difference is that admission tickets under 40 cents are now taxable. Most plunges charge 40 cents or more for adults, but it's the children's rates that will require a 10 per cent boost to cover the new tax collections. If your kid price is 10 cents you'll have to collect a penny extra. If it's 15 cents you'll be required to charge 17 cents, while a two-bit ticket will mean a 3-cent tax.

As has been reported in this column before, Len Schloss, of Glen Echo (Md.) Park, has been most helpful to members of the National Association of Amusement Parks, Pools and Beaches in getting specific interpretations on the new tax law. Being situated in the Capital City, he has been acting as Washington liaison rep for the amusement park and pool industry, and he's done a marvelous job.

Schloss has had a great many interviews with Mrs. J. W. Reed, of the sales division, and he suggests that all pool men who have individual problems should write direct to Mrs. Reed, Room 6217, Internal Revenue Bureau, 12th and Constitution Avenue, N. W., Washington.

Incidentally, from Len Schloss it is learned that pool men may use old tickets they may have on hand, providing each is stamped either on the face or the back showing established price, tax and total. Price, tax and total should be the same as a sign, displayed at the ticket booth, giving the same information. This cancels a previous ruling to the effect that old tickets without stamping could be used with only the sign being displayed.

One other point that should interest pool ops is the interpretation given to taxable swim charges. Gate admission and locker rates are taxable, but towel or suit rentals and so-called private lockers are said to come under head of service charges, and fees for such charges are not taxable.

This department trusts that it has been of some service with this expository data, but earnestly suggests that all personal queries be addressed as soon as possible to the aforementioned Mrs. Reed.

### Miami Mentions

Sam Howard, vet of two Aquacades and prior to that a feature of Manhattan Beach (N. Y.) water shows, was featured last week in the newsreels, performing a tricky trampoline act. Story was taken at Caribbean Pool, Miami Beach, and swell credit was given to that plunge in the reels. By the way, the pretty gals you saw in some of the shots were the three Fairbrother sisters.

A host of aquatic well knowns participated in an H-2-Outing on February 15 at Sands Plunge, Miami Beach. Among those who took part are Wally Spence, Charley Diehl, Jack Kelly and Jean and Joy Fitzsimmons.

One of the newer tanks down Florida way is President Madison Natatorium on the Beach. It's being operated by

## Travel Bureau Head Is Optimistic Over N. J. Biz for 1942

ATLANTIC CITY, Feb. 21.—The 65 New Jersey seaside resorts have been advised to look forward to a big summer season despite the war. It is no secret that since the Pearl Harbor attack and ensuing submarine warfare in the Atlantic, resort operators have been worried about summer prospects. Now those fears may be considerably dissipated. At least that is the ray of optimism brought here on February 13 by W. Bruce MacNamee, chief of the U. S. Travel Bureau.

Addressing over 300 members of the Chamber of Commerce at its 35th annual meeting, he declared that civilian furloughs, representing governmental recognition of the need for rest and recreation, will help Atlantic City to one of its busiest summers in years. He declared his statements were based on research by the bureau and listed these factors as likely to improve business:

1. The government, recognizing the need of rest for human units in its defense machinery, definitely will encourage vacation periods.
2. Long-distance travel will be affected, but Atlantic City lies in the heart of the nation's largest metropolitan area.
3. Income in cities thruout this area will be tremendously increased, assuring the resort of visitors with money to spend.
4. Atlantic City has ideal recreational facilities to revitalize and recondition industrial workers.

MacNamee said the nation was agreed that the victory program must take precedence over all else, but that government officials were convinced that facilities for travel and recreation must be maintained. While some pessimists had expressed fear the inland people would be too busy to take vacations, he said that there was a growing recognition of the importance of recreation. Nations in war for years, he said, had found that too long hours and working under pressure served to curtail industrial output. Atlantic City beauty pageant and other celebrations should be continued, he said. Charles Harp, taking office as Chamber president, said, "We place too much emphasis on industry. I personally am in favor of exploiting Atlantic City for what it is."

Saul Cohen, who knows his way around, and I understand Cohen plans to remain open year round. He's said to have a big following.

### Ain't It the Truth

Many pool men are complaining that since the war they can't get sufficient alum. These ops are referred to a most interesting statement made in a paper written by Chauncey Hyatt at NAAPB confabs last December. The convention news is certainly outdated, current squawks make it timely to reprint the following:

"Many pools have been unable to obtain alum for coagulation and so they have cut down on their alum consumption in an effort to make it last as long as possible and, lo and behold, they have discovered that they are getting better clarity as a result. Experts have told them to cut down this dosage to a minimum, but operators have continued to use too much and in using too much failed to get the beautifully clear water they wanted to pull the customers into their pools."

Ain't it the truth? That's all I can say.

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## Skating Program Set by OCD Seen As Business Hypo

NEW YORK, Feb. 21.—"Keep 'Em Rolling" will be the rally call to 12,000,000 roller skaters to be mobilized by the Office of Civilian Defense in the nationwide physical fitness program. Amateur skaters will be organized by James G. Morton, U. S. skating director on the national sports board.

Roller skating is expected to play a major role in the all-sports project headed by John B. Kelly, assistant director of civilian defense. Better health and higher morale thru participation in sports is the motive of the mobilization.

Skaters in some 4,000 rinks will be welded into a "keep fit" unit. Morton, who formerly conducted a skating column in *The New York Journal-American*, has been named by Kelly to the national sports board to draft and direct the skating project. He will ask amateurs to wear the health shield of the OCD and pledge to recruit skaters. Skaters pledging aid will attempt to sell skating to someone who has not followed the sport. Then the volunteer will skate with the beginner twice a week for six weeks and instruct the newcomer, who will receive an identifying button.

Dance skating will feature the initial drive to double the present number of skaters, since it has popular appeal. Emphasis will be placed on the Straight Waltz, Two-Step Promenade and Tango, 14 Step, Collegiate and Circle Waltz. Voluntary training corps will instruct beginners in dance and figure skating in classes supplementing regular sessions, and 50,000 amateurs will be asked to volunteer as trainers. "Over 1,000,000 new skaters will be created immediately

# Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

If the expansion program under the Hale America impetus is only 10 per cent effective," said Morton, "but we expect to reach a goal of 10,000,000 or more by May, 1943. There will be difficulties, such as curtailed manufacture of skates and a drain on men thru army service, but we'll get there, and skaters who help will be working for the sport as well as the defense program. The tremendous influx of new blood will invigorate the sport."

Morton has appointed Joseph K. Savage, New York; Perry B. Rawson, Asbury Park, N. J., and Fred A. Martin, Detroit, as a board to expedite the project. Savage, past president of the USFSA (ice), will head events and carnivals. Rawson, regarded as dean of dance skating, will be in charge of publications. Martin, who will serve as co-ordinator of rink operators, is secretary of the Roller Skating Rink Operators' Association of the United States. While operators will not function in official posts, their co-operation will be vital to success of the program. Many operators will be called upon as advisers in divisions in which they specialize. Speed skating, roller hockey and dance and figure skating are components of the plan.

## Defense Bond Contest On To Name New Spot in Jersey

FRANKLINVILLE, N. J., Feb. 21.—South Jersey's newest roller rink was opened here February 14 by Graham Amusement Corporation. Operating without a name, management has offered a \$25 Defense Bond to the person suggesting the most appropriate name. On opening night \$15 in Defense Stamps was awarded the farthest distant traveling club with jackets or uniforms, and \$10 in stamps to the most representative club with jackets or uniforms.

Rink is of late design, housed in a new building with hardwood floor, fluorescent lighting and music system. It provides first-aid room, lounge and wash-rooms and ample free parking space. Special attraction for the opening was the Willer Girls, skating chorus and drill team.

CARL RUSSO, former New England speed champion, reported he is teaching international-style skating at Rollaway Rink, Revere, Mass., managed by J. McNamara. He is a bronze dance medal-

ist, having attended the RSROA professional school at Nantasket Beach, Mass., last August. Novice classes are taught on Monday nights, with junior and senior classes on Fridays and Saturdays. Russo also teaches at Roll-Land Rink, Norwood, Mass., two days weekly, with Ira Bates, formerly at Winter Garden Rollerway, Dorchester, Mass., at the electric organ. Russo expects to start figure-skating clubs soon at Roll-Land and Rollaway. The latter is equipped with new sound system, Chicago skates, electric organ and heating and air-conditioning systems.

NATE GORDON scheduled special ceremonies for opening of his new roller rink in Cicero, Ill., on February 14 and 15. Featured were award of a \$25 Defense Bond Sunday night and distribution of souvenirs, Gordon acting as emcee.

REYNOLDS AND DONEGAN Skating Girls, team of six, are appearing with the Orrin Davenport Indoor Circus which recently played two weeks for Al Sirat Grotto, Cleveland, and currently is playing under auspices of the Shrine in Detroit.

PHILIP WILSON is now operating Skateland, Chattanooga, opened by A. D. Mize in 1940 and operated by him until recently. William Lane, former concessionaire with Mighty Sheesley Midway, has an arcade in the Skateland lobby.

ABRAM GORBACK, Bridgeport, Conn., was granted a permit to erect a \$100,000 roller rink there. It will be 100 by 200 feet.

HOLLYWOOD BLONDES, roller act, opened an engagement February 16 at Jack Lynch's Walton Roof, Philadelphia.

PLANS for a new rink, Moonlite Gardens, Detroit, have been dropped by Clayton H. Lamay and L. Otto Thompson.

AT A VALENTINE and defense party on February 14 at Gayway Roller Rink near Neosho, Mo., women were given a valentine with a Defense Stamp book containing a 10-cent souvenir stamp, reported Manager M. R. Hudson. For each special skate men were required to buy a stamp for the women in return for the skate, netting \$38.10. Many soldiers from near-by Camp Crowder attended. One girl received \$11.70 in stamps plus \$1 in stamps as a prize.

UNITED STATES GOVERNMENT has taken over the Rollerdrome, Gary, Ind., for the duration.

FRITZ HUBER, professional, formerly at Arcadia Gardens, Chicago, is now in Ireland with the AEF.

FRED (BRIGHT STAR) MURREE, 81-year-old Pawnee Indian figure skater, reported that while appearing at Milton and Conshohocken, Pa., on February 6 and 7 he contracted pneumonia and has been under a doctor's care since. He is now in Philadelphia and expects to remain idle about two weeks more before resuming work. It is the third time he has had pneumonia.

AMATEUR Illinois roller championship contests will be held at Arcadia Gardens, Chicago, February 27-March 2. On the last night the annual benefit for the Roller Skating Rink Operators' Association of the United States will be held and some special features are being arranged.

THIRD anniversary party of the Old-Timers' Roller Skating Club of Chicago in new Riverview Rink there on February 16 was successful, reported Bill Henning. Prizes were awarded winners of races and a waltz contest. Among visitors were Mr. Hendrickson, Chicago Skate Company; Mr. Whitcomb, Richardson Ballbearing Skate Company; Fred A. Martin, general manager, Arena Gardens Rink, Detroit; Mr. Schaffer, whose Chicago Roller Bowl is nearing completion; Albert Flath, New York, and a bus load of skaters from Joliet (Ill.) Rink. Club re-elected Elmer Schlerbaum, president; Violet Becker, vice-president, and Walter Bach, sergeant at arms. New officers are Mrs. Myrtle Henning, recording secretary; Mrs. Charlotte Radlein, corre-

sponding secretary, and Mrs. Marion Kalhoun, treasurer. On the skating committee are George Hale, Gertrude and Jules Cook, Gertrude Lawrence, Loretta Webber, Elva Duchene, Richard and Mae Lambert, Lloyd and Charlotte Radlein, Henning, and Red Paul, Riverview manager.

LOU S. PHILLIPS, manager of Knox Cave Roller Rink, Altamont, N. Y., relates a story that illustrates the enthusiasm of present-day skaters. On February 9, with the temperature 10 below zero, Helen Brennan, proprietor of Brennan's Rink, Glens Falls, N. Y., made a 70-mile trip with 60 skaters in two busses to the Knox Cave rink, owned by D. C. Robinson. En route the busses stuck in snow banks twice. They arrived in Altamont about four minutes before a five-county practice blackout and were taken 162 feet below the surface in Knox Cave, a natural bomb shelter. After 20 minutes the blackout was lifted and they skated until 1 a.m.

WHITE PLAINS (N. Y.) Rink will hold its championship contests on February 26, and winners will appear in New York State championships. On Club Night, February 11, patrons paying the admission charge were permitted to bring a friend free except for the tax charge. Sunday matinee admission has been reduced from 55 to 33 cents. Ed Black is at the organ and Novachord on Sundays. Matinee and night valentine parties were held on February 14 and prizes were awarded winners of contests. Figure-skating club is being organized. Cast of White Plains Roller Revue gave a repeat performance on January 29 for the benefit of the National Foundation of Infantile Paralysis. On January 14 prominent White Plains skaters took part in ceremonies accompanying induction of Park Circle Rink, Brooklyn, into the Roller Skating Rink Operators' Association of the United States. They also appeared for grand opening exercises of Eli Rink, New Haven, Conn., on January 25.

## NAAPPB

(Continued from page 42)

ferences will be made known to the membership at the annual meeting and general opinions will be aired at that time.

"It is hoped," said Carroll, "that out of this meeting can come a co-ordinated effort for the handling of many problems we face now and which we will have to face for some time to come. Our officers want every branch of the outdoor amusement field in New England and elsewhere in attendance at this important meeting. A sacrifice of time now to help solve our problems may prevent many hardships and sacrifices during the operating season."

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**The Crossroads**

CHICAGO

**IT LOOKS** very much as if the West Coast will be left strictly to West Coast Shows this season. A correspondent writes that with the restrictions in force it would be folly for outside shows to enter the territory, and it is not likely any of them will try it. For the "native" shows there should be plenty of business as long as blackouts and scares do not become too frequent, for there is plenty of money circulating. We are informed that Crafts 20 Big Shows, which played Calexico, Calif., last week, move into San Diego in a couple of weeks and may remain for a month, there being plenty of people to play to. San Diego authorities have ordered that no tower lights be used on the midway and any lights must be so arranged as to be turned off at a moment's notice.

**AUGUST JANSLEY**, who has been playing an amusement park in Caracas, Venezuela, with his high act, returned to the States last week and will play fairs the coming season. Jansley returned on the same boat that brought Italian and German diplomats from Rio, bound for internment camps in this country. It was a gay party, he said, with champagne flowing freely. Jansley's act made a big hit with the Venezuelans and on his departure the park management presented him a beautiful wrist watch. The people of Caracas, Jansley said, are very demonstrative; so much so that at times it was embarrassing for August. On his descent from the high pole at the conclusion of his act the native women would rush forward and embrace him, so thrilled were they with his performance.

**HERB BUCKMAN**, commissioner of the Cleveland Auditorium, was a Chicago visitor last week and while here was taken on a tour of inspection of the International Amphitheater by its manager, M. E. Thayer. . . . Bruce Kempf, who for years has operated mechanical shows on carnivals and in stores, will be off the road this season. He's working at a defense job in his home, Capac, Mich. . . . Jack Grimes is spending a couple of weeks in Toronto heralding the Canadian premiere of the picture *How Green Was My Valley*. He'll be back this way shortly on his way to Birmingham, where the picture opens March 15. Jack writes that he had a pleasant visit with Fred

G. Barker, former circus man, in Johnstown, Pa., and with Sheriff Dell Darling and George Lux, the printer man, in Erie, J. C. (Tommy) Thomas, in Washington, D. C., for a conference with E. Lawrence Phillips, took time out to see the indoor circus staged here by Al Martin, Boston producer, and declares it is the best he ever saw. Tommy also met Sam Stratton, former Detroit fair publicity man, in Chi ahead of the Gilbert and Sullivan operettas opening soon at the Studebaker Theater. . . . Publicity man Sam Ward's pace was slowed up last week when he slipped on an icy sidewalk and sprained an ankle. He's walking with a crutch.

**SEVERAL** Chicago acts were "disappointed," to put it mildly, when they were stranded in Michigan last week by an indoor promoter who failed to pay them off. It's just another instance of the injustices acts have to put up with. Some shoestringers have good intentions and will pay off if their show makes money, but seem to think they have no obligation if they lose. They're the boys who make it tough for everyone in the game. There should be some protection for acts that pay out good money for traveling and living expenses and then are left holding the bag. But the millennium has not yet arrived.

**JIMMIE VAN CISE** wired from Texarkana, Ark.: "Jimmy Lynch just signed on new Death Dodger six and half pounds blue eyes name John Welborn Lynch, Jackie to you, born Michael Meagher Hospital here Tuesday (17)." Congrats, Jimmie Lynch; you're doing all right! Best wishes to mother and Jackie. . . . Sidewalk traffic at Clark and Randolph streets was blocked the other day when hundreds of people stopped to admire a span of beautiful bays drawing a Case-Moody Pie Company delivery wagon. Both animals were decorated with blue and red ribbons won at the Canadian National Exhibition horse show. . . . Industrial activity in the Chicago land territory will draw a lot of the larger carnivals to this section during May and June. Several are already booked. Lake front show is still on the fire.

other night. Paul and Mrs. Massman, W. S. McHenry, George Norman Colston, Lew Dufour and quite a few others joined the people mentioned in those previous sentences at a large and gay gathering in Joe Rogers' restaurant. *The Billboard* was well represented that evening with E. W. Evans, Rog and Bill Littleford, Elias Sugarman, Joe Csida and your humble servant.

**GEORGE J. DIEFENBACH**, ticket promoter for New Jersey State Fair and Palisades Amusement Park, was called to Buffalo on the death of his mother. Diefenbach writes that is the reason he could not attend the Tampa meeting, which he called "the finest co-operative gesture in outdoor show business in many, many years—and I only hope that it bears real fruit, not only during our present stress but for the future." He is planning to join the Hamid-Morton Shrine Circus in Buffalo, opening in April in the new auditorium, with a seating capacity of 14,000. . . . William E. Lamb, owner of Ohio's Scioto Valley Shows, gave New York a look-see for a couple days on his way to Washington, then Florida. Lamb may get a labor post with Uncle Sam. Says he may not take to the road this year. . . . L. C. (Ted) Miller, general agent of Bantly Shows, was in NYC long enough to be inducted into membership in Frank Wirth's lodge and then hit out for Pennsylvania. Herman Bantly preceded him in Gotham to attend to show insurance. . . . R. S. Uzzell, secretary of American Recreational Equipment Association, flashes to the AREA membership that Washington is setting up an amusement division to handle priority matters, etc. . . . Was Promoter Larry Sunbrock the last person in the biz to see John Pollitt before the latter collapsed and died in the drugstore of the Park Central Hotel? . . . Fred C. Murray, the fireworker, has been elected treasurer of the Jolly Rogers Luncheon Club, succeeding Frank V. Baldwin Jr., who died recently. There never was a finer person than Frank Vernon Baldwin. . . . That was Hyla F. Maynes, the ride operator.

were short talks by James A. Gremilian, secretary of State; Mike Shanlin and Jerry Ashley, National Rice Festival; Joel Fletcher, president of Southwestern Louisiana Institute; Orville E. Priestley, publisher of *The Crowley Daily Signal*; L. A. Borne; Woody Hattie, Station WWL, and Frank B. Joerling, *The Billboard*. Pictures were shown of the rice festival and Washington Parish Fair, Franklinton. Acts appearing were Ben Mouton, sharpshooter, and Helen and Harry LeRoy, wire artists.

**Attractionists**

Among attractionists present were Mr. and Mrs. George B. Flint, Boyle Woolfolk agency; Charles S. Hooker, John B. Rogers Producing Company; Mr. and Mrs. Harry Burke, Burke Shows; James W. Laughlin, Ed R. Bruer, West Bros. Shows; Edward and Helen LeRoy, LeRoy High Wire Troupe; Harry V. LaVan, LaVan's Attractions; Charles S. Noell, Four-Star Exposition Shows; John E. Ward, Richard Kennedy, Bob Sickels, John R. Ward Shows; Oscar Bloom, Gold Medal Shows; Ralph R. Miller, Bryan Gill, Miller Amusement Company; B. W. Hottle, Buff Hottle Shows; Ben Mouton, high-pole act; Cliff Liles, Dave Lachman, Park Amusement Company, and Woody Hattie, Station WWL.

Fair men who were in the limelight during the meeting were L. A. Borne, Raceland; R. S. Vickers, Sidney Harp, Donaldsonville; Arthur L. Gayle, Lake Charles; F. Quirk, Eunice; Joel Fletcher, T. J. Arceneaux, S. M. Blackburn, Lafayette; W. D. Black, J. E. Harris, Olla; W. J. Willoughby, L. Roy Mills, Franklinton; N. M. Oakes, Lessville; Ernest Theriot, Houma; E. L. Roussel, James Lamendala, Litcher; George Lee, L. M. Quin Jr., Greensburg; W. E. Simmons, Hahnville; Byron P. Bellis, Many; Lawson Lott, L. A. Land, Doyle; Charles R. Houssiere, J. C. Barman, Jennings; Ralph Raphael, Jonesboro; J. Wade LeBeau, New Roads; I. J. Heath, Baton Rouge; Dr. A. H. LaFargue, Sulphur, and Henry Buller and G. C. Meaux, Oberlin.

During one of his talks Commissioner Wilson said, "Fairs should be continued for their effect on morale alone. People will look for a certain amount of recreation. The incentive to raise better products, fostered by award of premiums and showing of their products, should not be forsaken. Agriculture is as much needed to win the war as actual implements of war."

William R. (Bill) Hirsch was among absentees, being in Florida for his health. His assistant, Joe Monsour, ably represented him, telling how Louisiana State Fair copes with problems. Joe also aided Commissioner Wilson and Secretary Benjamin in handling business sessions in the absence of Mrs. Katherine Redden, secretary to the commissioner.

De Soto Parish Fair is managed by Mrs. Margaret Holcomb, believed to be the only woman fair secretary in the State. She was accompanied by Marie Tugwell, home demonstration agent of De Soto Parish, who assists her there.

Neal Dry, county agent for Caddo Parish and secretary of Caddo Parish Fair, attended his first meeting and said he would never miss another. He succeeded Leslie A. Cowley in both positions.

Cliff Liles, owner-manager of Park Amusement Company, advised that he signed contracts to play Interstate Fair, Logansport; De Soto Parish Fair, Mansfield; Louisiana Delta Fair, Tallulah, and Beauregard Parish Fair, De Ridder.

Ralph R. Miller, owner of Miller Amusement Company, also signed several contracts. He has some rides operating near Camp Polk, Leesville, and plans on sending some to locations near army camps in Indiana. James W. Laughlin, owner, and Ed R. Bruer, general agent, West Bros. Shows, made the meeting for the first time. Oscar Bloom, who missed this meeting the past two years, was on hand. Buff Hottle, owner of the show bearing his name, came up from New Orleans, where his outfit is playing lots. John R. Ward signed several fairs. Charles S. Noell, general agent Four-Star Exposition Shows, made the meeting for his first time.

National Rice Festival in the past five years has developed into what is probably the largest one-day celebration in the South, and Jerry Ashley, Buck Buchanan and Mike Manton, its leaders, can justly be proud. Last year over 60,000 attended it in Crowley. George B. Flint, Boyle Woolfolk agency, wound up a successful trip thru the South here, advising that he had signed many fairs for grandstand and free-act programs.

Harry Burke, altho suffering from a lame shoulder and side as the result of a stroke several weeks ago, was on hand.

Leonard Traube's  
**Out in the Open**

NEW YORK

**On To Chicago!**

**ON FRIDAY**, March 6, directors and other members of the International Association of Fairs and Expositions will gather for a special meeting in the Sherman Hotel, Chicago. Problems confronting fairs this year will be discussed, in addition to matters aroused by formation of the Outdoor Amusement Congress, which was launched in Tampa on Friday, February 6.

We wonder if energetic IAFE secretary Frank H. Kingman and his colleagues decided upon March 6 because a customary prank of the calendar makes that date fall exactly four weeks after the memorable conclave in Florida, to which was attracted people representing every major and minor branch of summer show business. It was on Friday, February 6, that these people sat down to air their problems and to discuss their immediate future in a warring world. They drew up an ambitious platform touched with an idealism unprecedented in the outdoor industry and named an executive council to handle their affairs.

Friday, February 6; Friday, March 6. Easy to remember, eh? Pretty good showmanship right there. It will be recalled that the Amusement Congress got started just about four weeks after it was suggested in this column. And by the way, we're not taking any bows because the all-embracing committee has developed far beyond the proportions visualized by this correspondent. It was

just a stroke of luck that we happened to be toying with the idea of a committee and mentioned a 100 or so eligibles. From that point on the credit goes to those courageous and determined gentlemen who have already been mentioned in the OAC news dispatches.

Fair officials who will attend the IAFE meeting should, we feel, stay over in the Windy City for as long as necessary or until the business of working out a program is completed, or nearly so. It is also recommended that an IAFE committee meet with the executive council of the OAC. At this piece was being forwarded, Carl J. Sedlmayr, chairman of the congress, was to inform councilmen that a separate meeting will be held in Chicago, probably on March 7. A good finale to the series of meetings would be for everyone involved to have some fun, and there'll be nothing better in that department than the Showmen's League Spring Party on Monday, March 9. Let's make it unanimous.

**HOGAN HANCOCK**, Music Corporation of America, came to town to join his associate, Pat Purcell, both specializing in peddling bands, acts and sundry attractions to the outdoor trade. . . . J. W. (Patty) Conklin, Conklin Shows, is in with Mrs. Conklin and visiting Broadway items: Seen around a lot with Patty is Sam Taffet, friend of the old days in Coney Island. Another visitor was Frank P. Duffield, of Thearle-Duffield Fireworks, who wound up with the Conklins at the snooty Stork Club the

**TORONTO'S SESSION**

(Continued from page 40)

play the Class B Western Circuit and is booked solid until November. Jimmy Sullivan, owner-general manager, predicted the best year for carnivals since '29. Other shows represented were Gray's Shows, Con Gray; Queen City Shows, R. Bernie; Sims Greater Shows, R. Sims; Casey Shows; Empire Show, Jim Burston; Victory Shows, a new organization, Molly Lavoy; Wirth Attractions, Phil Wirth; Garden Brothers, Bill Garden, and Stewart Attractions, Bill Stewart.

**McKelvey Named President**

Elected were J. G. Gardner, minister of agriculture, Ottawa, and P. M. Dewan, Toronto, honorary presidents; J. Lockie Wilson, Toronto, honorary life director; Dr. E. F. Johnston, Carp, past president; Dr. S. R. McKelvey, Beeton, president; W. A. Cockburn, Drumbo, and L. F. Robertson, Powasson, vice-presidents; J. A. Carroll, Toronto, secretary, and M. B. Cochran, Almonte, treasurer.

Past-president's jewels were presented to George S. Henry; H. J. Gould, Uxbridge; L. J. C. Bull, Brampton; Dr. A. T. Morrow, Maxville; Charles White, Emsdale; James A. McLean, Rodney; A. E. Culver, Simcoe; R. H. Crosby, Markham; D. D. Gray, Ottawa; Dr. J. J. Wilson, Birks Falls; J. T. Malcolm, Dublin; J. J. Tierney, Brockville; George E. Foster, Shelburne; S. A. Gibson, Ingersoll; W. J. Hill, Madoc; G. V. Robinson, Dresden; Wilfred Walker, Fort William, and Dr. E. F. Johnston, Carp.

**LOUISIANA OPTIMISTIC**

(Continued from page 40)

by Joe Monsour, Shreveport; R. S. Vickers, Donaldsonville, and Willoughby. It was also brought out that Commissioner Wilson has been promised that tire limitations on school busses would be lifted so that children could be brought to fairs.

Resolution was adopted asking that the directors of Louisiana State University, who contemplate conversion of the university agricultural center into an auditorium, defeat the measure, as the center is essential at this time. It was decided to hold the 1943 convention in Lafayette.

Annual banquet was held Friday night in the Egan ballroom. About 175 attended, including many public officials. Commissioner Wilson acted as toastmaster and introduced rice queens, and there

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place

Parcel Post

- Adst. Duke, 50c; Bailey, Margaret, 5c; Burge, Shorty, 48c; Crews, Chas., 14c; Cushman, Victor, 19c; Delgado, Dianne, 21c; Glazer, P. E., 7c; McKee, Mrs., Nannie, 17c; Schad, J. P., 14c; Sloane, Mrs., Bernia, 11c; Worthan, Mrs., Ray, 10c; Wyble, Glen, 6c

- Abbott, David; Abbott, Russell; Abbott, Susie M.; Abdela, Sara; Able, Book; ACKMAN, WM.; Adams, Mr. Babe; Adams, Budo; Adams, Dale; Adams, Geo.; Adams, Kedra; Addono, Ernest; ADKINS; LUTHER ANDREW; Adkisson, G. D.; Adler, Alfred; Adolphine, Mr.; Agne, Harry H.; Agnew, W. H.; Alderson, Robt.; ALFORD; ELMER ROSCOE; Alfredo, Al; ELMER ROSCOE; Alexander, Prof. (Flea Circus); Allen & Leo; Allen, Miss Bea; Allen, Frank; Allen, Mr. Jerry; Allen, Ralph Roger; Allen, Robt.; Allen, Mrs. Rosey; Allen Sisters; Allerton, Bonnie; Allman, A. J.; Alten, Bob; Alton, Mrs. Agnes; AMES, WM.; RAMSEY; Ammon, Mabel Ash; Amok, James Robt.; Anderson, Blanche & Monty; Anderson, Doc; ANDERSON; ROBT. OLYDE; Anderson, Swede; ANDRONOWSKI, JOHN; Appelaum, Sam; Arealla, Van; Arch, Horace; Archer, H. L.; Arend, Margie; Arley, Miss Reggie; ARMSTRONG, VINCENT; ARNOLD, ROBT. EARL T.; Arnold, Jack; ARNOLD, LYLE; ARNOLD; PHILIP; ARTHUR, NATHAN; ARTHUR, CHES-TER ALLEN; ARVIN; NATHANIEL T. ASBURY; KENNETH EARL; Asher, Frank; Ashley, Owen Buck; Atkins, Joe; Atkins, L. C.; Auburn, Jack; August, Mary; Auskings, Clarence; Avalon, Fay; Ayers, Mrs. E. C.; Bacon, Melvin; Bailey, Mrs. Agnes; Bailey, Miss Jackie; Bailey, Margaret; Bailey, Ruth & O'Neil; Baker, Mrs. Barbara; Baker, Bennie E.; Baker, Earl E.; BAKER, FRANK; BAKER, JOHN; Balators, The; Baldorf, C. D.; Baldwin, Bill; Ballard, Jack; BALOG, JOHN E.; Banley, F. J.; Banta, Harry; Barelette, R.; Barker, W. M.; Barlow, Billy; BARNES, JACK; BARNES, JACK; BARNES, WM.; BARNES, WM.; Barnes, Vaughn J.; Barr, Leslie Lewis; Barra, Alba; Bartley & Richard; Barty, Evelyn; BASS; FREDERICK ALLEN; Bassinger, Hoke A.; Bast, Jack; Bates, Edna; BATES, WM.; LEON (COL.); Baxter, J. A.; Bays, Dick; Bazzell, Billie; Beach, Elmer; Beaman, George; Bean, Roy; Beatty, Sam; Bebb, Kathryn; BECKWITH; CLIFFORD L.; BEEBE, ALLIE; Beebe, Robt. G.; BELL, JOHN; DEWEY; Remis, T. R.; Bender, Philip; Bengsch, Frank; Benjamin, Harry; Bennett, Joyce

- Bunting, Mr. (From Colo); Burke, Jack; Burke, John "Walkathon"; BURKE, WM. FRANCIS; Burkhardt, Mrs. Mary; Burner, Brooks; Burness, James S.; Burns, James J.; Burns, Robt. III; Burrell, Jerry; Burto, Frank; BUSH, ROBT.

- BUSSEY, JACK WM. GEO.; Butler, Clyde; BUZZELL; FRANK R.; Byard, Guy; Byers, Mrs. Grace; Byko, Adolph; Byrne, John C.; Byran, Madam; Byrnes, Robt. B.; Cain, Eugene; Caldwell, A. O.; Caldwell, J. E.; CALK, LUTHER D.; Callaban, Mrs. Eva N.; CALLETT, EDW.; Calvert, E. M.; Campbell, Carlisle; Campbell, F. V.; Campbell, M. C.; Canery, Clarence; Cantrell, Evelyn; Capri, Tony; Caputo, G.; Carey, A. E.; Carey, Al; CARLIN, ROBT. HENRY; Carney, Ruth; Carneau, Mrs. Mimi; Carroll, Miss Dee; Carrey, Wm.; Carrio, Martha; CARROLL, EDW. F.; Carroll, S. J.; Carsky, Wm.; Carson, Francis L.; CARSON, ROBT. O.; Carter, Joshua; Carter, King; Carter, Mark; Caruso, John; Carver, Ella; Casey, Sally; CASPER, JOHN; Cassidy, Agnes; CAST, JAMES O.; GASTLE; CHESTER; Caston & Martha; Gay, Mr. Pat O.; Cather-Thompson Enterprises; Cathorn, Wm.; Caudrey, Chas.; Caughey, Russell J.; Chaney, Chas. W.; Cheatham, Pee Weo; Cheek, Ben; Chibbles, Mrs. Stella; Chilson, Jimmy J.; CIGIELSKI, THEODORE; Christian, Tex; Christianson; Christwell, Ray; Cisar, Angelo; Claire, Madam; Claire, Wm.; Clancy, Wm. H.; CLARK; HARVEY; Clark, Paul P.; Clark, R. P.; Clarke, Frank X.; Clayton, Newton H.; Clearwater, Running Deer; Clem, Robt.; Clemets, Roy; Clemm, Bob; Clews, Arthur; Clina, Danny; Clotfelter, Leon; Clyde, Pop; Cochrane & Lorraine; Cochrane, Irish; Cockerberg, Al; phonso; Coette, Betty; Coffee, Jim; Cohen, Joe; Colangelo, J. J.; Cole, Edw. R.; Cole, Jack; Coleman, Robt. C.; Collins, A. E.; Colman, Bob H.; Coney, Frank; Concor, Mike; Connor, Jack; Conklin, Frank; Conn, Lew; Connolly, L. Jr.; Connolly, James E.; Cook, Ann; Cook, Mrs. Mattie; Cook, Wm. R.; Copland, Dick; Corbett, Wm. W.; CORCORAN; MAX JAMES; GOREY; BERNARD JOS.; CORNEVALE; RALPH P.; Cortez, Mrs. Jean; Cosby, Doc; COSTELLO; LARRY JAN; Costello, Jack; Costley, Horace W.; COUNTER, WM. J.; Cowan, Mrs. Eva; Crowell, Sam; Cox, Kenneth H.; Cox, Larry; Cox, Mrs. Lillian



Letter List

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.

- Cox, Marie; Crabtree; Lawrence L.; Craige, Helen; Cramer, Patricia; Crane, Earle A.; Crane, Estella; Crawford, Kenneth; Crecio, A. L.; Creto, Freuchy; CRETE, ROMEO; JOSE; CREWS, ELMER; CROSLY, FRED; HARRY; Cross, Bud; Cross, Lawrence; Crothers, O. M.; Crow, Ned; CROW; RICHARD D.; Crowley, G. C.; Cuba & Juanita; Curtis Jr., Geo. H.; Curtis, Robt.; (Slim); OUSTER, ROBT. P.; Cyr, Conrad James; Cyr, James; DAILEY; EUGENE J.; Dailey, O'Neil; Dailey, Ruth; Dak, Helen; Dals, Helen; Daloney, Mrs. Joe; DALEY; RUFORD D.; Dalkins, Speedy; Dalrymple, Mavis; DANIEL; NORMAN L.; Daniels, Richard; Darnell, Geo.; Daniels, J. P.; Darlington, Tex; DARRAH; ALBERT FRANK; Eagle Feathers, Chief; Earle, Wm.; Ebert, Rudolph W.; Eddy, Mrs. Marion Y.; Edenfield, Daniel; Ednaith, Floyd; Edington, B.; Edw. & Alice Co.; EDWARDS, CHAS. W.; EDWARDS, Bob; EDWARDS, LOUIS FUGUSON; Elder, R. C.; Eldam, Mrs. Ruth; Elder, Chas. W.; Elliott, Leon; Ellis, Cotton; Ellis, Dick; Ellis, Nancy; Ellis, Robt. C.; Ellison, Herbert; Ellsworth, Frank; Ema, Lady; EMIGE, JAMES WM.; Emory, Elsworth; Enefield, Lillian; English, Betty; ENGLISH; HARRISON M.; English, Julie; Ephraim, Miller; Ephraim, Nick; Erickson, Octopus; Owner; EUDALEY; CLARENCE M.; Evans, Lee Barton; Everetts, Bob; Eysted, Banj. Al.; Fansher, John; FARELL, PAUL; Farrington, R. E.; Farris, John; FASH, JESSIE L.; Faulkner, John; Herman; Fay, Mystery Man; Foster, Avia; Feely, Thomas; FEENEY, JAMES B.; Felton, Norman; Ferrell, Billy; Field, Dean; Fields, Geo.; Fields, John; FILLMAN; HARRY A.; Fillman, Theresa; Fish, C. W.; Fisher, B. G.; Fisher, Bud; Fisher, Jack "Doc"; Fisher, Joe & Audrey; FISHER, THOS. G.; Fitz & Carroll; Fitzgerald, Irving; Flannigan, Jerry; FLEMING; CLIFFORD; Flemings, Tom; Fleming, W. G.; Mr.; Flowers, Mrs. Irene; Fobien, Harley; Fontaine, Juanita; Foss, John D.; Fox, Eskie Jessa; Fox, Major; Frances, Betty; Francis, Mrs. La Goldie; FRANCES; JAMES HAROLD; Francis, John; Franklin, Joe; Frar Jr., Donald; FREDERICK; ALONZO; GRANT; Fredericks, Henry; Fredrick, A. B.; Fredrick & Collins; Fredrick, Geo. & Agatha; Fredericks, Raymond; Frederickson, Dan; FREE, WM.; BYRD; Free, Ferno; Freeman, Mrs. Clara; Freeman, Dr. Sam; French, Fred; Friend, Homer; Goldizen, John; Gonzales, Senior; Gosa; Goodagle, Tom; Goodwin, Mr. Micky; Gordon, Al; Gordon, Jack; Gordon, Sam; Gordon, Vero; Gore, Edw.; Gosnell, Ray; Goss, Robt. Lee; Gould, Joe; Gozia, C.; GRABERT; JAMES B.; GRABERT, JOS. LEWIS; Grady, Johnny; Graf, Mrs. Lucille; Graham, Mrs. Billie; Graham, Curley; Graham, Douglas; GRAHAM; GEORGE; Gramlick, Chas. Jay; Grape, Norman; Graves, Chas.; Graves, Johnnie; "Cookhouse"; GRAVES; CLINTON H.; GRAY, CLIFFORD; HERMAN; Gray, Roy, Show Mgr.; Green, Al (Gritmaker); Green, Bert; Green, Max; Green, Vera; Greer, Bob; Greska, Mrs. Rita; Grey, Fred; Griddle, Ralph V.; Griffin, Beatrice; Griffin, James; Griffith, Bernice; GRIFFITH, LEWIS; Grinn, Homer Leo; Grish, John; Groshat, Merrell; Gruber, Jake; Grundy, Glenn M.; Gunn, Manny; Gutierrez, John; Guy, G.; Guy, Roy; Haas, Harvey; Hagen, Eddie; Hale, Chas. Pub.; Hale, Mrs. Ruth; HALE, TRACY; Haley, Chas. L.; Haley, G. W.; Haley, Mrs. Geo.; Halin, Himmie; Hall, Mrs. Bobbie; Hall Bros. Show; HALL, CHAS. PRESTON; HALL, GEO.; Hall, Mrs. Geo.; Hall, Jake; Hall, Ruby & Jake; HALLIDIN, T. F.; Hallinger, Edw. J.; Hahn, Eugene J.; Halter, Mrs. Alice; HAMILTON; ARCHIBALD H.; Hamilton, Alex; Hamilton, Roy K.; HAMILTON, WM. L.; HAMMOND; CARL JOS.; Hanaway, Al; Hanlon, Pat; Hannah, John; HANNEY, CECIL W.; HANSEN; HAROLD I.; Hansen, Mrs. H. I.; Harding, Bill; Harrington, Dick; Harjo & Marie; Harlan, Victor; Harlan, W. R.; Harless, Geo.; Harper, Edw. L.; HARPER; EUGENE A.; Harper, J. Luther; HARPER; WILLIE (COL.); Goldberg, Irving

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R.; Hennies, Wm.; Henry, Mrs. Billie; Henry, Miss V.; Henson, Howard; Hernandez & Carmelita; Heron, Jimmy; Herberman, Kahn; HESKETH; MERTON ROBT.; Heth, Henry; Hewitt, June; Hewitt, Samuel L.; Hewitt, Mrs. Hay; Barry; HICKLE; ARTHUR P.; Hicks, Dave; Hicks, Ibert W.; Higginbottom, Mrs. Agnes; Higginbotham, Jack; Hill, Ed Rex; Hill, Mrs. Frances; Hill, James W.; Hill, Lew; Hill, Mrs. Lew L.; Hillard, Janweese; Hillston, Bob; Hilton, Herbet; Hinkle, Shorty; Hinnant, Art; Hinton Sisters; Hippodrome Shows; Hixon, Howard; Hobough, Marvin; Hobbs, Jean Carol; HOOKADAY; LONNIE; Hodges, Elizabeth; HOESCHEN; GEO. H.; Hoff, H. H.; Hoge, Mack; Hoge, Mack; Holden, A. J.; Holden, J. A.; HOLLINGS-WORTH; HOWARD H.; HOLMAN; THEODORE; Holmes, Mrs. Gladys; HOLMES, MILLS; ARTEMAS; Holt, Geo. W.; Holt, Leslie; Hooper, Harry; Hopkins, L. B.; Horgan, Jerry; Horgan, Had; Horner, Thomas; Hornung, Patricia; Horton, Cecil; HOUGHEN; KENNETH D.; Houghton & Houghton; House, Hastings; House, Otto; Houston, Doc E. W.; Houston, Richard; HOWARD; CHARLIE (COL.); Howe, Bob; Howell, Mrs. Doc; Howerton, Marion; Hudnut, Mrs. Mary; Hudspeth, Fred; HUFF, WM.; Hughes, Eddie; Hull, S. A.; Hume, Prof. L. F.; Humphrey, Gladys; HUNNITT, Wm. C.; HUNT, DANIEL P.; Hunt, Mrs. Eller; HUNT, UNION; HUNTER; BANNER; Hunter, Harold; Hunter, Mrs. May; HURD, HENRY M.; Huston, Charlie E.; Hutchinson, A. E. HYLAND; MARVIN; Hymon, James; Hysell, Michael; Irwin, Capt. Jack; Isenberger, Harley; Ison, Earl; IVEY, GROVER JACKSON; JIMMIE B.; Jackson, Silver; Jackson, Tiny; James, Fat; James, Mrs. Julia F.; JANECEK, JOHN S.; JARRARD, WM. LUTHER; Jason, Fred; Jassmond, Anthony L.; Jennier, Walter; JENSEN, CARL BORGE; JENSEN, RALPH PALMER; Jernan, Walter; John, Grover; JOHNSON; ALBERT JOHN; Johnson, Clifford; Johnson, C. J. (Magic); Johnson, Donald; Johnson, J. H.; Johnson, J. H. (Tex); Johnson, Miss Jerry; Johnson, Mrs. Julie; Johnston, Lloyd G.; JOHNSON, RO-THELMA; JOHNSON; THOMAS F.; Johnson, Mrs. Vivian; Joiner, David (Col.); Jones, A. L.; Jones, Ben R.; JONES; DOUGLAS; ARNOLD; Jones, Eddie; JONES, ERNEST ROBINSON; JONES, JOSEPH; CARL; JONES, LELAND; THEO.; Jones, Retha; Jones, Roy; Jones, W. A. (Charley); JONES, WILBUR A.; Jordan, Oscar; Jordan, Joe (Jo Jo); JORDAN, Mrs. Peggy JUAREZ; FRANCISCO S.; June, Betty; Jung, Paul; KACHIEL, HER-MAN ALTON; Kadra; Kahn, M.; Kahntroff, Morris; Kallas, Linda; Kelly, Dnn; KANERVO; HENRY I.; Karns Co., Jack; Karr, Joe; KARR; MICHAEL; Katzan, A.; Kavashura, Maonie V.; Kawekin, Peter D.; Kaye, Viky; Kaylito, Dorothy; Kayne, Dan; Keeler, John; Kehoe, Lawrence; Keller, Arthur Lee; Keller, Mrs. Edith; Keller, Tom; Keller, Vernon; KELLEY, DON HERMAN; Kellie, Karl; Kelly, A. 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E.; LaVelda, Ted; Lackos, Wm.; Ladd, Clyde; Lafette, Iva & Art; Laken, Charles; Lamb, Sammy; Lamont, Harry W.; Lamont, Mrs. June; Lancaster, Sgt. Cliff; Landew, Prof. J.; Lane, Mrs. Arlene; Lane, Miss Dixie; Lane, Frank B.; Lane, Harold R.; Lane, Paul; Lang, Edith; Langford, Walter; Lapiński, Joseph; Larson, Walter; LASLEY, BENJ. VERNON; Latell, Dr. H. E.; Latham, H. Frank; Laughlin, Bill; Lanther, Carl J.; LAWLEY; ALBERT JACK; Lawrence, Frank; Lawson, Charles; Layton, W. C.; Laytons, Frank & Vivian (Col.); Lazaro, Larry B.; LeClear, Violet; LeRoy, Billy; LEACH, JOHN M.; Leavitt, Alden; LEE, ARTHUR W.; Lee, Carrie; Lee, Coy; LEE, EDWIN OWEN; Lee, JoAnn; Lee, Prince Ching; Leiching, Mrs. Virginia; Lemann, Harold; Lennon, Mrs. R. J.; Lentini, Frank; Lentz, Pete & Jr.; Leo, Mr. Ivan; Leonard, Lou; Leroy, Harry; Lester, Virgil; Leverett, Robt. T.; Lewis, Anna; Lewis, Bob; Lewis, Elsie May; LEWIS, HANSON HARLOW; Lewis, Harry V.; LEWIS, ISAAC NEWTON; Lewis, Mary & Stars; LEWIS, ROBT. VERNON; Lighthouser, Bob; LINDLEY, JNO. ALVIN; Linsenbigler, Spider; Linton, Alex; LITTAU, JOHN FRED; Littlestone, Joe; Littlefield, Geo.; LLOYD; GEOFFREY VERNON; Lockett, Edith; Lockett, Charlie; Logsdon, Art; Slim; Lord & Baylee; Lorraine, Richard; Loter, Dick; Loter, Happy; Louis, Kramel; Lovell, Joseph; LOVELL, SETH THOS.; Lowden, Lee; Lowe, Harold; Lowery, Eddie; Loyall, Gustav; Luern, Geo.; Lund, Mrs. Marie; Lundquist, Leonard; Lauquist, Kiggis; Lusby, James; LYMAN, MARGIE M.; LYMAS, JAMES; Lynn, Sherry; Lynn, Shorty; LYONS, JAMES R.; Lyons, John; Lyton, Edna; MacFadden, Fred J.; MacGregor, Donald; McAlister, Tate; McBRIDE, JAS. WM.; McBride, Larry; McBIGLEY, WM. McCain, Alex H.; McCall Bros. Show; McCall, H. L.; McCann, Joan; McCaskill, Robt. J.; McClain, O. C.

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

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

Main body of the letter list containing names and addresses for various offices and individuals.

MAIL ON HAND AT CHICAGO OFFICE

List of names and addresses for the Chicago office mail on hand.

MAIL ON HAND AT ST. LOUIS OFFICE

List of names and addresses for the St. Louis office mail on hand.

MAIL ON HAND AT NEW YORK OFFICE

List of names and addresses for the New York office mail on hand.

Additional list of names and addresses, possibly for another office or region.

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Forms Close in Cincinnati  
(25 Opera Place)  
Thursday for Following  
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, 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.

AGENTS & DISTRIBUTORS

FRUIT, FLOWER, RELIGIOUS AND NOVELTY Plaques, 5c each; \$5.00 per gross. 24 different samples, \$1.00. BOMAN, 642 Broadway, St. Paul, Minn.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y. mh21x

NEW ILLUSTRATED VICTORY SILK BANNERS — Ultra-blue and restaurant stock signs. Money makers! Dept. 509, LOWY, 8 W. Broadway, New York. fe28x

PATRIOTIC PICTURES IN RICH COLORS — Size 16x20. Sells on sight. Large profits; 25c seller. Write STERN ART COMPANY, 2117 C. Halsted St., Chicago, Ill. x

SELL ORIGINAL, IMPROVED, BEAUTIFUL Religious; Snappy Patriotic; Changeables; Merchant's Signs for every type store. Write KOEHLER'S, 335 Goetz, Lemay, Mo. fe28x

SELL SERVICE FLAGS AND ALLY FLAGS — Big profits. Sample Service Flag, 25c. Details free. WALES, 236 W. 55th St., New York.

THRILLING NOVELTIES, PHOTOS, BOOKS — Big assortment, \$1.00. Catalog, 10c. E. G. SPECIALTIES, Dept. P, Carnegie, Pa. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. fe28x

WINDOW SIGN LETTERS — NEW "ROMAN" style. Large sizes, penny each; absolutely beautiful. Free Samples, new catalogue. ATLAS, 7941-L Halsted, Chicago. mh21x

SALESMEN WANTED

MAGAZINE SALES PEOPLE AND CREW MANAGERS. Big money if eligible. 905 SHELL BLDG., St. Louis, Mo.

SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily. 1,000 fast selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. WILLENS, 2130 Gladys, Dept. 52, Chicago. x

BUSINESS OPPORTUNITIES

CAN USE LARGE COOK TENT AND EQUIPMENT. Good location, near army camp in Mississippi. Construction work starts April 1. Money to be made. Contact immediately. SKINNY HARTZOG, Alcazar Cafe, Biloxi, Miss.

EUREKA TOPS THEM ALL — WANT UNIVERSAL Mail Order Distributors. Fortune awaits honest, reliable man or woman. Sacrifice 3000 Health Diet Charts, 21x36, \$15.00 item. Brings health, wealth, prestige. Hot seller. Drugless physicians. Mail order leader. Sample Chart, \$1.00. Particulars. Outstanding sales plan winner. HERM, 7625-N. Marshfield Ave., Chicago, Ill. x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

GET INTO OWN BUSINESS — NOW OR NEAR future. Achieve ambitions, make plenty money, be commercial giant. Any line desired. Coach yourself at home. Costs little, does much. C. L. GREEN, Buchanan, Mich. x

MUST SELL ACCOUNT ARMY — MODERN Penny Arcade in army camp city with over 50,000 soldiers and enlarging daily. This business will return investment in four to six months. Also route fifty phonographs, cheap. Sell together or separately. SOUTHWESTERN COIN MACHINE, 704 A Scott, Wichita Falls, Tex. x

START MAIL ORDER BUSINESS! — PLENTY of mail selling, local opportunities. Ask for opportunities big mail. KATZ, 4254 N. Kimball, Chicago. fe28x

SWISS MUSIC BOX WORKS — \$1.25 TO \$2.10. Suitable for making many novelties. MERMOD MANUFACTURERS, 147 W. 46th St., New York.

INSTRUCTIONS BOOKS & CARTOONS

BOOKS AT 2 1/2c UP FOR CRIME, NARCOTIC, Health, Fun, Astrology, Magic, Minstrel, Boxing, Wrestling, Jiu Jitsu, Recitation, Snake and other shows. Write your requirements: 30 different samples, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 S. State St., Chicago, Ill.

BOOKS, JOKES, CARTOONS, NOVELTIES — Large assortment, \$1.00. Catalog sent sealed, 10c. Postals ignored. M. BONACURA, 545 Bushwick Ave., Brooklyn, N. Y. mh21x

JUST OUT! — 20 PATRIOTIC LIGHTNING Cartoon Stunts, \$1.00. Timely surprise springing. Order yours today. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. fe28x

PRETTY GIRL (REAL PHOTOGRAPHS) BOOKS, Novelties. Big assortment, \$1.00; catalog, 10c. B. BRAUN, 353 W. 47th St., Chicago. x

MISCELLANEOUS

FLORIDA FISH PLAQUES (MINIATURE). 15 kinds. Lobsters, Frogs, hand painted. \$1.75 dozen. Sample 35c. BREWER ART SERVICE, New Smyrna, Fla.

PRINTING

LETTERHEADS, ENVELOPES, STATEMENTS, Gum Labels, \$2.95 thousand; Business Cards, \$1.50; 5x11 Handbills, 5,000, \$6.50; 100 Cards, 14x22, three colors, \$3.50. MAIN PRINTING, 17 N. Dewey, Oklahoma City, Okla. mh7x

WINDOW CARDS — 14x22, COLORS, \$3.00 hundred; (Stock Cards) Heralds, Letterheads. Write for catalog, route book. HUBBARD'S SHOPPRINT, Mountain Grove, Mo. fe28

500 BUSINESS CARDS, NEATLY PRINTED, \$1.50. Send cash with order. WELKER'S PRESS, P. O. Box 9, Batavia, N. Y.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c Selective Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A-1 — 5 GREYHEAD TRACKTIMES, \$39.50 each; 3 Greyhead Galloping Dominoes, \$34.50 each; 2 Redhead Tracktimes, \$49.50 each; 1 Bally Favorite, \$30.00; 1 Dark Horse, \$25.00. SEIDEN DISTRIBUTING, Broadway, Albany, N. Y.

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-mh14x

GABEL 18 RECORD CHARME PHONOGRAPHS, \$85.00, F. O. B. Chicago; original price \$400.00. Factory inspected, nice appearing and fine sounding music machines. Natural wood finish, illuminated grill, 40-watt amplifier, magnetic pickup. Specifications, height 52", width 32", depth 18 1/2". CHICAGO NOVELTY CO., INC., 1348 Newport Ave., Chicago, Ill. x

CONSOLES — TEN EVANS JUNGLE CAMPS, free plays, extra good condition, \$74.50 each. 1/3 deposit, balance C. O. D. RHODES NOVELTY CO., 2008 Fairfield, Fort Wayne, Ind.

FOR SALE — 3 WURLITZER 500 KEYBOARD Marbletop, A-1, \$169.50; 2 600A Keyboard, very clean, \$159.50; 2 Model 51, perfect, \$59.50; 1 Model 51, perfect, \$79.50; 25 brand new Seaburg Thirty-Wire Wall Boxes for Wurlitzer 24s, \$13.95; 2 Mills 5c Chrome Vest Pocket, SU, \$42.50; 15 Green Vest Pockets, 5c, \$19.50; 15 tax free Marvels and Eagles, \$15.95; 8 Old Age Pensions, \$6.95; 15 Gretchen Zephyrs, very clean, \$10.95; 15 Wings and Pokoreel, \$5.95; 5 Liberty Twins Win, \$4.95; 6 Imps, \$3.95; 1 Mills 5c Gold Chrome Bell, F. S., \$139.50; 2 10c Mills Mystery Blue Front, very clean, \$59.50; 1 5c Gold Award Mills, \$49.50; 1 5c War Eagle Mystery, \$49.50; 2 Bally High Hand, practically brand new, \$169.50 each. Send 1/4 deposit with order. FRANCO NOVELTY COMPANY, P. O. Box 927, Montgomery, Ala. x

FOR SALE — MILLS NICKEL AND DIME BLUE Fronts, Futurities and Extraordinaries from \$47.50; Mills Vestpockets, Buckley Bones Dice Machines, Evans Keeno Machines (automatic payout), Gretchen Gold Award or Jackpot Columbus and assorted Consoles. Write or wire for lowest prices to BOX CH-68, care Billboard, Ashland Bldg., Chicago, Ill.

FOR SALE — BROWN FRONT SLOTS, EQUIPPED with all late improvements, used 3 months, \$85.00 each; 50 5c Slots; 30 25c Slots. SHREVEPORT NOVELTY CO., 608 N. Market St., Shreveport, La.

FOR SALE — 3 A.B.T. RED, WHITE AND Blues, \$14.50 each; 4 A.B.T. Target Skills, \$16.50 each; 3 A.B.T. Challengers, \$16.50 each; 10 like new Jergens' Lotion Dispensers for ladies' rest rooms, \$7.50 each; cost \$15.00 each; 3 1c Whiz Balls, \$3.00 each; 3 like new 1c Masters, \$7.50 each. 1/2 with order, balance C. O. D. CENTRAL TEXAS AMUSEMENT CO., 4117 Guadalupe St., Austin, Tex. x

FOR SALE — WURLITZER PHONOGRAPHS; one Model 850, one Model 800, two Model 500, two Model 600, two Counter Models. Guaranteed excellent condition, subject inspection. TAYLOR ELECTRIC CO., Brunswick, Ga.

FOR SALE — USED CIGARETTE MACHINES, 8 slot and 10 slot. Very reasonable. BOX 311, care Billboard, 1564 Broadway, New York. mh7

FREE PLAY TABLES — BATTING CHAMP, Ragtime, Fifth Inning, Up & Up, Flash, Stoner Baseball, Airport, three Cowboy, Zip, two Major, Follow Up, Buckaroo, two Toppers, Contact, Oh Boy, \$17.50 each; cash with order. BIRMINGHAM VENDING CO., Birmingham, Ala.

IRON CLAW DIGGERS CHEAP — PENNYLAND STUDIO, Box 157, Flat River, Mo.

LIBERTYS CHECK PAYOUT, \$12.00; WESTERN Major League Baseball, \$150.00; Red Head Track Times, \$50.00; Wings, \$10.00; Mills Scales, \$25.00; Mills Slot Machines with jackpots, \$35.00; Imps, \$6.00; Pikes Peak, \$15.00. Cash for Mills or Chicago Safes, Mills Bonus, nickel, dime or quarter. Send serial numbers and price in first letter. O'BRIEN, 89 Thames, Newport, R. I. x

MAKE US AN OFFER ON 8 ROCKOLA RHYTHM King 12-record Phonographs and 5 Regular Rockola 12-record. They are in very good mechanical condition and cabinets look good. Selling F. O. B. Atlanta. SPARKS SPECIALTY COMPANY, Soperton, Ga. fe28x

MAKE OFFER FOR CASH — EXHIBIT DOUBLE Play, Sun Beam, Do-Re-Mi, West Wind, Bally Flicker; all rails sanded, repainted, perfect condition; 100% guaranteed. SCOTT NOVELTY CO., Huntsville, Tex.

MILLS BLUE FRONTS — LATE MODELS, Factory rebuilt, crackle finish, club handles, metal reward plates, cases refinished; acceptable as new, 5c, 10c, 25c, \$124.50 each; Penny Q.T.'s, rebuilt, \$34.50. H. R. HORN, 137 E. Market St., Akron, O.

NORTHWESTERN TRISECTOR MERCHANTISER, penny and nickel, \$12.00. Want Northwestern Deluxe and Masters for Gum Ball. BRISTOL VENDING, P. O. Box 322, Englewood, N. J.

PIN-BALL ROUTE — BIG MONEY MAKER. Owner going to army. Unusual opportunity. Inquire at once. V. E. FAUST, Princeton, Ind.

THIRTY ONE-BALL CASH PAYOUT PIN Games—Your choice, \$10.00 each. These games are all complete but not cleaned and re-conditioned. Bally Derby, Snappy, All Stars, Hialeah, Jumbo, Sunshine Baseball, Western Races, Top 'Em, Majestic, Action, Center Smash, Galloping Plugs, Policy, Grand Slam. KING PIN GAMES, 826 Mills St., Kalamazoo, Mich. x

WANTED FOR CASH—MILLS, PACE, WATLING Slots, late Consoles, late One Balls, late F.P. Tables. JOHN M. STUART, Paris, Ky. mh7x

WANTED TO BUY — ALL TYPES OF LEGAL and Arcade Equipment and One Ball Free Play Tables. State your lowest price. BADGER NOVELTY CO., 2546 N. 30th, Milwaukee, Wis. ap11x

WANTED TO BUY — MILLS 5-10-25c BLUE Fronts. State serials. Also 1937-1938 Keeney Track Times. BOX 92, Steubenville, O. mh7x

WANTED — WILL PAY CASH FOR MILLS Blue Fronts, Cherry Bells and other late model Slots. We also have many assorted machines for sale or trade. Write BOX C-345, care Billboard, Cincinnati, O.

WANTED TO BUY — ALL TYPES OF LEGAL Equipment; any kind of Ray Guns. ARCADE EXCHANGE, 1705 W. Pico, Los Angeles. mh28

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. tfn

WURLITZER MODEL 24 WITH ADAPTER, Stepper, Kit, \$159.50; 332 Bar Boxes, \$22.50; 331s, \$27.50; Shoot-a-Lite, \$37.50. COLEMAN NOVELTY, Rockford, Ill.

4 WURLITZER 850s at \$420.00 EACH; 50 Snack Venders, \$6.00 each; with Deluxe Bases, \$9.00; Angle Iron, \$7.50; 16 Record Wurlitzer, \$42.00; 2 Seaburg 20s, both with boxes, \$12.50 each. Want any Phonographs or Wall Boxes; 6c cash for late Records, F. O. B. Chicago. Send 1/3 deposit. OAKDALE SALES, 3509 N. Marshfield, Chicago. x

1938 TRACK TIMES, \$50.00; DOUBLE NUGGET Peanut, chrome, \$7.50; Imps, \$7.00. Will pay \$75.00 cash for Mills Bonus, nickel, dime or quarter. O'BRIEN, 89 Thames, St., Newport, R. I.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — EXTRA heavy leakproof Popping Kettle, \$14.50; new, all electric Popper, \$45.00. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF Twelve Quart Popping Kettles, \$12.50. Burch, Kingery Caramelcorn Equipment. Hot Popcorn Vendors; Peanut, Gum, Bar Vendors; Burners, Tanks. NORTHSHORE MFG. CO., Indianapolis, Iowa. ma21x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE — 4 MIDGET RACERS, ALMOST new, bargain. Pictures on request. L. S. GREER, 136 E. 116th Pl., Los Angeles, Calif.

PORTABLE SKATING RINK — 40x100 FEET, good condition, maple floor, new tent; good business. Want to sell before leaving for army. ALBERT KEATHLEY, Box 471, Pharr, Tex.

PORTABLE RINK COMPLETE — 170 PAIRS Skates, Sound Equipment, second class Baker-Lockwood Tent, smooth Maple Floor, \$1,100.00 cash. ORR'S, 409 E. First, Bartlesville, Okla.

FOR SALE—SECOND-HAND SHOW PROPERTY

BUELL'S WAR SHOW WITH BANNERS, \$60.00, or will trade for 300 Walt A.C. Plant. M. RAMSEY, 710 Ramsey St., Fayetteville, N. C.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE — ONE CAROUSEL, STATIONARY, four abreast jumper; also one Carousel, stationary, without horses, and one Chair-o-Plane. J. STANLEY TUNNEY, Seaside Heights, N. J.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. mh14x

NO. 5 ELI WHEEL; 24 SEAT SMITH & SMITH Chairplane; 24 Ft. Merry-Go-Round; all complete. Cash only. BOX 2407, Beaumont, Tex.

TWO 35MM. DEVRY SOUND PROJECTORS — Almost new. W. JOHNSON, 4108 W. Pine Blvd., St. Louis, Mo.

12x18 ANCHOR TOP, 7 FT. WALL, AWNINGS and Bally Cloth. Used four days. Sell \$65.00. 2433 2d Ave., S., St. Petersburg, Fla.

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. fe28x

DEAL WITH ORIGINATOR — FORMER CAR-nival Roadman. Leatherette Folders for 1 1/2x2. Price with free sample. C. GAMEISER, 146 Park Row, New York. fe28

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. fe28x

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FOR SALE — PHOTOMATON, 4 FOR 10c; 8 for 25c. Complete outfit for headline paper. Federal Recorder with built in P. A. System and radio, 8"x10" Card Press. Assorted type, Number all Name Plate Stamper. Write SAM EDELSTEIN, 1002 Heck St., Asbury Park, N. J.

LAST CHANCE AT THESE LOW PRICES — Start a profitable lifetime business. Brand new, quick finish, Double Photo Outfits complete, \$95.00. GLOSSICK MFG. CO., 206 Cass St., East Peoria, Ill.

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. mh28x

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. ap4x

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

BEAUTIFUL, FLASHY SHOWBANNERS AND Dyedrops — Artistic, durable, inexpensive. Send dimensions for lowest estimate. Save; order now. ENKEBOLL STUDIOS, Omaha, Neb.

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. fe28x



ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE OF TRICKS, BOOKS, SUPPLIES, ETC., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. fe28

RETIRING AFTER 45 YEARS — MAGICAL APPARATUS, 100 items; cost over \$6,000. Will sell complete for \$250.00, or separate. Send stamp for list. Everything one-half catalogue price. LA MONTAGUE, Magician, Gardner Lake, Colchester, Conn.

VENTRILQUIST AND PUNCH FIGURES — New and used. Bargains. Write for new literature. J. TURNER, 511 Faraon, St. Joseph, Mo.

**ANIMALS, BIRDS, REPTILES**

ALLIGATORS, SNAKE DENS, WILD ANIMALS, Racing Turtles, Chameleons, Rattlesnake Oil. Place order now for shipment later. Catalog. ROSS ALLEN, Ocala, Fla. mh7

BABY BEARS — HAVE TWO SMALL TRICK CUBS; also one full grown Black. Will trade or sell cash cheap. CAPT. MACK ATTRACTIONS, R. D. 1, Paterson, N. J.

HERMAPHRODITE MARE — FIVE YEARS, 1100 pounds; broke to work. One in many, many millions, \$500.00. IDLEHOUR FARM CO., Box 586, Guyton, Okla.

ONE WELL BROKE CAMEL, FINE SPECIMEN; one 7 year old Reindeer, very tame; pair 4 year old Midget Molly Mules. Reducing to stock my ranch. EARL HAMMOND, Aurora, Neb.

PLENTY SNAKES, ALLIGATORS, ARMADILLOS, Monkeys, Coatimundis, Foxes, Badgers, Odorous Skunks, Pacas, Agoutis, Peafowl, Quail, Parakeets, Black Crows, Owls, Parrots, Squirrels, Mice, Rats, Waltzing Mice, Ringtail Cats, Ocelots, Lions, Raccoons, Peccaries, Dingos, Pigtail Monkey, Tigers, White Doves, Rabbits, Guinea Pigs, Ferrets, Cockatiels, Flying Squirrels. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. mh14x

**PARTNERS WANTED**

WANT PARTNER WITH CAPITAL FOR TWO small theatres in Ohio, fully equipped and operating. Write quick to BOX C-343, Billboard, Cincinnati.

**HELP WANTED**

COWGIRL OR COWBOY BAND WITH CAR for theater tour. Write quick. Send photo. MAC FORD, General Delivery, Altoona, Pa.

SIDE SHOW ATTRACTIONS — MENTALIST, Magician, Half and Half, Novelty Attractions, Ticket Sellers. Long season. State salary and photo in first letter. Address H. SINGER, 12 Shirley Ave., Revere, Mass., or H. SPECTOR, 132 Brighton St., Boston, Mass.

TWO MORE MIDGETS (NO DWARFS) FOR big vaudeville act. Experience not necessary. SIEGFRIED, Strand Hotel, Detroit, Mich.

WANTED — OPERATOR FAMILIAR WITH Holmes Portable Projectors and canvas for small tent show. State lowest salary, age and if you drive truck. Other useful people write. BERT RUSSELL, Maysville, N. C.

**WANTED TO BUY**

WANTED TO BUY — PORTABLE RINK, TENT and Floor. Must be good condition; size 50x90 or larger. Give full particulars first letter. ROBERT BROWN, Franklin, O.

USED CARDBOARD MUSIC, NO JUNK, FOR 51 key German made Ruth Organ. MABEL REID, Box 5, Jacksonville Beach, Fla.

**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

**AT LIBERTY AGENTS AND MANAGERS**

EXCELLENT CONTRACTOR — EXTENSIVE traveling experience. Excellent copy writer and photographer (have own equipment). Knowledge of all graphic arts. Former newspaper experience. Have initiative, originality and executive ability. New car. LAVERGNE, Agent, 237 S. 10th St., Philadelphia, Pa.

WILL PROMOTE, PUBLICIZE OR MANAGE any legitimate individual or organization with talent and ambition. Aspiring units, acts, bands, beauty contestants, models. Have excellent connections. In reply enclose photo and state ambition. Write BOX C-346, care The Billboard, Cincinnati, O.

**NOTICE**

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Agent, Booker, Contractor, Publicity Director — Twenty years' theatrical, musical revue, vaudeville, circus Coast to Coast experience. First class attractions only. Expert contractor, high powered press. Have auto. State salary. Join on wire. Robert Saul, 150 N. Winter St., Adrian, Mich. mh7

**AT LIBERTY BANDS AND ORCHESTRAS**

AT LIBERTY ON NOTICE — GENE PAGE AND His Texas Noveltyers, 5 Piece Swing and Western Novelty Band. Alto Sax doubling Clarinet and Trumpet, Tenor Sax doubling Piano, Vibes and Bass Sax; Electric Spanish Guitar, String Bass doubling Electric Tenor Guitar and Electric Fiddle; Girl Vocal and Drums. All sing. Stock and novelty arrangements. Good wardrobe, P. A. equipment, sound truck, car and two trailers. GENE PAGE, 4757 N. Detroit Ave., Toledo, O. x

TOMLINSON PROFESSIONAL, VERSATILE, Union, Swing Dance Trio. Play ten different instruments, ten Vaudeville Specialties. Singing, Dancing, Juggling, Roping, Ventriloquist, etc. 3600 Addison St., Chicago, Ill. Phono Keystone 8491. fe28

**AT LIBERTY BILLPOSTERS**

AT LIBERTY — CIRCUS Billposter or Brigade Manager. Experienced, sober, draft exempt. Wire or write me. FRANK W. BEEBE, Larned, Kan. fe28

**AT LIBERTY CIRCUS AND CARNIVAL**

FREDA - FRED VAN — DOUBLE SEX ANNEX Attraction. A-1 wardrobe, drops, blow ups. Address GENE WEST, Apt. No. 1, 1170 6th Ave., New York City, N. Y. mh7

**AT LIBERTY COLORED PEOPLE**

After March 26 — Solid Five Piece Colored Band. Piano, Drums, Bass Fiddle, Trumpet, Tenor Sax. Out shows, play sweet or boogie-woogie. Manager, 1723 Bright, Fort Wayne, Ind. mh14

At Liberty — Colored Drummer. Club, floor show. Wants steady work with good pay. Mr. Theodore, 535 S. Division St., Buffalo, N. Y.

**AT LIBERTY MAGICIANS**

MAGICIAN AT LIBERTY AFTER MARCH 15— A full evening program, strictly professional. The latest in modern miracles for schools, theatres and halls. Absolutely no carnival or medicine. Have all the essentials. Have also a good Midnight Spook Show. Or will in a unit playing theatres with my fast and fast vaudeville act. Write or wire 1632 N. E. Miami Court, Miami, Fla. mh7

**AT LIBERTY MISCELLANEOUS**

HUSTLER WANTS "PEDDLING JOINT" TO work small towns without car. "HUSTLER," Box 991, Danville, Va. mh7

Team — Man, Girl, Violin, Guitar, Singing and Novelties. Play old time popular standard tunes. Have P. A. and electric hookups on instruments. Nice Western wardrobe. Open for taverns, roadhouses, clubs. Address Western Team, care Billboard, St. Louis, Mo.

**AT LIBERTY MUSICIANS**

ACCORDION PLAYER — Several years' experience with Girl Revue and Hawaiian shows; desires connection with motorized carnival, office managed show. Draft exempt. Have own car. PHILLIPS FULTON, 954 Highridge Ave., Dayton, O.

DRUMMER — WANTS good location. New drum outfit. Draft deferred. LAURENCE FAUBEL, Wisner, Neb.

TROMBONE — EXPERIENCED for circus. Write or wire R. R. SAWYER, 119 S. B, Arkansas City, Kan.

A-1 TRUMPETER WISHES TO LOCATE IN town where there is municipal or industrial band, and can obtain other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

ALTO SAX, CLARINET—READ, TONE, TAKE-off. Tenor sax if necessary. Married. Prefer location. RAY LEE, 106 So. Main, Fairmont, Minn. fe28

ALTO SAX, CLARINET — READ, GOOD TONE. Single, reliable, draft exempt. MUSICIAN, 609 E. 43d St., Austin, Tex. mh7

BAND DIRECTOR AND INSTRUCTOR, COM-poser desires position with municipal, fraternal, industrial, college or high school band. Fine library. Taught school bands last 15 years. Best reference. Past 50, draft exempt. 2607 S. Colorado St., Philadelphia, Pa. mh7

BARITONE AND ALTO SAX — NOVELTY songs. Married, draft exempt. Location only. MUSICIAN, Box 182, Clinton, Iowa. mh7

HAMMOND ORGANIST—EXPERIENCED, FOUR years present location. Hotel, rink or cocktail lounge. Every location considered. Prompt reply. Write F. PAUL KNARR, 363 W. Water St., Elmira, N. Y. fe28

HAMMOND ORGANIST — COCKTAIL LOUNGE, restaurants, etc. Smooth, sophisticated styling. Sober, dependable, pleasing personality, union, draft exempt. Eighteen months present location. All offers considered and answered. E. GANN, Bergen, N. Y.

OLD-TIME HILLBILLY AND COWBOY BAND Fiddler — Would like place with good string band. If you want old-time fiddler answer this, if not don't. EARL JOSLIN, 811 E. Main St., Du Quoin, Ill.

TENOR, CLARINET, ARRANGER—JIG TONE and hot style. Read or fake. Entertain. Gold horn. Union, sober, married. Location preferred. Panic bands, lay off. FRANK CLAWSON, 124 E. Adams St., Jacksonville, Fla.

TENOR SAX AND CLARINET — DRAFT EX-empt. Small and big band experience. Transpose alto. BOX C-344, Billboard, Cincinnati.

TENOR, ALTO, CLARINET — FINE TONE, real swing, classic or show music. No take-off. Union. Write ART MYERS, General Delivery, Morristown, N. J. mh7

THE DRIFTIN' MULE SKINNER — ELECTRIC Steel, Spanish Guitar, Harmonica. Sing and yodel, some whips. Married, no car. Draft 4F. Good wardrobe. Go anywhere. TEX MONTAGUE, 76 Johnson Pl., Buffalo, N. Y.

TROMBONE AND TENOR AND CLARINET Player. Name band experience. Consider any job with large or small band. Good tone and takeoff, transpose. Write DUDLEY PAYNE, or RED FOSTER, care Frank Dailey's Meadow Brook, Cedar Grove, N. J. fe28

At Liberty — A-1 Trap Drummer, playing for night club and vaudeville act. Six years' experience. Please state salary in your letter. Must be steady place. Mr. Joe Delaney, 4 Charlotte St., Plattburgh, N. Y. fe28

Drummer — 28, union; new set. Experienced, neat appearance, single. I am just as afraid of mail order jobs as you are of mail order musicians; let's both take a chance. Joe Bonner, 405 Bay St., Hattiesburg, Miss. fe28

Drummer — Doubling Vibes. Have new equipment; 19 years old. Prefer location. Nothing less than \$30 considered. Write or wire Kenney Propst, Box 85, Rushton, Kan.

Guitarist — Modern, Electric, take-off. Thirteen years with top bands, trios. Union, draft deferred. Write Freddie Silvers, 2145 E. William, Decatur, Ill. fe28

Hammond Organist — Working Central West, considers immediate change and offers for spring and summer locations. Concert and expert dance tempos. All qualifications. Box C-339, Billboard, Cincinnati, O. fe28

Hammond Organist At Liberty for unit, road show, club, rink or lounge. Thoroughly reliable, experienced and capable musician and performer. Address Box C-269, Billboard, Cincinnati, O. mh14

Hammond Organist — With own Hammond Organ. Have professional recorder for making recordings for customers. Have master's rating. Twenty-eight years' experience all lines. All offers considered and answered. Play for floor shows, dancing, etc., any style; all requests. Lead community singing. Male, sober, congenial, dependable, draft exempt. Organist, General Delivery, Dayton, O.

**AT LIBERTY PARKS AND FAIRS**

NOW BOOKING FOR SEASON 1942 — HIGH Pole and Trapeze Act. DE POLO, 1810 Perkiomen Ave., Reading, Pa. mh7

Charles La Croix — Outstanding Trapeze, Platform Free Attraction. Available for outdoor fairs, celebrations. Also available for indoor events. Price reasonable. Address Charles La Croix, 1304 S. Anthony, Ft. Wayne, Ind.

James Cogswell—Uncle Sam, Clown Cop on High Sticks. Fair managers and committees, write today for prices and literature. 1433 Rose St., Lincoln, Neb. fe28

**LETTER LIST**

(Continued from page 47)  
Kyla, Miss Bee  
Manley, Louis  
Marjib, Dr.  
Martin, Terry  
MAYE, DANNIE  
Mel-Rol, Mrs.  
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Miller, Carroll B.  
Miller, Curly  
Miller, Jacob E.  
Miller, LeRoy  
Mitchell, Earl S.  
Naylor, John G.  
(Tex. Red)  
Mitooma, E. N.  
Norman, Jewel  
Lovely  
O'Brien, Robt. L.  
Obely, Lawrence  
PARDIEU, Albert  
PARDEU, JACQUE  
PEARL, WALTER  
J.  
PETEY, ROY  
BRADLEY  
Polk, Prof. J. E.  
Poole, Bill  
Proctor, Harry  
QUINN, DAN J.  
Ray, Ralph (Ky)  
Read, Olydo  
REED, ALBERT  
LAWRENCE  
Reeves, Leon G.  
Robn, T. W.  
ROSE NEWBILL  
EUGENE  
Rosa, Miss Marian  
Saunders, Alex  
Savilla the Clown  
Searaves, Miss  
Dorothy  
Shores, Eleanor R.  
Shubb, Charles  
Shufelt, Fred  
Sima, Joe  
SMITH, DAVID  
ANDREW  
Spain, Mrs. Lee  
Stanley, Lazio  
Stanley, Paul  
Stark, Mickey  
Steele, R. B.  
STELL, EDGAR  
STEPHENSON,  
RALPH T.  
Stevenson, Mrs.  
George  
Stevens, Johnnie  
Strahl, Edward  
TERRELL,  
LEROY  
Texas Tommy  
Tubbs, Eddie  
Turnbow, Lee  
TYLER, FINIS  
DAVID  
Tyros, Tommie  
VELLE, GORDON  
Voria, Elmer F.  
Vreeland, Miss  
Threasia  
Waters, Mrs. J. A.  
Watts, Iza M.  
Wanneta, Wall  
(Chi Chi)  
Webb, Bill  
Weber, Max  
Wacker, W. B.  
Wells, Dolmo  
Wells, Earl  
Whelock, Ray  
Whisner, L. H.  
Word, Mrs. Manita  
Young, Frank

Dixie Dandy Dog and Monkey Circus—Five Dogs, one large Baboon, one Rhesus Monkey presented by man and woman. Two distinct acts. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. mh7

Saddle Pony Trick to book in real live park; Free Acts for park, carnival and celebration. Poodles, Monkeys, Dogs, Birds and Goat Acts. Flo Irwin, Box 940, Harrisburg, Pa.

**AT LIBERTY PIANO PLAYERS**

PIANIST — LOCATION, HOTEL, ETC. EX-perienced concert or dance. Reader, union. Write LARRY SCHEBEN, Colonnade Hotel, Pueblo, Colo.

PIANIST — READ, TRANSPOSE, EXPERI-enced, reliable; all essentials. BOX C-317, Billboard, Cincinnati, O.

PIANO MAN — ACE 19, EXPERIENCED, NO habits, looking for a break. Will go any place, any time. Address WAYNE KOBES, Union Hotel, Austin, Minn. mh7

Pianist — Doubling Hammond Organ. Experi-enced dance, radio, vaudeville. International skate dance styles. Sing harmonica, high. Falso, read. Come immediately. Account serious illness in family could not respond to last ad. Lina Stambach, Meadville, Mo.

**AT LIBERTY SINGERS**

AMERICAN INDIAN — YOUNG WOMAN Singer, popular songs, desires radio or night club connection in city. Address GFC, Box 316, care The Billboard, 1564 Broadway, New York City.

GIRL SINGER AT LIBERTY — 19 YEARS OLD, Montreal sweet swing and semi jig stylist. Clever musician and showman. Will consider commercial band but prefer modern jazz with added strings or fine jump crew. No wires; state all in letters. JULIE O'BRIAN (Local 5), Detroit Federation Musicians, 5562 Second Blvd., Detroit, Mich. mh7

**AT LIBERTY VAUDEVILLE ARTISTS**

**NOVELTY DANCER—**

Buck and Wing, Comedy and Dance on Skates. Wish steady work. Ago 31. JOHN PETERS, 839 5th, Lancaster, Pa. fe28

Dawson-Evans — Versatile Concert Artists available for concert, radio, theatre, educational. Elaborate stage equipment. Music, Magic and Art. Write Leone Evans, General Delivery, Reno, Nev.

Pamalaska's Famous American Bird, Dog, Monkey, Pony Society Circus. Featuring the Outstanding Tropical Acting Cockatoos and Military Macaws. Presented by the only and original Pamalaska himself. Address Geo. E. Roberts, Manager Circus Headquarters, 3504-G N. 8th St., Philadelphia, Pa., Sagamore 5536.

Zoo Zoo, the Musical Clown — Acrobatic Comedy. Boomerang Hat Juggler, Magical, Dancing, original misfit Clothes Stripping. Billboard, Ashland Bldg., 155 N. Clark, Chicago.

**DODSON'S**

(Continued from page 36)

tion of a new ride in quarters the mid-way will present 16 major rides, 6 kiddie rides and Dodson elephant ride. Shows' color scheme will be red, orange and silver. Anton Pugal, Penny Arcade operator is here supervising the rebuilding of the arcade. John Cousins, advertising car manager, will handle the shows' extensive billing campaign. F. O. Lyle (Jo-Jo clown) is expected soon from Lima, O., where he wintered with his mother, to resume charge of the paint shop. He will have a crew of 10. Wintering in Savannah, Ga., with Guy Dodson are Carl and Lois Hansen. Carl will return as secretary, replacing Harold English, who signed in the same capacity with World of Today Shows. Lois will again operate her cigarette shooting gallery. Also in Savannah spending the winter with their parents, Mr. and Mrs. Guy Dodson, are Ruby and Lucille Dodson, both of whom will return to the shows in the spring. Mr. and Mrs. M. G. Dodson, accompanied by Mr. and Mrs. Charles Clark and son, Toodles, visited with friends in Tampa during the Florida State Fair. ROBERT GOODRICH.

# Merchandise

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Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Merchandise Men Prepare For Active Spring Season

**Carnival men, park men, concessionaires and other outdoor showmen getting set for active season—public expected to seek escape from news**

NEW YORK, Feb. 21.—With spring not far distant, carnival men, park men, concessionaires and other outdoor showmen have come out of their winter hibernation and are making preparations for the active months that lie ahead. It is said that workers in the outdoor field are looking around and selecting premium merchandise and novelty items that will appeal to the public they serve. There has been considerable activity in the past few weeks and now operators are practically all set to start things with a bang when the season opens.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Why are consolation awards offered on a deal? A simple question to answer, isn't it? Yet despite the fact that consolation awards are offered for a definite purpose to stimulate sales more often than not operators will give little thought to the choice of this merchandise. And it doesn't require a mental giant to get behind the reason for this . . . it is much easier for the boys to play follow the leader than to dig for special premiums themselves, overlooking completely that in taking the line of least resistance they are playing hob with an item which can mean the difference between a successful deal and a dud.

A good major award will whet the appetite of a prospective purchaser . . . a good consolation award will help knock him over. The prospect will shell out much faster when he realizes he has one or more chances on another appealing item besides the big one. There is no argument to this. Any operator who has ever placed a deal knows that he has made sales because of the consolation which he would not have made otherwise, and yet the extra award is almost treated like a stepchild.

What do we find when we look at deals introduced the past few years? Most of them have featured the same type of extra award . . . either a pencil or pen. Now there is nothing wrong with either one, as we have said time and time again—a pen or pencil has universal appeal—but thru constant repetition these premiums are bound to lose their effectiveness as trade stimulants. And unless the consolation award can lend a helping hand, most deals will take too long to pay out.

There is no reason why the pen and pencil should not continue to play an important role on deals—but not in exclusion to all other items which may be used for the same purpose and as effectively, even if it means on occasion that the operator must pay a few cents more for the other premium, the added zest and quicker turnover should more than compensate for the additional cost. And with Uncle Sam desperately in need of funds to carry on the war to a successful conclusion, it would seem to us that one of the most effective change-overs he can make at the moment is to offer Defense Stamps as one of his consolations.

We cannot repeat too often that an operator who attempts to offer cash to the worker of a card rather than one

### Workers Seek Entertainment

The defense program has brought boom conditions to industrial areas thruout the country and carnivals will have a good chance to cash in. In the current crisis the public is not hoarding money, but spending—and spending in ever-increasing amounts. Ample proof of this spending can be seen everywhere, and it requires no second sight to be able to predict that the outdoor field should be able to gather in its full share of the public's amusement dollars.

It is apparent that the people of the nation are seeking escapes from the bad news that makes the morning headlines in the daily press. In times of war the people always turn to all forms of amusement for relaxation. Certainly there can be no greater escape or relaxation than by having fun at carnivals, parks, pools and similar amusement resorts.

### Concessionaires Plans

Reports from jobbers and wholesalers show that some of last seasons favorites will again show definite pulling power. New numbers that loom as top items are those which have been popular during the fall and winter. Special candy deals and bunnies for the Easter season are being eyed by the outdoor field. In addition to these items some of the concessionaires will feature household items, games and, of course, the ever-popular novelty items.

### Other Fields Active

While bingo and salesboard operators have not stopped their operations during the winter, they are also replenishing their stocks for the spring season and especially for the Easter holidays, it is reported. Pitchmen and streetmen are also making early plans to cash in on pre-Easter business since they are already all set for the St. Patrick's Day trade. Bunnies and candy are the two staple items that will be pushed, and religious items, especially crosses, are expected to sell well during the Lenten season.

With the government raising the greatest army in the history of the country specialty workers are said to be stocking items that will appeal to soldier patrons. Emphasis is on service jewelry and other items showing insignia of the various branches of the armed forces. In addition, premium users are also securing stocks of practical items for the men in service.

of the major awards is sticking his neck out foolishly. There is certainly no need to do this, for the major award is usually worth more to an individual—that is he would have to pay more for the item if he tried to buy it than the cash offered in its stead. When proper care is taken in the selection of merchandise, the worker's desire to obtain one of the major awards is incentive enough for him to finish a card.

HAPPY LANDING.

## Toledo Councilman Suggests Licensing of Bingo Games

TOLEDO, Feb. 21.—Councilman Addison Q. Thacher, during a conference on municipal finance with a committee of the Municipal League of Toledo, suggested that bingo games be licensed to provide revenues urgently needed for the city government. Bingo operators would welcome a licensing move, for it would strengthen their position and also per-

haps pave the way to expansion of operations if public support warranted such a move, it is reported.

The city council is agreed that additional revenue is needed, and needed badly. If funds are not obtained the possibility exists that it may be necessary to make cuts in municipal services. Councilman Thacher is strongly opposed to any cuts and, while acknowledging the city's financial problems, believes that bingo licensing might be a step in the right direction.

Councilman Thacher advocates that a full survey of the field should be made at the earliest opportunity. He advanced the opinion that it might be possible to obtain from \$20,000 to \$25,000 by licensing bingo games.

## BINGO BUSINESS

By JOHN CARY

BINGO OPERATORS are busy lining up new promotional ideas and stunts for the heavy season that lies ahead. Operators have become firmly convinced of the value of diversified, worth-while merchandise awards. However, some of them make the mistake of letting their display stands become too uniform—that is, once they have selected certain types of merchandise, they use them time and time again without change. Naturally, the interest of players wanes and the operators concerned wonder why their profits are dropping off.

The old wheeze has it that "variety is the spice of life" and this is equally true in the bingo field. An operator who keeps novel and attractive merchandise displayed on his stands will make much more money than the one who sits back complacently and uses the old stand-bys without any new items added to stimulate interest. It might be argued that new numbers are difficult to find. But this is no excuse nor is it an obstacle to alert operators who are running profitable games.

The Popular Items column of *The Billboard* constantly lists a selection of the latest merchandise items that have eye-appeal and can be used as interest stimulants. These new items have the stuff that can make them click and they can be valuable additions to display stands. This column is not arguing that operators should throw overboard such staples as lamps, electrical appliances, blankets, radios, household utensils of all kinds, clocks, etc. These and similar items have proved their drawing power time and time again. But newer items give flash and add spice to the display stand and create new interest.

WITH SPRING not far off Morris Mandell reports he has been receiving heavy orders for his blowers. Judging by the strong action now in evidence Mandell believes operators are getting set for one of the biggest seasons of all time. They are providing themselves with facilities to capitalize on the anticipated boom in bingo operations. Mandell is encouraged with the business trend and looks forward to a very successful year.

NOW THAT Metro Manufacturing Company has settled down in its new quarters the daily business routine is back to normal and functioning smoothly. Sid Finkelstein, of the firm, states the removal was a good move, since more space and facilities for manufacturing its blower and other bingo items is available under one roof. Finkelstein reports that operators have been sending in sizable orders and he believes 1942 will be a banner bingo year not only for his firm but for all operators running bingo games.

## Engraved Jewelry Demand Is Heavy

CHICAGO, Feb. 21.—There has been a strong increase in demand for engraved jewelry in recent weeks, according to reports received by wholesale jewelers in this area. Interest in these items has always been high because the items are attractive and make lasting gifts. It is said that engravers and jewelry demonstrators have been kept busy satisfying the strong demand for the various items of engraved jewelry offered.

So far there hasn't been much change in design, and jewelers seem to be content with limiting themselves to an approximate reproduction of the Great Seal of the United States. This shows the American Eagle and shield.

Another innovation that is expected to be one of the strongest sellers in engraved jewelry is the identification bracelet. Due to the war it is reported that there has been a tremendous demand for identification bracelets and nameplates for men, women and children. "Forget-Me-Not" bracelets, with space provided for engraving of names on the links, are also said to be receiving strong public support. Jewelry workers who can engrave have one of the best opportunities to cash in on the demand for identification bracelets and variations of this item.

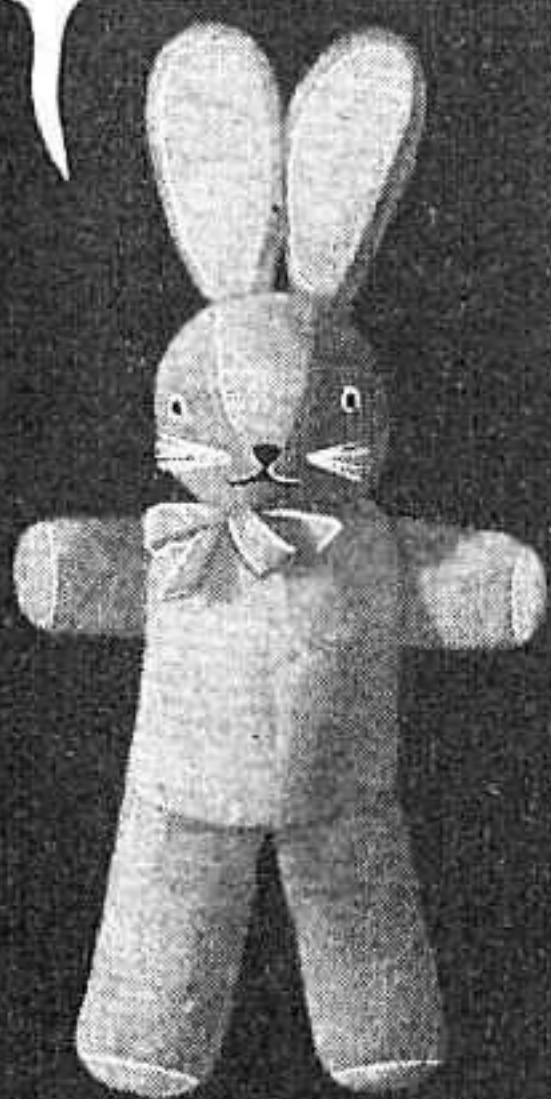
## Tax Items Are Timely

NEW YORK, Feb. 21.—Tax items are being well received by the public, according to reports by specialty workers who are handling them. The March 16 federal income tax deadline is rapidly approaching, and income tax guides that sell for a nominal sum are in strong demand, it is said. One firm issues a compact booklet that gives all essential information concisely and in everyday language.

The motor tax is also a boon to specialty workers since it makes possible the sale of containers for the tax stamp. One firm is offering a shield-like emblem which offers permanent protection for the tax stamps and makes it possible to keep them on the windshield of the car. It is said this item, introduced only a short while ago, is making a hit with motorists.



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**Popular Items**

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

**Slang Guide**

A 64-page guide containing the slang and idioms used in hotels, restaurants and soda fountains is offered by Jack Smiley. The catch-phrase title of the guide is Hash House Lingo, and the book contains over 1,500 of the terms used by workers to describe everyday food orders. It is claimed that this novelty item is a good seller and workers have a chance to cash in on the guide. The terms to be found in the book start with that age-old classic, "Adam and Eve on a raft," the apt description of two poached eggs on toast.

**Bicycle Radio**

A merchandise item that has received favorable comment everywhere is the new bicycle radio introduced by D. A. Pachter Company. Radios have been one of the staple premium items that have made money for all workers in the merchandise field and the firm feels that this new application of the portable radio will make a hit with bicyclists. The radio is complete and mounts on bicycle or motorcycle. It is said the radio has large tuning controls, a full four-inch speaker and shock-proof mounting. No aerial is needed and it is claimed the set has good volume and sensitivity. The clamp-on feature makes installation a

**DER—"PHEW"—RER**



You're right—that's what he is. There's no need for thought—it has already proven its sales appeal. It's hot right now—don't wait. Get started on the hottest item that has ever hit the market. You can create your outlet to your own choosing—it was tried in stores and stopped mobs—scalls on sight. Board Operators, here it is. Write for prices. State business. Size 5 1/4 x 5 1/2 inches. Packed 48 to carton.

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RED, WHITE and BLUE FLAGS, with slogan on GOLD background. Everyone exclaims over it. Soak 1/2 minute in water and apply to auto, office or home windows. A unique, beautiful TRANSPARENT COLOR EFFECT.

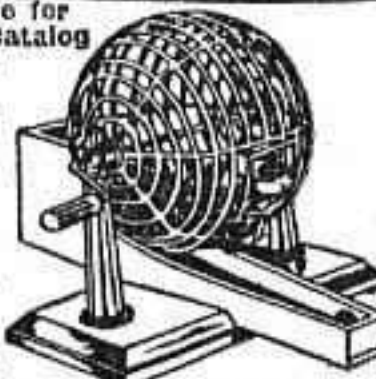
Two sizes: 4 1/2 and 7 1/2 inches; costing you 8¢ and 10¢ and selling for 25¢ and 35¢. Trial order to salesman: 10 assorted sizes for \$1.00. Send for these samples and you'll order plenty more! Quantity discounts. Write today.

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- ★ PENCIL FLASH LITE—\$2 doz. Include Deposit & Postage.

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MANUFACTURED BY THE REINHOLD STUDIO  
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simple matter. Radio has bright enamel finish and comes complete with long-life batteries. The firm announces that the public eagerness for world news, sports, as well as other radio programs, will make this item one of the best items of the year.

## Success Book

Specialty workers who sell to parents, business executives, sales managers, etc., will be interested in a new book offered by Financial Education Publishers. Entitled *If It's Wealth You Desire*, the volume gives hints on how to make money. Art printing has been used effectively to make the book catch the eye. Its size is 5½ by 8½ inches. The publisher states the book has wide appeal since most people are ambitious to get ahead and older folk are interested to see their children, friends, relatives and employees better themselves. It is claimed that testimonials have been received that the book has practical value. Each copy comes in a flashy display envelope.

## Cuddly Bunny

An item said to be going over big is the Cuddly Bunny offered by Jerry Gottlieb, and a firm announcement states that the number is expected to click big during the pre-Easter season. Cuddlesome and with plenty of eye appeal, the bunny is made of the finest materials, it is claimed. High-grade de-lustered rayon plush was used in manufacturing the item. The bunny has roly-poly eyes, a stitched mouth, natural-looking whiskers and a pom-pom nose. Topped off with a satin-finished bow. Item is stuffed soft with real kapok, it is said.

## Victory Ties

A quality five-fold tie introduced by E. J. Moss, featuring the V for Victory symbol, is claimed to be creating considerable interest. The V symbol is made up of red, white and blue nicely studded rhinestones. The tie comes in 10 colors, including maroon, rust, light blue, brown, light green, navy, dark green, royal, rose and tan. The Victory cravat is a Lido creation and has plenty of flash appeal, thus making it an item easy to sell, the manufacturer reports.

## Decal Emblem

A new patriotic decal emblem has been placed on the market by the Pearl Harbor Club, Tacoma. Item comes in two sizes, 4½ or 7½ inches, and is composed of red, white and blue flags with an appropriate slogan on a gold background. The transparent color effect makes it an easy seller for auto, office or home windows, the firm states.

## NEW VICTORY TIES

Amazing money maker. A country wide sensation. Make 100% profit selling PHILIP'S VICTORY TIES. Wholesale 35¢ seller. Costs you 17 1/2¢ each in dozen lots. Send 25¢ dep., bal. C.O.D. Costs You \$2.10 a Doz. Sample Tie 20¢. \$22.50 A GROSS

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Complete line of Spring-Summer Ties. Slide-On Ready Tied Ties. Military Ties. Tie and Kerchief Sets. Write today for FREE wholesale catalog and swatch book of actual materials.

## SURE MONEY EASTER and MOTHER'S DAY CANDY DEALS

★ NEW, ORIGINAL HOT ITEMS.  
★ BE FIRST TO INTRODUCE  
★ THESE IN YOUR TERRITORY.  
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Closeout. Small lots or entire quantity Display Cards with Elastic and Baisels to hold 15 Assorted Articles of Merchandise. Also special made Push Cards. 1¢ to 30¢ take in \$5.00. 1¢ to 50¢ P. Cards take in \$7.50. If interested send 35¢ to cover cost of expressing Sample Cards and Pushcards and prices will be quoted in lots or entire quantity of 3,000 Display Cards & 10,000 Push Cards. D. E. COHEN, 205 Insurance Bldg., San Antonio, Tex.

## MSA

(Continued from page 33)  
ment. Plan of awarding a defense bond weekly is proving popular.

The last poll showed 17 members in the armed forces, and the honor roll in the form of a wall plaque has been ordered and will be installed before the next regular meeting. A number of the boys are doing defense work here, while a large group is enrolled in Civilian Defense activity. Brother Roscoe Wade, having completed his annual booking trip, returned and is again a regular visitor at the rooms.

All members are asked to notify the secretary of their present address. On the sick list are John Flamenco (John Fox), Mayberry Sanitarium, Northville, Mich.; Joe Vernick, U. S. Veterans' Hospital, Rutland, Mass., and Leo Lipka, at home. They would like to read letters from their friends.

## BIRTHS

(Continued from page 28)  
Zeidman & Pollie, Gold Medal and D. D. Murphy shows.

A son to Mr. and Mrs. John Karr Wolfe at Stanford University Hospital, San Francisco, February 8. Mother was formerly Camilla Romo, NBC singer.

A son, Clair Eugene, to Mrs. Carl Lasater in Mercy Hospital, Urbana, Ill., January 31. Father, an aerialist with E. K. Fernandez Circus, died in Honolulu, T. H., December 15.

A son, Richard George, to Mr. and Mrs. Eddie Howatt in Hudson Hospital, Hudson, N. Y., February 1. Father played the old Keith, Orpheum, Pantages and other vaude circuits, and mother is a trombonist and singer.

A daughter to Mr. and Mrs. Norman Duncan January 26 at St. Paul's Hospital, Vancouver, B. C. Father is manager of Strand Theater there.

A son, Robert Charles, to Mr. and Mrs. Archie Boyd in St. Joseph Hospital, Kansas City, Mo., February 1. Father is with Baker-Lockwood Company.

A son to Mr. and Mrs. Milt Britton at Physicians' Hospital, Jackson Heights, N. Y., February 13. Father is band leader. Mother is former dancer.

A son to Mr. and Mrs. Harry Shear at Mount Sinai Hospital, Philadelphia, February 8. Father is bass player in that city.

A daughter to Mr. and Mrs. David Yaffee in Philadelphia February 12. Father is operator of Unique Theater there and counselor of Philadelphia Showmen's Club.

A daughter, Kathryn Ann, to Mr. and Mrs. Jack Kelly December 6. Father has the Jack Kelly Stock Company in Michigan.

A daughter to Mr. and Mrs. Howard Peterson in Chicago February 7. Father is staff organist on Station WLS. Mother is Avis Leone, concert singer.

A son, Ronald Alan, to Mr. and Mrs. O. F. (Red) Friend February 12 in Baylor Hospital, Dallas. Father is side-show and museum magician, lecturer and talker. Mother is former Frances Wilson, radio singer.

A son to Mr. and Mrs. J. B. Hobart February 11. Mother was formerly with Mighty Sheesley Midway.

A daughter, Shella Onessima, to Mr. and Mrs. Vern Touchett February 12 at Mount Sinai Hospital, Milwaukee. Father is district manager for Fox Wisconsin Amusement Corporation.

A son to Mr. and Mrs. Don Bruce recently in New York. Parents are members of the Three Heat Waves, vaude and night club team.

A son, William Milton, to Mr. and Mrs. Milton Samuel at St. Mary's Hospital, San Francisco, February 15. Father is press bureau manager for Blue Network Company, Western division.

A son, Michael, to Mr. and Mrs. Sidney Roger at St. Joseph's Hospital, San Francisco, December 22. Father is news commentator on Station KQW, San Francisco.

A son to Mr. and Mrs. Mack Gordon at Good Samaritan Hospital, Los Angeles, February 14. Father is songwriter; mother, the former Elizabeth Massey, one-time New York legit actress.

A son to Mr. and Mrs. Vic Arno in Hollywood January 12. Father is violinist in Billy Artzt's CBS orchestra.

A daughter to Mr. and Mrs. Walter Cleary in St. Louis January 29. Father is studio technician at Station KMOX, St. Louis.

A daughter, Providence Joy, to Mr. and Mrs. Joseph Scurlia January 30 in Manhattan General Hospital, New York. Mother is Paula Lind, burlesque principal.

A daughter, Joyce Marie, to Mr. and Mrs. Fletcher Teets in Ranger, Tex., January 30.

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**REBUILT WATCHES \$1.75** Wholesale Only  
 7 Jewel, 18 Size, In S. H. Engraved Cases, at. Send for Price List. Money Back If Not Satisfied.  
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**STARR PEN CO.**  
 Hits Another Jack-Pot FOR YOU in creating the **WINCHESTER PEN**  
 Which is now available to you in addition to our **NATIONALLY ADVERTISED WALTHAM PENS and PENCILS.** Send at once for the most complete price list ever offered to pen workers.  
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**AUTOMATIC TIRE COP**  
 Yells for help when tire thieves 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. B-18, Madra, O.**

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 Each box holds 20 Cellophanned 5c Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). **GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP.** 4th and Mt. Pleasant Ave., Newark, N. J.

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 Tonic and Cleanser  
 A natural for Medicine Workers, Pitchmen and House-to-Home Men.  
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 Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)  
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**PIPES FOR PITCHMEN by BILL BAKER**

Communications to 25 Opera Place, Cincinnati, Ohio.

**TRIPOD OPININGS:** "A spell of luck will never come your way if you are lazy."

**AFTER A SUCCESSFUL** . . . engagement in New York, Doc Phil Bradley is reported to be working a string of Midwestern spots.

**STILL PURVEYING** . . . Newman's oil to good tips in Cleveland is that ace med worker, Yznaga.

**ENERGY** is a primary essential to put you over in the pitch field.

**"I SEE WHERE** . . . the boys in the East want to give that territory back to the Indians," pencils George Sanders from Oklahoma City. "Well, they should be here among them. I've tried to sell it back to them but they don't want it. Have met a number of showfolk here and they have one eye on the sun and the other on their tires. We can get by without the sun, but those tires! I think I'll get a set of oxen and a covered wagon and become a 40-miler. Was glad to see John Compton in the big row. Fred Hudspeth and all others, pipe in."

**JACK DAVID** . . . and E. Small are still working a pitch store on Prospect Avenue, Cleveland, to satisfactory results.

**YOUR APPEARANCE** is your front window. Dress it up.

**LITTLE SAMSON'S** . . . health store in downtown Cincinnati continues to click to good results. Despite inclement weather crowds have been good. Working the spot with Samson are Kid Carrigan and Doc George Blue.

**MRS. BILL BOYCE** . . . wife of the well-known triper and keister exponent, garnered plenty of publicity and a photo of herself in *The Miami Herald* of February 12 over her ability to boat, an 11-pound Spanish mackerel to take second place in the regular Florida division of the Metropolitan Miami Fishing Tournament. Mrs. Boyce captured the fish after a hectic battle which lasted 35 minutes while plug-casting in company with her husband and George Coffin, both of the Rod and Reel Club, from the Boyce cruiser Web IV, near Ragged Keys, Fla.

**IF YOU** would make a tip loosen, talk common sense and make it listen.

**JACKSONVILLE, FLA.** . . . authorities are seeking the relatives of Harry (Razor) Riley, vet jam pitchman, who died there recently from a heart attack. Found among his personal effects was the address of a sister, Mattie Lee Wherley, in Louisville, but efforts to contact her proved futile. Harry is said to have left a considerable estate, and anyone knowing the whereabouts of his relatives is asked to have them contact Mrs. J. S. Sisson at Haven Hotel, 430 West Monroe Street, Jacksonville.

**E. H. RUCKER** . . . pens from Waycross, Ga., that he has signed as stage manager of David S. Bell's *Fargo Follies*, med show.

**SOME WANT** to know how to get into the pitch business, while others would like to know how to get out.

**BUDDA** . . . pitch purveyor of note, comes thru with one from Atlanta: "This city can be worked on a \$3.50 reader for three months in doorways, and there is a good lot that can be worked for \$1 per day. Pitchmen here recently included Aaron Stein, Harry Graves, Capt. Perry, Doc Wallace, Bottles Craig and Harry Myers. Working conditions in the South are poor and the shops here are working only half time. Would like to read pipes from Collar-Button Slim, Carnegie Knowles, the Ragan Sisters and Jake Brandhurst."

**THE SUCCESSFUL** pitchman starts right now. He doesn't try to judge the future by the past, because he realizes that conditions change with the times."

**DR. DEWITT SHANKS** . . . is reported to be working health charts in North Carolina territory to successful turns.

**WE KNOW** some hot-shot pitchmen who will be back on their feet only when their shoes wear out.

**JOHNNY MEIKLE JR.** . . . advises from Jacksonville, Fla., that he is doing pretty well with his jewelry lay-out at Brack's night club there. He adds that a scale man also is working the spot to good results and that he'd like to read a pipe from Johnny Meikle Sr.

**"EN ROUTE TO LOS ANGELES** . . . I stopped here for a visit to the Pacific Northwest and Sportsmen's Exhibit," letters Phil Gordon from Centralia, Wash. "Owner Joe Silcox has added seven new cages and animals making a total of 32. Silcox plans to remain on the Coast this year, having booked Centralia and Puyallup, Wash.; Salem, Ore.; Sacramento, Calif., and Pomona, Calif. He opens in Seattle for a month and then will go to Portland, San Francisco and Los Angeles. Papermen and friends entertained by Silcox at the Lewis & Clark Hotel, Centralia, were Shorty Lewis, Ben Allison and Mr. and Mrs. M. R. Bowden."

**IN ANY LINE** of business a little common sense will many times solve a supposedly perplexing problem.

**L. H. (PEELER) MILLER** . . . while working in Hartford, Conn., visited the Silhouette Potato Chip Factory, operated by Rog Fyler, of Camo-File note. Miller says he also saw Joe (California) Frutchey taking in some long green. He would like to read pipes from Fred Langer and Eddie Kiehl.

**STANLEY NALDRETT** . . . is still in U. S. Veterans' Hospital, Columbia, S. C., recovering from a broken leg. He says the cast has been removed and he's looking forward to being discharged some time in April. When he is released he plans to go to his folks' home in Canada to ensure complete recovery. He says he has received many cards and letters from his friends in the business.

**JERRY THE JAMMER SEZ:** "We know that a winner never quits. We also know that a quitter never wins."

**DOC JACK MURPHY** . . . inks from Chicago that he visited with Larry Shea and Bill Sherman, who are working oil in a downtown store in Chicago to big money.

**PITCHING** is a professional, scientific discourse that brings results and garners the long green. It does not mean turning loose a lot of blubber and blabber as quite a few of the boys are wont to believe.

**NOTES FROM FLOYD KING'S** . . . Wild Life Exhibit No. 1 Unit from Worcester, Mass., by Norman Belanger: Unit has been playing the leading cities in the New England States and came here after a successful three-week stand in Providence at a downtown location. Doc Hall, who had the Side Show with Endy Bros.' Shows in 1940 and last year with Captain Latip's Show, is unit's agent. Eddie O'Dell, Charlie Stone, Jack (Rosie) Ross and the writer are working paper and getting plenty of subs for the leading sport publications. Much favorable comment has been received over the cleanliness and sanitary conditions of the show. Would like to read pipes from Russell Coughney, Cliff Swisher and John (Pollack) Yazareth.

**HOW ABOUT** some news from you fellows making the farm sales with the auctioneers in Illinois, Indiana and Missouri?

**Pitchdom Five Years Ago**

Bob Posey was crossing Ole Mississippi again after a successful tour of the tobacco markets. . . . Milwaukee proved a red one for Joan Littel with curlers. . . . Harry Malers, Mayor of Park Row, was

**OAK-HYTEX BALLOONS**  
 THE HOME FRONT IS VITALLY IMPORTANT in this war. Maintaining morale at its highest requires that children be not denied the toys that enhance happiness and health. Oak balloons are definitely in this class. Manage your stock to bring happiness to as many as possible, as long as possible.  
**THE OAK RUBBER CO., RAVENNA, OHIO**

**AMERICA'S LATEST CRAZE**  
**YOUR NAME**  
 In Raised Coral Colored Letters on a Genuine Tropical **SEA-SHELL BROOCH**  
 Flash—Color—Plus Name Appeal. California Redwood was big. Shell Name Brooches are Tremendous. Beautiful Sun Set Shell, running a gamut of colors, and Coral Letters. Knocks them cold! Truly Nature's most gorgeous creation. The fastest selling novelty in years. Costs 2 1/2¢ complete with printed brooch encl. Easy to assemble with Duco cement—takes half a minute. Getting a very fast 25¢ at Fairs, Conventions, Celebrations, Carnivals, and by independent demonstrators at Grant, Kresge, Kress and McCroby Stores. Hustlers! Demonstrators! Pitchmen! Novelty Workers! Act now while it's NEW!  
**PRICE LIST:**  
 Sun Set Shells . . . . . \$2.25 Gross \$13.00 Thousand  
 Jeweler's Brooch Pins . . . . . 2.25 13.00  
 Printed Brooch Cards . . . . . .60 4.00  
 Coral Colored Letters, 50¢ a Pound.  
 Samples, postpaid, 15¢. 50% deposit with order, balance C. O. D. Use Air Mail, Special Delivery or Western Union for fast One-Day Service.  
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**Starts YOU in a BIG PAY BUSINESS**  
 Hundreds of men like you now make really big money week after week backed by our Money-Making "Store Route" Plan. Let me explain how your earnings should go UP when you take on our big-profit line of 5¢-10¢ goods. Many products Nationally Advertised in Saturday Evening Post, Good Housekeeping and 100 other magazines. Show storekeepers proved plan to increase sales and profits up to 50% and compete with chains. Free Goods Offers and Premium Deals make it easy to start. Experience not needed. Write TODAY.  
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**Sterling Identification Necklaces — Bracelets**  
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**Send \$1.00**  
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 Complete Line Engraving Jewelry. Write for Catalog.  
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**SOLID GOLD** . . . . .  
 Send us your old rings, jewelry, etc., and we will mount it with beautiful genuine Zircons at a low cost.  
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gathering the geedus in Frostburg, Md. . . . Among the pitch fraternity who made the Denver Stock Shows were H. Tam, Red and Carl Powell, George and O. Peck, H. Roberts, O. Ellis, P. Callahan, P. Gates and S. Phillip. . . . Frank Halthcox was in Orlando, Fla., set financially and politically. . . . Bobby Dale was still getting the long green in the Carolinas. . . . Tommy Hoy was getting a big kick out of his house car and

holding the wolf at bay by an entanglement of barbed wire. . . . Anderson, Ind., resulted in good takes for Dr. George M. Reed, who was working a chain store there. . . . Doc Harry Cody was clicking with his med package in the Hoosier State. . . . Joe Clark, of garter fame, made Hopkinsville, Ky., with corn punk to good business. . . . Guy Warner, fresh-air exponent of Pitchdom, was working out of Nashville to a swell business. . . . Billy and Mabel Beam were going great guns with their gensen package, working the hot spots in the Lone Star State. . . . Ernest Atherton, Indianapolis pen expert, was doing click business with the ink sticks. . . . Soapy Williams was getting the gelt with his health package, while Mrs. Williams was covering spots worked by Soapy for repeats. . . . Jack Lamore was making some real touches with his raq packages. Gensen worker of note, Joe Wahl was clicking off good results in the Motor City. . . . Jack Crowley worked a Denver storeroom with his soap and med package to above-par takes. . . . Oklahoma territory was proving a shade rough for Toby Johnson. . . . Johnny McLane was one of the alert Pittsburgh pitchers who were cashing in on the flood. . . . Richon, "Barnum of the sticks," was holding forth in Graham, Ga., to satisfactory results. . . . That's all.

O.—Cleveland. Food & Home Show, 5-13. Cleveland. Dog Show, 7-8. Canton. Dog Show, 4-5. PA.—Philadelphia. Sportsmen's Show, 2-7. R. I.—Providence. Dog Show, 8. W. VA.—Better Homes Show, 3-6.

Malloy, Ullaine (Shrine Circus) Milwaukee 23-28; (Hamid-Morton Circus) Kansas City March 2-7. Ricardo & Norma (Park Plaza Hotel) St. Louis 23-28. Sl & Fanny (Lido Cafe Circus Follies) San Francisco 25-March 10. Stoker, Bill (Club) Brooklyn 23-28. Thurston, Rose (Club Casanova) Detroit 23-29.

"REMEMBER PEARL HARBOR" POCKET COINS BRONZE, \$6.00 PER 100 Samples 15 for \$1.00 STERLING SILVER AT 45c EACH PATENT PENDING ACTUAL SIZE CASH WITH ORDERS THE METAL ARTS CO., Inc. Dept. LFH, 742-752 Portland Ave. ROCHESTER, N. Y.

POLACK SCORES

(Continued from page 38) Carsey directed the band, all being local musicians with exception of Jimmy Rakmess, drummer. On Wednesday morning clowns and several acts were taken to the Randal Condon School for Crippled Children. It was the third year that the Polack performers entertained there.

ROUTES

(Continued from page 15) Vaughn, Grace (Bossert) Brooklyn, h. Vaughn, Virginia (Village Barn) NYC, nc. Venezia, Chiquita (Queen Mary) NYC, re. Victoria (La Martinique) NYC, nc. Vikings, The (Hollywood) Toledo, O., c. Vincent, Larry (Freddie's) Cleveland, nc. Vincent, Romo (La Martinique) NYC, nc. Wade, Bill & Betty (New Yorker) NYC, h. Wahl, Walter Dare (Barie) Washington, t. Walker, Mildred (Sawdust Trail) NYC, nc. Walsh, Sammy (Glenn Rendezvous) Newport, Ky., nc. Walter, Cy (Monte Carlo Beach) NYC, nc. Walton, Bert (Colonial) Dayton, O., t. Walker, Oscar (Fifth Avenue) NYC, h. Ward, Rusty (Colosimo's) Chi, nc. Ware, Linda (Rainbow Room) NYC, nc. Watson Sisters (Riverside) Milwaukee, t. Webb, Nella (Lexington) NYC, h. Westcott, Wilma (Rice Bowl) Los Angeles, nc. White, Jack (18 Club) NYC, nc. White, Jerry (Bill's Gay '90s) NYC, nc. White, Madalyn (Cora & Irene's) NYC, nc. Whitehouse, Walter (Village Barn) NYC, nc. Wilder, Patricia "Honeychile" (Leon & Eddie's) NYC, nc. Williams, Hermanos, Trio (Latin Quarter) Miami, Fla., nc. Williamson, Herb (Hillside) Houghton, Mich., cb. Winehill, Cliff (Hollywood) Toledo, O., c. Winton, Jane (Plaza) NYC, h. Wood, Kirk (Leon & Eddie's) NYC, nc. Wood Trio (Green Tree) Washington, Pa., re. Wood, Napta (Lexington) NYC, h. Woods, Johnny (Palace) Cleveland, t.

Old Stagers Busy

By E. F. HANNAN

SHOW business for performers is mostly a matter of youth. When the glamour is over it is hard to interest manager or agent, except in exceptional cases. Many old-timers return to med shows and other tricks playing smaller places, but you'd be surprised to know how quickly some others turn to the selling game. An old-time juggler, and, by the way, a top-notch one, sees to it that Boston's amusement fraternity gets its copy of The Billboard weekly, almost as soon as it reaches the city. On other days he covers the stage entrances of the various theaters with a line of make-up and cosmetics. He enjoys the work. Another clever old-timer has built up a vending machine business in Southern Connecticut. He operates on his own, trades in machines and has a prosperous business. I talked with him recently and he likes the game. Should you happen to attend any of the New England race meetings you may hear a clear and loud voice crying out, "Get your programs, you can't tell the horses without a program." If this salutation comes from a dark-skinned, gray-haired and rather rotunde gentleman, you might step up to him and ask, "What time does the curtain go up?" He'll know what you mean and more than likely fire something appropriate back at you. He is an old-time 10-20-30 performer. He, too, likes his new work.

Then again if you should by chance step into one of the package liquor stores operated thru New England the first thing to strike your eye will be the price markers, the type of price tags that acquaint you with the amount you must lay on the line to take away your package. Most of them are furnished by a man who appears to have show business written all over his features. An old-time acrobat, who has finished with flipflaps and roundoffs and now has a lucrative price tag business. These incidents almost prove that experience in show business is highly satisfactory in later life to those who wish to enter the arena of selling.

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Youngman, Henny (Beachcomber) NYC, nc.

Zelaya, Don (Oriental) Chi, t.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) B. & H.: Norway, S. C. Bill Joy: Moultrie, Ga. Buckeye State: Laurel, Miss., 28-March 7. Crafts: Brawley, Calif., 24-March 4. Crescent Am. Co.: Sebring, Fla. Empire Am. Co.: Rio Grande City, Tex., 26-March 8. Evangeline: Melville, La. Golden Arrow: Norman, Ark., 28-March 7. Greater United: Laredo, Tex., 23-March 1. Hughey & Gentsch: Biloxi, Miss., 26-March 7. M. & G. Am.: Pinehurst, Ga. Patrick's Greater: Bakersfield, Calif., 23-28. Royal American: (Fair) Orlando, Fla. Scottie's Midway Attrs.: Karnack, Tex., 23-March 10. Tower Am.: Chapin, S. C. Victory: Phoenix, Ariz., 23-March 1. World of Fun: Springfield, S. O.; Bath March 4-14. Wright United: Chester, S. C., 28-March 7.

CIRCUS

Davenport, Orrin: Detroit, Mich., 23-28. Hamid-Morton: Milwaukee, Wis., 23-28; Kansas City, Mo., March 2-7. Polack Bros.: Chattanooga, Tenn., March 4-10.

MISCELLANEOUS

Alexander, Mentalist (Hotel Orlando) Decatur, Ill., 23-28. Birch, Magician: Kirbyville, Tex., 25; Jasper 26; Daisetta 27; Dayton, March 2; Liberty 3; Texas City 4; Galveston 5; Alvin 6. Campbell, Loring, Magician: North Industry, O., 25; Medina 26; Toronto 27; Phillipsburg, Pa., March 2; Williamsport 3; Berwick 4. Daniel, B. A., Magician: Brookfield, Mo., 25; Moberly 26. DeCleo, Harry, Magician: Marysville, O., 23-28. Green, Magician: Clarendon, Ala., Can., 25-28; Blackie 27-28; Calgary, March 2-7. Marquis, Magician (Manos) Toronto, O., 27; (Manos) Lisbon 28; Cleveland, March 2; (Columbia) Alliance 4-5. Neff, Magician, & Wonder Workers: Huntingdon, Pa., 25; Lewistown 26; Montgomery 27. Rictor's Dogs (school show): Cornelia, Ga., until April 1. Slout, L. Verne, Theater Workshop: Canton, Ill., 26; Pana 27; Effingham, March 2; Decatur 3; E. St. Louis 4; Christopher 5.

ADDITIONAL ROUTES

(Received Too Late for Classification) Alexander, Cecil (Hudson) Union City, N. J., 23-28. Delahanty Sisters (Seven Seas Club) Chester, Pa., 23-28. Dixiana Tent Show: Bonneau, S. C., 23-28. Everett & Conway (Clover Club) Portland, Ore., 23-28. Galante & Leonarda (Ben, Franklin Hotel) Phila 23-28. Jaxon, Great (Club Alexander) Columbus, O., 23-28.

CORRAL

(Continued from page 39) riding events were Cecil Bedford, Jimmie Schumacher and Dutch Martin. Homer Holcomb, clown, also was slightly hurt when a bull knocked him against a fence in the arena. Contracted performers included Holcomb, Jasbo Fulkerson and George Mills, clowns; Bernice Taylor, Myrtle and Vern Goodrich, Louise and Montie Montana and Dick Griffith, fancy riders and ropers.

Asbury Schell, roper, won the all-round cowboy title on the basis of garnering top money of \$821.87. Runners-up were Joe Bassett, \$680.62; Everett Bowman, \$645; Gordon Davis, \$464.24; Pete Grubb, \$436.16, and Dick Griffith, \$329.66. Possibility that this year's show may be the last Phoenix will see for an indefinite period because of the war conditions was pointed out by Joe Pond, general chairman, who said that while everything depends on developments taking place in the next year, the chances of holding a 1943 show now seem remote. Sponsors decided to donate all profits to war assistance agencies.

Results: Bareback Bronk Riding—First day, Mitch Owens, Frank Finley, Pete Grubb, Dutch Martin, Second day, George Mills, Bud Cook, Gene Rambo, Mitch Owens, Finals, Dutch Martin, George Mills, Pete Grubb, Mitch Owens.

Calf Roping—First day, Clay Carr, Everett Bowman, Allan Holder, Tex Howard, Second day, Asbury Schell, Jim Brister, Hugh Gillingman, N. A. Pitcock, Ray Boss. Third day, Chuck Sheppard, Jack Skipworth, Jack Shaw; James Kenney and Everett Bowman split fourth. Finals, Jack Skipworth, Everett Bowman, Carl Arnold; James Kenney and Roy Lewis split fourth. Saddle Bronk Riding—First day, Frank Finley, Paul

(See CORRAL on opposite page)

UNDER THE MARQUEE

(Continued from page 39) ing dates in and around Detroit since closing with Sol's Liberty Shows. At present the act is working out of its quarters at Bellevue, Mich.

CHARLIE SIEGRIST reports the new Siegrist Troupe, currently playing the Detroit Shrine Circus, consists of all Siegrists—Joe, Ella and Beebe, in addition to himself. They are booked for the St. Louis Police Circus.

JAMES O'CONNOR, formerly with American Circus Corporation and Cole Bros.' Circus, is recuperating from an operation in Robert Long Hospital, Indianapolis. He would like to read letters from friends.

ONE OF THE MOST enforced "thou shalt nots" in circusdom is entertaining town gals around the show. Other branches of show business would profit by a like rule.

"ANDY KELLY, circus concessionaire, was recently struck by an automobile in Fort Lauderdale, Fla., and is in critical condition in Broward General Hospital there," advises Mal Fleming from Titusville, Pa.

WILLIAM HOMMEL, formerly with Ringling-Barnum circus, and Col. Tim McCoy recently installed a big top that covers the entire ceiling and part way down the sides of his Adlon Circus Bar in Beaver Dam, Wis.

BOYHOOD'S BRIGHTEST HOUR: When you led a pony in a street parade for a pass and dreamed of the day when you, too, would be a circus man.

JIM LOGAN, former brigade manager of Ringling-Barnum and other circuses, now manages Laguna Heights Apart-

FAST SELLERS LATEST WAR SLOGAN BUTTONS, \$1.05 PATRIOTIC LAPEL INSIGNIA, .65 PENNANTS, latest war slogans, 1.20 ARMY RINGS, gold or silver finish, .90 JEWELRY ASSORTMENT, Military Motif, Gross 8.45 16-PAGE BOOK 4-Color SERVICE GUIDE, retails 25c. 100 Books, 3.00 60 PAGE BOOK, Story of the Unknown Soldier, A 25c Pass-Out. Limited Quantity, 100 Books, 3.00 SET OF 8 BOOKS, Etiquette and Charm, \$1.00 Value. Limited Quantity, 100 Sets, 6.00 SET OF 7 BOOKS, On Finance, \$1.00 Value, Quantity Limited, 100 Sets, 6.00

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PAPERMEN Our large, new map of the Pacific War Zone. Shows all Islands, Mainlands, Distances, Time Zones, Complete. Cheaper than maps you are now using. Rush 50 cents today for THREE samples and low wholesale prices. W. B. FOX BOX 651 MOBILE, ALA.

REAL PROPOSITION Selling High-Grade Medicines. Write for catalog, discount quantity lots. We pay freight. The Quaker Medicine Co. 220 George St. Cincinnati, Ohio

TRADE SERVICE FEATURE Events for Two Weeks

February 23-28 ALA.—Birmingham. Home Expo., 23-28. CALIF.—Los Angeles. Flower Show, 26-March 1. MICH.—Detroit. Dog Show, 28-March 1. Flint. Dog Show, 26. Ironwood. Queen of North Carnival, 27-March 1. NEB.—Omaha. Sports and Travel Show, 21-March 1. N. Y.—New York. Nat'l Sportsmen's Show, 21-March 1. New York. Gift Show 23-27. TEX.—Dallas. Gift Show, 22-27. San Antonio. Fat Stock Show, 25-28. WIS.—Milwaukee. Shrine Circus, 23-28. March 2-7 CALIF.—San Bernardino. Dog Show, 1. GA.—Atlanta. Woman's Club Circus, 2-5. Moultrie. Livestock Show, 3-4. MINN.—Minneapolis. Shrine Circus, 2-7. MO.—Kansas City. Police Circus, 2-7.

INSURANCE CHARLES A. LENZ "The Showman's Insurance Man" 4738 Insurance Exchange, Chicago

ANDERSON-GRADER SHOWS, INC. Open in April, Wichita, Kansas Have 12 Fairs booked, including the best fairs in Kansas. Want Manager for Pit Show that can furnish attractions; good proposition, new equipment. Will also book other Shows with their own outfit, 25%. Address: BOX 1895, Wichita, Kansas

ments at Laguna Beach, Calif. Mrs. Logan was at one time manager and booker of Barnes-Carruthers Fair Booking Association, Chicago.

RECEPTION recently held for Clyde and Harriet Beatty at Mayflower Hotel, Akron, was attended by members of Pete Mardo Tent, CFA; Mr. and Mrs. Tom L. Gregory, Pete and Florence Mardo, Mr. and Mrs. Murray Powers and Ted Depplish.

S. B. RUSSELL signed as boss canvasman with Al G. Kelly-Miller Bros.' Circus. He expects to arrive in the shows' quarters at Mena, Ark., about April 10.

AL ELLIS, former circus troupier, recently visited *The Billboard* Cincinnati office.

JAKE J. DISCH (Officer Corrigan the clown cop) recently produced Wauwatosa (Wis.) Indoor Circus for the Recreation Department of Public Schools. It was his third season there. He plans to attend the Hamid-Morton Circus in Milwaukee.

BOAST OF MANY big business executives: "I always wanted to travel with a circus and still believe I would have made a good troupier." The kid who didn't plan on running away with a circus never lived.

DON COOKE, boss canvasman and superintendent of privileges with Clyde Beatty's Circus, reports a profitable winter with novelties in Beatty's Jungle Zoo at Fort Lauderdale, Fla. He believes there will be no great labor shortage this season.

GEORGE DE MOTT, comedy juggler formerly with Cole Bros., Hagenbeck-Wallace and other circuses, recently completed an eight-week tour of Ohio schools for Kemerer Lyceum Bureau. He is now making a 16-week tour for the Mid-West Assemblies & Lyceum Bureau under management of Ray E. Ramsay.

MR. AND MRS. BILL MEYERS, Lester Rodgers, Jim Crawford, Johnny Drabble, Paul Kennedy and Ted Deppish, official photographer, all members of Charles Siegrist Showmen's Club in Canton, O., recently visited the Grotto Circus in Cleveland. Deppish made a 500-foot movie of the show.

MILLARD F. WALTON letters from Fairport, N. Y.: "W. D. Coxey, my uncle, was Ringling Bros.' first press agent. No doubt he is the oldest former circus press agent living. He was also associated with Douglas Fairbanks, Louis Mann, Blossom Time and with William Morris publicizing Harry Lauder."

YOU'RE AN OLD-TIMER if you can remember when big-show performers became jealous of a comedian who wowed 'em in the after-show and would crack, "I spent five years learning one trick that is unappreciated; he learned his gags in five minutes."

EDWARD ROCHE, owner-manager of Congoland Trained Animal Show, last season with Jay Gould Circus, recently gave a performance in Athens, Tex., winter home of the show, for the benefit of the Red Cross. Entire receipts went to that organization. *Athens Daily Review* praised highly the efforts of Roche.

THEODORE S. CROSBY, M.D., Ironwood, Mich., trouped with Walter L. Main, Campbell Bros.' Consolidated Shows and James T. McCaddon Circus on its European tour years ago. He served as a captain in Medical Corps in first World War and was made a major in Medical Reserve Corps when discharged. He may be soon called to duty in the present conflict.

RUSS WARNER, of Reading, Pa., contradicts the item, "Reading has no circus lot in city proper," that appeared in February 14 issue of *The Billboard*. He letters: "Kutztown circus grounds, the old and only lot used here for a number of years, is still intact. There is also a smaller lot, often used by carnivals, in the southwest section of this city."

JACKIE STEVENS assisted Abe Tavlin in the midget concert during Grotto show in Cleveland. Stevens will be with King Bros.' Circus this season. Ray Dean, at one time Cole show announcer, acted in a like capacity at the Cleveland circus. Jack Mills, of Mills Bros.' Circus, assisted in the banner and program advertising campaign. Jake Mills was a visitor.

SUCH NAMES as bull ring, bale ring, kid top, kinker, wind-jammer, star-backs and blues are meaningless to natives, yet when showmen carry on conversations with towners they speak in that unknown tongue.

GEORGE KIENZLE writes from Washington: "Attended Junior League indoor circus at Lancaster, Pa. Attendance at all performances was good, with a turnout on the last night. Among the acts were George Hanneford Family and Will Hill's elephants, dogs and ponies. Visited Shrine Circus here. It offered an excellent performance and acts were some of the best."

A. E. (BUCK) WALTRIP handled newspaper and radio publicity for Polack Bros.' Louisville and Cincinnati Shrine dates. Tear sheets of *The Louisville Times* and *The Courier-Journal* showed an unusual amount of art and stories secured for that date. *The Enquirer*, *Times-Star* and *Post* in Cincinnati allotted the Polack show liberal art, roto and stories.

WALTER L. MAIN recently infoed from Geneva, O. "Wreck of Hagenbeck-Wallace Circus that was pictured in Show Family Album occurred in 1905." Doc W. Powers advises from Lancaster, Mo.: "There was no H-W circus until 1909." Powers is right in the first, but wrong in the latter date. Old files of *The Billboard* show that the circus first went out under that title in 1907. But, according to the photo, there sure was a wreck.

CORRAL

(Continued from opposite page)

Carney; Pete Grubb and Jackie Cooper split third; Gene Rambo. Second day, Mitch Owens, Frank Finley, Paul Carner, Chet McCarty. Finals, Jackie Cooper, Pete Grubb, Shirley Hussey, Chet McCarty.

Team Roping—First day, Charles Whitlow and Pete Grubb, Gordon Davis and Asbury Schell, Dick Robbins and Lawrence Conley, Maynard Gaylor and Roland Curry. Second day, Gordon Davis and Asbury Schell, Andy Jauregui and Gordon Davis, Charles Whitlow and Pete Grubb, Joe Bassett and Jordan Cline. Finals, Joe Bassett and Asbury Schell, Bassett and John Cline, Gordon Davis and Schell, Jim Brister and Jim Hudson. Bulldogging—First day, Howard McCrorey, Dave Campbell, Hugh Clingman, Steve Heacock. Second day, Howard McCrorey, Everett Bowman, Chet McCarty, Mickey McCrorey. Third day (afternoon), Mickey McCrorey, Everett Bowman, Dave Campbell, Dick Herren. Third day (night), Clay Carr, Jack Wade, Everett Bowman, Buckshot Sorrells. Finals, Everett Bowman, Howard McCrorey, Dave Campbell, Clay Carr.

Brahma Bull Riding—First day, Dick Griffith, John Fouts, Mitch Owens, Steve Heacock. Second day, Dick Griffith, Wag Blesing, Mitch Owens, John Fouts. Finals, Dick Griffith, Mitch Owens, Loren Fredericks, Wat Blesing. Wild Cow Milking—Gordon Davis, Earl Moore. Finals, Jiggs Burke and Gordon Davis.

Houston Sets New Mark

GENE AUTRY'S Flying A Ranch Rodeo held in connection with the Houston Fat Stock Show and Livestock Exposition closed February 15 after playing to 245,000, a hike of 25,000 over the 1941 show's draw. Homer Pettigrew was named the all-round cowboy champion, while Hank Mills won the champion bareback riding title. Gene Pruitt won the saddle bronk riding title, and Bobby Estes and Ken Robert tied for the championship in bull riding.

Results: Calf Roping—First day, Roy Mathews, Dick Truitt, Homer Pettigrew, Ray Wharton. Second day, Lem Reeves, E. Pardee, Buck Echols, Toots Mansfield. Third day, Bob Mansfield, Jess Goodspeed, Leo Brennan, Tom East. Fourth day, Sam Session, Royce Sewalt, Roy Mathews, Toots Mansfield. Finals, Homer Pettigrew, Toots Mansfield, Fritz Truan, Roy Mathews, Royce Sewalt. Sam Session's 14 seconds' time set a new record here for the calf-roping event. Bareback Bronk Riding—First day, Nub Martin, Hank Mills, Grant Marshall, Eddie Cameron. Second day, Jake Williams, Hubert Taylor; Bob Estes and Leslie Booth split third and fourth. Third day, Eddie Curtis, Hank Mills, Hubert Taylor Jr., Lewis Fore. Fourth day, Charles Colbert and Cecil Henley split first and second; Nub Martin and Hank Mills split third and fourth. Finals, Hank Mills, Louis Brooks, Smoky Snyder, Cecil Henley. Steer Wrestling—First day, Earl Blevins, Homer Pettigrew, Shorty Matlock, Bruce Ross. Second day, Buck Jones, Fritz Truan, Homer Pettigrew, Mike Fisher. Third day, Hub Whiteman, Andy Curtis, Bill McMackin, Earl Blevins. Fourth day, Louis Brooks,

Bruce Ross, Tom Hogan, Gene Ross. Finals, Homer Pettigrew, Fritz Truan, Charles Colbert, Mike Fisher. Saddle Bronk Riding—First day, Bart Clennon, Texas Kidd Jr., Vic Schwarz; Bud Linderman and Tommy Wilson split fourth. Second day, Vic Schwarz, Bart Clennon, Gene Pruitt, Doff Aber. Third day, Nick Knight, Fritz Truan, Vic Schwarz, Bud Linderman. Fourth day, Nick Knight and Cecil Henley split first and second; Doff Aber, Louis Brooks, Bart Clennon; Bill McMackin and Texas Kidd Jr. split fourth. Finals, Ken Roberts, Gene Pruitt, Bill McMackin, Louis Brooks, George Yardley.

Wild Bull Riding—First day, Less Hood; Jim Whiteman, L. V. Shannon and Slick Ware split second. First day, Frank Marshall, G. K. Lewellen, Bob Estes; C. J. Shellenberger and Charles Colbert split fourth. Second day, Buck Killough, Bob Wilkinson, Buck Davis, Bob Estes. Third day, Less Hood; Jim Whiteman, L. V. Shannon and Slick Ware split second. Fourth day, Louis Brooks and Ken Roberts split first and second; Frank Marion, Ross Leavins, Ken Roberts and Bob Estes split first and second; Bob Wilkinson and Buck Davies split third and fourth.

CIRCUS DATES

(Continued from page 3)

Thompson, secretary-manager. Show is billed for next month.

Wirth also announced contract to stage a revue in the ball park of St. Petersburg, Fla., in connection with the annual Festival of States. Festival includes a parade, with about 60 floats carded, and the billing is April.

Wirth reported fair contracts in New York as follows: Cobleskill, Cortland, Mineola, Afton, Caledonia, Sandy Creek, Schaghticoke, Vernon, Bath and Brookfield. Pennsylvania: Stoneboro, Ebensburg, Smethport, plus thrill show contracts in Hatfield, Port Royal, Smethport, Ebensburg and Kutztown, Pa., and Flemington, N. J. Other contracts are Morrisville, Vt.; Lancaster, N. H., and Stafford Springs, Conn.

**TRADE SERVICE FEATURE**  
Billboard

**Coming Events**

These dates are for a five-week period.

- California**  
Los Angeles—Flower Show. Feb. 26-March 1. O. Scarborough, C. of C. Bldg.  
Pasadena—Flower Show. March 12-15. Jane E. Craighead.
- Connecticut**  
Hartford—Shrine Circus. Week of March 23. Daniel Read.
- Florida**  
Sarasota—Flower Show. March 17-18. Mrs. L. R. Brace.
- Georgia**  
Atlanta—Greater Atlanta Woman's Club Charity Circus. March 2-5.  
Augusta—Livestock Show. March 30-31.  
La Grange—Livestock Show. March 16-17.  
Macon—Fat Cattle Show. March 9-10. Lee S. Trimble, Box 288.  
Moultrie—Livestock Show. March 3-4.  
Swainsboro—Livestock Show. March 25-26.
- Illinois**  
Chicago—National Flower & Garden Show. March 15-22. Robert H. Roland, 433a Stevens Hotel.
- Indiana**  
Evansville—Home Show. March 24-26. Jerry F. Burton, care Courier-Press.  
Indianapolis—Sportsmen's & Boat Show. March 21-29. A. C. Rau, 925 Park Sq. Bldg., Boston.
- Iowa**  
Des Moines—Sports & Travel Show in Coliseum. March 7-15. Martin P. Kelly, E-1024 First Natl. Bk. Bldg., St. Paul.
- Louisiana**  
New Orleans—Spring Fiesta. March 8-29.
- Massachusetts**  
Boston—Flower Show. March 16-21. A. H. Nehring, 300 Massachusetts Ave.  
Boston—Gift Show, Hotel Statler. March 9-13. George F. Little, 200 5th Ave., New York, N. Y.
- Michigan**  
Bay City—Builders Show. March 7-15. E. R. Wilt.  
Detroit—Sportsmen's & Boat Show. March 7-15. A. C. Rau, 925 Park Sq. Bldg., Boston.  
Detroit—Shrine Circus. Feb. 16-March 1. Tunis (Eddie) Stinson, Masonic Temple.  
Grand Rapids—Home Builders' Expo. March 9-14. F. E. Ederle, 200 Ionia St., N. W.  
Ironwood—Queen of North Carnival. Feb. 27-March 1.  
Lansing—Lansing Commandery Hospitaller Circus. March 23-28. E. A. Mackey.  
Saginaw—South School Circus. March 20-21. Maurice M. Guy.
- Minnesota**  
Minneapolis—Shrine Circus. March 2-7. Noel Van Tilborg, 1021 Washington Ave., S. E.  
Minneapolis—Home Beautiful Expo. March 21-28. H. H. Cory, 205 Tribune Annex.  
St. Paul—Sports & Travel Show in Municipal

Auditorium. March 21-28. Martin P. Kelly, E-1024 First Natl. Bk. Bldg.  
St. Paul—Shrine Circus. March 9-14. Walter H. Schilling.

**Missouri**  
Kansas City—Police Circus. March 2-7.  
St. Louis—Sportsmen's Show. March 7-15. F. Kahler, 805 LaSalle Ave., Minneapolis, Minn.  
St. Louis—Flower & Garden Show. March 14-22. Lucy T. Kelly, 316 Arcade Bldg.

**Nebraska**  
Omaha—Sports & Travel Show, Municipal Aud. Feb. 21-March 1. Martin P. Kelly, E-1024 First Natl. Bk. Bldg., St. Paul.

**New York**  
New York—National Sportsmen's Show, Grand Central Palace. Feb. 21-March 1.  
New York—Gift Show. Feb. 23-27. George F. Little, 230 5th Ave.  
New York—American Toy Fair. March 9-21. H. D. Clark, 200 Fifth Ave.  
New York—International Flower Show, Grand Central Palace. March 16-21. Arthur Herington, 598 Madison Ave.  
Rochester—Shrine Circus. March 16-21.

**North Dakota**  
Valley City—Winter Show. March 9-14.

**Ohio**  
Cleveland—Food & Home Show. March 5-13. Walter W. Knight, 1827 E. 55th St.  
Cleveland—American & Canadian Sportsmen's Show in Public Auditorium. March 21-29. M. C. Portman, 236 Public Hall.  
Youngstown—Home Show. March 7-14. Armour R. Altman, 506 City Bank Bldg.

**Oklahoma**  
Oklahoma City—Okla. 4-H & F. F. A. Livestock Show. March 23-27. G. W. Eiler.

**Pennsylvania**  
Altoona—Jaffa Shrine Circus. March 12-14. Howard D. Coulter.  
Harrisburg—Builders' Show. March 9-14. J. L. Barren.  
Philadelphia—Gift Show. March 23-27. George F. Little, 200 Fifth Ave., New York, N. Y.  
Philadelphia—Home Builders' Show. March 20-28. Carroll Shelton, 1708 Market St. Natl. Bank Bldg.  
Philadelphia—Motorboat & Sportsmen's Show. March 2-7. Franklin H. Bates, 1509 Fox Bldg.  
Philadelphia—Flower Show. March 16-21. James S. Walsh, 1116 Packard Bldg.  
Reading—Home & Building Show. March 14-21. C. L. Ebbert, 23 N. 5th St.

**Texas**  
Dallas—Gift Show. Feb. 22-27. Fred Sands, 541 Dierks Bldg., Kansas City, Mo.  
Dallas—Gardens of Americas. March 21-29. Herbert Carpenter, 1107 Santa Fe Bldg.  
Houston—Flower Show in Coliseum. March 1-8. C. E. Wademan.  
Mercedes—Livestock Show. March 19-21. Carl A. Blasig.  
San Antonio—Fat Stock Show. Feb. 25-28. R. Beal Pumphrey, P. O. Drawer 800.  
Sweetwater—Midwest Livestock Show & Expo. March 23-25.

**Washington**  
Seattle—Flower & Garden Show in Civic Auditorium. March 15-22.

**West Virginia**  
Wheeling—Better Homes Show. March 3-6. Robert L. Genter.

**Wisconsin**  
Milwaukee—Tripoli Shrine Charity Circus. Feb. 23-March 1. Henry F. Zarse.  
Milwaukee—Home Show. March 14-21. John J. Roche, 740 N. Plankinton Ave.

**TRADE SERVICE FEATURE**  
Billboard

**Winter Fairs**

**California**  
Imperial—Imperial Co. Fair. March 7-15. D. V. Stewart.

**Florida**  
Belle Glade—Everglades Fair Assn. April 1-10. J. Friedheim.  
Fort Lauderdale—Broward Agri. Fair Assn. Feb. 23-28. Bert Gentsch.  
Fort Pierce—St. Lucie Co. Fair. March 9-14. Dick Branham.  
Orlando—Central Fla. Expo. Feb. 23-28. Crawford T. Bickford.  
Plant City—Florida Strawberry Festival. March 3-7. H. H. Huff.  
Ruskin—Florida Tomato Festival. April 28-May 2. George Buchanan.  
Sarasota—Sarasota Co. Fair, Jr. Chamber of Commerce. March 3-7. Ben Hopkins.  
Sebring—Highlands Co. Fair Assn. March 3-7. Ernest R. Wilson.

**North Dakota**  
Fessenden—Wells Co. Fair. Feb. 24-25. E. W. Vancura.

**Texas**  
Fort Worth—Southwestern Expo. & Fat Stock Show. March 13-22. John B. Davis.  
San Angelo—Fat Stock Show & Rodeo. March 5-9. J. C. Deal.

**Beers-Barnes Circus Wants**

Acts for Big Show, Side Show Manager make openings that does Acts inside, Cook, Useful People, write. Open in South Carolina.  
551 N. W. 63rd St., Miami, Fla.

**OMAHA SHRINE CIRCUS**

**DATES CHANGED TO WEEK MAY 4TH**

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WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 155 N. Clark St.,  
Chicago, Ill.

## Complacency Is a Dangerous Thing!



**A Guest Editorial by  
JAMES A. GILMORE,  
Secretary - Manager,  
Coin Machine Industries, Inc.**

History records that the United States has never lost a war. History records that Japan has never lost a war. History is now blazing upon its pages a war between these two nations and when it is finished one or the other will have lost. It is inevitable.

We have all read of two great and outstanding football teams that have gone thru a season without the loss of a game. They are unbeaten. They have not lost. They meet for a post-season game. Each of their coaches and their trainers and their fans all declare they cannot lose. But one of them does. When the game is finished one of them has lost. Frequently the excuse or the alibi is overconfidence.

Complacency is the result of overconfidence. That's why it is a dangerous thing.

### It Could Happen Here!

The Japs have a helluva jump on us. We were too complacent. We are too complacent now. We've got an awful lot of catching up to do. We are short of planes, tanks, ships, guns and ammunition and we are short of trained men to fight with them if we had them. We are short of soldiers, sailors, marines and air men.

We are short of awareness of the seriousness of the situa-

tion we now face, and we are short of comprehension that it grows more serious and grave every day that passes and with every advance that our enemies are making. And our enemies are advancing every day. Do not have any doubt about it.

We are short of time and if time was ever the essence of any situation it is now and it will continue to be now until we get caught up on each and every one of these shortages—God alone knows when that may be.

### We Are Not Short Of Overconfidence!

We are not short of the disposition to "let George do it." We are not short of the feeling that we can't lose because we never have. We are not short of the disposition to criticize those whose supreme efforts are being made to get things done or to criticize their manner of doing them.

We are not short of slackers. We are not short of leeches ready and anxious to prey upon the government or upon industry in their intensely patriotic endeavors to get fighting materials and machines to the front wherever they are needed most.

Men of the coin machine industry; yes, of every industry, let's wake up to the fact that petty bickering and differences of opinion are not going to win this war. We've got to do more than buy Defense Bonds and Stamps and contribute to the Red Cross. We've got to do more than sit and watch other industries unreservedly throw their resources of every kind and description into the making of essential war materials.

We've got to throw our energy, our intuition, our resourcefulness, our farsightedness, our ingenuity and our determination, each and every one of these into our country's efforts to win this war with the least possible delay.

Every resource at our command should be kept steadfastly pointed in this direction for the duration.

Let us not only remember Pearl Harbor and Singapore, Malaya and the Philippines, but let us also remember the biblical suggestion, "By your works you shall be known."



# NEWS OF PRIORITIES and MATERIALS

## Developments of the Week in All Industries

Feeling a greater need for an enlarged program of current statistics, Census Bureau would like to eliminate census of manufacturers this year and devote the time to more pressing problems. Bureau has asked Congress to change law to five-year period instead of present two.

Mayor Edward J. Kelly of Chicago February 19 told a Senate committee the surest way to see that war orders really reach the small manufacturer would be to allocate a definite and substantial volume of procurement which can be placed with these businesses. Three business men who appeared with the mayor presented three different problems which Kelly said were prevalent in Chicago as well as the whole nation. The problems cited were:

1. That of the manufacturer who has some equipment but lacks funds to purchase more necessary tools.
2. That of the manufacturer of a necessary civilian commodity unable to secure materials to continue operations.
3. That of the manufacturer capable of producing war supplies, ordnance or other similar materials but who has been unable to secure government business in any appreciable quantity.

The lumber business has not been as hard hit as some, but W. D. Connor Jr., chief of the priorities division in WPB's lumber unit, Washington, told retailers at the closing convention session of the Wisconsin Retail Lumbermen's Association February 19 they could expect less business, more restrictions, more government regulations, even higher taxes and lowered profits.

Army ordnance chiefs in 18 districts throught the country have been ordered to provide engineering assistance to small manufacturers whose plants could be converted to arms production. The directive was contained in a memorandum issued February 10 by Maj. Gen. C. M. Wesson, army ordnance chief, who told the district heads that this procedure should result in "greatly accelerated deliveries of war material" this year.

In the first action of its kind yet taken, federal attorneys acting in Chicago for the War Production Board February 13 asked and obtained an order temporarily suspending operations in cadmium and nickel by the Chicago Alloy Products Company pending hearing on an injunction petition against the company.

The court order enjoins the company from selling, disposing, moving or concealing its supplies of nickel or cadmium until action is taken on the injunction petition.

Power to obtain information on inventories and supplies thru inspection is provided in the statutes established in the priorities system of the War Production Board.

The United States Employment Service early in March will begin an inventory of the nation's man power with respect to skills necessary for war production. This information will be compiled from the comprehensive questionnaire which the Selective Service system will send out to all men who registered February 16. Later the same questionnaire will be sent to men between 18 and 64 who were registered previously or still have to register. The questionnaires will reach 40,000,000 men.

Sharp curtailment of the use of critical materials in the manufacture of all types of musical instruments was ordered by the War Production Board February 17.

All musical instruments except radios, phonographs, radio-phonographs and articles designed primarily as toys are covered by the program, which is set forth in general limitation order L-37.

The radio manufacturing industry, whose civilian output already has been cut to 40 per cent below last year's total, was told February 13 it is next in line for conversion to the production of war material.

While no deadline was set, it is expected that the major part of the job will be done within three months. A program for conversion will be drawn after conferences between representatives of the industry and government.

The War Production Board moved February 9 to take over for war use all raw silk in the United States which was not already available for that purpose.

Pools or defense production associations, as such, are not eligible for preferential treatment as "distressed" groups, according to an official ruling. The ruling states:

"The banding together of a number of manufacturers into an association or other type of voluntary organization was for the purpose of pooling facilities and affording a better opportunity to submit bids for government contracts. It is believed that augmenting the production facilities of one small manufacturer with those of other small manufacturers in

the aggregate would better qualify them to participate in the military effort.

### Preference Refused

"It is not intended that any preferential treatment shall be extended to a defense production association or similar qualified voluntary organization. They will be given opportunities to bid and be considered for negotiated contracts on the same basis as other qualified firms.

"Defense production associations will be expected to take the initiative in having their names placed on appropriate bidders' lists. Their facilities will be surveyed and assistance will be rendered them in the selection of items which their facilities may be capable of producing in the customary manner."

## Mississippi

NATCHEZ, Miss., Feb. 21.—Coin machine business was never better in this section. New locations are being established despite war and lack of machines.

Allen Hullum, Service Novelty Company, has been called to Jackson by the draft board for a physical examination and may be leaving soon for the army.

## BRIEFS OF THE WEEK

### Deaths:

David N. White, F & N Amusement Company, Natchez, Miss., February 15, when struck by an automobile.

### Marriages:

Floyd V. Nelson, Nelson Music and Automatic Machine Company, Boone, Ia., and Alice M. Shanks, of Nora Springs, Ia., February 14.

Tony Ligouri, operator, Des Moines, and Cecil Gregg, of Sac City, Ia., February 18.

Margaret Gussman, of Mayflower Novelty Company, Minneapolis, and Jeff Livingston, February 21.

Joe Kline, Atlas Novelty Company, Chicago, and Annetta Handleman, February 14.

### Personnel:

Sol Silverstein is now vice-president of Hub Enterprises, Inc., Baltimore. Chris Sousa has joined the Mayflower Distributing Company, Buffalo.

Irving Sandler has been named manager of the Des Moines office of the Mayflower Distributing Company.

J. W. (Wink) Williams has been transferred to the Houston office of the Commercial Music Company.

### In Military Service:

Don Hall, operator, Spencer, Ia., to the army.

Tony Ligouri, operator, Des Moines, to the army.

Charles Hartson, coin machine mechanic, Minneapolis, has joined the Coast Guard.

Frank Maimone, Cream-O Specialty Sales Company, Brooklyn, to the army.

William Miller, Cream-O Specialty Sales Company, Brooklyn, to the army.

Bobby Campana, Bay State Automatic Music Company, Boston, to the army.

Albert Gouco, Bay State Automatic Music Company, Boston, to the army.

### New Addresses:

Wallace McLennan, operator, 189 W. Montana Avenue, Detroit.

### Firm Changes:

Mayflower Novelty Company has taken over distribution of Wurlitzer phonographs in Des Moines.

Keystone Vending Company, Philadelphia, has taken over music operations of General Automatic Music Company, headed by Alec Lederer. Name of operating firm will be continued.

Harold Rudman and Leonard Grossman have disposed of their Har-Len Amusement Company, Boston.

Carter Kalustian, Carter Automatic Music Company, Boston, has disposed of his business.

### New Firms:

Denler Coin Machine Repair, 14052 Grand River Avenue, Detroit.

Philadelphia Manufacturers of Carbonated Beverages, 1010 Franklin Trust Building, Philadelphia.

Play-a-Tune, Inc., 407-16 Schaff Building, Philadelphia.

Berwol Amusement Corporation, Norfolk, Va.

### In Chicago:

Morry Nelson, Nelson Amusement Company, Detroit.

Aaron Goldsmith, Hub Enterprises, Baltimore.

Sol Silverstein, Hub Enterprises, Baltimore.

### In New York:

Eddie Corriston, Pallsades Novelty Company, Cliffside, N. J.

## Change in Plans To Move Patent Office To Richmond, Va.

RICHMOND, Va., Feb. 21.—The government's plans to move the entire Patent Office to Richmond have undergone a considerable change in the past few days. Under the plan finally adopted the examining work of the office was transferred to Richmond, along with such services as licensing and issuing of patents. Work connected with national defense and the public search room were retained in Washington.

This action, which divides the work of the Patent Office between these two cities, will result in minimum disturbance to the efficiency of the agency in the opinion of Malcolm Kerlin, administrative assistant to the Secretary of Commerce.

A slight delay is foreseen after the Richmond examining division has completed its work due to the distance between the two locations. The delay will come in getting the applications approved or ready for issue to the Government Printing Office.

"We expect to institute truck service between Washington and Richmond and bring up every day those applications which have been examined and approved by the examiner," Kerlin said. He added, "Richmond is 102 miles from Washington and we figure that with one or two trucks we can handle material without a delay of perhaps more than half a day."

## Detroit

DETROIT, Feb. 21.—Wallace McLennan, who formerly operated pin games and other amusement games, has turned exclusively to target and ray guns and peanut and gum venders. McLennan has headquarters at 189 West Montana Avenue.

Morry Nelson, who operates the Nelson Amusement Company in partnership with his brother, Harry, has dropped plans for operations in Indianapolis. He was in Chicago this past week on a buying trip.

J. J. Schermack, head of Schermack Products, reports the company is concentrating on production of Defense Stamp machines.

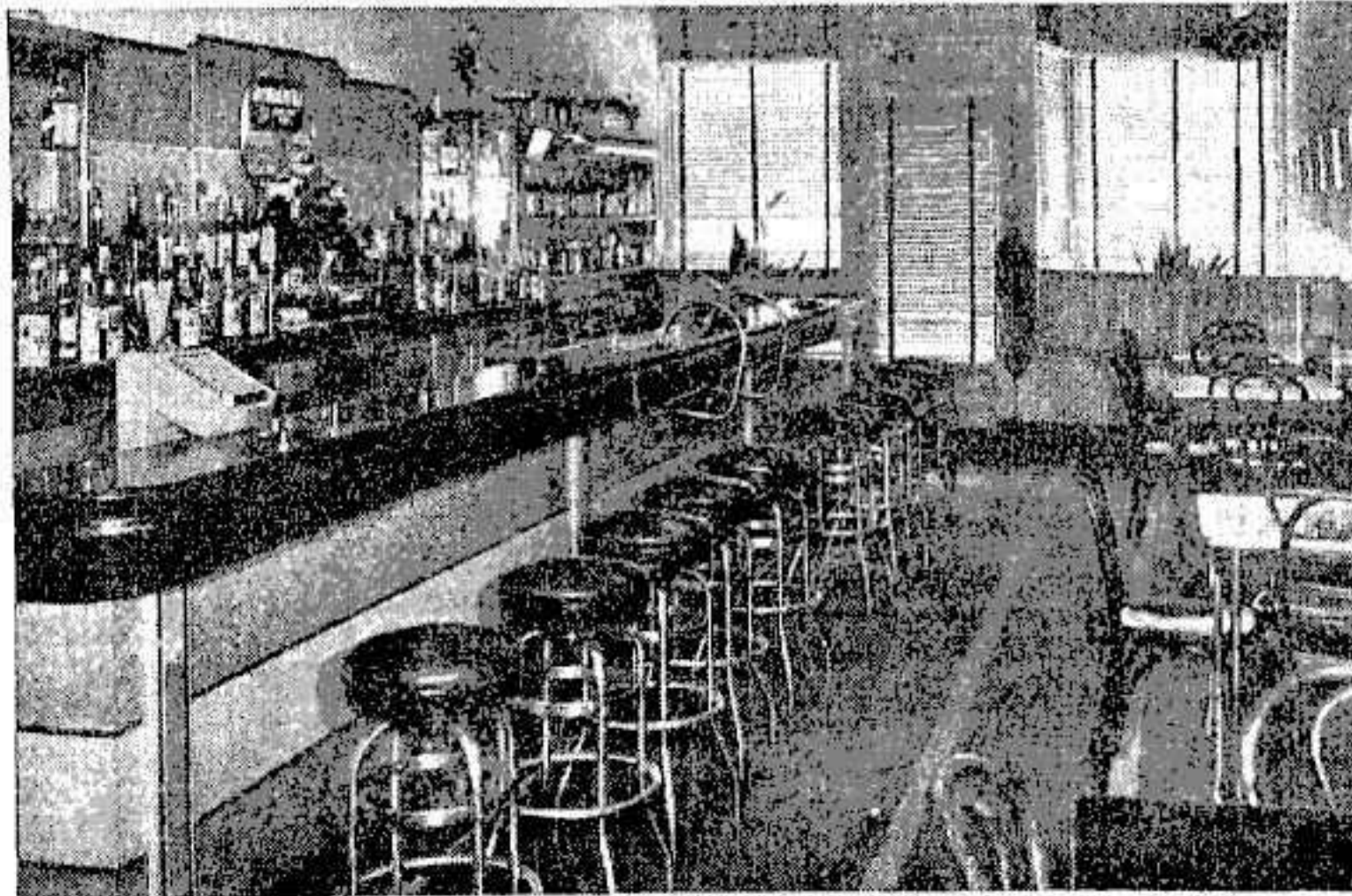
## GIVE-AWAY PRICES! ORDER QUICK!

Argentine ..\$49.50	Mustang ...\$52.50
ABC Bowler 49.50	PanAmerican 29.50
Air Force .. 49.50	Play Ball .. 22.50
All American 19.50	SuperChubbie 45.00
Basco ..... 67.50	Snappy '41. 42.50
Bola Way .. 57.50	Spot Pool .. 55.00
Big Parade. 80.00	Star Attrac. 49.00
Big Chief .. 22.50	Sky Blazer. 52.50
Bandwagon. 20.00	Speed Ball . 29.50
Champ .... 54.50	Stratollner.. 22.50
Click ..... 49.50	Seven Up .. 27.50
Capt. Kidd. 49.50	School Days. 24.50
Do-It-All.. 37.50	Stars ..... 29.50
Duplex ... 27.50	Silver Skates 29.50
Dblo. Play. 29.50	Sea Hawk .. 29.50
Four Roses. 29.50	Sun Beam. 27.50
Five & Ten 87.50	Spot-a-Card. 57.50
4 Diamonds 34.50	Ten Spot .. 39.50
Gun Club... 52.50	Victory ... 84.50
Horscope .. 39.50	Venus .... 69.50
Hi-Hat ... 39.50	Velvet .... 22.50
Jungle ... 59.50	West Wind. 39.50
Knock Out. 74.50	Zemble ... 19.50
Metro .... 20.00	Red, White, Blue .... 19.50
Majors '41 . 34.50	

1/3 Deposit, Balance C. O. D.

## MANHATTAN VENDING COMPANY

592 TENTH AVENUE NEW YORK  
PHONE: LONGACRE 5-9683



A VIEW OF THE SENATE GRILL, Fort Wayne, Ind., showing Seeburg bar boxes along the popular bar of the location. The installation was made by Carl LaFever, operator, who counts it as one of his finest locations. (MR)

# Los Angeles Outlook

Another in a series of detailed analyses of business conditions and their probable effect on the coin machine trade in key market areas—this one deals with Los Angeles County—hub of West Coast defense production activities

By SAM ABBOTT

Manager, The Billboard's Los Angeles Office

WITH all industry booming here, coin machine distributors, jobbers and operators in this section expect 1942 to be the best in years. Production of defense materials is rising way above 1941 figures. Considering all products used in war, the West Coast has the bulk of the contracts. Factories are operating on a three-shift-a-day and seven-day-a-week basis. Wages are up and the shortage of skilled workers still exists. Since Los Angeles city and Los Angeles County are about the same thing, figures used herein, except where stated, are for the county.

### Biz Conditions Boom

Banks in the county during 1941 reported debits as \$13,076,146,093. Phone installations totaled 502,380. New car sales for all months period ending December 1 was reported as 45,448 for the city and 120,492 for the county. Building permits, many of them curtailed now because of priority rulings, went from \$74,900,510 in 1940 to \$87,238,818, or an increase of 17 per cent. Priority ruling hit into this figure some and, of course, there was some advance buying.

Department store business continued good in Los Angeles the first week of January, with 14 stores reporting a gain of 24 per cent over the same period in 1941. For the first 11 months of 1941

department sales in Los Angeles showed an increase of 11 per cent; Long Beach, 26 per cent; Glendale, 14 per cent; Pasadena, 14 per cent; Santa Monica, 4 per cent; Pomona, 23 per cent, and Whittier, 12 per cent.

### Show Biz Revives

Show business here was hard hit the first week of the war but revived during the holidays. New Year's Eve business was good and night spots packed them in at hiked prices ranging as much as 50 per cent over last year. Ballroom business is good and operators are more optimistic than they were six and eight

months ago. In midsummer, ballroom operators said that while airplane factories were hiring many men and paying good wages, they were not getting the crowds. This, operators said, was attributed to the fact that many of the people had not worked for a time and their money was going for rent, installments and food. Their opinion was that when these people got on their feet financially, they would turn to amusements. The operators were correct in their predictions.

The first two weeks of the war and following blackouts the first three or four nights, people stayed home. Theater box offices suffered. A large ballroom that usually has two or three thousand people chalked up three and four hundred. The ballroom is now enjoying good business, proof that West Coast people have revived from the slight hysteria that hit here when war was declared.

While automobile and tire sales now are taboo, Los Angeles County did a good business in these products during 1941. Local police have moved to curb tire thefts and many motorists have taken to riding streetcars and busses to save rubber.

### Coin Machine Biz Okeh

While there has been a scarcity of games, the coin machine business has seemingly suffered no permanent effects. While the scarcity has inconvenienced many a distributor, jobber and operator, it hasn't been without its advantages. The desire to play has increased and territories once rigid against certain kinds of machines have lifted the ban. Resort towns that before had ruled against arcades and pinball games have, in some cases, reversed the ruling, affording operators territory that is patronized by wealthy people.

### Location Problems

The best West Coast coin machine spots remain unchanged in that pool halls, intimate bars and small night clubs are the best locations. Problem in the taverns is that since the war, moves have started to cut down the hours during which liquor can be sold. There is also a move on foot to prohibit the sale of liquor during blackouts. If an earlier curfew does hit California, coin machine business will be hit, too. But there is also talk that laws allowing later curfews may be sought. Those campaigning for the latter are doing so on the basis that a later curfew would give taverns time to make up sales lost because of blackouts.

Feminine trade is off as compared with this time last year.

### Vending Biz Brisk

Vending machine operators are reaping a rich cash harvest because airplane factory personnel officials have found that candy boosts the efficiency of the workers. An operator in this vicinity is reported selling 8,000 candy bars a day, more candy than downtown candy stores move. Another operator who has machines in factories said that his sales of candy bars in many plants has doubled. Expansion of factories and the building of new plants are creating new demands for vending and beverage vendors.

While cigarette machines are not used extensively in airplane factories for reason that the employees are not allowed to smoke on the job, sale of cigarettes thru machines has increased greatly during the past eight months. Airplane factories using cigarette machines have them located outside the plants or in the employees' recreation rooms. While most of the jobbers report good stocks on hand, there are some who say that they can't get machines.

### Music Machine Biz Up

With thousands of soldiers and sailors in this section and tavern business good, music machines are coming in for a good part of the money that is being spent in this section. Declaration of war and war regulations removed a large number of servicemen from the streets. This move was felt in music machine receipts at first, but with conditions returning to normal in other lines, the music machine business did the same. Employment is helping this business, too. In 1940 there were 140,000 men employed in factories and in 1941 there were 225,000. During the past year, 356 plants expanded and there were 112 new industries welcomed. Pay roll estimate for 1942 is \$300,000,000. The 1941 wage was 37.24 per cent over 1940 and this year was 23 per cent over 1939, showing that wages are increasing consistently in the area.

### Arcades Thrive

Arcade business thrived this past year with several being established in downtown Los Angeles at the end of the

## New Phono Cabinet Nets Heavy Orders

EVANSVILLE, Ind., Feb. 21.—"The outstanding beauty of our new Kleer-Tone Model 100 Phonograph Cabinet, with its brilliantly illuminated plastic effects, fills a definite need for the phono operator," states Lou Berman, of L. Berman & Company, local manufacturer-distributor.

According to Berman, orders have been pouring in so fast on the new cabinet that the firm has been unable to fill orders as promptly as desired, but every effort is being made to do so. Firm is the originator of the Han-Dee pin game lift trucks in use thruout the country.

## Baltimore Distrib Plans Bigger Biz

BALTIMORE, Feb. 21.—Aaron Goldsmith, head of Hub Enterprises, Inc., well-known distributing firm here, says he expects the operating and distributing business to keep going ahead, even tho the manufacturing industry may be handicapped by materials problems. His firm has already made plans to go after increased business this year, he said, and the entire staff will work harder than ever to show faith in the future.

The firm announced that Sol Silverstein had joined the firm in the capacity of vice-president. He accompanied Goldsmith on a trip to Chicago recently to contact manufacturers on the latest products on the market. Silverstein has traveled extensively over the United States for several years as sales representative of manufacturing firms. He is widely acquainted with operators and the operating business and in his new field will bring the value of this wide experience to Hub customers.

Silverstein expressed enthusiasm for his connection with Hub, and Goldsmith said he was also greatly pleased with his new associate. Ernest Waldrop is also associated with Goldsmith in the firm. The firm covers a wide territory from the Baltimore center and now plans to extend its sales territory even farther.

beach season. There is a big demand for "guns" of any kind. Arcades on the beachfront had week-end crowds well into the winter. They were curtailed somewhat recently by blackout orders but did good business in the vicinity of training camps.

During the past year there has been little change in personnel of the coin machine firms. A number of servicemen have enlisted and been drafted. In the summer it was rumored that servicemen were quitting their jobs to take more lucrative work in airplane factories where they could hire out as skilled workers. A check on this situation failed to reveal anything startling except that some coin machine firms were paying more than the servicemen could make at the airplane plants. Servicemen are finding their talents needed in the army and many have qualified for important posts, such as radio technicians, airplane ground crew members, etc.

### Bright Outlook

All in all, the outlook for the coin machine industry is good on the West Coast. There are some coin machine people squawking about business, but most of them plan to get along the best they can under the circumstances and do a good job of it.

There is not too much trading of machines for the operators feel they must hold on to what they have. However, the priority ruling will increase the demand for used equipment and give it a good valuation. Operators will be able to make more money from machines if there is not too much swapping around. Coin machine men are finding that with war declared and enemy submarines reported off the Coast of California that they really have a big job ahead of them. Those who are able have enlisted in the armed forces and the others are signing up for air or fire-warden duty. A questionnaire was recently sent out by the Associated Operators of Los Angeles County to find out for which work an operator or a jobber would be best suited. The response on this letter has been good but it also revealed that a number of the coin machine group had already displayed a willingness to serve by signing for training with another group.

New territory is opening for coin machines, vending machines are more and more essential in large plants, employment is still mounting, wages advancing—these things all point to a successful 1942 for West Coast coin machine men.

**Stars Leader** } \$22.50 EA.  
Bandwagon  
Big Chief  
Atlantion  
Play Ball

**Sports Parade** } \$24.50 EA.  
Metro  
Stratoliner  
Zombie

**Sea Hawk** } \$29.50 EA.  
Sun Beam  
Seven Up  
Salute  
Silver Skates  
BoomTown, B.B.  
All American  
Velvet

## LAST CALL!

All Games Come Equipped  
With Free Play Attachment!

Defense, Baker  
Red, White, Blue  
Broadcast } \$26.00 EA.

Wild Fire  
Double Play  
Pan American } \$35.00 EA.

Sluggo  
Champ  
4 Diamonds } \$39.50 EA.

Four Roses .....\$27.00  
Duplex ..... 31.00  
Trailways ..... 32.00  
Sky Ray ..... 34.50  
De-De-Mi ..... 42.00  
Bella Hop ..... 42.00  
Ten Spot ..... 44.50  
Snappy ..... 44.50  
South Paw ..... 46.50  
A. B. C. Bowler ..... 49.50  
Legionaire ..... 49.50  
Gun Club ..... 53.50  
Capt. Kidd ..... 55.00  
Sky Blazer ..... 55.00  
Texas Mustang ..... 59.50  
Jungle ..... 59.50  
Bola Way ..... 59.50  
Bosco ..... 67.50  
Monicker ..... 72.50  
Knock Out ..... 72.50  
Spot-a-Card ..... 72.50  
Venus ..... 79.50  
Victory ..... 79.50

GIVE SECOND CHOICE! 1/3 WITH ORDERS, BALANCE C. O. D.

**BELL COIN MACHINE EXCH.** 641 HUNTERDON ST. NEWARK, NEW JERSEY

## IMMEDIATE DELIVERY

USED FREE PLAY MACHINES

Gottlieb Five & Ten ... \$99.50	Gottlieb ABC Bowler ... \$69.50	Horoscope ... \$54.50	Velvet ..... \$35.00
Genco Victory 99.50	Gottlieb Spot Pool ..... 74.50	Flicker ..... 27.50	Majors '41 .. 49.50
Knockout ... 89.50	Gott. Mustang 79.50	Red, White, Blue ..... 30.00	Capt. Kidd .. 69.50
Big Parades... 99.50	Bally Gold Cup 34.50	Boomtoun ... 35.00	Seahawk ..... 35.00
Gottlieb New Champs ... 74.50	Gun Clubs ... 69.50	Mills '39 1-2-3 ..... 30.00	Sporty ..... 19.50
	Jungle ..... 74.50	Sky Ray ..... 39.50	Yacht Club .. 19.50
			Mystic ..... 25.00

USED SLOTS—LOWEST PRICES

Mills 5¢ S.J.P., #196068 ..... \$25.00	Callie Superior, 25¢ S.J.P., #52563 ..... \$25.00	<p>20 New Free Play and Cash Bally High Hands at factory prices.</p> <p>Write for prices on now Exhibit Air Circus, Chicago Coin, Home Run '42, Chicago Coin Hockey, Gottlieb's Keep 'Em Flying, Genco Defense.</p>
Mills 10¢ S.J.P., #41463 ..... 25.00	Pace Bantam, 25¢ S.J.P., #10787 ..... 25.00	
Mills 25¢ S.J.P., #172655 ..... 25.00	Mills Blue & Gold 5¢ Vest Pocket ..... 37.50	
Pace 25¢ D.J.P. .... 25.00	Chrome Mills V. P., 1¢ ..... 39.50	
Callie Superior, 25¢ S.J.P. .... 25.00	Marvel Gum Ven. .... 9.50	
	Used Bally High Hand, Per. .... 175.00	

Big Town, Double Feature, Score Card, Bowling Alley, Sports, Roxy, Nippy, special, \$14.50.  
Terms: 1/3, Balance C. O. D.

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418 MARKET ST., PHILADELPHIA, PA. Bell—Market 4641. Keystone—Main 4514.

## FLORIDA ROUTE FOR SALE!!

NOT DISTRESS OR FORCED SALE, BUT A WELL ESTABLISHED, PROFITABLE ROUTE OF APPROXIMATELY 150 MACHINES, MAINLY NEW CONSOLES, OPERATING IN YEAR 'ROUND, PROSPEROUS COMMUNITY UNDER FULL LICENSES. EXCELLENT REASON FOR SELLING. THIS IS A FINE GOING BUSINESS SHOWING WORTH-WHILE PROFITS. DO NOT ANSWER UNLESS YOU ARE FINANCIALLY CAPABLE OF SWINGING A \$50,000 PROPOSITION.

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711 MAIN ST., ASBURY PARK, N. J. (ASBURY PK. 2120)  
LARGEST ASSORTMENT OF NEW AND USED GAMES IN THE EAST!  
A "NATURAL ADDRESS" FOR YOU!

Torr Gets Response On Hu-La Counter Game

PHILADELPHIA, Feb. 21 (DR).—From the day it was introduced, Hu-La, a new counter game, has created a sensation, according to Roy Torr, Philadelphia distributor.

"When a coin is dropped in the slot of Hu-La, it is held for the player on the top coin track of the game. By skillfully manipulating a knob at the bottom, the player wiggles and jiggles the beautiful dancing figure in such a way that the coin rolls to the end of the track.

Atlas Cupid Scores

CHICAGO, Feb. 21.—Joe Kline, sales representative of the Atlas Novelty Company, was married to Annette Handelman February 14. News of the wedding came as a surprise to everyone.

The couple departed on their honeymoon with the best wishes of the entire Atlas organization and the blessings of Eddie and Morrie Ginsburg.

"Kline is best known by operators in Iowa, Illinois and Michigan. During the past year Joe has established contacts with customers in the territory. On his recent trip thru the State of Michigan he ran up a record sales volume for Atlas, opening up many new accounts, as well as serving the established accounts," Atlas officials declare.

Defense Stamps in Venders

"To the Editor: We have noticed so much about what various machines are doing to help win and finance the war, but have not heard much about venders.

"Well, here is a little plan we are using in our bulk venders—it sells Defense Stamps and also helps our sales.

"We take 10-cent Defense Stamps, put them in capsules and mix them in with the merchandise in the same manner you use charms. If every bulk vender in the United States would use five or six 10-cent Defense Stamps a week in this way it would make quite a total.

"If you think the idea worth while pass it along to all operators. "L. M., Illinois."

Frank Gibbons, London Coinman, Dies

LONDON, Jan. 17.—London lost one of its outstanding machine operating personalities with the death of Frank Gibbons January 10. A member of British Automatic Machine Operators' Society since its inception, he served as committee man, chairman, treasurer, and, until his death, proxy.

Cremation at Golders Green January 12 was attended by his widow and son, employees and friends, with floral tributes including wreaths from Bamos and Amusement Caterers' Association.

Committee of Amusement Caterers' Association was compelled to disappoint many applicants for tickets for dinner and cabaret at Grosvenor House February 1 in aid of war charities, food control imposing a limit of 500 as the number to be catered for.

By calling in 3,000 old-pattern vending machines from railway stations, British Automatic Company has contributed 250 tons of steel, cast iron and aluminum to war salvage drive. The machines were not in operation, as enough candy, etc., could not be obtained for vending.

Three Sons Serve

CHICAGO, Feb. 21.—R. E. (Smitty) Smith reports he is enjoying a stay at home now that priorities have caused a lull in his business. He has also recently hung a service flag in his window with three stars. That represents three sons that are now in some branch of the armed services.

Smith has the enviable record of having traveled for 23 years as a sales representative calling on operators in the coin machine industry. About 20 years of this period was spent as a representative of O. D. Jennings & Company.

He can recount many of the historic incidents in the history of the trade and also says he knows personally many of the men that have made the industry what it is today. He has included Canada, Cuba, Mexico and the remotest parts of the United States in his travels. In his travels he has been able to aid operators in many ways, helping to form associations, gather ideas on operating and report news from all parts of the country.

Minneapolis-St. Paul

MINNEAPOLIS, Feb. 21.—Collections took somewhat of a drop last week thanks to four days of sub-zero weather. Distributors report, however, that they are able to sell as much merchandise as they can obtain.

Sid Levin, comptroller for Hy-G Amusement Company, will exchange marriage vows with Irene Dansky, of St. Paul, March 22. Sid has been classified 1-B in the army following an unsuccessful effort to enlist in the Marine Corps.

The Mayflower Novelty Company announced last week it took over the Wurlitzer distributorship for Des Moines area formerly held there by Ted Bush, one-time owner of Acme Novelty Company in Minneapolis, which was also succeeded by Mayflower as Wurlitzer distrib for this area. Irving Sandler of

the Mayflower staff, himself a former salesman for Bush when the latter was in business here, has been sent to Des Moines to take charge of the office for the St. Paul firm headed by Sam Taran and Morris Roisner. Assisting Sandler are Ken Willis and A. King of the Des Moines office.

Minneapolis coin machine operators are going to be represented in every branch of Uncle Sam's service in this all-out effort to slap the Japs and Hitler. Latest enrollee is George (Snooks) Harrison, mechanic for his uncle, Max Harrison, Minneapolis operator. George enlisted in the Coast Guard, and is now stationed at New Orleans.

Harold Harden is conducting a Wurlitzer school on remote control equipment for mechanics at the Mayflower Novelty Company. The three-day course was well attended by operators and their mechanics from the Twin Cities.

Vera Foster, in charge of the record department at Acme Novelty Company, reports that business has been holding up in fine shape during the past two weeks.

Paul Felling, Southern Minnesota operator, came to the Twin Cities to visit distributors and pick up whatever merchandise he could for his route.

Another Vital War Material

By MAC CHURVIS Grand National Sales Company

BRASS is a well-known and widely used alloy, but so far its importance as a vital war material seems to have been overlooked. It's high time this situation was cleared up.

The three principal uses of brass are for hats, tacks and bands. Everybody knows what brass hats are. In peacetime they are useful for such functions as making speeches, but now that there is a war going on the picture is entirely changed. One General MacArthur, who knows how to get down to brass tacks, is infinitely more valuable than a carload of brass hats.

Brass bands are useful, too, but not until the war is over and our boys come home. For the present, brass bands must also be sidetracked in favor of brass tacks. As a commanding officer in World War I said to a soldier who applied for transfer to the company band, "Application denied. This army needs shooters, not tooters."

So, until this war is over, let's all forget about the various peacetime uses for brass—and concentrate on getting down to brass tacks!

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# MUSIC MERCHANDISING

## CABARET TAX MUDDLE

### News Reports Conflict; Trade Seeks Ruling

CHICAGO, Feb. 21.—Location owners, operators and distributors of automatic phonographs could not help but be confused this past week by the conflicting reports that appeared in the daily press concerning the opinion handed down by the Internal Revenue Department February 9 which applied the 5 per cent cabaret tax to all phono locations where the owner specifically provides space for dancing. Many reporters without a full grasp of the facts read into this ruling all sorts of wrong interpretations.

Typical of these erroneous reports was the one carried in *The Chicago Daily Times* which declared that the operator of the machines was liable for the tax, whereas the law specifically applies the tax to the location owner, and to him alone. *Times* also stated that news of the new tax had "provoked a flurry of canceled leases among local juke-box operators," placing the number between 500 and 600. Trade leaders, on the other hand, were surprised that so few locations were affected considering that there are some 14,000 phonos in the city.

#### Facts of the Case

Fact of the matter is that this latest ruling of the Internal Revenue Bureau is in effect a clarification of the one handed down October 8, which stated that locations depending solely on an automatic phonograph for the entertainment of their patrons—whether or not they provide space for dancing—do not have to charge their patrons the 5 per cent "luxury tax" which, under terms of the Revenue Act, applies to admissions, cover charge, service, refreshments and merchandise of "roof gardens, cabarets or any similar places furnishing a performance for profit."

#### New Ruling

This February 9 ruling by the Internal Revenue Department judges the music provided by a phonograph in a location where the owner specifically designates space for dancing as a "performance for profit," and thus subjects the location's gross income to the 5 per cent luxury tax. Since the department issued no explicit interpretations of this ruling, operators and location owners were puzzled as to just what the law means, especially since collectors of internal revenue in various districts did not agree on their own interpretations and were enforcing the ruling in many different ways.

While the department hasn't clarified the muddle as yet, nevertheless it is evident that the law is meant to apply only to those spots where the location owner specifically provides and so designates a definite space for dancing. Contrary to the statement made in some press reports, it does not mean that a location owner is subject to the tax if a patron goes into an impromptu jig while standing at his bar, or if a couple of patrons, stimulated by some toe-tlingling tune, push back tables and start to dance. The revenue officials may hold it necessary for the location owner to post signs prohibiting dancing, or insist that he stop dancing on his premises as quickly as possible after it starts, but it's hardly likely that the owner can be held responsible for a patron's suddenly getting the urge to jitterbug while on his premises.

#### Definite Ruling Sought

Requests for definite rulings on above points and others of a like nature are reported arriving at the Internal Revenue Department in Washington with every mail. They come from operators, distributors and location owners from all parts of the country. While no official

### Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**HILLBILLY RECORDINGS:** Don't Bite the Hand That Feeds You, Jimmy Wakely; My Little Girl, Jimmy Revand; Barstool Cowboy, Spike Jones; Frisky Fiddlers' Polka, Curley Hicks and His Taproom Boys; I Wouldn't Trade the Silver in My Mother's Hair, Ambrose Haley and His Ozark Ramblers; Sweethearts or Strangers, Gene Autry, Jimmy Davis; If You Don't Really Care, Montana Slim; Will You Wait for Me?, Elton Britt; The Letter I Never Did Mail, Bill Boyd.

**INTERNATIONAL RECORDINGS:** When Manuel Shakes His Maracas, Cuckoo Waltz, Pound Your Table Polka, Misirlou, Lo-Lo-Lita (The Girl Friend of the Army).

**FOREIGN RECORDINGS:** German, Lustige Leut!, Froehliche Volkslieder; Bohemian, Pohadky, Dzuleida; Hungarian, Magas Jegenyefan; Croatian, San Ljubavi, Marijana; Polish, Rum, Cium, Cium, Ktoz Tu Tancuje, Poczka, Powiem Mamie, Juz Trabka Zagrala; Scandinavian, En Sang Vid Brasan, Vardshussang; Swedish, Jugnman Jansson, Glittrande Vag; Italian, Vela Sorrentina; Jewish, Mein Yiddische Mame, Misirlou; Greek, Koroido Mousolini, Misirlou.

ruling was forthcoming at this writing, it is known that definite answers to the questions all operators are asking are expected to be announced within the week.

### Music Men Meet Phone Music Demand With Joint Company

PHILADELPHIA, Feb. 21.—Wired music providing for the use of the telephone to dial selections and commonly called "automatic hostesses," will be mutually and jointly operated by the local music machine operators. Play-a-Tune, Inc., representing members of the Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey, was organized by the association with most of the membership coming in as stockholders in the corporation.

Working out of the association's offices, all Philadelphia members are represented in Play-a-Tune, Inc., using Rockola's Mystic Music. Last week, a studio of 30 turntables was set up in the Schaff Building, which houses the asso-

ciation's offices. The studio is being tested at selected central city locations. Early next month another studio using 20 turntables will be opened in the North Philadelphia section to service that area. And subsequently, there will be a third studio in the West Philadelphia section, which will also cover the 69th Street and the Upper Darby sections.

Within six months Play-a-Tune expects to have 100 turntables in operation. Already the company has locations for most of the equipment set up. There are 140 locations now using the Mystic Music and the studios have a total of 700 phone lines.

It is pointed out that the Mystic Music is not being operated in competition to the regular machine locations, rather as an adjunct to the operations of the membership. It is felt that since so many operators have had a call for such music service it would be more expedient and economical for the association members to operate such a service on a co-operative basis rather than have each operator set up his own studio and turntables.

Incorporated under the laws of the State of Pennsylvania, play-a-Tune, Inc., has for its officers: Louis Sussman, head of Lyric Amusement Company, president; William L. King, head of Quaker Vending Company, secretary; Meyer Cowan, head of Major Amusement Company, vice-president, and Herman Scott, who operates under his own name, treasurer. The board of directors includes Sam Stern, head of Keystone Vending Company; Samuel Weinstein, of Mutual Music Company, and Harry H. Elkins, head of Royal Distributing Company.

### Philly Music Men On Record Against Smutty Recordings

PHILADELPHIA, Feb. 21.—Music machine operators in this territory, acting as members of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, will not tolerate the use of smutty phonograph records in their machines, they aver. At the same time the association also placed on the blacklist the use of advertising recordings in the machines.

For some weeks now smutty records have been making their appearance here. Widespread use of smutty records five and six years ago gave the music machine industry a black eye here, one that took several years to live down.

Sentiment of the operators was decidedly against the use of the smutty platters. In fact, the sentiment is so strong, there was no necessity of placing any fines or penalties for such use. According to Jack Cade, business manager of the association, the member operators are determined that no such recordings find their way into the machines, regardless of requests of location owners. Nor are they interested in the get-rich-quick appeal of such records.

"The music machine industry is a legitimate industry that has established itself on the use of legitimate music," said Cade in denouncing the introduction of smutty records in this territory. "Such records are not legitimate. They might just as well expect the operator to lower himself by selling smutty pictures and literature. Such recordings are in the same class. They belong to the back alleys and degenerates. There is absolutely no place for them in the (See PHILLY MUSIC MEN on page 66)

## N. Y. Herald Tribune Editorial Cites Automatic Phono Value In Promoting Patriotic Songs

The following editorial appeared in the February 17, 1942, issue of *The New York Herald Tribune*:

#### THE JUKE BOX VERDICT

Tin Pan Alley has its being and contrives to eat with more or less regularity because of the ability of its leading minstrels to guess what most of the people are going to want and like in the way of light entertainment in the immediate future. Topical songs that catch on, the songs which knowing stage and radio entertainers find it profitable to wear threadbare and which attract most nickels to the mechanical phonographs, now known as juke boxes, are therefore pretty good clues to the current sentiments of that great body of our people who prefer a snappy ditty to musical uplift. If these premises are conceded the juke box right now is proving noisily that Dai Nippon is the American nation's pet enemy and that if Secretary Knox ever said that the war in the Pacific was of secondary moment to our sovereign electorate he could not have

been getting around among the gentry in denim.

The old folks say that the war songs aren't what they used to be. The tunes do not force one to prance as they should; the lines do not convey very stirring sentiments, and they seldom scan. Be that as it may, the researchers of this page's juke-box department bring to light the fact that, for want of a better expression of public feeling, there are four or five post-Pearl Harbor songs which are popular enough to be almost incessantly on tap. If one takes up his post in almost any rendezvous of the toilers he will observe that as each fellow comes in and calls for his refreshment he pulls the paper down the bar, scans the headlines, fumbles in his pocket for a nickel and makes a beeline for the juke box.

A few seconds later the assembled company is most likely being soothed by *Remember Pearl Harbor*, which they would really like to have blasted out of their memories by some terrific detonations in Tokio Bay, or it's *Good-bye, Mamma, I'm Off to Yokohama*, or *You're a Sap, Mr. Jap*, a line which is often challenged by some husky with "Where's he get that mister stuff?" Then it is with evident satisfaction that all hands hear to a rumpity-tump rhythm: "We did it before and we can do it again," which leads off with a reminder of what happened December 7, 1941, thereby "fingering" Japan again. Almost the only very popular one that does not specifically call for vengeance upon Hirohito's armed forces is that in which a grim Uncle Sam, setting out on a skunk hunt, exhorts all hearers to "Get your gun and come along." None of which is meant to suggest for a moment that, in the mind of the rank and file, Hitler is not marked to get his'n. But Pearl Harbor was even more of an insult than an injury, and it just rankles and rankles.



TYPICAL OF THE CROWDS that thronged all Wurlitzer distributors on National Wurlitzer Days is this group snapped at Guarantee Distributing Louisville showrooms. Here, as everywhere, the Wurlitzer Victory Model received the lion's share of the attention, altho Wurlitzer's new speakers won a world of praise. (MR)

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Complete, Ready to Operate, Money-Back Guarantee... **\$99.50**

61 Wurlitzer, Counter	\$ 89.50
71 Wurlitzer, Counter Mod.	139.50
616 Wurlitzer	79.50
Mills '40 Throne of Music	159.50
Rockola '39 Standard	149.50
Rockola Imperial 20s	89.50

**MISCELLANEOUS**

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**AMERICAN FOLK-RECORDS**

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**

The flood of tunes dealing with the draft, very noticeable a month or so ago, is beginning to ease off. Still plenty of draft angles coming up in the lyrics, but not played up as strongly as they were. . . . Bob Bertram, one of the original Blue Ridge Mountaineers, who is now featured on Station WHDH, Boston, has collaborated with Ina George on a novelty tune labeled *Japanais*. . . . Burl Ives's album of folk melodies, *The Way-jaring Stranger* (Okeh K3), while aimed primarily at the retail counter trade, is a stand-out job and contains one or two sides that might go in tavern locations. . . . Okeh releases to be shipped from Bridgeport, February 27, include Bob Wills and His Texas Playboys on *Dusty Skies and It's All Your Fault*; Hoosier Hot Shots on *Blues and Rhyme Your Sweetheart*, and Wiley Walker and Gene Sullivan on *So Lonely and I Just Don't Want To Be Happy*.

**Week's Best Releases**

**The Bar-X Cowboys**  
(Bluebird B-8930)  
*Let's All Go Down to Grandpa's and Girls . . . Girls . . . Girls*

Nice variety on this disk, which couples a novelty tune and a waltz, both given excellent treatment by the Bar-X gang. *Grandpa*, on the A side, is a rhythmic novelty that is okay for dancing, too. Mostly singing, but gives each instrumentalist—fiddle, bass, steel guitar, banjo and guitar—a chance to take some nice solo licks. B side, an old-fashioned waltz tune with cute lyrics, is given a heavy rhythmic beat. Vocal starts it off and closes it, with fiddle and steel guitar featured on middle chorus.

**Texas Jim Lewis and His Lone Star Cowboys** (Decca 6020)  
*If It Hadn't Been for You and Molly Darling*

A couple of melodic numbers given similar treatment by Lewis, with Dan Walsh's pleasant-voiced vocals opening and closing each side, and with fiddle and steel guitar taking it in between. The A side is a catchy melody, *Molly Darling*, on the reverse, is a dreamy, quiet and lovely traditional ballad; it won't go where the customers want to stomp, but it should prove highly pleasing to any sentimentally inclined clientele.

**Happy Fats and His Rayne-Bo Ramblers** (Bluebird B-8928)  
*If I Ever Leave the South and I'm Not Sorry Now*

Country renditions that give foot-tapping play to a couple of catchy tunes, *I'm Not Sorry*, on the B side, is pleasant but, for the most part, routine. The *South ditty*, a nice tune, has lyrics that should appeal powerfully anywhere south of the Mason-Dixon line. Voice, fiddle and steel guitar alternate in carrying both sides.

**Rice Brothers' Gang** (Decca 6019)  
*Dry Your Eyes, Little Girl and Linda May Polka*


The A side, with bary sax and fiddle starting it and carrying thru between two vocal choruses, is played and sung in a steady bounce rhythm that doesn't fit the sentimental lyrics any too well but does start feet tapping. The polka on the B side is a nice tune. Nothing sensational in its treatment, but it's adequate enough in filling the current demand for polkas, which are getting increasingly popular.

**Recommended**

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of *The Billboard's Music Department*.

"REST FOR THE WEARY": The Southern Sons (Bluebird B8920)—Released a couple of (See American Folk Records on page 66)

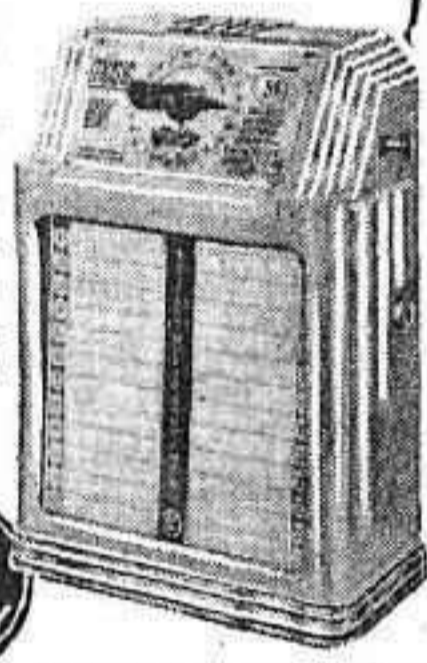
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"Somebody Nobody Loves." A ballad lament with a very happy future. Swell vocal refrain. No. 27798

## ALSO STARRING THIS WEEK

- 27796. HAL McINTYRE  
How Do I Know It's Real?  
The Commando's Serenade
- 27797. WAYNE KING  
Amour — Beguine\*  
Ginger Flower
- 27799. LANNY ROSS  
The Lamp of Memory  
Blue Shadows and White  
Gardenias
- 27757. SAMMY KAYE  
Seeing You Again Did Me No  
Good\* — Somebody Else Is  
Taking My Place\*
- 27758. ART JARRETT  
Would It Make Any Difference  
to You\* — Goodbye Mama\*
- 27747. SKINNAY ENNIS  
I Found You in the Rain\*  
You Are the Lyric\*  
\*Vocal Refrain

**KEEP 'EM PLAYING**  
Any Bonds Today?  
Barry Wood—27478  
**Remember Pearl Harbor**  
Sammy Kaye—27738

Order them today  
from your  
**VICTOR-BLUEBIRD**  
RECORD DISTRIBUTOR

# 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 ●

**CHATTANOOGA CHOO** GLENN MILLER (Tex Beneke-Mod-ernaires) ..... Bluebird 11230  
(19th week)

**THE WHITE CLIFFS OF DOVER** ..... KAY KYSER (Harry Babbitt-Glee Club) Columbia 36445  
SAMMY KAYE (Arthur Wright-Choir) Victor 27704  
KATE SMITH ..... Columbia 36448  
GLENN MILLER (Ray Eberle) ..... Bluebird 11397  
TOMMY TUCKER (Amy Arnell-Don Brown-Voices Five) ..... Okeh 6487  
(9th week)

**THE SHRINE OF ST. CECILIA** ..... ANDREWS SISTERS (Male Chorus) ... Decca 4097  
SAMMY KAYE (Allan Foster-Choir) ... Victor 27691  
VAUGHN MONROE (Vaughn Monroe) Bluebird 11344  
(8th week)

**ROSE O'DAY** ..... FREDDY MARTIN (Eddie Stone-Chorus) ..... Bluebird 11286  
KATE SMITH ..... Columbia 36448  
KING SISTERS ..... Bluebird 11349  
MERRY MACS ..... Decca 4023  
(5th week)

**BLUES IN THE NIGHT...** WOODY HERMAN (Woody Herman) ... Decca 4030  
DINAH SHORE ..... Bluebird 11436  
JIMMIE LUNCEFORD (Ensemble) ... Decca 4125  
CAB CALLOWAY (Cab Calloway-Palmer Brothers) ..... Okeh 6422  
(3d week)

**REMEMBER PEARL HARBOR** ..... SAMMY KAYE (Glee Club) ..... Victor 27738  
(3d week)

## ● COMING UP ●

**I SAID NO!** ..... ALVINO REY (Yvonne King) ..... Bluebird 11391  
JIMMY DORSEY (Bob Eberly-Helen O'Connell) ..... Decca 4102

This song remains poised on the brink of out-and-out machine hitdom, and next week will either make the grade or start moving downward. Some operators say it is already beginning to wear out, but most others say it's a cinch for a long term. Picked up several new locations to make up for those where it has fallen off slightly.

**DEEP IN THE HEART OF TEXAS** ..... ALVINO REY (Bill Schallen-Skeets Herfurt) ..... Bluebird 11391  
BING CROSBY (Woody Herman-Muriel Lane) ..... Decca 4162

Here is a real sensation. Plenty of versions out, but Rey's and Crosby's seem best. Rey disk has been hampered by fact that it is on other side of *I Said No!*, but overcame handicap with a vengeance this week. Crosby disk is newer, but looks like a lulu from all angles. Operators have hopped on the thing and it is a cinch to pass all competition and hit Going Strong next week.

**A STRING OF PEARLS...** GLENN MILLER (No Vocal) ..... Bluebird 11382

Only the sensational rise of *Deep in the Heart of Texas* stopped this great disk from climbing up one slot this time. Mentioned in almost all reports as on its way up, it gets a few bows here and there as a top item. No instrumental has made Going Strong for some time. Maybe this record will break the ice.

**THIS IS NO LAUGHING MATTER** ..... CHARLIE SPIVAK (Stardusters) ..... Okeh 6458  
GLENN MILLER (Ray Eberle) ..... Bluebird 11369  
JIMMY DORSEY (Bob Eberly) ..... Decca 4102  
DINAH SHORE ..... Bluebird 11357

Held its own this week, without making any noticeable progress or losing much ground. As each week passes, likelihood of this thing ever crashing the inner circle becomes more faint. However, there is no denying its popularity and its current strength.

**MOONLIGHT COCKTAIL.** GLENN MILLER (Ray Eberle-Mod-ernaires) ..... Bluebird 11401  
TOMMY TUCKER (Don Brown-Voices Three) ..... Okeh 6526

Shapes up as sure-fire material. Is experiencing a steady rise, limited to no one area or any particular type of spot. All operators seem to go for it, and the nickel droppers likewise. Incidentally, is getting good air plugging and is already the top retail seller in the land. Future is bright.

**EVERYTHING I LOVE...** GLENN MILLER (Ray Eberle-Ensemble) Bluebird 11365

Doing okay, but not enough to make much progress in this section. Has shown no signs of slipping yet, but, on the other hand, shows fewer signs of hitting the Going Strong listings. Guess it's just a good solid nickel-magnet, but not a world-beater.

**I DON'T WANT TO WALK WITHOUT YOU...** HARRY JAMES (Helen Forrest) ..... Columbia 36478  
DINAH SHORE ..... Bluebird 11423

This was listed in Possibilities several weeks ago and since that time has been making itself felt on the boxes. So far the above-mentioned disks are the strongest, but Bing Crosby is out with one this week that may move into the listings right away quick and help hypo the song right to the top. This tune is a must for most spots.

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."

**MADELAINE** ..... SAMMY KAYE (Allan Foster) ..... Victor 27704  
DICK JURGENS (Harry Cool) ..... Okeh 6499  
BOB CHESTER (Bob Haymes) ..... Bluebird 11355  
(7th week)  
Still doing fairly well, but will never hit the top.

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.

# HITS OF THE WEEK NOW PLAYING ON BLUEBIRD RECORDS

IT'S SUNDAY'S



**FITCH  
BANDWAGON  
SPECIAL-**



**SHEP FIELDS**

playing

## "Fire Dance"

This new hit is already hot . . . but when the thirty million Fitch Bandwagon enthusiasts hear Shep Fields take it to town next Sunday it's bound to sweep the country like wildfire. Better get it cooking on your coinograph—now! On the other side is . . .

"Let's Say Goodnight With a Dance," Another Fields feature that looks like a steady favorite for months to come. B-11464

## ADDED ATTRACTIONS OF THE WEEK

★ ★ A four-star hit ★ ★  
B-11466. SPIKE JONES  
Clink, Clink, Another Drink\* — Pack  
Up Your Troubles in Your Old Kit Bag\*

B-11461. ALVINO REY  
Do You Miss Your Sweetheart?\*

B-11462. GLENN MILLER  
The Story of a Starry Night\*  
Skylark\*

B-11414. CARSON ROBISON  
We're Gonna Have To Slap the  
Dirty Little Jap  
Remember Pearl Harbor

B-11465. EARL HINES  
I Never Deamt\*  
Swingin' on "C"

B-11430. FREDDY MARTIN  
Grieg Piano Concerto  
Serenade for Strings  
\*Vocal Refrain

Keep your coinograph  
cashing in with the latest  
**VICTOR-BLUEBIRD**  
RECORDS

# 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

The Ink Spots have been offered \$20,000 by Universal Pictures to work in the studio's next Abbott-Costello film, and if the boys sign they will be on the lot only for nine days of the shooting. . . . Irv Carroll's Bluebird option has been picked up for another year. . . . Band leader Larry Clinton is now spending most of his time flying his own plane in the Atlantic Coast patrol, for the army. . . . Jimmy Dorsey took some time off from his current bandstand duties at New York's Hotel Pennsylvania last week to hop out to Jamaica, L. I., and autograph disks at a department store. . . . Gertrude Lawrence has presented the special services branch of the army with 3,000 Columbia records and 30 phonographs. Said Miss Lawrence as she handed over the jazz disks—"We'll soon have Hitler swinging too." . . . The Korn Kobbler were auditioned for a commercial air show last week. If the sponsor okays 'em the boys plan to air the spot from their current stand at the Flagship, Union, N. J. . . . Standard Phono closed its contest for choosing "Lo-Lo-Lita, the Girl Friend of the Army." Winner was chosen by three soldiers and three artists from photos sent in by the army lads. Gal who won was Vivian Blaine and a screen test has already been arranged with 20th Century-Fox. . . . Some music publishers are still kicking about the Lucky Strike "Hit Parade," claiming it does not offer a fair chance to all of 'em. . . . Kay Kyser starts on a tour of army camps this week, beginning at the Marine Base in San Diego and winding up around Chicago. . . . Reports are coming in from some coin phonograph operators that they are taking the National Anthem off their machines because the playing of it in some locations has caused too many brawls over people not standing up.

## Release Prevues

Helen Humes, former Count Basie vocalist, and Pete Brown, alto sax man, were co-featured in a special Decca studio session, cutting *Unlucky Woman*, *Mound Bayou* and *Gonna Buy Me a Telephone*. . . . Rudy Valee did his first recording in a long while, for Victor last week, including in the batch *A Letter From London*, *I'm Just a Vagabond Lover*, *My Time Is Your Time* and *I Just Couldn't Say It Before*. Another Victor session had Paul Whiteman cutting *Did I Get Thinkin'?*, *Zoot Suit*, *Well-Diggers*, *Breakdown* and *Golden Cowboy*. . . . Charlie Spivak (Okeh) and Glenn Miller (Bluebird) have recorded a new tune titled *Story of a Starry Night*. . . . Bob Chester's latest Bluebird session had the maestro doing *Sunburst*, *What To Do*, *Tomorrow's Sunrise* and *Tanning Dr. Jekyll's Hyde*. . . . Johnny Long's latest Decca doings include *Breathless*, *Hoe Down*, *Sing Me a Song of the Islands*,

*Blue Shadows and White Gardenias*, *Papa Niccolini* and *As We Walk Into the Sunset*. . . . *Tell It to a Star* is set to be waxed by Tommy Dorsey (Victor) and Tony Pastor (Bluebird). . . . Frank Sinatra, Tommy Dorsey vocalist, has cut his first solo disks. The numbers are *Night and Day*, *The Song Is You*, *The Lamplighter's Serenade* and *The Night We Called It a Day*. . . . Al Cooper's band has cut a new novelty for Decca titled *We've Got Fish for Supper*. . . . Latest band scheduled to wax *Shhh, It's a Military Secret*, is Woody Herman for Decca. . . . *Vos Zokt Eer (What Do You Say)* has been recorded by Baron Elliott on the National Record Mart label in Pittsburgh.

## 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:

**I Guess I'll Be on My Way.**  
Woody Herman.

Here is a likely tune, well played and sung by Woody Herman, which has yet to cause a national stir, but already has started climbing in the New York area. It was listed in "Possibilities" a few weeks ago, which, coupled with its New York performance, should stamp it as a good bet for operators everywhere. Worth a whirl.

### VANCOUVER, B. C.:

**Carle Meets Mozart.** Horace Heidt.

Frankie Carle's piano wizardry as exemplified by his great work on his Heidt disk has received deserved appreciation in Vancouver. While the record is not the strongest item on this city's boxes, it is doing extremely well. Perhaps this swiny takeoff on Mozart's stirring *Turkish March* can grab a few nickels elsewhere, too.

### MANCHESTER, N. H.:

**You're a Sap, Mr. Jap.** Carl Hoff.

This catchy patriotic ditty is doing fair business in many localities, typical of which is Manchester. Hoff's fine arrangement and the spirited singing of the promising Murphy Sisters have made the maestro's version most popular in this town. Altho few tunes of this type have made any noticeable headway on the machines, this particular song is among the strongest.

### RICHMOND, VA.:

**Doin' the Ratamacue.** Tony Pastor.

Here is the scat-singing leader's follow-up to his successful *Paradiddle Joe* effort. Tony does plenty of his inimitable singing on the disk, and the nickel-droppers of Richmond have responded nicely.

Isn't a top draw yet, but shows signs of better things ahead. There is no reason why it shouldn't show equal promise in many other cities.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended February 21 and the week before, ended February 14, see the Music Popularity Chart in the Music Department in this issue.

## Boston

BOSTON, Feb. 21.—Business is undergoing the usual beginning of the year slump, but some distributors are optimistic as to the chances for a good year. Music merchants particularly feel the coming season will be one of the best they have ever had. The number of locations is steadily increasing and it is reliably reported there are more than 30 per cent more locations this year than there were last year. There has been a run on pin tables, with some of the New York operators in town unloading their games at low prices.

Gene Munger, traveling service instructor for Automatic Instrument Corporation, in Boston to instruct operators and help them with their problems. Munger is making his headquarters at the Trimount Coin Machine Company showrooms on coin row. Trimount is handling the distributorship for AIC's Singing Towers phono.

William Aarons, widely known Boston location man, seems to be affected by the weather lately. Aarons reports its either too cold, too stormy, too hot or too nice to do any work.

Vendomatic has announced its consolidation with the New York Amusement Machine Company. Sidney Spindel and Sam Berkman, ace mechanics, are now in Boston servicing pin tables and handling operators' needs. Spindel and Berkman are also confusing operators with their fluent double talk.

Coin row's linguist, Murray Schultz of Atlantic Distributing Company, who speaks seven languages including broken English, has been instructed to report for army duty next Monday. However, Murray is scheduled to take an Air Corps examination and will be allowed to wait for the results.

Phil Schwartz, of WinRox Vending Company, getting around on his game leg much better. He is generally accompanied by his assistant, Eddie Martel. Phil is reported busy taking care of the large route.

The coin machine fraternity in Boston is shy a member as a result of the departure of Carter Kalustian, of Carter Automatic Music Company, who has taken a job as foreman in the aircraft plant at Hartford, Conn. Carter sold his route and took up the defense job as his contribution in the national emergency.

Local distributors say there are a few music routes for sale as a result of the Selective Service drawings.

Walter Panasuk, new pin table operator from Newton, Mass., buying more games to add to his route.

Atlantic Distributing Company reports business booming on Packard equipment. The Packard distributors have been rushed during the past few weeks by operators who are remoting their locations. Music is booming all over New England and nearly all of the operators are remoting their locations.

Dave Bond, of Trimount Coin Machine Company, reports business slacked off a bit during the past week, adding that it

was a seasonal slump that was more or less expected. Trimount has been busy during the past few months handling the needs of pin table, music and vending machine operators.

Post card from Irv McClelland, Seeburg representative in this section, and Louie Blatt, of Atlas Coin Machine Company, Seeburg distributor, announces they are having a fine vacation at Hot Springs, Ark.

Harold Rudman and Leonard Grossman, of Har-Len Amusement Company, have sold their route and are leaving the coin machine field.

William Rudzinski, Laconia, N. H., pin table operator, in town to pick up more equipment, reports business is getting better. Rudzinski says the earning power of his tables is increasing constantly.

*2 Hits ON EVERY*  
**ELITE RECORD**

5015

**DEEP IN THE  
HEART OF TEXAS**

• backed by  
**WE DID IT BEFORE**

Clyde Lucas and  
His Orchestra

List Price 35¢, Plus Tax. See Your Local  
Distributor or Write to

**CLASSIC RECORD CO.**  
2 W. 46TH ST. NEW YORK

Most Requested Song in the Country

**DECCA RECORD 4183**

February 26th release

Bing  
**CROSBY'S**  
Outstanding Record

**MISS  
YOU**



SEEBURG DUO-REMOTE CONTROL UNIT is inspected by model Joan Kelly and Dave Shulhammer, of the Army Air Corps. (MR)

**"TALKING TO THE MOON"**

The Next **BIG HIT**

WATCH FOR RECORD RELEASES

SONGS

**FORSTER MUSIC PUBLISHER INC.**  
216 SO. WABASH AVE. CHICAGO, ILL.

THAT MAKE HISTORY

## New Orleans

NEW ORLEANS, Feb. 21.—A slowing down in shipments of equipment has failed thus far to cause any letdown in operations of any type of coin-operated machines in this section of the country. In some localities of the State operators say they need new equipment but are getting by in a normal way with what they have.

Phonograph operations are up to normal and much new equipment has been added in recent weeks. Three large distributors of best advertised lines of coin phonographs report they are meeting their orders thus far, while distributors of records say that January and February sales thus far are as good as any time in the disk business.

Louis Hattier, of the sales force of Decca Distributing Corporation office here, has left to join the army, going into training at Camp Beauregard.

Charles Snyder, of the factory staff of Mills Novelty Company, was a visitor here for five days recently. He was the guest of the Dixie Coin Machine Company.

Julius Pace, former prexy of the local operators' association and a pioneer in the coin machine business here, celebrated his 55th birthday February 4.

# Standard

## HIT PARADE

Week of February 26th, 1942

1. "WHEN MANUEL SHAKES HIS MARACAS"  
"The Good-Fellows" with Harold Grant's Orch. T-2042
2. "CUCKOO WALTZ"  
Henri Reno Musetta Orch. T-2030
3. "LO-LO-LITA"  
(THE GIRL FRIEND OF THE ARMY)  
Brad Reynolds with Harold Grant's Orch. T-2007
4. "MISIRLOU"  
Alfredo Mendez Orch. (Spanish) T-2002  
Frank Knight with Harold Grant's Orch. T-2009
5. TOMMY'S MUSTACHE  
Jean Cavall with Harold Grant's Orchestra T-2017  
Reno Musetta Orchestra T-2018

**MUSIC MACHINE "MUST!"**  
**"WHEN MANUEL SHAKES HIS MARACAS"**  
"The Good-Fellows" with Harold Grant's Orch. T-2042

ORDER FROM YOUR LOCAL JOBBER

**STANDARD PHONO CO.**  
168 W. 23RD STREET  
NEW YORK, N. Y.

IT'S GETTING 'ROUND  
Miracle Point Needles  
are top's

MIRACLE POINT

N. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

# 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.

**WHAT IS THIS THING CALLED LOVE? . . . . . TOMMY DORSEY (Connie Haines) . . . Victor 27782**

This old Cole Porter favorite has been given a revival dress by maestro Dorsey, the band and Miss Haines, and the results are truly amazing. Tune has been given a drive and a jump by the band and a sock vocal treatment by Miss Haines which should give it as much, if not more, popularity than it had in its first heyday. Operators will do well to get on this one right away.

**A ZOOT SUIT . . . . . KAY KYSER (Sully Mason-Trudy-Jack-Max) . . . . . Columbia 36517**

A punchy, lilting swing tune is dispensed under this many titled number and operators in some sections of the country have already sent in favorable reports on it. Good treatments are given it by all three artists listed here, and any of the disks are bound to give added spice to coin phonographs already crowded with sweet and sentimental ballads.

**YOU CALL IT MADNESS. SAMMY KAYE (Allan Foster) . . . . . Victor 27780**

Another oldie revived is displayed here by maestro Kaye. Perhaps it is this country's being at war again that has brought on this recent rash of revivals. Whatever it is, they're here, and so far good taste has been shown in the choosing of those to re-record. Kaye's job on this ballad has his typical treatment and it shapes up as good material for the music machines.

**ALWAYS IN MY HEART. GLENN MILLER (Ray Eberle) . . . . . Bluebird 11438**

A repeater from last week, it rates another mention here. Especially in view of the fact that a couple of sections give it a listing in the operators' reports this week. Tune is on the reverse side of Miller's *When the Roses Bloom Again*, so operators should not overlook the bet that they may be wasting a side. Warner's film of the same name is also due for early release.

## 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.

**WHAT IS THIS THING CALLED LOVE! . . . . . TOMMY DORSEY (Connie Haines) . . . Victor 27782**

Sy Oliver, who gave Tommy Dorsey a swing sensation for the music machines in *Yes, Indeed*, has arranged this old love song in a swing setting that should prove just as sensational. The band packs a terrific punch from the record's edge to the last stretch, and Connie Haines' vocal is in keeping with the rhythmic qualities of the record. Tune itself is one of Cole Porter's most beautiful love ballads, which led in popular favor more than a decade ago.

**MY SILENT LOVE . . . . . CONNEE BOSWELL . . . . . Decca 4163**

This oldie is good for plenty of nickels on its name alone, just as the Boswell name is in itself a good thing to have on any machine. The combination of both results in a pretty good disk for spots where both are strong. Connee does a typical smooth and throaty job, and Harry Sosnick's accompaniment is made to order. Flipover, *Sirring of Pearls*, has Connee singing Eddie DeLange's new lyrics to the smash rhythm tune. Perhaps a lot of the phono fans will prefer hearing the thing sung as well as played.

**SHE'LL ALWAYS REMEMBER . . . . . KATE SMITH . . . . . Columbia 36514**

This is a sob song directed at the soldier boys. Kate Smith sings it tenderly and with sympathetic understanding, assuring the boys that the mothers they leave behind will always remember the cherished memories of their childhood. It gushes with sentiment, and with a pretty melody to match, looms extra big as a wartime song ballad.

**THE MARINES' HYMN . . . . . TONY PASTOR (Johnny McAfee-Chorus) . . . . . Bluebird 11432**

This song of the leathernecks takes on added significance today and Tony Pastor outfits it in a rhythmic style most suitable for the music machines. It's spirited singing and playing for the entire side, and to top it off, resolves the band into a capella choir for inspirational singing for the last chorus carrying out the side. Equally effective is the platter-mate, *Good Morning, Mr. Zip-Zip-Zip*. Gives a novelty twist to an old war song that is still plenty strong today.

**WHEN THE ROSES BLOOM AGAIN . . . . . JIMMY DORSEY (Bob Eberly) . . . . . Decca 4165**

This is the newest of the war school songs in the pattern of *The White Cliffs of Dover* and *Madelaine*. Dorsey treats it as a lush ballad and Bob Eberly is in excellent voice for the song story. Should have no trouble carrying on where *White Cliffs* leaves off in the music machines.

**THE WHISTLING COWBOY . . . . . HORACE HEIDT (Donna and Her Don Juans-Fred Lowery) . . . . . Columbia 36512**

Horace Heidt introduces here a new song of the wide-open spaces, this one steeped in the boots-and-saddle tradition. It's strictly a Westerner, and since all the world loves a whistler, there's a good chance they'll like this. Taking it at a slow and easy tempo that rolls along, Donna and Her Don Juans set forth the song story in the opening chorus, and for the rest of the side, it's the throat whistling of Fred Lowry with a yodeler cutting in from the background.

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.

## Richmond, Va.

RICHMOND, Va., Feb. 21.—Judson W. Williams, formerly with Wigington Amusement Company, is at Veterans' Hospital, Kecoughtan, Va., for an operation on his eyes. Says he's resting comfortably, but wants to get out to have another try in the army.

Decca will open a branch here March 1 to be located at Fifth and Cary streets. Joe Goolsby will be new local manager under district supervisor Les Halper.

Since the personal appearance of Woody Herman and Charlie Spivak at the National Theater, operators have had mounting calls for records by these two bands.

Plans are going forward for the next meeting of the Virginia Coin Machine Operators' Association, to be held in Norfolk March 14. The seaside members will play host to the rest of the State. L. L. Sebring and C. B. Brooks, Norfolk operators, are in charge of arrangements for the banquet and entertainment to be held.



**Guy LOMBARDO**  
and his  
Royal Canadians

- bringing you

The Sweetest MUSIC  
THIS SIDE OF HEAVEN

on these **DECCA** records

4104  
**I DON'T WANT TO WALK WITHOUT YOU**  
**MADELAINE**

4143  
**ROSE O'DAY**  
**WHEN JOHNNY COMES MARCHING HOME**

On the Air—For Colgate Tooth Paste, every Saturday, 8-8:30 P.M.  
CBS—Coast to Coast  
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EXCLUSIVE MANAGEMENT  
**MUSIC CORPORATION OF AMERICA**  
LONDON NEW YORK CHICAGO  
BEVERLY HILLS SAN FRANCISCO CLEVELAND BOSTON



**VAUGHAN MONROE (Bluebird 11433)**  
*Tangerine*—FT; VC. *Tica Ti-Tica Ta*—FT; VC.

Both of these songs are dedicated to elusive girls. *Tangerine*, from *The Fleet's In*, refers to a mythical siren down by the Rio Grande. Vaughn dresses the ballad as a tango-fox trot and takes most of the side to serenade her in song. The plattermate is Louis Prima's novelty rhythm tune about a girl without any name, whom he calls *Tica Ti-Tica Ta*. Taking it at a brighter tempo, and with the band getting one of its rare opportunities to show its playing capabilities for a complete chorus, the maestro calls upon Marilyn Duke with the band boys on the vocal assist to engage in the rhythmic name calling.

Stemming from Jimmy Dorsey's forthcoming picture, "*Tangerine*" looms as a big music machine item. However, the appeal of Monroe's version is primarily for Monroe fans. Plattermate, because of its light and catchy frame, is worth a trial spin in the boxes.

**KAY KYSER (Columbia 36517)**

*A Zoot Suit*—FT; VC. *When the Roses Bloom Again*—FT; VC.

A smart Columbia coupling, allowing Kyser to open all stops on a sure-fire ballad hit and on the brightest of recent five-talk novelties. The *Zoot* ditty, to which the recording ladders have taken with a vengeance, gets fitting treatment from the Kyser mob, with Sully Mason doing a typically breathless vocal, getting able assistance toward the end from Trudy, Jack and Max. Arrangement is bouncy, danceable and easy on the ear and more than holds its own with any of the other *Zoot* versions heard so far. The ballad plattermate is, of course, on its way to the top, and, like its predecessor, *White Cliffs of Dover*, is right down Kyser's alley. Harry Babbitt starts the disk off with his elegant throating, backed by choral humming and a celeste. Rendition captures plenty of the desired hopeful atmosphere and is an excellent Kyser bid for part of the *Roses* sales gray.

Both sides are natural machine items, not only where the Kyser name is the thing but also wherever songs like this figure to draw nickels—which is practically everywhere.

**TOMMY TUCKER (Okeh 6571)**

*Sometimes*—FT; VC. *Pretty Little Busybody*—FT; VC.

The distinctive and smooth rhythms of Tommy Tucker serve in good stead for these two hit contenders. Both taken at a moderate tempo, and the musical dressing is equally effective for both. *Sometimes*, the Gus Kahn-Carmen Lombardo ballad, starts strong with Don Brown's romantic baritone for the opening chorus. The steel guitar paces the second refrain and then gives way to the male troubadour, now joined by the Voices Three, to carry it out. The lilting and rollicking *Busybody* gets off in easy fashion with the mellow saxophones for the starting chorus. Don Brown adds voice to a second refrain, and for the third is joined by Amy Arnell.

There's no singling out one side. Both have strong possibilities for the music machines, and Tucker is effective for both. If either side takes the lead, Tucker's interpretation promises to mean much in filling the music-box tills.

**JIMMY DORSEY (Decca 4165)**

*When the Roses Bloom Again*—FT; VC. *Drop Me a Line*—FT; VC.

The customary orchestral eclat that characterizes Jimmy Dorsey waxes is very much in evidence on these sides. *Roses Bloom Again* showcases the singing of Bob Eberly, who is up to par—which is excellent. Taking it at a slow tempo, band provides an elaborate introduction, rich in orchestral harmonies. Flute figures punctuate the vocal background, and the maestro's clarinet picks it up at the bridge and then gives way to the troubadour to take it out. As much attention is given to *Drop Me a Line*, in which the maestro shares composer credits, but it's a listless song. Tempo is stepped up a bit, but even Helen O'Connell's chanting falls to make it ring true.

Promising to carry on where "*White Cliffs of Dover*" leaves off, "*When the Roses Bloom Again*" is the face-up side for the music boxes.

**GLENN MILLER (Bluebird 11450)**

*Let's Have Another Cup o' Coffee*—FT; VC. *Chip Off the Old Block*—FT.

The Irving Berlin dandy from his *Face the Music* score always was a nice song; now *Cup o' Coffee* steams up as an appropriate tie-up with the Pan-American Coffee Bureau. Miller's contribution to the drink-coffee campaign is good, call-

on the **RECORDS**

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 25)

ing on Marion Hutton with the Modernaires to sing the song. For the Pan-American flavor, Ernie Caceres lends Spanish tongue to the lyric for another refrain. Plattermate is a bit of a let-down, especially since Miller instrumentals are few and far between. For the most part they are exceedingly good. Miller gives it *In the Mood* treatment, but that mood is never established on this side.

On the basis of the bountiful plugging "*Let's Have Another Cup o' Coffee*" is slated to get, the side is bound to attract attention in the music boxes.

**HORACE HEIDT (Columbia 36512)**

*Moonlight Cocktail*—FT; VC. *The Whistling Cowboy*—FT; VC.

Two fashionable sides are bannered here and both are engaging. *Moonlight Cocktail* is the familiar side. Taken at a moderate tempo, it features the piano ripples of Frankie Carle, with Charles Goodman in good voice for the lyrics. *The Whistling Cowboy* is a new side that Heidt has all to himself at present. Set in a slow tempo, and Heidt makes it all the more complete with whistling and yodeling. Donna and her Don Juans sing the opening refrain, splitting the side with the chorus, featuring Fred Lowry's throat whistling.

Horace Heidt has been unusually successful in the past in singling out the prospective hits. And he's got a good prospect at present in "*The Whistling Cowboy*," which is just right for a test spin in the music boxes.

**GLEN GRAY (Decca 4166)**

*I'll Never Forget*—FT; V. *Darling, How You Lied*—FT; VC.

The Casa Loma boys go choral for Leo Cherne's *I'll Never Forget*, and the glee club treatment is pleasant enough. With Kenny Sargent carrying the lead, band hums a background for the first chorus. Choir is still in formation for the opening trombone strains to the second refrain, giving way to Sargent to sing it out. Sargent also dominates Wayne King's *Darling* for the two choruses. The band boys are at their horns for this side, but there's little musical meat in the song.

Glen Gray's glee club interpretation of "*I'll Never Forget*," one of the better ballads of the newer crop, is the face-up side for the music machines.

**VINCENT LOPEZ (Elite 5013 & 5014)**

*Sometimes*—FT. VC. *Rose O'Day*—W; VC. *Somebody Nobody Loves*—FT. VC. *When the Roses Bloom Again*—FT; VC.

Vincent Lopez takes *Sometimes* at a

lively tempo, losing the melodic qualities of the song. *Rose O'Day* (5013), for the backing, is in the accepted waltz tempo, given over mostly to the singing of Sonny Skyler, who also carries the companion side. It's a bright tempo for *Somebody Nobody Loves*, but Karole Singer falls to make a favorable impression warbling the verse and chorus. Best of the four is the flipover, *When the Roses Bloom Again*, with Skyler for the vocal utterances. Song is taken at a moderately slow tempo, and one of the choruses gives the maestro's piano flashes.

Each of the four songs looms big for the coin machines, but it is doubtful whether Lopez can overtake the lead pilod up by others. Most likely side is "*When the Roses Bloom Again*."

**BOB CROSBY (Decca 4169)**

*A Zoot Suit*—FT; VC. *Barrel House Bessie From Basin Street*—FT; VC.

Crosby band is finding itself again on the waxes, and it's more like old times with these two sides. For commercial appeal, it's *A Zoot Suit*, a fanciful novelty tune. Save for Nappy Lamare's chorus, band side-steps the novelty character of the song to make it a bright and rhythmic ride tune, with piano, tenor sax and clarinet providing the instrumental kicks. Plattermate, with its fanciful title, is also on the novelty side. Story about the small-town girl and the traveling musician gets a bigger play in the story-telling of Eddie Miller. And it's fine trumpet blowing in the blues groove at the record's edge.

"*A Zoot Suit*" is a potential hit for the music machines and, where bright and breezy rhythms are desired to keep the location very much alive, Bob Crosby's side is excellent. At locations catering to dance musicians and hot jazz fans, the "*Barrel House Bessie*" side is a cinch to attract coins.

**ART KASSEL (Bluebird 11455)**

*A Zoot Suit*—FT; VC. *We're Having a Baby*—FT; VC.

The comedy values of the *Zoot Suit* novelty get the emphasis in Art Kassel's rendition. It sounds like a bunch of double-talk with a sprinkling of Harlem jive talk, but it attracts attention and, set to a catchy tune, promises to catch on in a big way, especially with the younger element. Kassel takes it at a bright tempo. Band boys sing it in unison for the opening chorus and, after a half chorus calling for shuffle rhythm to back the solo trumpet, Gloria Hart joins in to sing another chorus to carry it out. Plattermate is one of those

catchy and cute songs, stemming from Eddie Cantor's *Banjo Eyes* show. It is both tuneful and rhythmic, and band plays it sweetly, with the Kassel Trio for the vocal utterances on the middle refrain.

"*A Zoot Suit*" is the music machine possibility, and Kassel's commercial version is a cinch to figure strong in the running.

**LES BROWN (Okeh 6573)**

*Everybody's Making Money But Tschalkowsky*—FT; VC. *Hereafter*—FT; VC.

The title on the A side tells the story. In a minor key that follows the line of a Russian folk song it tells the sad tale of Tschalkowsky, who inspires Tin Pan Alley hits but gets no dough. Brown treats it lightly, making it a mild jump tune. Betty Bonney pleads Tschalkowsky's cause well. Plattermate is a nice enough love song. Full band carries the opening chorus, playing it slowly and on the smooth side. Ralph Young takes over for a first-rate baritone vocal.

The "*Tschalkowsky*" novelty, coming on the heels of the composer's "*Piano Concerto*" hit, is bound to attract attention in the music boxes. Definitely worth a trial spin.

**ORRIN TUCKER (Columbia 36515)**

*Dear Mom*—FT; VC. *Someone's Rocking My Dreamboat*—FT; VC.

Tucker scores here with two well-balanced sides. Both marked by slow and smooth rhythms, emphasizing both the dancing qualities and the melodic content of the songs. Tucker turns in an impressive double. Carries the vocal burden for both sides, and carries it well. In good voice, his song selling is made all the more effective by the support of celeste and other strings.

Either side is suitable for coin machines, Tucker giving equally to each. Both figure big especially in the Midwest areas where the band's following is strongest.

**CONNIE BOSWELL (Decca 4163)**

*A String of Pearls*—FT; V. *My Silent Love*—FT; V.

Miss Connie makes an attempt to crowd in on Glenn Miller's disk hold on *A String of Pearls*. However, it's a type of tune never meant to be sung. She sounds all alone and lost singing the single notes, when it's the harmonic progression that makes the composition count. Moreover, the added lyric, setting the *Pearls* at a five-and-dime counter, is as foreign to the make-up of the selection as a vocal attempt. Dana Suesse's song as a companion piece is altogether different. Miss Boswell sings it slowly and tenderly for the first chorus, but the effect is dispelled when she sings the closing half chorus in hotcha style. Harry Sosnick's orchestra for the background is adequate.

It's good intentions gone wrong for both of these sides. As they shape up, they show little for possible phono play.

**BENNY GOODMAN (Bluebird 11456)**

*Where or When*—FT. *I Cried for You*—FT.

These are re-issues, and welcome ones. A side gives the trio, with Gene Krupa and Teddy Wilson. B side is the quintet, with Wilson, Lionel Hampton, Buddy Schutz and John Kirby. Both sides bring back the art of chamber music swing.

The old Benny Goodman trio and quintet always made musical excitement on wax. And both still sound fresh enough for another spin in the music machines, especially since the song selections are familiar.



PACKARD PLA-MOR EQUIPMENT installed in the Top Hat, Spokane, is one of the outstanding installations in the Pacific Northwest, according to Mr. and Mrs. Ed Perry, Interstate Novelty Company. The 23-unit installation features Pla-Mor boxes with the color scheme matching that of the location. (MR)

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PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Listed below are: (1) Films to be released within the next two weeks which feature tunes that have been or are scheduled to be waxed by recording companies; (2) the national release date for each film; (3) the recordings of the film tunes, as well.

Song of the Islands (20TH CENTURY-FOX)

Betty Grable-Victor Mature  
Harry Owens & Orchestra  
Release Date: March 13.

RECORDINGS:

- "Sing Me a Song of the Islands"  
Ray Kinney (Bluebird)  
Alvino Rey (Bluebird)  
Jan Savitt (Victor)  
Dick Todd (Bluebird)  
Tommy Tucker (Okeh)  
Eddy Howard (Columbia)

"Blue Shadows and White Gardenias"

- Ray Kinney (Bluebird)  
Alvino Rey (Bluebird)  
Jan Savitt (Victor)  
Bing Crosby (Decca)  
Count Basie (Okeh)  
Eddy Howard (Columbia)

The Heart of Texas (REPUBLIC)

Gene Autry  
Release Date: March 13.

RECORDINGS:

- "Deep in the Heart of Texas"  
Merry Macs (Decca)  
Ted Weems (Decca)  
Alvino Rey (Bluebird)  
Horace Heidt (Columbia)  
Bing Crosby (Decca)  
Tommy Tucker (Okeh)

Always in My Heart (WARNERS)

G. Warren  
Release Date: March 13.

RECORDINGS:

- "Always in My Heart"  
Glenn Miller (Bluebird)  
Carmen Cavallaro (Decca)  
Dick Jurgens (Okeh)  
Orrin Tucker (Columbia)

The Filmusic Forum

"The Fleet's In"

Latest additions to the list of artists recording tunes from Paramount's *The Fleet's In* include: *If You Build a Better Mousetrap*, Freddy Martin (Bluebird); *Arthur Murray Taught Me Dancing in a Hurry*, Charlie Spivak (Okeh); *I Remember You*, Harry James (Columbia), and *Tangerine*, Tommy Tucker (Okeh) and Orrin Tucker (Columbia).

The above is further proof that *Fleet's In* offers lucrative tie-ups for operators. Seven tunes are featured in the film; nearly all have been recorded by leading artists. Most important, the operator can count on the necessary co-operation from Paramount.

With the release date set at March 27, little time should be lost before contacting the nearest Paramount exchange (ask your local theater manager for its location) and requesting exploitation tips and materials.

Record Round-Up

*Blues in the Night*, from Warners' film of the same, has been newly recorded by Kate Smith (Columbia).

*How About You?*, from MGM's *Babes on Broadway*, to be waxed by Carmen Cavallaro (Decca).

Frances Langford (Decca) will soon release two recordings of motion picture tunes, *Blue Tahitian Moon*, which is skimpily spotted in 20th Century-Fox's *Son of Fury*, and *April in My Heart*, from Paramount's *Say It in French*.

From *Cadet Girl*, the military tune *Uncle Sam Gets Around* has been waxed by Dick Jurgens (Okeh).

PHILLY MUSIC MEN

(Continued from page 60)  
music machines or in the music machine industry."

As for patriotic records, while the members are in favor of placing them in their machines, it was decided that the use of such records be left to the individual operator. The value of patriotic recordings for civilian morale is recognized by all operators. All reported that they have at least one such recording in their machines. However, the feeling is that the patriotic records should follow the line of that produced by Tin Pan Alley for its popular music appeal, rather than such recordings as *The Star-Spangled Banner* or *America*. Again, it has been left to the discretion of the operator in meeting the needs of his particular location.

AMER. FOLK RECORDS

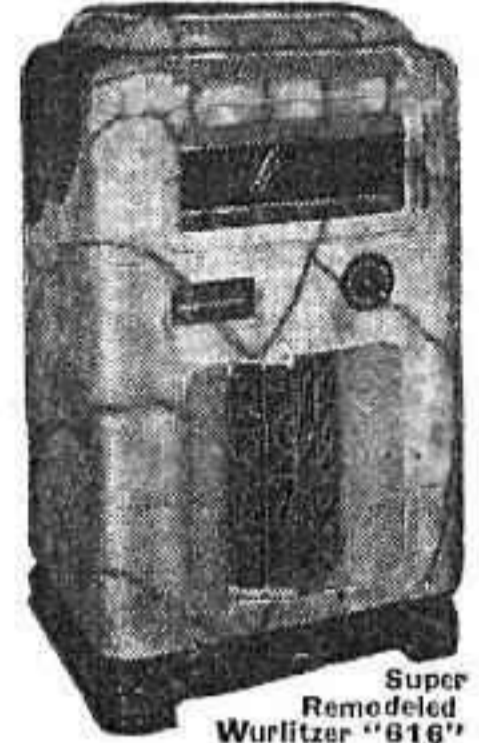
(Continued from page 61)  
weeks ago, this spiritual terrific vocal lift by a male quintet that challenges comparison even with the Golden Gate group. With deep, full, rich voices, they give it a slow introduction and then go into a stand-out rhythm job. Instrumental imitations are swell, and there are a number of fine licks by the high tenor. Should click handily in any location where the Golden Gate Quartet and similar groups have found favor. "There's a Leak in This Old Building," on the B side, is also okay.

The Letter Box

According to G. P. Hobbs, of Harlan, Ky., excellent play in his territory goes to Earnest Tubbs, Jimmy Davis, Roy Hall, Roy Acuff, Gene Autry and the Hoosier Hot Shots, in approximately the order named. . . . W. C. Fertig, of Bradford, Pa., says that going strong for him are *Back in the Saddle*, as sung by Gene Autry; *Somebody Stole My Little Darlin'* (Wiley Walker), *You Are My Sunshine* (Gene Autry), *The Bartender Song* (Irv Carroll), *I'm Coming Home* (Gene Autry), *There Ain't No Use in Crying Now* (Gene Autry) and *Sergeant, Can You Spare a Girl* (the Prairie Ramblers). . . . M. A. Hubbell, of Eureka, Kan., reports that folk and country tunes take five places on his list of the current 10 best records of all types. In order, they are *Corinne-Corinna* in the Bob Willis version, *Wabash Cannon Ball* (Roy Acuff), *Blue Eyes Don't Sparkle Any More* (Sons of Dixie), *Barstool Cowboy* (Spike Jones) and *Walkin' the Floor Over You* (Earnest Tubbs).

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News notes, reviews, best nickel-puller recommendations of records of the type of songs which often make money for you. You know how much the Going Strong, Coming Up, Possibilities and Week's Best Releases listings in the RECORD BUYING GUIDE have helped you buy the kind of popular records that make money for you. This new column will help you in the same way with Cowboy, Hillbilly and Country records.

## 2. NUMBERS OF RECORDS IN ALL SECTIONS OF THE RECORD BUYING GUIDE AND NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

To make it easier for you to order and buy the top money-making records listed in these buying guides you will now find the numbers of all records listed.

You'll find these two new features in this Department this week, plus all these outstanding features you've read every week for years.

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Section One  
Going Strong  
Coming Up

Section Two  
Possibilities  
Week's Best Releases

### TALENT and TUNES on MUSIC MACHINES

(Late News About Songs and Recording Artists)

### MUSIC MACHINE ADVERTISEMENTS

### ON THE RECORDS

(Reviews of Latest Recordings)

### PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

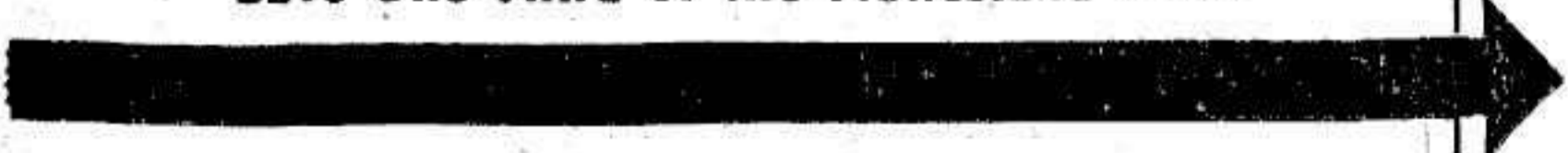
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## New Coin Machine Opportunities; Cash In on Seasons With Venders

By HAROLD S. KAHM

CERTAIN types of merchandise are sold at certain seasons of the year. Department stores and other stores stock up heavily on them and do an enormous business. It is easy to sell seasonal merchandise, and the vending machine lends itself ideally to this purpose, for almost any kind of location is satisfactory. Let's review some of the possibilities:

1. **EASTER.**—Easter greeting cards are sold by the millions and the store that gets the most business is the one that is most conveniently located. People who might not otherwise think of sending Easter greetings will buy them if confronted with them so that their purchase is easy and convenient. Easter cards may be sold by a vender in packages of three to six, for 5 or 10 cents. The profit is 100 per cent. The quality and price of the cards depends upon where the vender is located. In some locations high-grade cards may be sold for 5 or 10 cents each.

2. **APRIL FOOL'S DAY.**—There is a wide variety of clever material suitable for April Fool's Day which may be sold by a vending machine. All sorts of packaged tricks, the kind that are sold in novelty shops that specialize in such items. These items may readily sell for 10 cents each, and the profit is often better than 200 per cent. A definite and considerable proportion of the population are practical jokers, and these items will be right up their alley.

3. **VALENTINE'S DAY.**—The vending machine, in any location, is ideal for selling valentines, especially comic ones. These may take the form of post cards, if desired, and sold for 1 to 5 cents each, according to the character of the location.

4. **FOURTH OF JULY.**—Patriotic emblems and pins are going to be in greater demand than ever these days because of the war situation. A nickel is the best price. The profit is as high as 300 per cent.

5. **LABOR DAY.**—Labor Day emblems are selling in larger volume this year than at any time in history because of the part labor is playing in national defense, and also because of the greatly increased stature of the workman and the advance of unionism.

6. **CHRISTMAS.**—This, of course, is the reaping season for greeting cards, and again the vending machine is ideal for selling them. Every type of location is suitable. By specializing in humorous cards, you can meet the competition of the regular stores easily. These cards may retail for prices ranging from 1 to 10 cents; they may be sold individually at 1 cent or 5 cents, or in packages at 5 to 10 cents. The more novel the card, the greater the sales.

7. **NEW YEAR'S.**—Immediately after Christmas there is a small rush for New Year's cards to be sent to those from whom one has received Christmas cards, but strictly on a one-way basis.

8. **MOTHER'S DAY.**—The sale of Mother's Day gifts and greeting cards nearly rivals that of Christmas in the national spotlight. A vending machine in anything like a good location should do a raft of business by offering an attractive, beautiful Mother's Day card at 5 or 10 cents. Here again, any type of location is suitable.

Another excellent seller for the vending machine would be red and white artificial carnations. A two-compartment machine or one with a selective mechanism is required in this case.

9. **FATHER'S DAY.**—Father, to be sure, does not get as big a play as mother, but he's nevertheless good for a substantial run on greeting cards suitable to the occasion.

10. **MISCELLANEOUS SPECIAL OCCASIONS.**—There are always special occasions coming up in which the sale of certain types of novelties are enormously boosted. The launching of the "V for Victory" campaign is an example. Millions of V emblems have been and are still being sold. Comic emblems ridiculing the Japs, Hitler and Mussolini are currently in demand.

During a national election campaign buttons sell like hotcakes. When Lindbergh made his first historic flight across the Atlantic there was a flood of interest in lapel buttons bearing his picture. (Don't try to sell them now). The point is that there is always some national surge of interest that results in the sale of novelties and buttons. The vending machine is ideal for handling these timely items.

A single vending machine in a location is sufficient to handle all of this seasonal material. It is only necessary to make frequent changes of your stock and your display sign.

The ideal type of vender is one with several compartments and slots so that a variety of merchandise may be offered; the single machine with a selector unit is also suitable. In between special seasons you can fill in with the miscellaneous special items that are currently in demand, such as the "Remember Pearl Harbor" and "V" buttons.

The general advantage to merchandise of this type is that it is free from legal regulation and has the complete approval of the community. And the profit is uniformly high, so that there is plenty of margin to deal with, allowing a substantial percentage for the house and an ample return for yourself.

### 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., Feb. 21.—One year ago, best Jumbos were bringing the growers 3½ to 3¾ cents per pound, little more than half the price now prevailing.

At present few sales are being made under 6¼ cents per pound, with occasional fine lots of Jumbos bringing the farmer 6.85 cents per pound. A few growers are holding for 7 cents per pound. The continued upward trend shows no sign of stopping. Speculation among leaders as to how far the price might go was frequently heard up to a short time ago but now there is a disposition to accept further advances without much comment, letting the law of supply and demand take its course.

Shelled and cleaned Virginias have not advanced proportionately during the year as much as farmers' stock. The market is definitely stronger, but Jumbos at present are only one-third more than Jumbos were bringing the cleaners 12 months ago, and extra large, even at 12 cents per pound, are little more than 60 per cent above the price on February 21, 1941. Buyers in the city markets are purchasing primarily for immediate requirements but demand so far this season has been good enough to so lessen available supplies that some millers fear a shortage of Virginias before the end of the season.

The scarcity of burlap is being brought forcibly to the attention of the peanut industry at this time. Peanut shellers and cleaners are endeavoring to purchase good second-hand bags, especially bags in which shelled goods have been shipped, and it is to be expected that bags will be used over and over as long as possible, even tho this means mending bags that in other days would have been discarded for any purpose.

### VENDER SUPPLY NOTES

Hershey Chocolate has jumped out in front of lead foil regulations with waxed glassine wrapping, the protruding ends finished in aluminum ink. Thus the familiar appearance is retained, the foil saved.

Nestle is using new-type paper around its candy bars.

Wrigley has replaced foil wrappings with paper on individual sticks of gum. Doublemint has replaced the outer cellophane wrap on each pack of gum with heavy paper.

Schraff's peppermint patty is now being wrapped in cellophane instead of tinfoil.

Dentyne gum is using silver tinted paper in place of foil.

Mars, Inc., maker of Milky Way and Forever Yours, is now using one paper wrapper instead of two.

A new Twenty Grand cigarette to compete with the big money advertisers in the 15-cent class is now being tested in newspapers in four cities. The old economy Twenty Grand will be continued, but will not be pushed. In the face of rising costs the tobacco company had either to cheapen its 10-cent cigarette, take the risk of losing money, or expand into the 15-cent field.

The Coca-Cola Company took larger size ads in 12 metropolitan newspapers recently to tell the public that because of the sugar shortage the supply of Coca-Cola will be limited and to pledge that the quality of the drink will be unimpaired. The company plans no more advertising of this nature, but mats of the ad are being sent to local bottlers.

Corn sugar, otherwise dextrose, is not yet rationed, and candy makers believe (See Vender Supply Notes on opp. page)

**TAX FREE PRIZE KING BALL GUM VENDER**

Special GET STARTED DEAL

1 Prize King 1700 Rg. Gum 200 Winner Gum

**\$9.95**

SAMPLE MACHINE Only \$7.95. TEN AT—Each \$7.50. 1/3 Deposit, Bal. C. O. D. Send full amount and save C. O. D. charges.



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**THIS WEEK'S BARGAIN**

Brand-New 2-in-1 Vendors, 6 for \$60.00  
 Empire Vendors, 5 for ..... 40.00  
 Columbus 5c Vendors, Reconditioned Like New ..... 3.50  
 Stewart & McGuire 1c-5c Peanut Machines ..... 4.50  
 Northwestern #39, Mdsc. or Gum Vendor ..... 6.75  
 Snacks, 3 Col., Slug-Proof ..... 7.95  
 Ever Ready, 4 Col. .... 4.50  
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3/8"—13,000 Balls **\$15.75**  
 1/2"—15,500 Balls **\$15**

Full Cash With Order, Freight Paid. Price Subject to Change Without Notice.

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5 Lb. "SILVER KING," \$7.95  
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# Penny Venders on the West Coast

By LEON (HI-HO) SILVER

**P**ENNY venders have become a successful operating project in Los Angeles because the city is laid out to make the placing on location of these machines a valuable aid to its residents. The city itself covers more than 400 square miles, conveniently traversed by street car lines. Because Los Angeles is the largest city in square miles in the United States, it is necessary to secure transfer from one trolley to another several times a day if any amount of traveling in this fashion is done. It is to these people that the penny vending machine operators offer a valuable service.

Operation of penny venders is a business as big and as important as that of the nickel machines. However, many operators in this business have considered the penny too small to capture their fancy. They have failed to keep in mind the old adage that "big trees from little acorns grow." When I first entered the field I thought this same thing, but decided to see it thru. I knew that money could only be made on a volume proposition, so I set to work to get that volume. Since Los Angeles had been my home for many years, I knew the important angle to play—that of transfer stations.

In the past few years the matter of the sales tax has come up and there is a 3 per cent assessment on all sales. This has helped my business no end. The fact that street car fare is seven cents has been another boon. The more pennies tacked on to prices the better the penny vending machine business. Because nearly every street car passenger has three cents in his pocket, I have installed penny gum and peanut machines at transfer points. When the passenger is waiting for a car there is nothing better than munching on fresh salted peanuts or chewing a fresh piece of gum while waiting for the next car. The gum business is especially good and I have seen men and women remove their gum and dig down in their purses and pocket books for a penny with which to purchase a fresh piece.

### Business Growing

During the past 18 months my penny business has grown by strides. The war has served to put more money into circulation and it has also served to open new fields. Defense plants have found that gum chewing relieves nervous tension and there is a great field for these machines in plants engaged in vital defense work. In airplane factories, for instance, the employees are not allowed to smoke. Americans are inveterate smokers and it is a conservative estimate to say that 90 per cent of the men on jobs of this sort are cigarette or pipe smokers. When a man who has been used to pulling out a cigarette and smoking it when and wherever he pleased is denied this privilege his efficiency is reduced. Gum is taking the place of cigarettes in factories—and this fact alone has boosted the sale of individual pieces of gum.

### The Author

LEON (HI-HO) SILVER is one of the outstanding vending machine operators in Los Angeles. He is not what is incorrectly termed a "big shot" operator, but a man sincerely interested in his business. Silver installs and services his own machines. Sundays he spends in his garage behind his home repairing machines and mapping his work for the coming week. Silver makes no bones of his entry into the penny vending business. For four years he was plant superintendent of a large mattress factory, where he saw that efficiency in operation was a big factor. Promised a five-year contract in Cape Town, South Africa, he found his savings dwindling because of high costs of visas for himself and family, which he never officially received. Thwarted in this venture and his savings down to \$75, he invested this amount in peanut machines. He pyramided his earnings and returned profits into the business until today he has over \$10,000 invested, which includes a supply of more than 200 penny gum machines. Silver says the outstanding thing about his business is that he is his own boss and that his earnings are predicated upon his ability to get out and sell himself and his machines.

While this article is devoted to penny machines, I'd like to add here that I also operate nickel candy bar machines. In defense plants my sales have doubled. I have one small plant in which I am now selling 170 candy bars where six months ago I sold 80. This plant is planning expansion, which will make it necessary for me to install more machines.

As I said at the start of this article, the operation of penny venders is a business and to make money at it one must treat it as a business. While it takes 100 pennies to make a dollar, it seems a hard row to hoe to get much from machines. Penny machines take less servicing and a comparatively small capital starts one in the business. In the years that I have been in the business I have steadily built up my investment to where I have \$10,000 in my business. This is as much as some merchants have in their stores. The storekeeper conducts his \$10,000 business methodically. I follow the same policy, for my investment means as much to me as his investment means to him.

It is not the matter of just putting out a vender. A machine must be placed where it will give good returns. For this reason it is necessary for the operator to select good locations. To do this the operator must sell himself to the location owner. This is as much of a selling job as any that I know. When I talk to a location owner, I put all the cards on the table. I don't tell him that a peanut machine in the vicinity of his store will net us many dollars in a brief time, but show him that a fair margin of profit is made and that for the location I will allow him as much commission as I possibly can. It is pick-up for him for all he has to do is collect his money.

Since I use a sedan for servicing my locations, I have fixed it up to allow me to work fast. I have to if I am to make money. Behind the front seat I have a container that holds my collection report books. I keep a book on each location. When I have visited that spot I move the book from this compartment to another. The books are arranged in the order that I stop along my route. The form used is one that I have made up myself. It is in triplicate, the location owner getting one sheet each time I pick up the money and two are retained for my files. I can tell to the penny how much a machine is making.

I might point out here, too, that the location owner signs the slip. As long as dealings are on the up and up there can never be a comeback. This permits me to continue friendly dealings with the merchant and he knows that he is get-

ting a correct share of what the machine draws.

Since I have over 200 gum machines, I can't be making two and three trips to a machine. To cut down on the trips I carry full repair equipment with me in my automobile. When I drive up to a location I have an ample supply of gum and nuts in the car. I work over the machine hurriedly and refill it. If the machine has been giving trouble I take it to pieces then and there and repair it. When I leave I am finished with the job. An important item in my repair kit is a can of good lubricating oil. One or two drops on the movable parts keep down wear and tear.

When I started in the penny vending business I went into it whole-heartedly and to make a living. Since the number of machines has increased I have fixed a place in my garage for handling and servicing machines. Recently I took a machine to have it painted and the job was promised at a certain time. I had arranged to pick up the machine and take it to a location. When I called for it the machine was not ready. I picked it up and took it home. On the way I purchased a spray gun—and now I do my own painting.

My advice to those entering the penny vender field is not to expect to make money easily or overnight—it takes time just as any new venture. Give the location owner a fair commission and no more. Keep the machines in the best working condition and profits will not be cut down by unnecessary repair bills.

If you ever visit Los Angeles and ride a street car and see a passenger unraveling a piece of gum from a vending machine, you'll know that Hi-Ho Silver is adding to that passenger's traveling comfort.

### VENDER SUPPLY NOTES

(Continued from opposite page) they can learn to use it, if necessary, in perhaps one-third of their formulas. The American public is accustomed to getting 2,000,000,000 pounds of candy a year, 16 pounds per capita, \$300,000,000 worth, from 1,350 manufacturers.

Chocolates lead the candy parade with 29 per cent of total production. Candy bars are close behind. Hard candy, caramels and chewing candies, marshmallows, peanut candies, lozenges, jellies, panwork, coconut, bonbons, fudges, nougats and dipped candies follow in order. Salted nuts account for 6 per cent of the business. The military services call for tons of candy in their emergency rations.

The Department of Agriculture said February 16 that it would sell enough peanut seeds to farmers to plant about 3,000,000 of

the 5,000,000 acres of peanuts needed in 1942.

The Klein Chocolate Company, of Elizabethtown, Pa., has just placed on the market a 5-cent chocolate bar designed for candy vending machines. It is known as Nick-L-Nut.

### Markets in Brief

NEW YORK, Feb. 19.—Sugar: Futures closed unchanged at the ceiling price of 2.99 cents bid. Sales totaled one lot. At the order of the board of managers of the New York Coffee and Sugar Exchange, all open contracts must be liquidated by the close of business February 20.

There were no new developments in the raw or refined spot markets.

Peppermint oil (dollars per lb.): Natural, 5.50 to 5.75; United States pharmaceutical, 6.00 to 6.35.

### NUTS

#### CHICAGO SPOT MARKET PEANUTS

Government request for seed peanuts has caused sellers' withdrawal from the market with consequent sharp advance in prices. Where no prices are shown quotations were withdrawn.

Virginia and North Carolina

	Cents per lb. in bags
Jumbos	9.00 @ 9.25
Fancies	8.75
Extra large	13.00 @ 13.50
Mediums	12.75 @ 13.25
No. 1 Virginia	13.00
No. 2 Virginia	10.00 @ 10.50

#### Southeast

No. 1 Spanish	11.75 @ 12.00
No. 2 Spanish	10.00 @ 10.50
No. 1 runner	10.75 @ 11.25
No. 2 runner	9.75 @ 10.00

#### Texas

No. 1 Spanish	.....
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## News Highlights Feb. 16-21 . . .

**MILWAUKEE.**—A district court judge here February 17 scored the police department for wasting tax money by such practices as having a detective spend six days in trying to catch a location paying off on a pinball game. "This is the most ridiculous thing I ever heard of," the judge said as he dismissed the case.

**BUFFALO.**—The New York City reaction reached here and games were to be removed by February 23. These games have been licensed for the year. A test has been arranged and a game was taken in by the police February 14. Location owners are making strong protest against the city's action.

**WILKES-BARRE, PA.**—Two large vending machine operators appeared before the city council February 17 to protest against a proposed tax on vending machines.

**MILWAUKEE.**—Some officials are saying that the payment of the \$50 federal fee required on gaming devices is not legal evidence that the machine is actually a gaming device. Evidence of being used for gaming must be presented in court, it was said.

**MINNEAPOLIS.**—Newspapers here February 13 said the New York pinball action would spur opposition to the games in this area. Newspapers have been waging a crusade.

**CHICAGO.**—Increasing reports arriving here from all parts of the country indicate that newspaper reports of the recent announcement on the \$5 cabaret tax has caused considerable confusion among music-box operators, locations and even among internal revenue collectors. The Internal Revenue Bureau in Washington is reported to be working on an announcement to clear up the confusion.

**RICHMOND, VA.**—The new and stricter coin machine bill introduced in the Legislature February 16 brought protests from county attorneys and hence the bill is expected to have trouble in getting thru.

### ASCO WEEKLY SPECIALS

1¢ Peanut, 2 lb. \$2.45	1¢ Snacks, 3 col. \$7.95
1¢ Peanut, 5 lb. 3.95	1¢ Buret, 3 col. 7.95
5¢ Peanut, 8 lb. 2.95	1¢-5¢ Tri-selector, slugger, 3 col. 15.45
1¢ Ball Gum, 200 cap. . . . 2.45	1¢ Stew-McG. 6 col., Adams Gum 6.95
1¢ Ball Gum, 400 cap. . . . 3.95	Stands, Each . . . 2.50
1¢-5¢ Pnut, 5 lb. 4.45	3/4" BALL GUM
1¢ Hershey . . . 3.45	50 lb. cases, 18¢ lb.
5¢ Hershey . . . 3.95	155 ct., 170 ct., 195 ct., 25 lb.
1¢ Wrigley Stick, Gum, 2 col. . . . 3.95	cases . . . 17¢ per lb.
1¢ Silver King . . . 4.45	Pistachio Nuts, large . . . . . 50¢ lb.
1¢ Esquire, 5 lb. 6.95	Peanuts, 30 lb. cart. . . . . 17¢ lb.
1¢ King Jr., 2 lb. 3.45	<b>COUNTER GAMES</b>
1¢ In-a-Bag, 8 lb. 7.95	1¢ Imp . . . . . 58.95
1¢-5¢ Nrlhwern. Standard . . . . . 6.45	1¢ Totalizer . . . 10.95
1¢-5¢ Nrlhwern. DeLuxo . . . . . 9.95	1¢ Challenger . . 16.95
1¢-5¢ Nrlhwern. 39 Bell . . . . . 7.45	1¢ Splitfire . . . 10.95
1¢ Ever Ready, 4 col. . . . . 4.95	1¢ Home Run . . 10.95
	1¢ Hitler Target
	8 Skill . . . . . 14.95

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12 DuGrenier 9 Col. Model "WD"	37.50

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# West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Feb. 21.—Sunny days and cool nights of the past week gave indications that spring and summer soon will be here. As a result a number of arcade operators visited firms along coin row to see what was offered in equipment. Beachfront arcade operators are anticipating a big season. Music operators are installing counter boxes. More and more of the smaller spots are learning that music attracts customers.

### Gaunt Busy

Fred Gaunt, of Trojan Novelty Company, is putting in his Sundays visiting the beaches to see what is going in arcade equipment. He reports that ray guns look good for the coming season. This statement is confirmed by operators in beachfront spots. . . . Walter Hillig, of Virginia Park arcade in Long Beach, has had to forego his weekly visits to the Pacific Coast Showmen's Association's clubrooms to get his arcade ready for the season. . . . Jack Kessler, of the Ajax Amusement Company, was a visitor on Monday night, having come up from Long Beach with H. A. (Pop) Ludwig, general manager of Virginia Park.

Orville N. Crafts, operator of Crafts 20 Big Shows, Golden States and Fiesta Shows, reports that arcades are going to be big items with his shows this season. His 20 Big Shows opened recently in Calexico, Calif., with the arcade getting good play. Fiesta Show, soon to go out, is readying an arcade. . . . Max Kraut, of U-Need-a-Pak, has been a busy man this past week. Max is a bigwig on one of the draft boards and the new registration had him busy for three days.

### Cal Brown Returns

Cal Brown, of Mills Sales, is back at

his desk following a brief trip thru his territory. Brown reports that Panorams are going strong and that the territory is anticipating a big season. . . . Nevada is booming and operators visiting that section report that never before have they seen so much money in circulation. . . . Paul and Lucille Laymon and the Jean Minthornes are still making the rounds of the night spots. . . . Mac Mohr is back at his desk and plugging the Daval, Baker and Evans lines.

French LaMont, of the Flying LaMonts, is managing Pennyland on South Main Street. He reports that the week-end crowds are larger than ever. When asked what was getting the play, French said, "Everything." . . . Mollie Simons, of the AOLAC office, is already studying vacation pamphlets for next summer. She can't leave until after March 16, for she's got to be here to notarize income tax papers. . . . Herb McClellan is back at his desk following an illness. . . . Harry Rawlings, of County Games, is on the mend following doctor's treatment. . . . James Jones, Southwestern Vending Machine Company, is studying road maps for week-end trips. . . . Danny Lipson, of the Mac Mohr firm, is busy with his Civilian Defense work. . . . Mac Sanders has mastered the .22 rifle and is now a qualified civilian protector.

Paul Blair, of Exhibit, is spending little time in the city these days. . . . Phil Robinson, of Chicago Coin, drops in every now and then to see what the boys need. . . . Murray Hofberg is back in the city following a trip thru California. . . . Barney Fishman has returned to his post at Sportland in Ocean Park following a brief fight with the flu. . . . Bill Wulf, of Modern Coin Exchange, made a trip



**GRAHAM DISTRIBUTING COMPANY** celebrated National Wurlitzer Days in Cincinnati and the introduction of Wurlitzer offerings for 1942 by entertaining a throng of visitors, including scores of music merchants and their wives. In the picture are (left to right) Robert Dunn; Hugh Montgomery; Jack Fulton, WLW artist; D. D. Scott; Chuck Foster, orchestra leader; Mrs. Claude Dawson, O. W. House; Ben Holsinger, of the Rudolph Wurlitzer Company; Morry Goret; Carl McKenzie, of The Billboard; Frank McNichols; Bill Sachs, of The Billboard; Margie Dessen, D. Martin, Ted Grant; Gloria Foster, vocalist with Chuck Foster's orchestra; Dean Godden, Betty Parker and Russ Coan. (Seated) John Schuster, Schuster Electric Company, and Paul Cohen, Decca Records.

to San Diego recently. . . . Johnny Nelson held down the fort at Modern while Wulf is out of the city. . . . Irving Rich, of Consolidated Novelty Company, takes time off from his duties to see the showings of the Kozinsky Brothers' production, *I Killed That Man*. Rich is now awaiting the release of *Klondike Fury*.

### Johnny Winn Visits

Johnny Winn, of Long Beach, well known to coin machine men, was in town on one of his frequent trips. He's busy with some aircraft buildings in that that section now. . . . Spike Jones, of the City Slickers, is broadening his visits to coin machine men to see what they want in records and will leave the Coast in March to contact music machine operators in the East. He'll stop in New York. . . . Jack Gutshall, of Gutshall Distributing Company, reports that Plamor boxes are moving rapidly with him. "It looks like another good year," Jack said.

Sam Coslow, in collaboration with Hal Borne, has composed a song entitled *Hold the Fort, MacArthur*, which will be the first ditty off the presses to honor the general. An RCM Soundie will be shot around the tune. This is the 501st song that Coslow has composed, either alone or in collaboration. Coslow has signed Herb Moulton, former Paramount shorts supervisor, to be associate producer on 10 Soundies for RCM Productions. Coslow also promoted his director, Josef Berne, to an associate producer to handle 10 other Soundies. . . . L. B. McCreary, manager of the Los Angeles E. T. Mape Music Company, finds Seeburg music machine business good and keeps at his desk to give operators that bang-up service for which the office is so well known.

### Firms Go in Pairs

It's a funny thing, but coin machine firms along West Pico go in pairs. Mac Mohr and Jean Minthorne are side-by-side; Southwestern Vending Machine Company and Mac Sanders are located the same way, Trojan Novelty and Modern Coin Exchange, and now comes E. T. Mape Music and the recently formed Arcade Exchange. Charles Washburn and Paul Laymon are near to each other, and over on Washington Boulevard Herb McClellan and the Associated Operators of Los Angeles County offices are adjacent. . . . Charles Stark, of Lone Pine, Calif., has started making regular look-see trips to Los Angeles again. . . . Sam Coslow has signed Hal Borne to a term contract as musical director for his RCM Soundies. Under the deal Borne will arrange, compose and direct for Coslow. . . . Abe Berman, formerly of Berman Sales, San Francisco, has opened arcade exchange here. . . . Walt Stickle is in charge of the record department for Leo Meyberg. . . . D. J. Donohue, Seeburg district manager, reports that the new line is being well accepted by operators, and that he expects 1942 to be a banner year. . . . Nathan Robinson is putting a new arcade on South Main. . . . Frank Linell is expanding his arcade operations with the addition of two spots in Las Vegas.

## Boston

BOSTON, Feb. 21.—Norman Pearlstein, Modern Scale & Amusement Company, Inc., reports operators interested in the new remote selector for movie machines which the firm has placed on the market.

Murray Schultz, Atlantic Distributing Company, local Packard distributor, is expecting to be called into the army any day.

Ralph Lackey, Pioneer Music Company, reports collections good on the firm's music machine.

Frank Spivack, busy with his peanut route, reports his son George, formerly with Atlantic Distributing Company, is now stationed in New York, where he is an electrician's mate, third class, in the navy.

Ben Palastrant, back from a swing around the territory he handles as district manager for Packard, reports business conditions good.

Dodi Friedman busy with his pin table route and looking after the new remote music locations he has added.

Ed Ravreby, Owl Mint Machine Company, in Florida for a two-week vacation. Brother Jack left recently for West Virginia to rejoin his wife, who has been there for some time.

Leon Sherter, local pin table operator, is going into the music machine business.

Letter from Herb Ellis, former bookkeeper at Atlas Coin Machine Company, discloses he is now rated as a specialist and has been placed in charge of the mail at his camp.

Jerry Columbo, district manager for AIC, reports enthusiastic response from New England operators for the new combination music and movie machine which the firm has placed on the market.

Plans are reaching the final stages for the annual Cigarette Merchandisers' Association banquet which will be held at the Cocoanut Grove, Boston, March 22.

Babe Beauvais receiving congratulations on his fifth Packard remote installation in three weeks. Babe is building up one of the largest music machine routes on the North Shore.

Percy Burke, Aroostock County (Maine) colman, is enlarging his route of Northwestern venders.

Lou Blatt, of Atlas Coin Machine Company, and Irv McClelland, district manager for Seeburg, are vacationing in Hot Springs, Ark.

Phil Chates, Hudson (Mass.) colman, expects to be called into the army shortly.



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Mills Jumbo Cash Model	99.50
Jennings Silver Moon, Cash Model	89.50
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# EASTERN FLASHES

By JOE ORLECK and BEN SMITH

Jobbers and distributors of amusement machines are doing considerable traveling these days—up and back to the city from their out-of-town offices. However, someone is always on coin row some time or other. The few distributors remaining with permanent quarters on the street are always on hand—and expect to remain there!

### Honeymooners Return

Louis Rosenberg back in town after a glorious honeymoon spent at the Shelburne Hotel, Miami Beach, Fla. One of the first spots he visited on his return, a combination business and social call, was at the Acme Sales showrooms. Sam Sacks greeted the newlywed and gave him a royal welcome.

Julius A. Levy, DuGrenier salesman for the metropolitan territory, back from his honeymoon looking fine, chipper and happily married.

### Cold Casualties

Seymour Pilch was away from George Ponsler's New York office this past week nursing a cold.

Al Cohen, Asco Vending head, at home with a severe cold last week.

### Proud Pappy

Perry Wachtel, of the De Perri Advertising Agency, is now the proud father of two daughters—the latest addition to the Wachtel family, Robin Wendy, arrived February 14 at the Jewish Memorial Hospital.

### Buy Defense Bonds

Bert Lane, of Seaboard Sales, the first amusement machine distributor on coin row, will continue with the offices and showrooms he made popular. Bert will take a California trip, including a swing into Mexico, within a few weeks. Sandy Warner will remain behind to carry on.

Barney (Shugy) Sugerman, of Runyon Sales Company, Newark, N. J., reports the new Singing Pictures are clicking, with sales way up. Jersey operators are completely sold on these really different auxiliary speakers and the public also has been favorably impressed, Barney claims.

### Fast Flashes

Bob Chester, orchestra leader, visited Manhattan Distributing and had his picture taken.

Ben Becker, amusement machine sales representative, has been looking around for the past few weeks for a new connection.

No slackening of demand for arcade equipment at International Mutoscope Reel Company. Looks as tho the arcade and park men are anticipating a big season.

Irv Orenstein, of Hercules Machine Exchange, Newark, N. J., has had little time to breathe these past few weeks, and is now in the market for a nice comfortable couch to lie down for a few minutes to rest up.

### Coming and Going

Fred Iverson, Seaboard Sales roadman, spent the past week at the home office.

Murray Wiener, sales manager for U-Need-a-Pak Products Corporation, now on a tour thru the Southern States.

Bill Wiener, also of U-Need-a-Pak, on a swing thru Pennsylvania.

Eddie Corrison, of Palisades Novelty Company, Cliffside, N. J., visited the Big Town. Eddie has been exceptionally busy lately and expects to have a surprise for the trade shortly.

### Minoco Strip Clicks

Jack Barry, of Minoco Productions, tells that movie machine operators have voted reel 1054 the best strip ever turned out. It features the following artists: Tony Pastor and orchestra, Luba Milina with Noro Morales, Charlie Spivak and orchestra, Anita Boyer, Cab Calloway and orchestra, Mary Jane Walsh, Gene Krupa and orchestra, and the Dixieland Jazz Band.

### Correction

Supreme Vending Company informs us that its branch office, located in Bellmore, Long Island, has been operating for the past two years and that it is not a new office at all.

### Here and There

New York Supply Company bought up several General Electric Rotary Converters and is offering them to the trade. This concern also carries a large stock of parts and supplies.

Joe Ash, of Active Amusement, has been in New York for the past two weeks buying every type of equipment available, and is still looking for more. By the way, we have a photo of Joe which will appear in *The Billboard* in a week or so that will surprise the trade—and Joe too.

### Week-Enders

Harold B. Gorman, amusement tycoon from Wildwood, N. J., had a swell time over the week-end doing the town with Mr. and Mrs. Max Levine and Mr. and Mrs. Fred Halparn. Levine and Halparn are Scientific Machine Corporation executives.

### Counter Game Hit

Roy Torr reports that his new counter game, HuLa, is getting favorable comment from the trade. He says evidence revealed from test locations shows that the game has a strong appeal for the public.

### Around the Town

Dave Simon, who completed his removal to his own building at 599 10th Avenue, is busy traveling and supervising his other branches.

Moe Hirsch, of Acme Novelty Company, Bridgeport, Conn., has two me-

chanics going over the reconditioning of amusement machines and then checks them personally. "In this way," Moe claims, "I know that every game leaving my premises is in sound condition."

Irving Mitchell, now specializing in merchandising equipment, is shipping machines thruout the entire country—and getting many compliments from his customers.

### BUY DEFENSE BONDS.

## Barry Visits Panoram Men

NEW YORK, Feb. 21 (MR). — Jack Barry, president of Minoco Productions, Inc., had another of his weekly sessions with Panoram operators. Last week he traveled to Boston, where he spoke to a group of New England men. Barry announced he will continue these visits to meet movie machine operators in this territory. The week of February 23 Jack will visit Pittsburgh and the week following will go to Ohio.

Before leaving for Boston Barry was highly enthusiastic about the quality of the strips his company has been turning out. He claims a great deal of credit belongs to the operators because they have given valuable assistance by notifying Minoco of their desires.

"We are making our pictures to the specifications of operators," Barry said. They know what they want. Our contacts with these men over the last two months (covering 72 per cent of Panorams on location) has been our week-to-week guide. We have learned that operators want well-known artists and current song hits. Therefore, we have turned out strips featuring Dick Todd, Barry Wood, Bill Robinson, Lanny Ross, Maxine Sullivan and the name bands. The material has been centered around such song hits as *Rose O'Day*, *Blues in the Night*, *I Said No*, *Deep in the Heart of Texas*, *Whistler's Mother-in-Law* and many others."

## Des Moines

DES MOINES, Feb. 21.—Tony Ligouri, operator, has joined the army. However, he first took the marriage vows with Cecil Gregg, of Sac City, Ia., in a ceremony performed February 17.

Don Hall, Spencer, Ia., operator, was recently inducted into the army.

Floyd V. Nelson, owner and manager of the Nelson Music & Automatic Machine Company at Boone, was married to Alice M. Shanks of Nora Springs, Ia., February 14. After the ceremony a wedding dinner was served at Hotel Holst. After a wedding trip the couple will be at home at Boone.

Robert Merriam, Des Moines vending machine operator and sales representative for the U-Select-It Company, is reported recovering from an attack of the flu that has kept him in bed for the last three weeks.

Bill Riddout, head of the concessions at the Des Moines ordnance plant, has signed a contract for handling concessions and vending machines at the new bombing plant to be constructed at Wahoo, Neb.

## FREE PLAY GAMES

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3 Jolly .. 22.50	3 Zombie .. 29.50

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Venders, brand new, never unpacked .. 182.50
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50 Free Play Tables, \$14.50 Up—Write 1/3 Deposit, Draft or Money Order.

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Any Quantity. Will Pay Cash.  
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# Plastics

A Description of Methods and Materials

By WALLACE ERICKSON, Ph.D.

Materials are front-page news these days during material shortages. The following will allow the layman to gain some knowledge of the various types of plastics and the part they are playing in the Victory program.

It is almost axiomatic that the production facilities of a country provided for in normal times cannot supply both civilian and military needs in time of war. It is also true that government spending in time of war gives the individual more money to spend on himself,

thus raising the civilian demand over what it would normally be.

The plastics industry has had a phenomenal growth during the last 15 years because plastics are inherently superior in many respects to any other materials. Once a mold is made, objects can be molded into shape in a matter of seconds, whereas with other materials the shaping is done by skilled labor requiring hours or even days to complete the same job. Plastics are strong, light in weight, non-corrosive, can be had in any color, translucent or even more transparent than glass. They can be machined, polished, lacquered and even successfully plated with metals.

### Plastic Working Methods

There are at present four methods of working plastics which have gained widespread use:

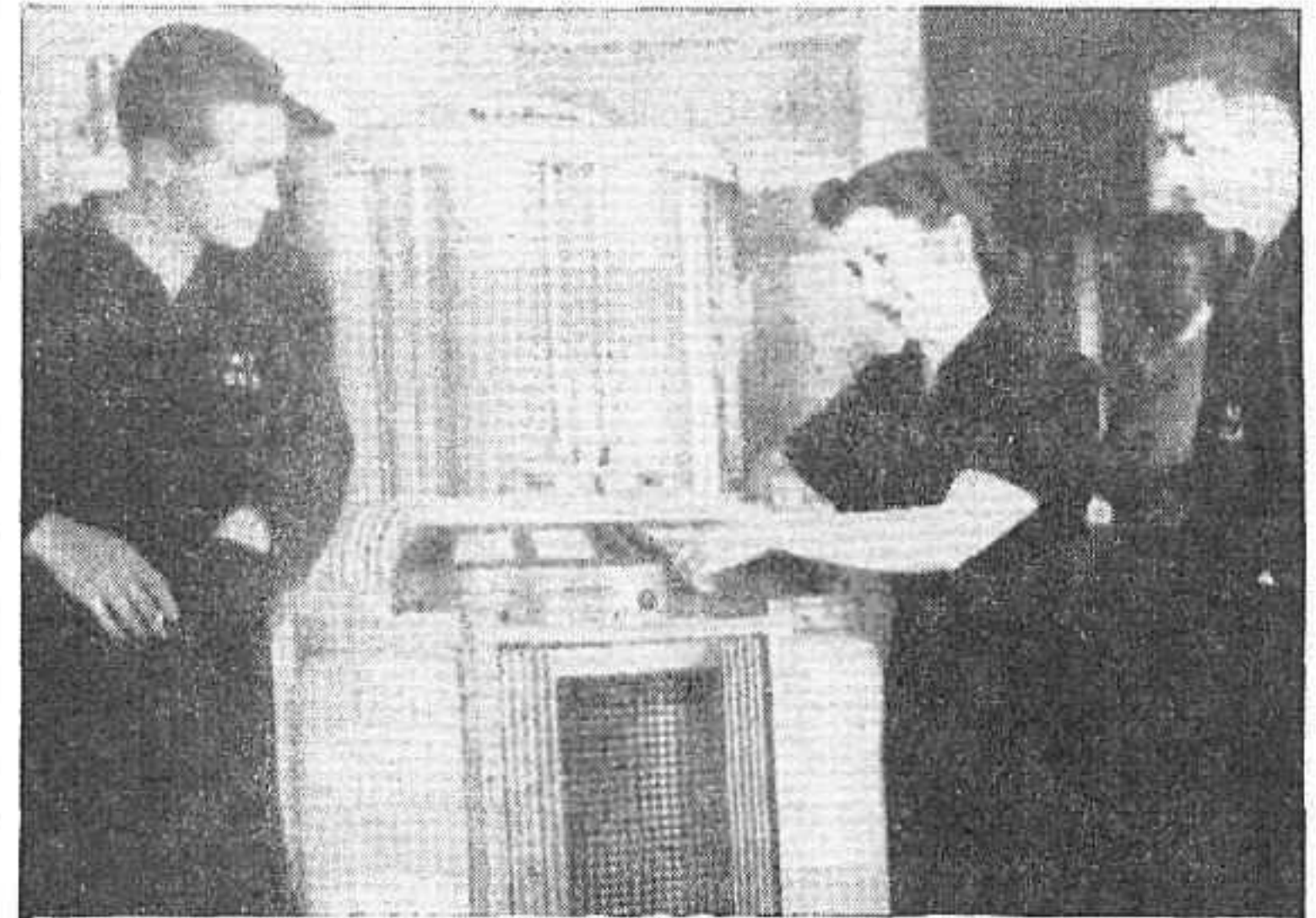
1. **Machine-Working.** The plastic in sheet or rod form can be cut, bent, turned, drilled and polished the same way that wood or metals are shaped with beautiful results. However, this procedure results in relatively higher production costs as each piece must be hand-finished to the dimensions required, whereas the molding procedures duplicate the intricate forms of the mold without necessitating further skilled labor for finishing. On the other hand, no expensive molds are required by this method and where only a few pieces are required it may be a more economical procedure.

2. **Compression Molding.** In this method the mold is heated to the temperature at which the plastic will flow; the plastic is introduced in pellet or powder form, the mold closed under great pressure, cooled and the product removed from the mold. This is the basic molding method of the plastic industry and has been developed to a high degree. Very large and complicated objects can be made by compression molding. The only objections to this method are the cost of the molds and the slowness of the cycle of heating and cooling of the molds. Plastic radio cases, for example, are made by compression molding.

3. **Injection.** In the injection molding machine the plastic is pre-heated to its softening point in a cylinder which is kept hot at all times, and quickly forced into the mold which is always kept cool. The cylinder, then, is automatically refilled, the finished object removed from the mold and the cycle repeated. This procedure eliminates the heating and cooling of the mold and thus greatly shortens the time of the cycle. In addition, the molds usually are multiples, making six objects at a time (this number may be increased to as high as 48 if the object is small).

Most of the small novelty items made today of plastics are made by the injection molding method.

4. **Casting of Plastics.** Certain plastics, notably the phenol-formaldehyde type, can be prepared in a liquid state, poured



SEEBURG SYMPHONOLA ENTERTAINS soldiers at the Main Post Exchange at Camp Bowie, Texas. The operator reports the phonograph is constantly playing. (MR)

into the mold and hardened. This procedure has the advantage of using very cheap molds of lead, plaster or rubber, with a very low investment for equipment. The large panels and pilasters of the music machines usually are of cast phenolics.

5. **Extrusion Molding.** Perhaps the most recent advance in molding is the continuous extrusion method of forming rods, strips and edgings to replace metals which formerly were widely used. The heated plastic is forced thru a die which shapes the plastic as it cools. This procedure probably is gaining popularity rapidly as aluminum and brass are diverted to other uses.

Of course, there is a normal reluctance to change from a material which has proved itself a success to a new material. The transition from metals and other structural materials to plastics has been sufficiently gradual for the industry to experience a healthful growth.

### Plastics Aid in Emergency

However, an emergency such as the present very quickly removes from many manufacturers the basic material for their production and they are forced to look for new materials. An example of this is the recent introduction by a plumbing equipment manufacturer of plastic bathroom fixtures. If brass were available it would be very unlikely that plastics could make such an inroad into an established field. This shifting to plastics is giving the plastics industry a few growing pains.

In two ways shortages are to be expected. First, the chemical manufacturers will not be able to manufacture the plastic materials fast enough—and, secondly, the shortage of diemakers and nickel-steel will make the obtaining of molds difficult. The first of these is being felt most at present and likely will be the more serious.

The chemical industry, of course, is greatly affected by war because of the shortage of formerly imported raw materials and because the equipment and materials are required to produce the products of military importance. The chemical industry, set up for normal peace-times, when no one builds more equipment than he can profitably use, finds that it is impossible to expand to meet the growing demand for its products since it cannot now obtain equipment. It is virtually impossible today to buy equipment and expand a plant unless priority is given because all equipment manufacturers have their schedules filled for months ahead with priority orders.

### Plastics—Available or Not

With this as a background, let us look at the plastics which have found use in the past to see what their individual situations are.

**Phenol-Formaldehyde:** The most widely used of all the plastic materials today are the phenol-formaldehyde resins. They are easily molded, have excellent physical properties and are low in cost. The recent government allocation of materials for plastics restricts the use of all formaldehyde derivatives to essential uses. The shortage of formaldehyde is apparently due to a shortage of methanol, from which it is made, and also due to the limited capacity of the equipment used for the

conversion of methanol into formaldehyde. It also is possible, as our explosives industry expands, that restriction may be placed on phenol, which is a basic starting material for several military explosives.

**Urea-Formaldehyde:** In some respects, the urea-formaldehyde plastics are superior to the phenol-formaldehyde, but their use now also is prohibited for certain uses by the formaldehyde restriction. In addition, urea probably will soon be restricted due to its nitrogen content. The ability of any country to produce military explosives today is dependent largely on its ability to "fix" nitrogen in the form of ammonia or nitric acid. Before long all nitrogen resources must be conserved and it is likely that the production of urea will be greatly curtailed.

**Cellulose Acetate:** Cellulose acetate and its derivatives are the most widely used injection molding materials. The properties of these materials are excellent and a wide range of colors are available at reasonable cost. Cellulose acetate is also available in sheets and rods. The raw materials for making the cellulose acetate molding materials are cellulose, acetate acid and anhydride and plasticizers to give the product the desirable molding characteristics. At the present time the supply of cellulose and acetate acid are adequate, but there is a serious shortage of suitable plasticizers in the quantity required. The best plasticizers belong to the group known as the "phthalates," which are derived from naphthalene. Large amounts of naphthalene formerly were imported and the removal of these sources has seriously upset the production of the "phthalates." Some suppliers of cellulose acetate who have allotted quotas to their customers are finding these customers cannot take their quotas because they cannot obtain the plasticizers in sufficient quantities. Nevertheless, molders are finding that most of the suppliers of cellulose acetate plastics can still make delivery. It appears that this type of plastic will be affected to a smaller degree than any of the other now commonly employed plastics.

**Acrylic Plastics:** The acrylic plastics are widely used for injection and compression molding as well as in sheet and rod form for machinery. Their physical properties are excellent, particularly the clears, which are actually more transparent than glass. The synthetic chemical reactions are more involved in the manufacture of the acrylic plastics than in any other plastics. This, of course, means that the price is higher and expansion of equipment is more difficult. In addition, at least two of the starting materials, methanol and acetone, are becoming increasingly difficult to obtain and may be curtailed. Too, the special plasticizers needed may also become more difficult to prepare.

**Polystyrene:** Styrene is one of the oldest of the plastics and has some excellent physical properties, including optical transparency. Two properties which have held it back somewhat are its high solubility in organic solvents and a tendency to "craze" or check on the surface. The latter tendency now has been largely overcome and improvement in the manufacturing processes has brought the price

(See PLASTICS on page 76)

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All American. 45.00	Do-Re-Mi . . . 69.50	Power House. 22.50	Sky Blazer . . . 79.50
Attention . . . 39.50	Formation . . . 27.50	School Days . 47.50	Spot-a-Card . . 99.50
Boomtown . . . 49.50	Flicker . . . . . 39.50	Sea Hawk . . . 54.50	Twin Six . . . . . 69.50
Big Chief . . . . 39.50	Four Roses . . 45.00	Sunbeam . . . . 52.50	Texas Mustang 74.50
Broadcast . . . . 39.50	Gun Club . . . 79.50	Stratolliner . . 45.00	Victory . . . . . 119.50
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Belle Hop . . . . 69.50	Leader . . . . . 32.50	Seven Up . . . . 52.50	Wildfire . . . . . 49.50
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Mills 5-10¢ Brown Fronts, Late . . . . . 119.50  
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Jumbo Parades, F.P. . \$ 99.50  
Jumbo Parades, P.O. . . 129.50  
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Keeney '38 Track Times 104.50  
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Stanco Bell, 5¢ Mills Br. Frt. . . . . \$69.50  
Stanco Bell, 5¢ Jennings 79.50  
Stanco Bell, 5¢-10¢ Jenn. 119.50  
1940 Paces Reels . . . . . 119.50  
Paces Red Arrow, 6300-209.50  
Paces Races, Brown, #4345 . . . . . 99.50  
Evans Gal. Dominoes, Late 135.00

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# Industry Mentions Magazines -- Newspapers -- Radio

New York City's ban on pinball games has been widely publicized thru newspapers in other cities which are carrying avid accounts of the daily doings in the case. Clippings from newspapers in many Eastern cities have been sent to the coin machine department of *The Billboard*, all of them commenting on the pinball situation in the Big City. Some treated the subject lightly, some criticized the New York rulings as being unfair, some applauded its stand, and a writer called Peter Du Berg, in *The New York Sunday Mirror*, February 15, wrote a feature article in which he struggled confusedly for the first half of his article in an attempt to be amusing about it all, getting down to earth only in the last half. Du Berg's statements—in one paragraph which appears to be his proudest effort to be witty—are untrue and unjust and offer a raw public insult to an industry which contains as many substantial and honorable citizens as does Du Berg's profession. And we ought to know—we are in both businesses. Du Berg wrote: "... it is calculated that 460,000,000 nickels per year, amounting to \$23,000,000, went into the slots. This, according to Mayor La-

Guardia, helped support scores of big and little gangsters in luxury, without work.

"(This idleness induced them to smoke too much and drink too much. When they went to prison, they were short-winded and out of condition. Convicts are now doing a great deal of war work. The mayor believes gangsters should remain in good condition—and in prison.)"

Publicity being given pinball conditions in New York is having an unfavorable effect on pinball rulings in many smaller cities in the East. It has influenced many of them to begin drives against the games. Seemingly, the effect has not been felt in the Middle Western States; no news or clippings have been received in this office to indicate that the subject of New York City's drastic action has received much attention except in the East.

*The Scranton (Pa.) Times*, February 13.—This paper used a large photograph of Sgt. Milton Bainbridge, former sales manager for Ben Sterling Jr., Wurlitzer distributor in Northeastern Pennsylvania, presenting a music machine to men of the 66th School Squadron at Brooks Field, Texas. Bainbridge received the machine from Sterling. The machine is placed in the squadron's day room.

*The Phoenix Evening Gazette*, February 7.—Writer Dan Crumley questioned Chinese flying cadets, stationed here to learn the American way of flying, and was told that the things they like best in America are:

1. Ice cream dessert.
2. Apples and oranges between meals.
3. Playing ping pong, pinball games and pool.
4. Movies.

*The Cleveland Plain Dealer*, February 4.—A news item in this paper told of the fire in Youngstown which virtually destroyed the birthplace of America's pinball industry. Fire broke out in the factory that, about 10 years ago, was taken over by the Automatic Industries Company, which grew out of a Youngstown man's manufacture in his basement of a simple device by which marbles rolled past various obstacles into scoring holes. From that first simple machine, says the article, the complicated mechanisms of today's pinball games were evolved.

In *Man About Manhattan*, an Associated Press feature by George Tucker, the opening paragraph says: "A novel wrinkle in slot machines is a typewriter. I saw one in a 54th Street hotel the other day. You put in a dime, push the plunger, and the typewriter is yours for

half an hour. What happens if it stops in the middle of a word while you are writing home for money after spending your last dime?" The Chicago Public Library has had coin-operated typewriters for several years, but when we attempted to learn who installed them, we were told that the library has not heard from the fellow for a couple of years and does not know where he is. One of the librarians services the machines.

*The Des Moines Tribune*, February 11.—"Couple more pinball machines would be welcome at the recruit recreation center, 203 Fifth. They're awfully popular with the lads. Possibly some of you have them in your basements, unused, and could lend or donate them."

A movie trailer (a short film showing coming attractions) advertising the coming of the Andrews Sisters, said: "50,000,000 nickels can't be wrong! Meet the Andrews Sisters, queens of the music machines."

On a recent Bob Hope broadcast, Bob and Betty Hutton play the part of a couple of aged lovers. Betty tells Bob to put his left arm around her shoulder, and then his right arm around her waist, which Hope does to the accompaniment of squeaky joints. Suddenly Hope says, "This is more fun than playing an iron claw machine."

A picture of three good-looking but lonely girls gathered around a music machine appeared in *The Scranton (Pa.) Tribune* captioned: "Birth of the Blues—That's what the war has precipitated on the home front, where these girls gather around a nickelodeon in a sweet shop and supply their own music in the dateless era of 1942."

A Paramount Newsreel showed the confiscation of pinball machines in New York City. In one scene a pinball enthusiast is shown going thru all the motions of "pinballitis" just before the seizure of the machine he is playing."

## Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Feb. 21.—Milton Bainbridge, former sales manager for Ben Sterling Jr., Wurlitzer distributor in Northeastern Pennsylvania, has been promoted to rank of sergeant in the army and is now stationed at the Flying School at Brook's Field, Texas.

The new city ordinance providing for a license fee for pinball machines and vending machines is expected to net Wilkes-Barre \$7,000. Under the ordinance the city license must be placed on the pinball machine itself, and the serial number on the license must correspond with that of the machine.

### Warning Scale Operators

Better buy your scales NOW!  
Production to be cut to 25% after Feb. 1. We can still fill your orders if sent at once. This is no sales talk but the real dope. Get busy and mail that order today.

**TERMS:**  
\$10.00 down,  
balance monthly.

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CHICAGO, ILL.  
Est. 1889—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

2 Jungle Camps, like new...	@ \$109.50
1 5c play Pacos Reels, like new	@ 114.50
1 25c play Pacos Reels, like new	@ 114.50
2 Bally Royal Flush	@ 79.50
3 Bally High Hand, floor samples, F. P. & P. O.	@ 189.50
1 Good Luck (Jennings)	@ 49.50
3 Jennings Fast Times, cash play	@ 79.50
2 Bally Club Bells, F. S.	@ 27.95
4 Single play 5c Super Bells, F. S.	@ 229.50

One-Third Down, Balance C. O. D.  
**AUTOMATIC COIN**  
1209 Washington St. BOSTON, MASS.

## Ready To Go!

Scientific Batting Practice	\$125.00
DuGrenier Candy Man (10), complete with cabinet floor bases, perfect	55.00
Rowe 1c Slick Gum Machines	12.50
Adams Gum, Hexagon, 1g.	8.75
Daval Aces & Cubs, new and nearly new	5.50
Jennings 5c Chiefs, factory rebuilt	55.00
Mills 10c Blue Fronts, Serials 375,000	45.00
Paco 1c Slots	19.50
American Small Type Scales, porcelain	35.00
International Ticket Scales, like new	97.50

1/3 With Order, Balance C. O. D.  
**E. O. LIKENS**  
BETHESDA, MARYLAND

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A good, reliable man, preferably one with experience, to place, service and collect Five Ball Pin Games on percentage basis. Write, giving age, experience and reference in your first letter. Advise also as to operating conditions in your territory.

**BOX 509**  
The Billboard, Ashland Bldg., Chicago, Ill.

One Hold Over, \$15.00; Keeney Super Six, \$15.00; Rink, \$10.00; Mills Dance Masters, \$15.00; Bally Bulls Eye, \$45.00; Watling 5c Slot, \$17.50; Mills S. J. Slots, Goo-neck, \$10.00; Paco Everfull Jack, 1c, \$17.50; Rock-Ola Imperial, 18 Records, Illum., \$60.00; Rock-Ola Regular, \$37.50; Rock-Ola Monarch, \$100.00; Imperial, 16 Records, \$39.50.

1/3 Deposit.  
**H. M. HOPKINS**  
Marlinton, West Va.

## MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

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## BEST BUYS!

Ready for Immediate Delivery

### SLOT BARGAINS

2 Mills 5c Orig. Chrome Bells, Pays 2 on Cherry	\$159.50
1 Mills 10c Orig. Chrome Bell, Pays 2 on Cherry	165.50
1 Mills 5c Orig. Chrome Bell, Pays 2 on Cherry	159.50
28 Mills 5c Brown Front, Club Handle, L.L. Cabinet	114.50
5 Mills 10c Brown Front, Club Handle, L.L. Cabinet	117.50
5 Mills 5c Cherry Bells, Club Handle, L.L. Cabinet, 3-10 Payout	114.50
4 Mills 25c Cherry Bells, Club Handle, L.L. Cabinet, 3-10 Payout	119.50
3 Mills 10c Melon Bells, Club Handle	99.50
1 Mills 25c Melon Bell, Club Handle	104.50
8 Mills 5c Blue Fronts, Club Handle	89.50
7 Mills 5c Blue Front Q.T.'s	54.50
5 Mills 5c Free Play Q.T.'s	37.50
2 Mills Smoker Bells	42.50
10 Mills 5c Green Vest Pockets	27.50
10 Mills 5c Blue and Gold Vest Pockets	37.50
2 Mills 1c Blue and Gold Vest Pockets	48.50
1 Jennings 5c Silver Chief, Sluggproof	125.00
5 Jennings 5c Silver Chiefs	105.00
1 Jennings 10c Silver Chief	110.00
1 Jennings 25c Silver Chief	117.50
1 Jennings Triple Silver Play, 5, 10, 25	112.50
4 Jennings 5c Triple Jackpot	49.50
2 Jennings 5c Chiefs	57.50
2 Jennings 1c Little Dukes	17.50
8 Blue Front Pace Comets, 5c	59.50
2 Blue Front Pace Comets, 10c	62.50
4 Blue Front Pace Comets	67.50
3 5c Watling Rol-a-Tops	57.50

### USED CONSOLES

2 Mills Three Bells	\$425.00
3 Mills Four Bells, Ash Tray	299.50
1 Mills Four Bells, 3 5c Play, 1 25c	425.00
2 Mills Jumbo Parade, Free Play	119.50
2 Mills Jumbo Parade, Cash	124.50
4 Jennings Ciga-Rolla, 5c-10c or 10c-10c	125.00
4 Jennings Good Luck	39.50
1 Keeney Ky. Club, 7 Coin Head	48.50
2 Pacos Races, Red Arrow, Jackpot	224.50
2 Pacos Races, Red Arrow	224.50
2 Pacos Races, Brown Cabinet	124.50
1 Paco Saratoga, Cash	89.50
2 Baker's Pacers, Like New	265.00
1 Evans Lucky Lucre	189.50
2 Exhibit's Long Champ Jr.	39.50
1 Evans Lucky Star	95.00
1 Grotchen Sugar King	89.50
1 Bally Royal Flush, Cash Model	89.50

### MILLS NEW MACHINES

We carry the following in stock for immediate delivery:

MILLS 3 BELLS	BROWN MYSTERY
MILLS 4 BELLS	GOLD Q.T.
GOLD CHROME	VEST POCKETS

Above Machines are offered subject to prior sale.  
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.  
**STERLING NOVELTY CO.**  
669-671 South Broadway LEXINGTON, KY.

## WE ARE REMODELING

the following obsolete games into streamlined versions, with new plastic bumpers and new backboard glasses: Power House, Blondie, Big Town, Mr. Chips, Follies, Drum Major, Home Run, Commodore, Triumph, Roxy, Bowling Alley, Cadillac, Stars, Leader, O'Boy and Turf Champs. Write for our prices and details.

## GLICKMAN INDUSTRIES

4458-60 Griscom St. PHILADELPHIA, PA.

## WANTED FOR CASH

Seeburg's  
**CHICKEN SAMS**  
\$40.00 F. O. B. Your City.  
Within 1000 Miles of Chicago.  
**CHICAGO NOVELTY CO., Inc.**  
1348 Newport Ave. CHICAGO, ILL.



Photo sent out by publicity department of the Air Corps Advanced Flying School, Brooks Field, Texas. "Dodo, mascot of the aviation cadets here, helps himself at the candy machine in the guardhouse."

**P-R-O-M-O-T-I-O-N**  
In a Big Way

We had a hard time squeezing this fellow into the space of one column width, but here he is—Jumbo promoting the Hit-Tune-of-the-Month for Cleveland's Phonograph Merchants' Association. The picture was a result of a tie-up with the Grotto Circus which plays



to a quarter of a million people during 25 performances at the Cleveland Public Hall. Not only does the elephant parade and tell the public about the February coin machine hit tune but the fact is also recorded in the circus program. In addition, the circus band plays the hit tune *Madelaine* after announcement at every performance.

**Lincoln Speaks Again**

The Lincoln Day Rally held at the Medinah Temple last week was highlighted by the address entitled *My Fellow Americans*, delivered by Orvil Mulls, of Decatur, Ill., well-known Lincoln impersonator. His address was hailed in the press as a "powerful bit of writing," and it was coinman Jim Mangan, advertising director of Mills Novelty Company, who wrote it. A handsome hand-

# MEN & MACHINES

Conducted by C. H. STARK  
Communications to 155 North Clark Street, Chicago

tooled leather-bound portfolio containing a copy of the address was presented to President Roosevelt.

**Too Much Egnog For the Photographer**

A picture should illustrate this bit—a picture showing the annual Christmas party tossed for all the employees of the Silent Sales System of Washington by Manager Ira T. Byram Jr., but it seems the photographer who took the picture got too much egnog and disappeared, so recounts Byram in a two-page letter that reports the fun everyone had, at the third annual party of this fast-growing firm way back in December—remember? Christmas bonuses for employees are reported to have run into thousands of dollars, and 10 per cent of each bonus was given in Defense Stamps and Bonds.

**42 Boards So Far in '42**

Despite production problems, Superior Products announces it has released 42 new boards so far in '42 and that the firm has decided to maintain its steady

pace of "keeping 'em punching." Many of the new boards feature patriotic themes.

**Another Photo For the U. S. O.**

"We had much pleasure in presenting a phonograph to the USO," reports Jim Passanante, head of J & J Novelty Company, Detroit. "The USO is doing splendid work for our men in the service and we are more than happy to do our small share to assist them."



The phonograph here is being presented by Al Hunter (right), of J & J Novelty Company, to Mr. Strong (left), head of Detroit's USO. The navy and army were represented and had the machine going as soon as the plug was put into the socket.

**Reminiscence**

Thumbing thru a bound volume of *The Billboard* for 1937, we ran across this cartoon smack in the middle of Walter Hurd's editorial which discussed the "Machine Age"—arguments pro and con as to its effect on employment, de-



The machine age has affected all amusement, even "barnyard golf" in the alley.—(Bill Holman in Chicago Tribune.)

pressions, etc. So we ran the cut showing the boys complaining about barnyard golf. Looks as tho we'll have to go back to horseshoes again, huh!

**It's Sergeant Bainbridge Now**

From our fast-moving Wilkes-Barre, Pa., representative comes a flash that

Milton Bainbridge, former sales manager for Ben Sterling Jr., Moosic, Pa., Wur-litzer distrib, is now boasting three stripes on his sleeve. Yep, he's "sarge" now at the army flying school, Brooks Field, Texas.

**"Life's Wonderful Down Here in Fla."**

This snap is one of Dave Firestone, of Planet Manufacturing Company, Detroit. It seems Dave is recuperating in Florida from the strenuous trip thruout the country on behalf of the firm's counter games Hu-La and V. How much "recup-ing" Dave is doing is a matter of guess-work, for it seems there are too many coinmen in Florida right now to tell about the firm's products.



**YOURS FOR VICTORY**

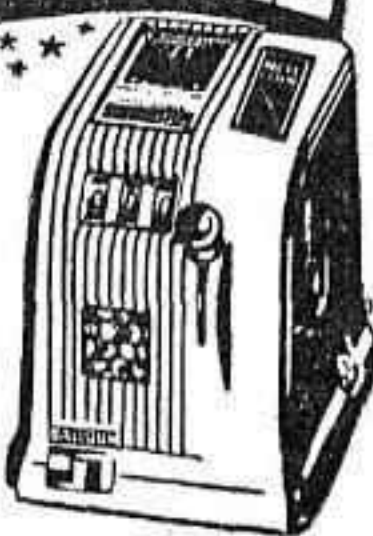
Why not sign all letters from now on "Yours for Victory," suggests Don Leary, genial head of Automatic Sales, Minneapolis. "No other industry writes more letters to so many people," he points out, "so let's have *The Billboard* start the campaign."

Okay, Don—started it is. Here's "Yours for Victory" until next week.

## BUY BONDS WITH PROFITS FROM MARVEL AND AMERICAN EAGLE

PROVEN the greatest counter games ever built! WIN OUT with MARVEL and AMERICAN EAGLE . . . coin-operated or NOT coin-operated! In ordering TODAY, please specify type wanted.

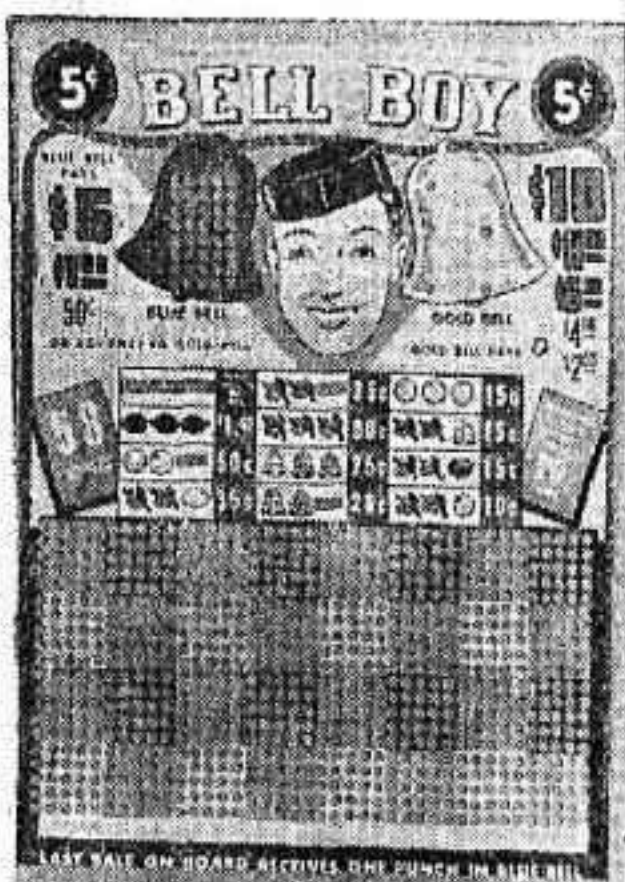
**\$37.50** Each  
Ball Gum Model Only \$2 Extra



**Only \$10**

will convert your present MARVELS and AMERICAN EAGLES into NOT coin-operated, TAX FREE models! ACT NOW! Rush us your Marvels and American Eagles TODAY!

**DAVAL, 2043 CARROLL AVE., CHICAGO**  
Pacific Coast-MAC MOHR CO-2916 W. PICO BLVD-LOS ANGELES, CALIF.



### 800 HOLE BELL BOY

Take-In Is .....\$40.00  
Average Payout ..... 19.60  
Average Profit .....\$20.40  
Lots of 25 or more .....\$2.00  
Lots of 12 ..... 2.25  
Lots of 6 ..... 2.50

Samples \$3.00 Postpaid

Also an 800 Hole Dice Board at the same prices.  
25% Deposit or Full Remittance With All Orders.

## A. N. S. CO.

312 CARROLL ST. ELMIRA, N. Y.

WRITE OR WIRE for complete Price List on 200 thoroughly reconditioned Free Play Games, Free Play Consoles, Slots, Counter Games, etc., out this week.

**AUTOMATIC SALES CO.** 203 SECOND AVE., N., NASHVILLE, TENN.

## STIRLING VALUES

A.B.C. BOWLER \$54.50	PAN AMER. ...\$29.50
ATTENTION 28.00	SEA HAWK 34.50
BIG PARADE 85.00	SEVEN UP 29.50
BIG CHIEF 24.50	SILVER SKATES.. 34.50
BOLA WAY 85.00	SKY RAY 34.50
BAND WAGON.. 24.50	SNAPPY '41 49.50
BROAD-CAST... 29.50	SOUTH PAW .... 49.50
CAPT. KIDD 57.50	SPORT PARADE 29.50
CHAMP ... 59.50	SPOT POOL 59.50
DO-RE-MI. 44.50	STAR ATTRACTION 54.50
DOUBLE PLAY ... 34.50	SUN BEAM 29.50
4 ROSES .. 32.00	SUPER CHUBBIE. 54.50
FLICKER .. 25.00	STRATO-LINER .. 27.00
GUN CLUB 54.50	STARS ... 29.50
HI-HAT .. 42.50	SCHOOL DAYS ... 27.50
HORD SCOPE .. 44.50	TEN SPOT. 39.50
JUNGLE .. 64.50	TRAILWAYS ... 37.00
KNOCK OUT ... 74.50	VICTORY .. 87.50
LEGIONNAIRE .. 54.50	WILD FIRE 37.50
NAIR .. 74.50	ZIG ZAG .. 37.50
PLAY BALL 29.50	ZOMBIE .. 25.00

STIRLING RECONDITIONED GAMES ARE "TOPS" ALL-WAYS!! ONCE YOU BUY A STIRLING RENEWED GAME YOU'LL ALWAYS BUY STIRLING GAMES!! EACH ONE IS COMPLETELY EQUIPPED WITH FREE PLAY COILS—READY TO PLACE ON LOCATION WHEN YOU RECEIVE THEM!! BUY NOW—WHILE THEY LAST!! EVERY GAME ADVERTISED IS IN STOCK READY FOR INSTANT DELIVERY!!

1/3 CASH WITH ALL ORDERS—WE SHIP BALANCE C. O. D.

**Stirling Distributors, Inc.**  
54 Elizabeth Avenue, Newark, N. J.  
All Phones: Bigelow 8-0757

## Look To The GENERAL For LEADERSHIP!

Kentucky Club ...\$ 39.50	'40 Saratoga, Conv. \$150.00	Gold Cup .....\$ 29.50
'38 Track Time ... 99.50	'40 Reels, Jr., P.O. 89.50	Sport Special .... 100.00
Triple Entry .... 135.00	'40 Reels, Jr., 25¢ P.O. .... 125.00	Record Time ..... 120.00
Pastime ..... 165.00	'40 Saratoga, Jr., P.O. 89.50	Dark Horse ..... 140.00
Square Bell, Fruit or Animal Reels ... 75.00	Super Bell, clean ... 275.00	Blue Grass ..... 160.00
Jumbo Parade, P.O. ... 99.50	High Hand, clean ... 200.00	'41 Derby ..... 225.00
'39 Saratoga, P.O. ... 69.50	Buy "Singing Pictures" From Us Today! Write for Details!	Batting Practice ... 135.00
'40 Reels, Sr., P.O. ... 99.50		Drive Mobile ..... 210.00

Now more than ever QUALITY makes the biggest bargains! GENERAL is known from Coast to Coast for Games that have no superior anywhere. Many others in stock! WRITE FOR COMPLETE LIST. 1/3 Cash With All Orders, Balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 306 NO. CAY ST. BALTIMORE, MD.  
ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

# Assn. Public Relations Programs Build Good Will for Industry, Analysis of '41 Campaigns Reveal

CHICAGO, Feb. 21.—Public relations activities of enterprising State and local associations in the coin machine industry were concentrated in two main fields during 1941, examination of the material submitted for consideration in 1941 *The Billboard* Annual Association Awards discloses. Some associations concentrated on getting favorable publicity in the newspapers and on the radio, other groups on selling the industry to their fellow citizens by means of co-operation with local civic movements such as Red Cross Drives, Safety Campaigns, USO movements, etc. Some few were active in both fields. Highlights of activities of 1941 award winners are

outlined below, and are examples of what other groups can do who are interested in inaugurating public relations campaigns of their own.

The Associated Operators of Los Angeles County, Inc., under the guidance of Samuel (Curley) Robinson established itself during the year as one of the most active organizations in civic affairs in the county. A partial resume of its activities includes: Direct contributions as well as co-operation of the membership in soliciting funds for the Community Chest, USO and "Buy an Ambulance" drives. Contributions were also made to a number of civic and charitable organizations of all kinds and creed. Group also sponsored a speakers' bureau and furnished speakers to organizations interested in learning what the coin machine business is all about. It promoted the "Bundles for Buddies" campaign and sent truckloads of magazines, books, games, etc., to various military camps as a result. Distributed special stickers for the Community Chest and safety drives which it sponsored. It sponsored local "I Am an American Day" drive; issued pamphlet stressing seven-point program for public relations for every operator; passed and sent appropriate resolutions to the State governor, mayor of Los Angeles and other civic officials commending them on defense and war preparations and offering all-out assistance of association and its members whenever commanded. Group also promoted its interest in child welfare work, publicized its interest in minors and the fact that operators and locations followed letter of law in keeping minors from playing games. Many more instances could be cited of the aggressive manner in which this group has been building good will and at the same time selling the value of its membership to the community.

### Cleveland and Minneapolis

In Cleveland the Phonograph Merchants' Association inaugurated its "Hit-of-the-Month" campaign. The recording chosen each month as the "hit" was advertised in newspapers, busses and streetcars and over the air as the tune most popular on music machines in the city at the time. Ads also played up the entertainment value of the coin phonograph and established its amusement value in the minds of Cleveland citizenry. Proof of the value of the campaign was best demonstrated by the fact that despite anti-pinball and gambling crusades constantly being featured in the Cleveland press during most of the year, not a single item of an unfavorable nature against the phono operators or their machines was published.

Minneapolis Games' Association did a good job of selling the value of the industry to the Northwest with their full two-column ad showing the Andrews Sisters playing pin games early in the year. Group also co-operated closely with the State association in sponsoring the Northwest regional coin show. Much

publicity was also gained in conjunction with its city-wide campaign to put five Minnesota football stars on the National "All-Star" team.

### San Francisco and Others

Out in San Francisco the Amusement Merchants' Association, formed early in 1941, got off to a flying start under the guidance of Sid Mankin. Groups public relations program included: Volunteering for assignments in the Civilian Defense Program; mailing air raid instructions to 1,500 small stores; sponsoring army camp visiting days; promoting a Friday 13 "jinx dinner"; inspiring the publication of a three-column full cartoon in *The San Francisco Chronicle* publicizing pin games; contributing to several local Boy Scout groups, and combating success-

fully campaign to outlaw pin games in the city.

To this list might be added the efforts put forth by many other groups, such as the United Music Operators of Michigan's sponsorship and conduction of the "Any Bonds Campaign" in its environs; the efforts of the Ohio Cigarette Vendors to get anti-slug legislation passed in the Ohio Assembly, etc., but space prohibits. To say that the industry owes much to those groups who's farsightedness has launched them along the road to selling the value of the coin machine industry to those who live in their territories is sufficient. It's a job that might well be copied by operator and distributor groups in every city in the land.

**BARGAINS FOR IMMEDIATE DELIVERY**  
All Machines Clean, Like New Condition.

**CONSOLES:**  
Pace Races, Brown Cab. \$110.00  
Evans Galloping Dominoes. 125.00  
Buckley Track Odds. 125.00  
Buckley Seven Balls. 125.00  
Mills 25¢ Dice Machine. 50.00  
Bally '41 Derby, New. 248.50  
Western '41 Derby, New. 217.50  
Bally Club Trophy. 150.00  
Mills Owl, New. 100.00  
Chicken Sam. 55.00  
Skeeballettes. 55.00  
Ten Pins. 55.00  
World Series. 65.00  
75 Slots—Write—\$10.00 Up.

**100—FREE PLAYS**  
—100  
Ex. Big Parade, New. \$135.00  
Genco Victory, New. 135.00  
One-Third Deposit, Balance C. O. D. Wire or Write.

**L. H. HOOKER NOVELTY CO.** Arnolds Park, Iowa

**MILLS NEW SLOT MACHINES**  
IN STOCK  
READY FOR IMMEDIATE SHIPMENT  
—ALL KINDS—  
**Southern Vending Machine Co.**  
PHONE 2414  
DANVILLE, VA.

**WRITE FOR OUR LATEST PRICE LIST**

**COMPLETE STOCK!**

**MILWAUKEE COIN MACHINE CO.**

3130 W. Lisbon Ave., Milwaukee, Wis.

**WANTED**

A route of Games or Music. State what route consists of, price, income and other particulars.

**BOX D-172**  
Care of The Billboard Cincinnati, O.

**USED G. E. Rotary Converters**  
300 Watts Perfect Condition  
Lots of 5—Ea. \$15.00  
1/3 Deposit With Order, Balance C. O. D.  
**NEW YORK SUPPLY CO.**  
445 W. 50th St. NEW YORK CITY



**WALLACE MacCLAY**, director of Purchases for O. D. Jennings & Company, pictured at the microphone as he accepted the office of president of the Garfield Farm Business Men's Association of Chicago. (ME)

**SLAP that JAP!**  
**MAKE HIS HEAD "SPIN"**

**LET'S ALL DO IT NOW!**

All America remembers Pearl Harbor and is ready to SLAP THAT JAP! Players actually get a chance to take a slap at the two-faced Jap and make his head spin! Brilliant colors, deep die cut, extra spinning jap head. 1080 holes with 76 WINNERS! Sweet operator's profit of \$30.10 on \$54.00 take! It's the hottest board in America! Hurry, order now!

Order as 1080 Slap that Jap  
Takes In: ..... \$54.00  
Pays Out: ..... 23.90  
**AVERAGE PROFIT ..... \$30.10**

**GARDNER & CO. 2305 ARCHER CHICAGO, ILL.**

**CLOSE-OUTS AT SACRIFICE PRICES**  
ALL GAMES THOROUGHLY RECONDITIONED AND CLEANED—READY FOR LOCATIONS.

5 BALL FREE PLAY GAMES	Play Ball ..... \$27.50	Challenger Stands Only \$ 2.00
All American ..... \$30.00	Sea Hawk ..... 33.50	Vistascops (with Stand) 12.00
Big Six ..... 10.00	Snappy ..... 35.00	Skill Shot ..... 10.00
Border Town ..... 22.50	Sport Parade ..... 28.50	
Chevron ..... 10.00	Sun Beam ..... 30.00	<b>COUNTER GAMES</b>
Double Play ..... 37.50	Stars ..... 27.50	American Eagle (Fruit Reels, 1¢) ..... \$ 9.00
Dude Ranch ..... 25.00	Stratoliner ..... 29.50	Bally Baby (1¢ Cig.) ..... 3.00
Duplex ..... 30.00	Ten Spot ..... 47.50	Lucky Pack (1¢ Cig.) ..... 3.50
Fantasy ..... 10.00	Trailway ..... 35.00	Marvel (1¢ Cig.) ..... 12.50
Formation ..... 25.00	Vacation ..... 15.00	Smoke Reels (1¢ Cig.) ..... 4.50
Fox Hunt ..... 25.00	West Wind ..... 50.00	
Hi Hat ..... 47.50	Zigzag ..... 40.00	<b>PHONOGRAPHS</b>
Horoscope ..... 47.50		Wurlitzer Counter Model #71 (with Stand) \$125.00
Leader ..... 25.00	<b>1 BALL FREE PLAY</b>	Filbren Unit (24 Record), operated with Filbren, Buckley or Playmore Wall Boxes 85.00
Legionnaire ..... 52.50	Arrow Head ..... \$10.00	
Metro ..... 25.00	<b>LEGAL EQUIPMENT</b>	
Miami Beach ..... 45.00	Texas Leaguer ..... \$27.50	
O'Boy ..... 12.50	A.B.T. Challenger (with Stand) ..... 17.50	

Terms: 1/3 Deposit, Balance C. O. D. Give Shipping Instructions.

**J. S. MORRIS & SONS,** 4633 DELMAR BLVD. ST. LOUIS, MO.

**GRADE "A" BUYS!**

<b>FREE PLAY GAMES</b>	Pursuit ..... \$55.00	Pace Maker ..... \$97.50	Arlington ..... \$ 32.50
ABC Bowler ..... \$62.50	Jungle ..... 69.50	Long Shot ..... 89.50	Paces Races, Br. Cab., ..... 105.00
All American ..... 22.50	Seven Up ..... 29.50	Grand National 97.50	Mills Owl ..... 105.00
Attention ..... 22.50	Playball ..... 32.50	Sport Page ..... 49.50	
Big Parade ..... 89.50	Red, White & Blue ..... 25.00		<b>MUSIC EQUIPMENT</b>
Bosco ..... 67.50	Star Attraction 65.00	616 Wurlitzer, Remodeled ..... \$ 70.00	600 Wurlitzer ..... 140.00
Bowling ..... 21.00	Spot Pool ..... 65.00	500 Wurlitzer ..... 165.00	61 Wurlitzer ..... 75.00
Capt. Kidd ..... 53.50	Star ..... 27.50	Standard Rockola ..... 115.50	Super Rockola ..... 195.00
Clover ..... 89.50	Sparky ..... 18.50	24 Wurl. and Buckley Adapter, complete 130.00	Twin 12 Wurlitzers, steel cabinet and Buckley Adapter, complete ..... 120.00
Dixie ..... 19.50	Super Chubby 53.50	Mills Throne, 1940 ..... 130.00	24 Wurlitzer, 2 Keeney Boxes and Keeney Adapter ..... 145.00
Do Re Mi ..... 52.50	Sea Hawk ..... 35.00		
Duplex ..... 30.00	Sky Ray ..... 39.50		
5-10-20 ..... 92.50	Trailway ..... 32.50		
Flicker ..... 19.50	Twin Six ..... 59.50		
Fox Hunt ..... 21.50	Victory ..... 92.50		
Gun Club ..... 65.00	Venus ..... 99.50		
Knockout ..... 79.50	<b>PAYOUT TABLES</b>		
Mustang ..... 72.50	Gold Cup ..... \$35.00	24 Record ..... \$17.50	Chandler Spokers ..... 18.50
Metro ..... 25.00	Grand Stand ..... 49.50		
New Champ ..... 65.00	Hawthorne ..... 42.50		

1/3 Deposit, Balance C. O. D.

**ATLAS VENDING CO.** 410 N. BROAD STREET ELIZABETH, N. J.

**SLOT BARGAINS**

20 Mills Blue Fronts ..... \$75.00	10 Watling Rol-a-Tops ..... \$60.00
20 Mills War Eagles ..... 50.00	5 Pace Comets ..... 50.00
10 Jennings Chiefs ..... 50.00	Over 200 Used Slots, \$20.00 Up

All machines guaranteed working order. 1/3 Deposit, Balance C. O. D.

**OHIO SPECIALTY COMPANY** 539 S. 2nd LOUISVILLE, KY.

# WASTING TAX MONEY

## District Judge Charges Police With Unwise Zeal

**In wartime police should have more important work than spying on pin games**

MILWAUKEE, Feb. 21.—In what he termed one of "the most flagrant cases of entrapment" ever to come into District Court, Judge Harvey L. Neelen took the police department to task recently for the pinball arrest of Joseph Bugar,

tavern owner on Fond du Lac Avenue. Bugar, the owner, was arrested November 9 by Patrolman Hilbert Schneider after the tavern owner had given him six bottles of beer as a prize for a high total on the tavern pinball machine. Schneider admitted on the stand that it was only after he taunted Bugar for six nights about paying off on high scores that the latter finally gave the officer the beer.

**Demanded a Prize**  
Bugar testified Schneider first came into his tavern November 4 in civilian

clothes and his identity unknown to the tavern owner. He played the pinball machine and demanded a prize whenever he got a score over 50,000. Bugar always declined. Schneider came back each night until the arrest and made similar demands for prizes, but Bugar's answer always was the same, that "it was against the law."

Bugar testified that Schneider then told him: "I get prizes in other taverns when I get such scores."

Finally, when Schneider pressed his demand for a prize, the tavern owner, in disgust, told him: "Okay, I'll give you six bottles of beer."

### "Wagon" Was Waiting

While Bugar was getting the beer ready for the officer, Schneider ostensibly went to the washroom and in his brief absence telephoned for the patrol wagon, according to testimony. A few minutes later as Bugar handed the patrolman the beer, the wagon was already waiting at the curb.

When Schneider admitted Bugar's story was correct, Judge Neelen declared: "This is the most ridiculous thing I've ever heard of. With officers needed for defense work protection and to watch for other disturbances, I can't understand how one officer can spend six nights in one saloon playing pinball machines, spending taxpayers' money to entrap the owner, especially after he has refused prizes. It seems the police department heads are continually crying for more men, but they apparently have manpower to waste."

He dismissed the charges, advising police to work on those pinball owners who openly violate the pinball ordinance.

### Tax Not Evidence

The fact that a pinball machine operator voluntarily elects to pay the \$50 federal tax on gaming devices instead of the \$10 tax on amusement machines does not give authorities enough evidence to warrant arrest, Sheriff Joseph J. Shimmers informed the county affairs department of the Milwaukee Woman's Club at the Federation clubhouse recently.

Deputies would still have to get actual evidence that the machine paid off before they could secure a warrant and make the arrest, the sheriff said.

Pinball machine operators, the sheriff asserted, usually explain that they pay the larger tax rather than take any chance on the government's deciding the smaller tax doesn't apply in their cases. At present the government ruling is that only free-play machines which do not pay off in cash, merchandise, tokens or their equivalent can be classed as entertainment devices entitled to the \$10 annual tax classification.

In view of the fact that authorities feel present laws are inadequate to permit any more stringent action against pinball machines, the Woman's Club decided to study the possibility of more effective legislation.

Sheriff Shimmers held there was too much complicated legislation now and expressed the belief federal laws on the subject would eventually be enacted.

### PLASTICS

(Continued from page 72)  
between that of cellulose acetate and the acrylics. It can be molded successfully by either compression or injection. Styrene has the further point in its favor that the raw materials required for its manufacture are readily available and are not likely to be curtailed. The only point to be raised is whether the production facilities can be increased rapidly enough to meet the demand. It must be remembered, however, that there—as in the case of cellulose acetate—plasticizers are required and may be difficult to obtain.

The government is said to be building a plant to supply its needs of styrene and it is likely that styrene will replace some of the less accessible materials as the shortage grows more acute.

**Urinyl Derivatives:** Urinyl chloride—urinyl acetate plastics are becoming more difficult to obtain. As the chlorine shortage becomes more acute it is certain that delivery will become increasingly difficult.

**Ethyl Cellulose:** One of the relative newcomers to the plastics field is ethyl cellulose. It can be molded in the usual manner and also by continuous extrusion. However, present indications are that it will not be too readily available.

### CMI Election

The annual meeting for the election of directors of Coin Machine Industries, Inc., will be held in Room 342, Hotel Sherman, Tuesday, March 3, at 7:30 p.m.

Voting by proxy is permitted. A proxy can only be voted by a regular member (manufacturer of coin-operated machines), however.

Problems of the industry, present and prospective, will be discussed after the election of directors.

Every member company is cordially invited to be officially represented.

JAMES A. GILMORE,  
Secretary-Manager.

One manufacturer's production is completely taken by contract and another is at present giving 30-day delivery.

**Cellulose Nitrate:** Cellulose nitrate is really a granddaddy of the plastics family. Delivery still is being made, but it certainly is due for curtailment as the demand for nitric acid increases.

**Lignin and Soybean Plastics:** Much publicity has been given of late to the cheap plastics made from lignin (from sawdust) and soybean meal, one automobile manufacturer stating that he is about ready to begin production of a new plastic car. These plastics are of interest only where price is of primary consideration, as they can be produced for about 10 cents per pound. However, they require formaldehyde or some other aldehyde as furfural in their production and hence may be limited from this standpoint. At their present state of development these materials are dark in color and most suitable for molding in large bulky masses.

### Conclusion

With conditions in the state of flux that they are at the present, it probably is impossible to make an intelligent statement of the future; nonetheless, we will venture the following conclusion:

On top of the natural growth of the plastics industry, further stimulated by consumer demands brought on by government spending, the need for plastics in actual defense production is overtaking our normal production of plastics. Some molding compositions—particularly those using formaldehyde—will continue to be scarce. Others, such as cellulose acetate and styrene, probably will continue to be available, altho perhaps on a somewhat restricted scale.

**BALLYHOO JUMBO BUMPER FAIRGROUNDS**  
**ROCKET GRANDSTAND SPOTTEAM**  
**AIRWAY FLEET HIGH-HAND**

As in the glamorous PAST  
and the perilous PRESENT  
the history-making games  
of the glorious FUTURE  
will be built by BALLY

**FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS**

**RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS**

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!  
**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO · ILLINOIS

**3 BAR JACKPOT F-5240**

1640 Holes — Takes in \$82.00  
Pays Out Average \$48.69 — Av. Profit \$33.31

**PRICE \$5.40 EACH**

**OTHER FAST SELLERS**

1025 Hole, F-5280, Wonder 3 Bar Jack pot at ..... \$4.03  
1200 Hole, F-5275, Horses at ..... 5.80  
800 Hole, F-5270, Pocket Dice at .... 2.80  
720 Hole, F-5255, Pocket Jack at ... 2.75  
600 Hole, F-5305, Royal at ..... 3.13

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave. CHICAGO, U. S. A.

**WANTED**

**SCIENTIFIC BATTING PRACTICE**

**SCIENTIFIC X-RAY POKER**

or any other legal equipment.

Box D-170, The Billboard, Cincinnati, O.

**MILLS**

Three Bells, Like New	\$375.00
Four Bells (Serial 1476)	285.00
Saratogas, 5¢ or 25¢	79.50
Jumbo Parade, 25¢	79.50
Spinning Reels, F.P. or C.P.	37.50
Ten Strikes, Perfect	49.50
Vest Pockets, Blue & Gold	34.50
Vest Pockets, Chrome	39.50
Q.T., 1¢ or 5¢	37.50
Columbia	49.50
Jennings 5¢ Escalator Jackpots	19.50
Silver Skates or Saluto	37.50
Gold Cup, 1 Ball, F.P.	44.50
Super Bells	229.50
Jungle Camp	90.00
Rockola Monarch	79.50

1/3 Deposit, Balance C. O. D.

**KY. GUM CO.**  
VALLEY STATION, KY.

**IT'S NEW—IT'S ENTIRELY DIFFERENT**

America's latest war game, 5¢ coin operated, manually played, completely mechanical. No electrical gadgets. Write

**PENNY PRODUCTS CO.**  
Lansdowne, Penna.

**PENNY ARCADES**

BETTER-EQUIPPED BY MUTOSCOPE\*

★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895

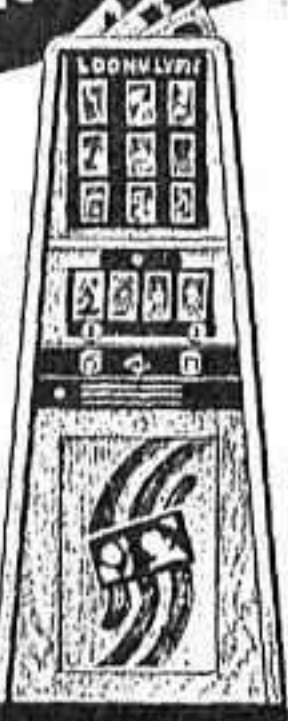
**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**  
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK



COLUMBIA NOVELTY COMPANY of Amsterdam, N. Y., is proud of its many Buckley Music installations, especially of the one in Pat's Cafe at Fonda, N. Y. (MR)

**40 DIFFERENT POST CARD SERIES NOW READY!**

for **EXHIBIT'S POPULAR POST CARD VENDERS**



NO LOCATION TAX ON THESE MACHINES

**JUST RELEASED**

DAFFY DIPLOMAS... ARMY AND NAVY COMICS  
... HUMOROUS TELEGRAMS... MILES OF SMILES...  
... LOONY LYRICS... BLIND DATES... ARTISTS MODELS  
... LIMBS OF FAMILY TREE... WITTY PERMITS...  
... GLAMOUR GIRL MANNEQUINS.

**WRITE for BIG ILLUSTRATED CIRCULAR**

EXHIBIT SUPPLY COMPANY  
4222-30 W. LAKE ST. CHICAGO

**ALSO 45 DIFFERENT PENNY ARCADE MACHINES**

**WHILE THEY LAST! THE BEST F. P. PIN GAME BUYS!**

ABC Bowler \$55.00	Miami Beach \$39.50
Air Force .. 55.00	Monicker .. 89.50
Anabel .... 17.50	Play Ball .. 24.50
Argentine .. 54.50	Red, White, Blue .. 20.00
Attention .. 23.50	Sea Hawk .. 31.50
Big Parade. 87.50	Seven Up .. 27.50
Bosco .. 74.50	Show Boat .. 49.50
Bola Way .. 59.50	Silver Skates 32.50
Capt. Kidd. 59.50	Sky Blazer .. 57.50
Champ .. 59.50	Sky Ray .. 32.50
Do-Do-Mi .. 39.50	South Paw .. 42.50
Dble. Play .. 35.00	Sluggo .. 32.50
Duplex .. 27.50	Sport Parade 26.00
4 Diamonds. 39.50	Spot Pool .. 59.50
Four Roses. 32.50	Star Attrac. 55.00
Five & Ten. 89.50	Stars .. 25.00
Gun Club .. 55.00	Sun Beam .. 27.50
Hi-Hat .. 42.50	Stratoliner .. 22.50
Hi-Stepper. 32.50	Spot-a-Card 69.00
Horscope .. 44.50	Ten Spot .. 44.50
HomeRun '41 87.50	Tex. Mustang 69.50
Jungle .. 67.50	Topic .. 72.50
Knock Out. 82.50	Velvet .. 26.00
Legionnaire. 49.50	Victory .. 88.50
Leader .. 19.50	West Wind .. 42.50
League Leader 19.50	Zig Zag .. 42.50
Majors '41 .. 37.50	Zombie .. 22.00
Metro .. 21.50	

MANY OTHERS AT 3 FOR \$40.00 ON HAND—WRITE FOR LIST!! GIVE SECOND CHOICE. Terms: 1/3 Cash, Bal. C. O. D.

**FEDERAL VENDING CO.**  
2506 AMSTERDAM AVE., NEW YORK

**Philadelphia**

PHILADELPHIA, Feb. 21.—Sam Stern, Keystone Vending Company, continues to increase his music operations, having taken over the music route of Alec Lederer, who operated the General Automatic Amusement Company. Stern will keep the firm name.

A representative of a Kansas City, Mo., firm is in town seeking salesmen to handle a new automatic pay-out counter game.

Operators across the river at Camden, N. J., will get their first opportunity to tie in machine locations with personal appearances of the recording names when a series of name band dance promotions get under way April 7 at the Camden Convention Hall. Count Basie is the first attraction.

Berlo Vending Company is using gin rummy score pads, distributed thruout the city to get across its institutional vending message and at the same time spread good will for its ABC vending machines.

The Philadelphia Manufacturers of Carbonated Beverages have incorporated, organizing to bring about a closer relationship and establish confidence among its members, to protect and defend their lawful interests and to promote the sale and consumption of their products.

Another coin-operated device is expected to be introduced here next month. It is a coin-operated public typewriter, to be installed in the local hotels. A 10-cent investment permits use of the typewriter for 30 minutes.

Private Fred Snyderman, son of Samuel Snyderman, head of Overbrook Amusement Company, who is stationed at a Southern army camp, flew 13 hours February 15 so that he could spend one hour with his family here.

**U. S. Giving Us Our "Money's Worth," Jury Of Assayers Report**

PHILADELPHIA, Feb. 21.—The historic "trial of the coins" was staged at the Philadelphia Mint February 11, and for the first time in 150 years it appeared that a mistake had been found. An envelope of quarters, put thru the counting machine, proved to contain 37 instead of the 38 marked on the outside. However, Mrs. Wayne Coy, only woman member of the "jury" of assayers, discovered that one quarter had stuck in the envelope and the record thus was saved.

The largest number of coins—209,691—in the history of the traditional ceremony, went before the jury. And for the first time, there were two Pyx boxes, the old wooden chest having proved too small for the number of coins that were locked away for the annual test.

Mrs. Nellie Tayloe Ross, director of the Bureau of the Mint, revealed that 30 tons of coins roll from Mint presses daily and that the volume last year was 56 per cent above that of the preceding year.

**IMMEDIATE DELIVERY**

**BRAND NEW MACHINES IN ORIGINAL CRATES**

- |                                  |                         |                    |
|----------------------------------|-------------------------|--------------------|
| Bally Club Bell                  | Groetchen Columbia Bell | Mills Brown Fronts |
| Bally High Hand                  | Baker's & Pace's Races  | Mills Q.T.         |
| Bally Fairmont                   | Evans Jackpot Domino    | Mills Vest Pockets |
| Bally Long Acres                 | Mills Four Bells        | Mills Jumbo Parade |
| Keeney's Super Bells, All Models | Mills Three Bells       | Mills Safe Stands  |

**Floor Samples Used Less Than Ten Days**

- |   |          |  |          |
|---|----------|--|----------|
| Keeney Super Bells, 5¢                    | \$269.50 | Watling Big Game, Cash Pay, Animal Reels | \$110.00 |
| Keeney Super Bells, 25¢ Play, Single Slot | 299.50   | Groetchen Columbia Rear Pay              | 57.50    |
| Other Super Bells                         | Write    | Groetchen Columbia Jackpot               | 59.50    |
| Mills Four Bells, Straight 4 Nickels      | 465.00   | Bally High Hands                         | 209.50   |
| Mills Three Bells                         | 500.00   | Bally Club Bells                         | 289.50   |
| Mills Vest Pockets                        | 44.50    | Bally Turf King, Brand New               | 229.50   |
| Mills Jumbo Parades, Cash Pay             | 142.50   | Evans Jackpot Domino                     | 425.00   |

**JOBBER AND DISTRIBUTORS**

Write or Wire For Your Quantity Price  
All Prices on Both New and Used Machines Are Subject To Change Without Notice.

The Following Machines Are Used and Are Offered Subject to Prior Sale. Prices Subject To Change Without Notice.

- |  |         |  |          |
|--|---------|--|----------|
| <b>FIVE BALL FREE PLAY</b>                                 |         | <b>CONSOLES</b>                                      |          |
| 5 Bally Spottem  | \$40.00 | 1 Bally Royal Draw, C.P.                             | \$105.00 |
| 2 Bally Mystic, Like New                                   | 42.50   | 1 Evans '39 Regular Domino                           | 79.50    |
| 1 Bally Glamour  | 32.50   | 1 Evans '37 Regular Domino                           | 69.50    |
| 1 Chicago Coin Snappy                                      | 65.00   | 1 Evans Lucky Star                                   | 125.00   |
| 1 Chicago Coin '41 Major                                   | 52.50   | 2 Jennings Bobtail, C.P., Like New                   | 79.50    |
| 1 Chicago Coin Major                                       | 42.50   | 1 Keeney '38 Skill Time                              | 117.50   |
| 2 Chicago Coin Sport Parade                                | 42.50   | 4 Keeney Kentucky '38 Slant Head                     | 125.00   |
| 1 Chicago Coin Commodore                                   | 27.50   | 1 Keeney Air Raider                                  | 115.00   |
| 2 Bally Play Ball  | 52.50   | 3 Keeney Triplo Entry, Like New                      | 159.50   |
| 1 Gottlieb Spot Pool, F.S.                                 | 87.50   | 1 Mutoscope Drive Mobile                             | 175.00   |
| 1 Exhibit Sun Beam   | 45.00   | 3 Mills Jumbo Parade, C.P., F.S.                     | 132.50   |
| 1 Stoner Anabel  | 40.50   | 1 Pace Reel Jr., 1¢ Play                             | 65.00    |
| 1 Baker Entry  | 42.50   | 1 Pace Race J.P., #6088, 25¢ Play                    | 239.50   |
| 4 Keeney Super Six   | 32.50   | 1 Pace Race Red Arrow, #6182, 25¢                    | 239.50   |
| 1 Keeney Repeater  | 39.50   | 2 Pace Race J.P. Red Arrow, #6319-6414, 5¢           | 225.00   |
| 1 Keeney Red Cap   | 29.50   | 2 Pace Race, #5539-5982, 5¢                          | 172.50   |
| <b>COUNTER GAMES</b>                                       |         | 25 Groetchen Columbia Check Separator, used ten days |          |
| 1 Groetchen Ginger, 1¢                                     | \$10.50 | 1 Jennings Fastlane, F.P., Brown Cabinet             | 79.50    |
| 1 Gottlieb Grip Tester, Short Base, 3 Way                  | 9.50    | 1 Jennings Silver Moon, F.P.                         | 125.00   |
| 3 Mills Vest Pockets, Green; Perfect                       | 29.50   | 1 5¢ Watling Rotatop Twin JP, #69871                 | \$37.50  |
| 1 5¢ Jennings Century, #116733                             | \$37.50 | 1 5¢ Mills Futurity, #380790                         | 69.50    |
| 1 10¢ Watling Rotatop Twin JP Bell, #367359                | 32.50   | 1 5¢ Pace Comet Slug Reel, Like New                  | 69.50    |
| 1 10¢ Gallo Gadet Vender, Perfect                          | 37.50   | 5 Mills Free Play Venders & Stands                   | 82.50    |
| 4 5¢ Jennings Chief, Like New, #22777-120268-124746-373912 | 59.50   | 4 Mills Cherry Bell F.P. Vender                      | 142.50   |
|  |         | 1 Mills Red Front F.P. Vender                        | 142.50   |

"We have a quantity of Nickel, Dime and Quarter Chrome Bells, used only a few days. Write us for Prices."  
"1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and ask to be put on our mailing list. Above prices effective February 28, 1942."

**MOSELEY VENDING MACHINE EX., INC.**

00 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

**GET A LINE ON . . .**



**SUPERIOR'S "HOT" NUMBER**

**AUTOMATIC HOSTESS . . .**  
Just the gal who can answer all your profit problems . . . 1200 RE Holes . . . 5¢ per sale . . . Slot symbols . . . Takes in \$60.00 . . . Total Average Payout \$30.60 . . . Total Average Profit including Re Arrangement! \$32.40 . . . Dial for profit with this THICK-MECHANICAL-DIE-CUT board.

**SUPERIOR PRODUCTS**  
14 N. PEORIA ST. CHICAGO, ILL.

**BE WISE — BUY NOW**

All A-1 Reconditioned, Ready for Locations.

- |                                      |          |                                       |          |
|--------------------------------------|----------|---------------------------------------|----------|
| <b>PHONOGRAPHS</b>                   |          | Wurlitzer 24 with Wurlitzer Adapters  | \$110.00 |
| Seeburg Model Royal                  | \$110.00 | Wurlitzer 412 (Illuminated Grills)    | 49.50    |
| Seeburg Model Gem (Slug Proof)       | 154.50   | Wurlitzer 24 (Illuminated Grills)     | 112.50   |
| Seeburg Model K-20                   | 109.50   | Wurlitzer 616 with Buckley Adapters   | 75.00    |
| Seeburg Model Plaza                  | 169.50   | Wurlitzer 616                         | 65.00    |
| Seeburg Model Regal                  | 159.50   | Rockola Counter Model (with Base)     | 89.50    |
| Wurlitzer Counter Model 71           | 140.50   | Gabel Entertainer                     | 20.00    |
| Wurlitzer Counter Model 61           | 85.00    | Seeburg Wall-o-Matic (Early Model)    | 17.50    |
| Wurl. Twin 412 with Buckley Adapters | 100.00   | Buckley Wallboxes (16 Selection Type) | 12.50    |
| <b>SHOOTING MACHINES</b>             |          | Pick 'Em                              | \$10.00  |
| Anti-Aircraft                        | \$39.50  | Playball                              | 47.50    |
| Bally Bull                           | 69.50    | Speedy                                | 10.00    |
| Chicken Sam                          | 69.50    | Spottem                               | 10.00    |
| Hitler                               | 90.00    | Variety                               | 10.00    |
| Jailbird                             | 90.00    | Vogue                                 | 10.00    |
| Mussolini                            | 90.00    | Majors                                | 15.00    |
| Shoot the Chutes                     | 90.00    | Sky Raid                              | 45.00    |
| Sky Pilot                            | 90.00    | Triumph                               | 10.00    |
| <b>SCALES</b>                        |          | <b>COUNTER GAMES</b>                  |          |
| Kirk Horoscopes (Tkt.)               | \$85.00  | Ace                                   | \$ 4.50  |
| Watling Fortune Telling              | 65.00    | American Eagle (non coin-operated)    | 29.50    |
| A.B.T. Astrograph (Like New)         | 195.00   | American Eagle                        | 9.50     |
| <b>BOWLING GAMES</b>                 |          | Buckley Cigarette                     | 4.00     |
| Bally Alley                          | \$195.00 | Cub                                   | 4.50     |
| <b>PIN GAMES</b>                     |          | Daughboy                              | 4.50     |
| Super Chubbie                        | \$65.00  | Flags (No Tax) . . . \$22.50          |          |

Terms: 1/3 Deposit With Orders, Balance C. O. D.  
**W. B. NOVELTY CO., INC.** 1903 WASHINGTON BLVD. ST. LOUIS, MO.





BRANDT DISTRIBUTING COMPANY, Wurlitzer's Omaha distributor, celebrated National Wurlitzer Days by displaying and demonstrating the new Wurlitzer Victory model to steady flows of visitors, whose reactions were reported to be most enthusiastic. Left to right are Leo Geser; Wurlitzer advertising manager Bob Conner; Bob Padfield; Homer Hawthorne; William Parrish; Mrs. Parrish; Bruce Johnson; Mrs. David Johnson, and Pete Brandt, owner of the Brandt Distributing Company.

**Bert Lane Plans Smash Surprise**

NEW YORK, Feb. 21 (DR).—Bert Lane, of Seaboard Sales, indicates he has the answer to the local operating problem and will announce it shortly. The firm will introduce an entirely new kind of game which, it is claimed, will be welcomed by Eastern operators because it is proving, on secret test locations, to be one of the best money-makers, according to Bert.

"This new idea developed by Genco engineers is another indication of the unbeatable genius of our industry," Bert states. I urge Eastern operators to be on the lookout for this new idea. I'm staking my reputation that it will be one of the biggest things in years."

**Acme Offers Nationwide Sale**

NEW YORK, Feb. 21 (DR).—Sam Sacks, president of Acme Sales Company, manufacturer of remodeled and reconditioned phono equipment, advises that his company is running an intensive nationwide sale of its reconditioned phonos.

"We are able to offer immediate delivery," stated Sacks, "and have a sizable stock on hand so that operators are assured of having their orders shipped on time. In addition, our new Ton-o-Matic music cabinet, designed to house any phono mechanism, has been well received by operators. A steady flow of deliveries will be made."

\*\*\*\*\*

# KEEP 'EM FLYING

THRILLING! REALISTIC!

## A TRULY SENSATIONAL PIN GAME!

D. GOTTLIEB & CO. CHICAGO

1140-1150 N. KOSTNER AVE.

\*\*\*\*\*

**YOU BUY WITH CONFIDENCE  
WE SELL WITH CONFIDENCE**

**IMMEDIATE SHIPMENT — WRITE,  
WIRE, PHONE YOUR ORDERS!!**

<p>A.B.C. Bowler . . . \$55.00 Attention . . . 28.00 Bosco . . . 75.00 Four Roses . . . 32.00 Sky Ray . . . 34.50 Bola Way . . . 65.00 Hi-Hat . . . 42.50 Horoscope . . . 44.50 New Champ . . . 74.50 Bandwagon . . . 24.50 Play Ball . . . 27.50 Snappy '41 . . . 47.50 Mascot . . . 25.00 Mr. Chips . . . 24.50 Score-a-Line . . . 24.50</p>	<p>Duplex . . . \$30.00 Seven Up . . . 33.00 Fox Hunt . . . 24.50 Pan American . . . 37.50 Pursuit . . . 37.50 Majors '41 . . . 42.50 Gun Club . . . 54.50 Wild Fire . . . 37.50 Legionnaire . . . 63.50 Miami Beach . . . 44.50 Knock Out . . . 77.50 Monicker . . . 75.00 Double Play . . . 34.50 Twin Six . . . 49.50 Victory . . . 89.50</p>	<p>Venus . . . \$89.50 Cross Line . . . 27.50 Dude Ranch . . . 24.50 Anabel . . . 24.50 Mystic . . . 24.50 Belle Hop . . . 47.50 Ten Spot . . . 47.50 Sea Hawk . . . 31.50 Texas Mustang . . . 57.50 Silver Skates . . . 34.50 Big Parade . . . 85.00 Capt. Kidd . . . 57.50 Argentine . . . 54.50 Velvet . . . 31.50 Stars . . . 27.50</p>
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**TERMS 1/3 Deposit with Orders, Bal. C.O.D.**

**ATTENTION, OPERATORS  
WE BUY ALL GAMES  
FOR CASH!!**

**NEWARK COIN-O DISTRIBUTORS, INC., Jack Berger, Mgr.  
107 MURRAY ST., NEWARK, N.J. (Bigelow 3-8311)**

**A FEW DISTRIBUTORSHIPS  
STILL OPEN — INQUIRE!**

# Chicago Coin's ALL STAR HOCKEY

**WILL MAKE BIG MONEY  
FOR YEARS—NOT WEEKS!**

**NO BIG TRADE-IN LOSS  
EVERY FEW WEEKS  
IT'S TAX FREE!**

**BUY STAMPS  
AND BONDS!**

**CHICAGO COIN  
MACHINE CO.  
1725 W. DIVERSEY  
CHICAGO**

**SOME DISTRIBUTORSHIPS  
FOR HOCKEY OPEN—  
INQUIRE!**

**NOW DELIVERING CHICAGO COIN'S  
ALL-STAR HOCKEY**

**WRITE FOR COMPLETE LIST OF USED GAMES  
SAVOY VENDING COMPANY**

651 ATLANTIC AVE., BROOKLYN, N. Y.

\*\*\*\*\*

**NATIONAL VALUES!**

<p><b>PHONOGRAPHS</b></p> <p>Rockola Deluxe Walnut . . . \$169.50 Rockola Deluxe Rockolite . . . 169.50 Rockola Standard . . . 149.50 Rockola Monarch . . . 119.00 Rockola '40 Jr. Console on Std., Built-in Spr. . . 109.50 Rockola Imperial 20, Reg. . . 79.50 Rockola 12 Reg. . . 45.00</p>	<p>Rockola Imperial 20, Illum. Slides &amp; Grilles . . . \$ 89.50 Wurlitzer 500 Piano Kybd. . . 185.00 With Adaptr. . . 200.00 Wurlitzer 600 Piano Kybd. . . 169.50 Wurlitzer Counter Model 61 . . . 104.00 Wurlitzer 616, Illum. Slides &amp; Grilles . . . 89.50 Wurlitzer 616 Reg. . . 65.00</p>	<p><b>5 BALL FREE PLAY GAMES</b></p> <p>All American . . . \$42.50 Attention . . . 42.00 Bally Hi-Hand, F.P. . . . 195.00 Big Chief . . . 42.00 Boom Town . . . 45.00 Formation . . . 35.00 Gold Star . . . 44.00 Hi Hat . . . 59.50 Jumbo Parade, F.P. . . . 89.50 Jungle . . . 87.00 Lancer . . . 26.00 Leader . . . 37.50</p>	<p><b>ARCANE EQUIPMENT</b></p> <p>Drivemobile . . . \$189.50 Scientific Bat. Practico . . . 135.00 Rapid Fire . . . 130.50 Evans Ten Strike . . . 79.50 Western Baseball, F.P. . . 79.50 Rockola Ten Pins . . . 69.50</p>	<p><b>LIMELIGHT</b></p> <p>Mascot . . . \$27.00 Mills 1-2-3, F.P. . . . 39.00 Mills F. P. . . . 89.00 Paradise . . . 42.50 School Days . . . 49.50 Sea Hawk . . . 59.50 Seven Up . . . 60.00 Silver Skates . . . 47.00 Sport Parade . . . 59.50 Spot Pool . . . 89.50 Zambie . . . 59.50</p>
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**1-BALL PAYOUTS**

Grand Nat. . . \$98.00  
Grand Stand . . . 89.00  
Jennings Good Luck Console . . . 89.00  
Sport Page . . . 65.00

Write for List of Late Reconditioned Phonographs.

**TERMS: 1/3 Dep., Balance C. O. D., F. O. B. Chicago.**

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

**"THERE'S ALWAYS A BETTER BUY" AT LEHIGH**

Our stock on late used free play equipment is being restocked every day. Each game is cleaned and checked, ready for location. Completely packed in brand-new cartons.

<p>ABC Bowler . . . \$69.50 Argentine . . . 63.50 All American . . . 29.50 Anabel . . . 19.50 Big Chief . . . 29.50 Big Parade . . . 99.50 Bola Way . . . 79.50 Captain Kidd . . . 69.50 Clover . . . 99.50</p>	<p>Double Play . . . \$49.50 Five &amp; Ten . . . 89.50 Four Roses . . . 35.00 Flicker . . . 29.50 Gun Club . . . 59.50 Hi Hat . . . 49.50 Horoscope . . . 49.50 Hold Over . . . 19.50 Jungle . . . 74.50</p>	<p>Knockout . . . \$89.50 Majors '41 . . . 44.50 New Champ . . . 74.50 Progress . . . 34.50 Spot a Card . . . 99.50 Sky Blazer . . . 69.50 Spot Pool . . . 69.50 Seven Up . . . 39.50 Stars . . . 28.50</p>	<p>Twin Six . . . \$59.50 Ten Spot . . . 49.50 Three Score, New . . . 69.50 Victory . . . 99.50 Wild Fire . . . 44.50 South Paw . . . 49.50 Zig Zag . . . 49.50</p>
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Order the games you need today. Send 1/3 deposit with order to insure prompt delivery.

**LEHIGH SPECIALTY CO., 2nd & Green Streets, Philadelphia, Pa.**

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

**TAX FREE  
COUNTER SENSATION!**



**BAKER'S**

**KICKER  
and  
CATCHER**

100% MECHANICAL  
100% LEGAL! 100% SKILL!

The all-time all-skill counter hit!  
Service-free mechanism—no batteries . . . no wires!

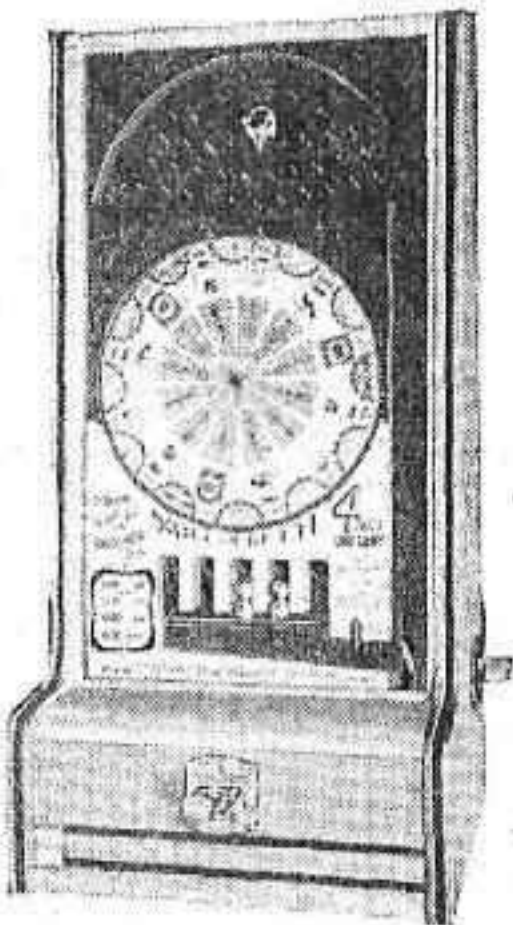
IDEAL FOR ARCADES

Latest Ruling  
**NO TAX**

Penny Play  
**\$29.75** Ea.  
F. O. B. Chicago

**ANOTHER  
NEW  
COUNTER HIT!  
SKILL-A-RETTE**

NOW MADE BY  
**BAKER NOVELTY CO.**



**NEW—LEGAL—SKILL—**

The latest counter game sensation. Large stock for immediate delivery.

IDEAL FOR ARCADES  
PENNY PLAY  
**\$37.50** Ea.  
F. O. B. Chicago

**BAKER NOVELTY CO., Inc.**  
1700 Washington Blvd. CHICAGO

**ROY TORR  
RECOMMENDS & SELLS  
KICKER and CATCHER  
AND  
SKILL-A-RETTE  
SOLD ON LIBERAL TERMS BY  
TORR 2047A-50. 68  
PHILA.,**



**RALPH SHEFFIELD, EMPIRE COIN MACHINE EXCHANGE, Chicago, and  
Morris Gisser, Cleveland Coin Machine Exchange, Cleveland, pose with Exhibit  
Supply Company's current game, Air Circus. New card venter arcade machines  
are in the background. (MR)**

**Badger Showing  
Is Big Success**

MILWAUKEE, Feb. 21 (DR).—In keeping with tradition, the Badger Novelty Company held its annual showing Saturday (14), at which time the 1942 model phonographs and other coin machines were introduced. Keen interest was shown in all machines displayed, officials report. The Rock-Ola line of phonographs was shown.

"It was our pleasure," declared William R. Happel Jr., firm head, "to have one of the largest crowds ever to attend our annual preview. In view of the enthusiasm shown by customers from all parts of the territory, our only regret is that world conditions will prevent us from being able to supply the demand.

"First honors for customers arriving from longest distances, from out of State, went to James Villona, Ispeming, Mich. Mr. Doyle, who has been our representative in Northern Wisconsin and Upper Michigan, spent the day displaying machines to his many customers from the resort section and reports their strong enthusiasm for the machines shown.

"We of the coin machine industry are proud that we are able to make sacrifices," concluded Happel, referring to the lessened production of machines, "which will furnish our armed forces with equipment they need to do a job which, in turn, will enable us all to have a job in the future."

**Bomb the Jap Is  
CMCA's New Game**

INDIANAPOLIS, Feb. 21. — Charles Snellenburg, general manager of Coin Machine Company of America here, announces the introduction of the company's new game, Bomb the Jap, a sister game to Bomb Hitler, which was recently placed on the market. "It has created quite a stir wherever placed on location," says Snellenburg.

"Several music operators have had their eyes opened upon visiting our plant when they saw our new Fidelity Cabinet, which is made to hold any of the older music equipment and is also usable with any type of remote-control box," Snellenburg continued. "Cabinet is ablaze with color and has a rich mahogany finish. Price is down on these cabinets, and several which have been on location in formerly slow spots have boomed collections as much as 300 per cent. A lifesaver for the operator with old equipment."

**Earnings Soar on  
Keep 'Em Flying**

CHICAGO, Feb. 21 (MR).—According to Nate Gottlieb, D. Gottlieb & Company executive, earnings on location for the company's latest release, Keep 'Em Flying, continue to show daily increases. "The astonishing record being made by Keep 'Em Flying has already made this game a candidate for highest honors in

the pin game hall of fame," Gottlieb declared.

He advises that deliveries continue to go forward in keeping with manufacturing restrictions.

**Buckley Systems  
Grow in Number**

CHICAGO, Feb. 21 (MR).—"In spite of restricted production of music boxes and other music units, there seems to be a definite trend on the part of many aggressive music operators to expand and develop their income from music routes," according to Jerry Haley, sales promotion manager for Buckley Music System, Inc. Sales of Tone Towers and decorative wall speaker cabinets have shown a marked increase during the past few weeks, he reports.

"The breathing spell has given many operators an opportunity to carefully check their locations and analyze earning possibilities. Some mediocre locations may be overloaded with equipment and would show earnings equally as good with two or three less music boxes. These dead-head boxes can be used to more profitable advantage in new spots.

"Experience has conclusively shown that earnings from present locations can be pepped up by installing attractive, illuminated tone towers or ornamental wall-speaker cabinets. Whenever something new has been added it attracts more attention and nickels from the patrons.

"The coin-operated music business owes its success to the constant interest and hard work of the operators. In times like these the operator must keep up the good work to retain the success he has worked so hard to attain."

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**DEFENSE**

**GENCO'S NEWEST and GREATEST!**

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- |                 |              |                 |               |                  |
|-----------------|--------------|-----------------|---------------|------------------|
| Air Force       | Five & Ten   | Seven Up        | Anabel        | Landslide        |
| A. B. C. Bowler | Gun Club     | Silver Skates   | Brito Spot    | League Leader    |
| Air Circus      | Hi Hat       | Snappy          | Bandwagon     | Lone Star        |
| Belle Hop       | Hi Dive      | Southpaw        | Big Chief     | Metro            |
| Bolaway         | Hi Stepper   | Sunbeam         | Broadcast     | Mystic           |
| Big Parade      | Horoscope    | Spot Pool       | Big Town      | Masot            |
| Bosco           | Legionnaire  | Sky Blazer      | Big Show      | Powerhouse       |
| Do Re Mi        | Jungle       | Show Boat       | Drum Major    | Pelo             |
| Double Play     | Knockout     | Star Attraction | Defense       | Play Ball        |
| Duplex          | Majors       | Ten Spot        | Cadillac      | Repeater         |
| Captain Kidd    | Miami Beach  | Twin Six        | Champion      | Red, White, Blue |
| Click           | Monicker     | Velvet          | Formation     | School Days      |
| Super Chubbie   | Mustang      | Victory         | Gold Star     | Sparky           |
| Champ           | Paradise     | West Wind       | Hold Over     | Sport Parade     |
| 4 Diamonds      | Pan American | Wildfire        | Lucky Striker | Stars            |
| 4 Roses         | Sea Hawk     |                 | Leader        | Stratoliner      |
|                 |              |                 |               | Score-a-Line     |
|                 |              |                 |               | Zombie           |

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- EVANS JACKPOT MODELS
- Bangtalls, Galloping Dominos, Evans Pacers, Keency's Super Track-Times, Fortunes and Air-Raiders.

**WE WILL SELL,—**

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  - 3 Evans Lucky Lucres (fine con.) . . . 199.50 Ea.
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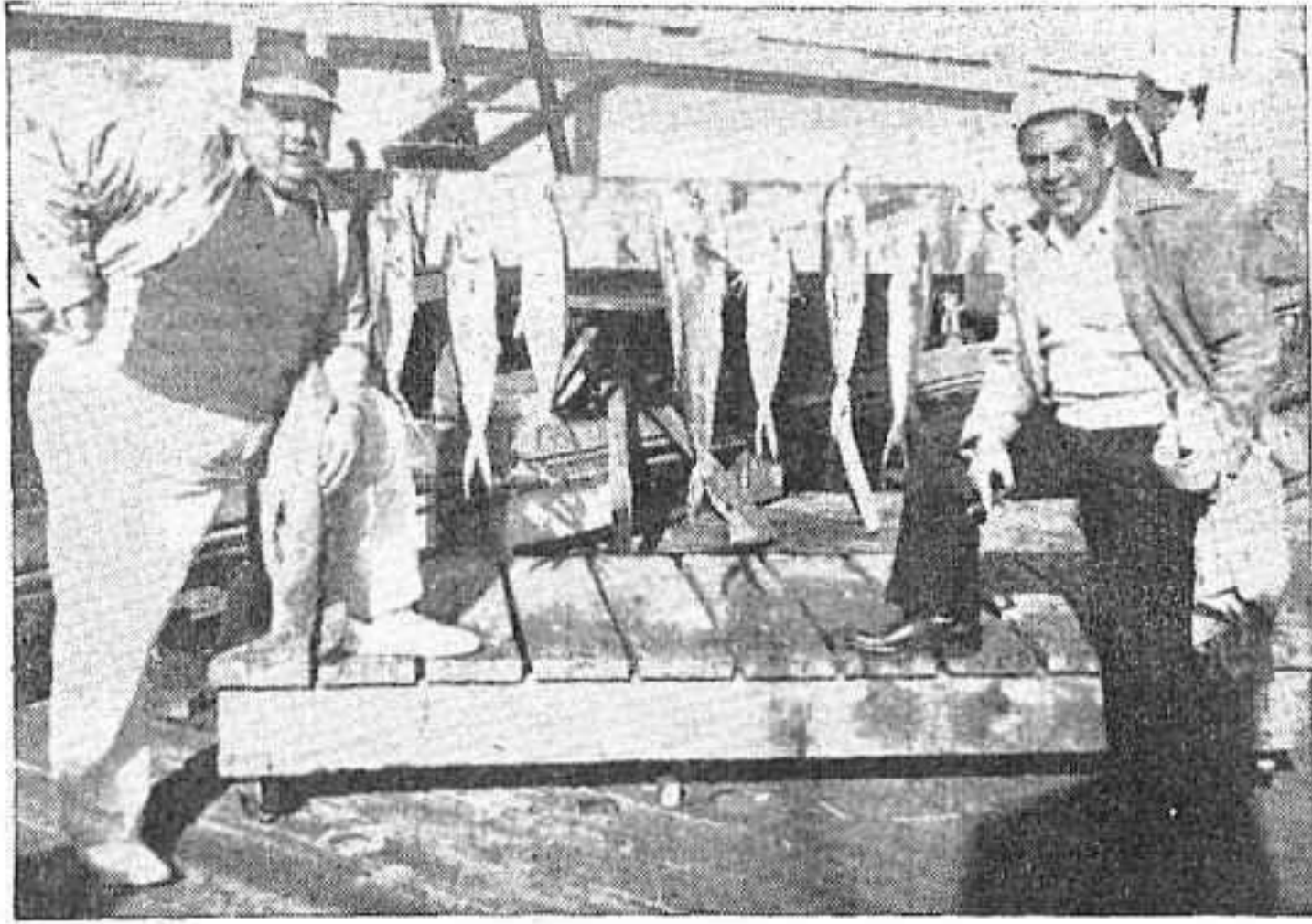
**IMMEDIATE DELIVERY** } Fairmonts Pimlico Club Bells } Victory Defense } Air Circus Keep 'Em Flying Five and Tens }

Write, Phone or Wire for Complete List and Prices.

**GRAND NATIONAL SALES CO.**

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FRANK ENGEL AND MIKE SPECTOR (right), of Automatic Amusement Company, Philadelphia, show how easy it is to catch fish in Miami. (DR)

### Skill-a-Rette Captures Locations

CHICAGO, Feb. 21 (MR).—"Among the blitzes that make the news today, there is a peaceful one that has the complete attention of the nation's operators," says Harold Baker, president of the Baker Novelty Company. "With unbelievable speed, our new counter game, Skill-a-Rette, has moved in and taken over over on a multitude of locations, and in the short time since we released it, Skill-a-Rette has become a prime favorite,

both with players and coinmen. "Meanwhile," Baker said, "Kicker and Catcher continues as the ace-in-the-hole counter game money-maker for operators."

### Monarch Service Geared to Times

CHICAGO, Feb. 21 (DR).—"The Monarch Coin Machine Company is one organization that has never had to be asked for service," declares Al Stern, Monarch official. "Instead of waiting for coinmen to ask for specific services we have anticipated their needs and our facilities have always been ready and waiting with exactly what the operator has needed."

"Times being what they are, the huge stock of equipment on hand at this time, both new and reconditioned, and our music equipment have provided operators with a service that meets present-day requirements. It is never necessary for the operator to draft our service because it has always gone into action when it was needed," Stern concluded.

**MILLS PHONOGRAPHS**  
**BELLS TABLES**  
**Distributor CONSOLES**  
**KEYSTONE NOVELTY & MFG. CO.**  
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 Cash and Check .....  
 Cash—Check Model .....

MILLS Three Bells. Write for Prices.

Complete stock of MILLS' NEW SLOTS on hand for Immediate Delivery  
 We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Wadding.  
 Write for Price List and Circulars.

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 927 E. Broadway, Louisville, Kentucky.

**IMMEDIATE DELIVERY F. P. BARGAINS!**

ABC Bowler \$59.50	Gun Club ...\$59.50	Silver Skates \$37.50	Zig Zag .... \$52.50
All American 27.50	Hi Hat..... 47.50	Snappy '41... 52.50	Zombie ..... 25.00
Argentine ... 59.50	Horoscope ... 59.50	South Paw... 55.00	
Bolaway .... 62.50	Jungle ..... 62.50	Sport Parade 29.50	
Bosco ..... 79.50	Knock Out... 89.50	Spot Pool... 72.50	
Big Parade .. 89.50	Leader ..... 22.50	Star Attraction 59.50	
Capt. Kidd .. 59.50	Legionnaire... 57.50	Stars ..... 27.50	
Champ ..... 59.50	Majors '41 .. 42.50	Stratoliner .. 25.00	
Duplex ..... 31.50	Metro ..... 27.50	Super Chubbie 65.00	
Double Play 39.50	Monicker ... 87.50	Ten Spot... 52.50	
Five & Ten .. 89.50	Play Ball... 29.50	Tex. Mustang. 82.50	
Flicker .... 22.50	Sea Hawk... 39.50	Volvo ..... 29.50	
4 Diamonds.. 44.50	Seven Up... 33.50	Victory ..... 91.50	
Four Roses .. 34.50	Showboat ... 52.50		

**STATE 2nd CHOICE**

TERMS: 1/3 CASH, BALANCE C. O. D.

WRITE FOR WEEKLY LIST!

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Victory ..... 44.50	Gottlieb Track	Eureka ..... 37.50
Mills 1-2-3, '39 ... 49.50	Record ..... 84.50	Mills 1-2-3, '40 ... 99.50

**ONE-BALL AUTOMATIC PAYTABLES**

Bally Fairmont, New ...Waits for Price	Bally Longshot ..\$155.00	Bally Santa Anita \$135.00
Bally Hawthorne ..\$64.50	Bally Grand Nat'l . 84.50	Bally Thistle-down . 64.50
Bally Sport Page .. 59.50	Mills Spinning Reels 145.00	Bally Grandstand . 79.50
Mills 1-2-3, '39 ... 44.50	Keeney Win. Ticket 99.50	Bally Gold Medal .. 44.50
	Bally Stables ..... 29.50	Mills Flasher ..... 39.50

**AUTOMATIC PAYOUT CONSOLES**

Baker Pacer, New \$350.00	Keeney Triple Entry \$175.00	Evans Lucky Lucre \$175.00
Stanco Bell, 25¢.. 95.00	Pace Saratoga, '41 150.00	Jenn. Bobtail, 25¢ 135.00
Mills Square Bell . 79.50	Jennings Fastime . 79.50	Evans Lucky Star. 144.50
Exhibit Tanforan .. 39.50	Paces Races, Wal. Cab. .... 135.00	Paces Races, J.P. . 175.00

Write for Complete Price List, New and Used Games.  
 TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D.

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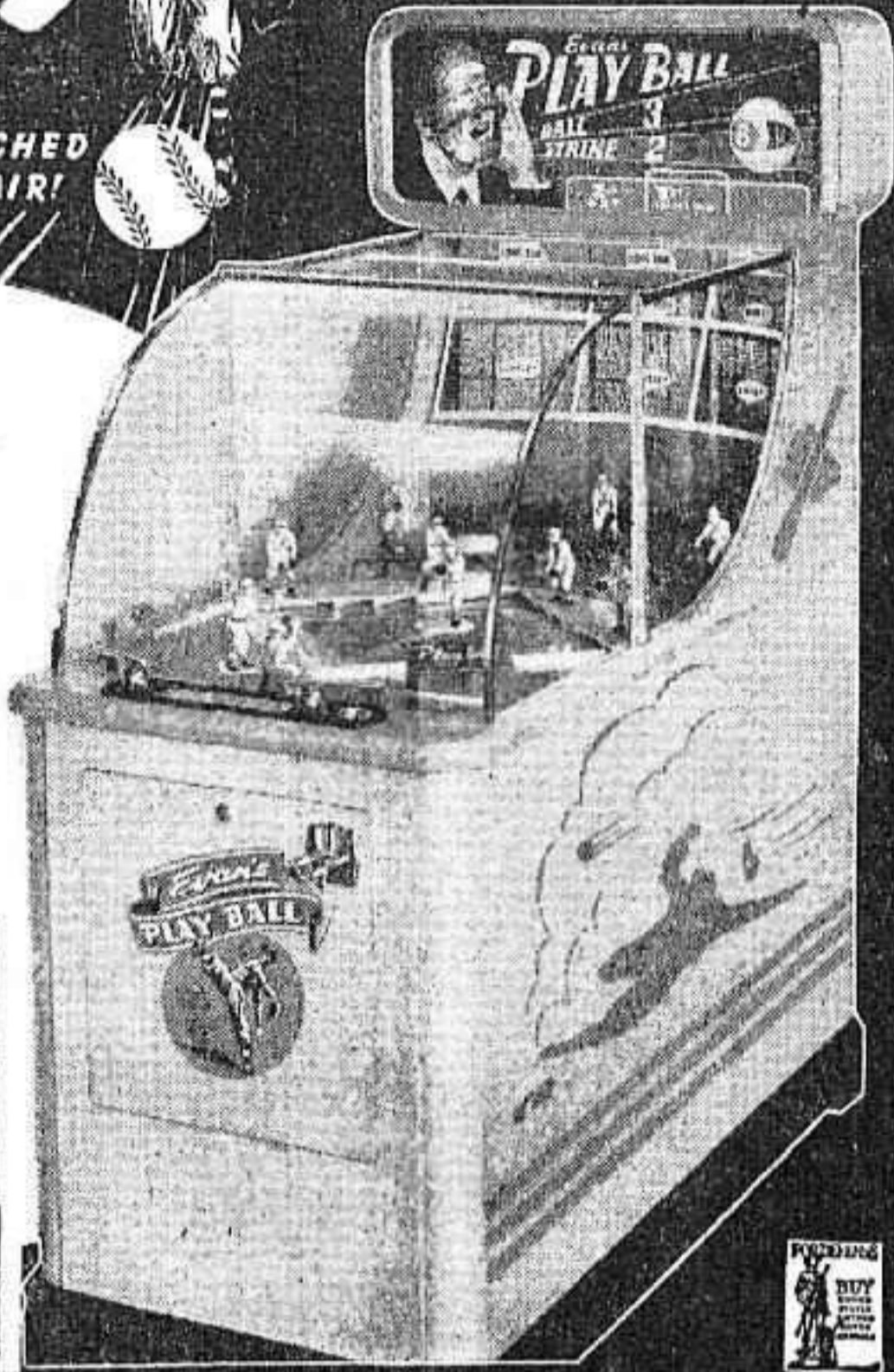
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Belle Hop .....	59.50	4 Diamonds .....	44.50	Snappy '41 .....	62.50
Big Chief .....	32.50	Five & Ten .....	94.50	Spot Pool .....	72.50
Bela Way .....	62.50	Gun Club .....	62.50	Ten Spot .....	57.50
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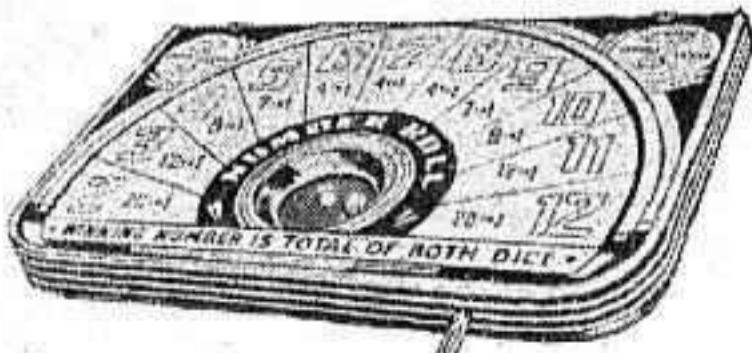
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Every make Consoles — Bells — Arcade Equipment — Free Play Games—latest releases. Also used equipment of every description. Banner REBUILT and COMPLETELY renewed. Prices on application and guaranteed to be the most attractive. "Nuff said!"

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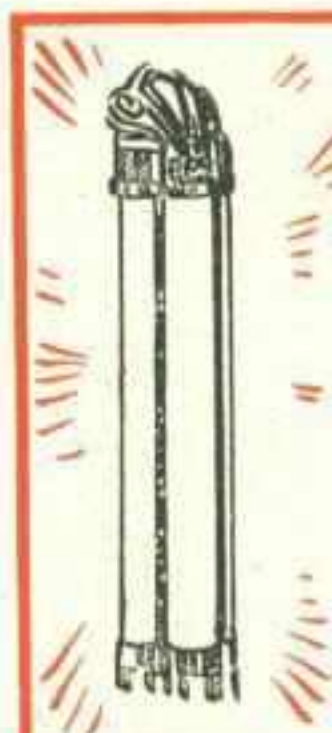
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THE GREATEST **WURLITZER** OF THEM ALL

If you've seen it or heard it—you know it—in appearance the Victory Model 950 features illumination and animation—beauty and brilliance far beyond any Wurlitzer ever built.

When you look inside, there is just as much cause for elation. It's a true Wurlitzer—engineered to Wurlitzer standards for typical Wurlitzer service.

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FLUORESCENT LIGHTING MAKES THE MODEL 950 THE MOST BRILLIANTLY ILLUMINATED PHONOGRAPH EVER BUILT—MORE EYE APPEAL—MORE PLAY APPEAL—MORE PROFITS

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