

# The **Billboard**

NOW  
**25c**

The World's Foremost Amusement Weekly

APRIL 4, 1942

Vol. 54. No. 14



**ALVINO REY  
And His Orchestra**

Featuring the 4 King Sisters  
On Tour Theaters, Ball-  
rooms and Colleges

Broadcasting Over  
CBS and MBS Networks  
**BLUEBIRD RECORDS**

Director: Music Corpora-  
tion of America

Personal Management:  
Jack Egan

*Alvino Rey*  
ARR6 N.Y.



# THEY ALL AGREE :

"The Count's band has never been better... something terribly exciting about this excellently-staged presentation. The powerful rhythm section, the fluent saxes, the accurate brass section... produce an emotional thrill... a great performance by a great band."  
—from **METRONOME**,  
George T. Simon.



Count Basie (Aud. Kansas City)... Basie accounted for **great** 5,687 admissions for approximately \$5,110 here; next night he **cracked record** at Castle Ballroom, with 2,968 hoppers for \$2,320.

—VARIETY.

... alive, full of rich musical imagination and arranging brilliance. Instrumental of **Basie's Boogie**, with the maestro polishing the ivory in matchless style... brought the roof show-stopping down."  
—from **THE BILLBOARD**,  
Sol Zoff, from the Strand Theater, N. Y.

Long known as strictly a jump band, the Count now has an organization that can do hotel work and do it well... Basie's claim to prestige as a hotel crew is ably demonstrated."  
—also from **THE BILLBOARD**,  
Mike Kaplan, from the Ritz-Carlton Hotel, Boston.

"One of the greatest colored bands on records today... moody and beautifully expressive on 'My Old Flame' and 'More Than You Know,' impeccably performed blues on 'Going to Chicago' and 'Harvard Blues'... rhythmically exciting on 'Tom Thumb' and scores of other brilliant original instrumentals... a band that has everything."

—from **DOWNBEAT**, "Music & Rhythm,"  
Dave Dexter, Jr.

## COUNT BASIE AND HIS ORCHESTRA

featuring **JAMES RUSHING**  
**EARLE WARREN**  
**JO JONES**

"To the ears of many sensitive and aware people, he plays one of the most exuberant and sparkling pianos in the business... Basie has the rhythm and a lot of other things as well—soloists and arrangements and intonation and all the rest of the qualities that constitute exciting jazz. His band seems to me the most beautiful of all blues bands... the whole Basie band—a very, very sumptuous band indeed."  
—from **MADMOISELLE**,  
George Frazier.

The walls of the Earle Theatre could almost be seen bulging and the stage rocking yesterday, as whistling, cheering, whooping fans greeted Count Basie, his sensational swing band and entertainers, and helped the popular sepia maestro set a new opening day box-office record at the Earle... His whole group including Earle Warren, James Rushing, Tab Smith and Jo Jones scores emphatically with one of the greatest stage shows Phila. has ever seen.

—**PHILA. INQUIRER**,  
Mildred Martin.

### HERE ARE THEIR LATEST **Okeh** HITS—EVERY ONE GOING STRONG!

- COMING OUT PARTY  
HARVARD BLUES .....6564
- MY OLD FLAME  
TOM THUMB .....6527
- MORE THAN YOU KNOW  
DOWN FOR DOUBLE....6584
- BLUE SHADOWS AND WHITE  
GARDENIAS .....6626
- MOON NOCTURNE  
SOMETHING NEW .....6449
- KING JOE  
(Parts 1 and 2) .....6475

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# NEW AMUSEMENT HABITS

**EDITORIAL**

**A Changing Picture**

**T**HE ability to rock with the punch has long been recognized as an invaluable asset in the boxing ring. Under the critical and violently changing conditions under which we live, it is becoming equally valuable to the show business and to all show people. The world that we know and have known is being radically altered; for the duration of the war, be it long or short, our lives must take new forms, move toward new aims and flow in different channels; and, even after the war is over, we will face a world in which conditions are very different from those that we have known.

The show business, of course, will change with the world around it. Already, almost anyone unafflicted by astigmatism can see the handwriting on the wall. With the United States participation in the war only a few months old, fundamental changes have already begun, as pointed out in an accompanying news story. And their pace will be accelerated as time goes on.

Under the circumstances the wise showman and the wise performer will rock with the punch. The show business, more than most other fields perhaps, rests upon tradition and accustomed procedure. This is only natural, since in many respects tradition is one of its chief stocks in trade. But tradition, in these history-making and sharply unpredictable days, must be thrown to the winds—not obviously, in such a way as to alienate sections of the public, but essentially, in the minds of those in the show business. They must be quick to interpret changing trends, quick to seize upon newly opened opportunities, quick to throw out old lumber that is merely an additional fire hazard in these incendiary days.

This applies to managers in the conduct of their business and to performers in the choice and presentation of their material. It applies to all show fields.

How deep and fundamental the changes are—how much deeper they can become—is pointed out in the accompanying story. Those who hang on to old methods, old procedures, old materials will have little chance to hold their heads above water in the maelstrom of war-changed conditions. And, when the war is over, they will awake to find themselves inhabitants of a day and tradition that are dead.

Only the showmen who can rock with the punch will survive. They will change their ways of thinking and their ways of doing to conform with the violently changed conditions under which they work. And, in a changed world, they will lay the basis of a show business that is different from that we have known in the past, but one that, because of their efforts, is sounder and stronger than ever.

## War Conditions Due To Change Set-Up of Entire Industry; Aid To Nabe Biz; Central Spots Hit

**NEW YORK, March 28.**—Due to such war conditions as blackouts, curtailed transportation facilities, rising cost of living, increased taxes, longer working hours, odd-hour work shifts, drafting of men, and more jobs and home-defense activity for women, the amusement-seeking habits of the nation will change drastically during the war. It is probable that this change will mean less patronage for big downtown theaters and clubs, roadhouses, country clubs, beaches and all amusements that require high admissions and use of transportation. Also, this change will bring increased patronage for neighborhood theaters, bowling alleys, recreation centers, night clubs and any show that caters to the immediate neighborhood. Already, carnivals, circuses and other traveling shows are seeking in-town sites and avoiding suburban and country locations. Also, neighborhood clubs and theaters are spending more for talent and remodeling because they expect to pick up some trade from downtown and center-city amusement spots.

The war is pushing a decentralization of show business. It is making transportation facilities a key factor in figuring box-office possibilities.

An important by-product of the war is the emergence of the home and the

community as the center of amusement for the public. That means that radio, movies, newspapers, magazines, books and such home amusements as ping-pong, billiards, cards and patented games will enjoy great vogue. There apparently will be a decreasing number of people who have the money and time to go downtown or to the suburbs for amusements. Drive-in theaters, roadside ballrooms, country clubs, roadhouses, mountain resorts are expected to suffer as the government cuts down on gasoline sales and on automobile and tire availability.

The draining away of millions of men for military duty removes this number from amusement-seeking ranks, except on occasional furloughs. And the stay-at-homes will not be able to seek amusement as much as before because there has been a decline in unemployment and an increase in long-hour jobs. Some theaters and clubs have sought to meet this change by adding early-bird performances intended to catch odd-shift workers. Many of the stay-at-homes, both women and men, are training as auxiliary firemen, voluntary defense workers and air-raid wardens, and have neither the time nor the energy to see many shows.

Increase in at-home entertainment will be a break for manufacturers of home (See WAR DECENTRALIZES on page 11)

## N. Y. Test Blackout Hits Pic Houses; Niteries OK; Spot Owners in AC Like Dimming

**NEW YORK, March 28.**—Two test blackouts in the metropolitan area here have resulted in a 50 per cent slash in film box-office receipts in the areas affected. The populous lower East Side and Greenwich Village had the city test Wednesday, while neighboring Nassau County dimmed its lights Tuesday. Both tests took place at 9 p.m., when the majority of moviegoers had already clamped down their coin at the box office. Blackouts conducted an hour earlier would have had even more devastating effects on entertainment takes.

Some theaters even reported grosses far below the 50 per cent normal. Several in the Village found business so bad after the blackout that they called off activity shortly after the conclusion of the experiment.

The Village test had little effect on the niteries, as dinner customers had already congregated and the hour was early for the supper trade. Those already in the clubs didn't leave until the conclusion of the test, and many were unaware that a blackout had taken place during that period.

Theater operators are inclined to think that the novelty of the first test kept many people away and, as they become

more common, people will get accustomed to them and will make entertainment plans to skirt the enforced darkness.

The Loew houses in the Village urged the populace to turn off lights at home and spend the evening in the theater.

**ATLANTIC CITY, March 28.**—Lights dimmed on order of the military are seen as a boon to night spots. While the dim-out order hit all the neon and electric signs, it's business as usual on the inside. An unusual number of visitors have come here to see the blackout and spots and beach-front hotels report "extra good" business. Many spots have been ballyhooing "Dim-Out Party" nights.

Biggest factor for the optimism is the fact that the majority of clubs are located away from the Boardwalk, which has been hardest hit by the lights-out order. And now that the Broadway character of the Boardwalk has been blacked out, nitery ops plan to make their indoor diversissements even more inviting.

Even the beach-front hotels are optimistic. "We are continuing with our regular programs of entertainment," said a spokesman for the hotels.

## Sally Rand, Nitery Owner in Tiff Over Dressing Room Noise

**SEATTLE, March 28.**—Sally Rand and her cowboy husband, Turk Greenough, now playing before a packed house at Mike Lyons's Show Box for a \$1 per person, have been getting publicity the hard way since they opened a week ago last Monday.

Sally and Lyons, who likes organ music, came to blows last Thursday evening when Sally switched off the organ that was playing with the dance orchestra. She said the machinery next to her dressing room, which runs the organ, was making too much noise. Lyons came backstage and turned on the organ, only to have it go off again, and then again.

Lyons, tired of turning on the organ, gave Sally a shove halfway across the dressing room. Sally picked herself up and tore into Lyons, with harsh words filling the air. By this time the acts closed in and ended the match.

Sally, who reopened the Box after it had been closed for nearly three months, said Lyons hadn't furnished the dressing rooms with lights or cleaned them up for the cast, blaming that for the start of all the trouble. Lyons stated he had reopened on such short notice he hadn't had time to care for everything.

They were held over for a second week, however. Greenough narrowly escaped injury Tuesday evening when a car crashed into his station wagon.

## "Eileen" Sets L. A. Record

**LOS ANGELES, March 28.**—My Sister Eileen, current at the Biltmore Theater here, ran up a good \$10,000 at the new low price of \$1.65 top for its sixth week, and is being held over for another week. Holdover sets a new record run during the 10-year tenure of Peter Ermatinger, manager. Record had been held by Three Men on a Horse, which ran 6½ weeks in 1936.

## In This Issue

	Page
Broadway Beat, The.....	4
Burlesque .....	16
Carnival .....	29-37
Circus and Corgal.....	38-39
Classified Advertisements.....	45-47
Coin Machines.....	58-84
Crossroads, The.....	57
Derbyshow News.....	27
Editor's Desk, The.....	57
Fairs-Expositions.....	42-43
Final Curtain.....	28
General News.....	3-5
General Outdoor.....	54-57
Legitimate .....	9-10
Letter List.....	43-49
Magic .....	13
Merchandise-Pipes.....	50-53
Music .....	20-25
Music Merchandising.....	62-69
Night Club Reviews.....	12
Night Club-Vaudeville.....	11-19
Orchestra Notes.....	23
Out in the Open.....	57
Parks-Pools .....	40-41
Pipes .....	52-53
Possibilities .....	5
Radio .....	6-8
Record Buying Guide.....	64 and 66
Repertoire-Tent Shows.....	27
Rinks-Skaters .....	44
Roadshow Films.....	26
Sheet Music Leaders.....	22
Songs With Most Radio Plugs.....	22
Sponsored Events.....	37
Television .....	6
Thru Sugar's Domino.....	4
Vaudeville Grosses.....	17
Vaudeville Reviews.....	18-19

**ROUTES:** Orchestra, page 24. Acts, Units and Attractions, 14. Dramatic and Musical, 14. Ice Shows, 14. Carnival, 54. Circus, 54. Miscellaneous, 54. Routes Not Classified, 54. Events for Two Weeks, 53.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.



## Equity Picks 6-Man Nominating Group At Quiet Gathering

NEW YORK, March 28.—At a noticeably quiet and sparsely attended meeting yesterday of Actors' Equity Association, a six-man nominating committee was elected to name candidates to fill the posts of two vice-presidents and 18 councilors. Results of the balloting, made public today, give committee posts to Paul McGrath (154 votes), Vincent Price (150), Alexander Kirkland (123), Donald Foster (118), Helen Brooks (117) and Louis Sorin (90).

Unusual inertia at the meeting was credited to the fact that no hot issues were pending, since the "ism" amendment was ratified by a membership referendum last week. New addition to the constitution provides that no members of the Communist, Nazi or Fascist parties be permitted to hold office or an elected post in the association. Commenting on the referendum, Bert Lytell, president of Equity, stated: "I do not think for one moment that those who voted against it are by any means sympathizers with the Communist form of government; they felt we had enough machinery in our by-laws to bring charges against and dispose of any undesirable council member." Supporters of the amendment said that they foresaw no charges against anyone now in office or on the council.

Yesterday's meeting was attended by 272 members, of whom 184 voted for the nominating committee. Three ballots were voided. Alternates elected were Philip Tong, John Clark, Larry Fletcher, Victor Sutherland and Joseph Daniels.

Other three members of the nominating committee, elected by the council, are Leon Ames, Patricia Collinge and Sam Jaffe. The last named is a replacement for Dudley Digges. Matt Briggs, at first supposed to replace Digges, is ill.

Nominating committee will meet at Equity headquarters March 30 for its first session.

## Paralyzed; Makes Living

DETROIT, March 28.—Freddie Woods, ventriloquist, who has been in the Detroit Receiving Hospital for five months for treatment for infantile paralysis, is earning a living while in the hospital. He is making miniature dummies, which have a ready market here.

Woods is anxious to correspond with friends in show business.

## No Show Bracket In Questionnaire

WASHINGTON, March 28.—Occupational questionnaire sent out last week by selective service officials indicates that government is specifically aiming at the technical or professional worker.

Tho everyone is provided space to state his present duties, there is no suitable bracket in a list of 419 selected occupations for the entertainer, except one headed "Other Occupations."

## "Ice Follies" 125G in Minn.

MINNEAPOLIS, March 28.—After an 18-performance run, March 10-24, the Shipstad-Johnson *Ice Follies of 1942* is reported to have grossed an estimated \$125,000 at the Arena here. One show nightly, plus two on Sundays, was the local schedule. Seats were \$1.10, \$1.35 and \$1.65, reserved; \$2.20, ringside, and \$2.50, boxes. With a house capacity of 5,000, shows were sold out every night.

**S**IGN of the times: A horse and hansom cab making their way down 52d Street last Friday night with the name of their sponsor on the back of the cab, along with a legend reading, "Dealer in horses and carriages—formerly Plymouth and De Soto distributor." . . . Further sign of the times: A group of young Chinese, usually so quiet and polite, dining at a local night spot, bawling out the waiter for imaginary mistakes, sending back food orders and in general behaving like the worst sort of nouveaux riches. . . . Henry Youngman had so many relatives and friends watching the Loew's State show from the wings last Sunday night and getting in the way of the other acts that for the rest of the week a ban was clamped on all visitors watching the show from backstage. . . . It's-an-ill-Wind-etc. Dept.: Storekeepers around the Bond Building are overjoyed at the moving in of hundreds of employees of the Government's Wages and Hours Division, transferred from Washington. . . . The American Academy Guild, newly formed group, will get the premiere of *If at First*, a new play by Tom Powers, himself an Academy alumnus. The author will direct. . . . The last war saw a boom in the use of chorus girls, and the situation is repeating itself now. . . . The Stage Door Canteen is showering benefits in both directions. While the free shows for the men in khaki and blue play mostly top-notch talent, the Canteen is also being used as a break-in spot for new performers and new material. The uniformed customers, incidentally, come thru with showstops for practically anybody on any bill. . . . Music Corporation of America, which moved its publicity department from Fifth Avenue to 57th Street not more than six months ago, is now preparing to move the department back where it started from. Reason is thought to be that Jack Lear was losing too much weight running back and forth. . . . In *The World-Telegram* the other day George Ross asked, "What are the showfolk going to use for alibis, now that everybody's income tax is out of the way?" Don't be silly; now that everybody's income tax is out of the way, what are theatergoers going to use for money?

**L**EO REISMAN is competing with Cliff Nazarro as a double-talker de luxe. Rehearsing his band the other day for its Rainbow Room engagement, he drove the boys nuts with his double-talk directions. For a while they didn't know he was kidding. . . . Which is reminiscent of the singer who used to drive the boys crazy at rehearsals by saying, "Okay, only next time play it an octave faster." Invariably they'd give her a double take before they realized it was a gag. . . . Hope-Come-True Dept.: After all these years of wondering whether it could happen, a *Billboard* scribe was finally called the other morning and awakened out of sound slumber by a cash giveaway air show. Only he hadn't been listening to it, so the voice at the other end said, "Sorry, old man." What the reporter said was something he later hoped hadn't been broadcast to the listening audience. . . . This column saw its first fem Postal messenger the other afternoon trotting up Fifth Avenue. Chief criticism is that the uniform looked as tho it had been left behind by one of the males now in the army. No one could accuse it of being form-fitting. . . . Ed Aaronoff has switched to the Dave Alber office. . . . Dorothy Bryant, former performer union executive, has recovered from a fractured toe—proving that she can throw a strong kick physically as well as verbally. . . . Add miscellaneous information: The K in Robert K. Christenberry's name stands for Keaton. . . . Jerry Larsen, newest protegee of Vincent Lopez, opened at Leon & Eddie's this week as Gerry Larsen. The maestro changed her name for her after a session of numerology. . . . An Associated Press reporter called a music pub last week to check on a story, and was asked by the lass at the switchboard who was calling. "AP," he said. To which the girl answered, "Abie who?" . . . Add wartime trivia: Jay Thorpe advertises a rubberless girdle as "Sweet Compulsion in Power Net." Sherman was right.

**T**HE war should have created a wave of prosperity in most branches of the show business. The actor particularly should have benefited as a class. That he hasn't is mostly his own fault. The acting branches of the amusement industry should have benefited from the flow of money into the pockets of small business men and workers because living entertainment does not depend too much on materials that are needed in defense. The bugaboo of priorities does not apply as much as in other enterprises to theaters, cafes and other spots where actors are employed.

The actor is not any better off than he was during the depression and its milder but recurring aftermaths because leadership is notoriously lacking in the

acting field. Actors have been working harder than ever before in our memory. Actors are called upon to bat their brains out in a startling miscellany of worthy, unworthy and borderline causes. Actors have been thrown a bone thru the medium of USO Campshows. But a bone is not a meal and even actors must eat to live.

If the run-of-the-mine actor had real representation in his unions, that is, if his unions were really functioning for his welfare and security, much could have been done to give him a share of the artificial prosperity now being enjoyed by the country than has been done. As has been the case in recent years actors' unions seem to be concentrating on security for jobs of officials rather than economic betterment of the men and women who wear grease paint.

Take the American Guild of Variety Artists as a smelly example. This organization has gone from bad to worse. It has no leadership whatever. It never had any real leadership. As it now exists it is a parasite performing the dual function of feeding on the actor and on the show business. This is what happens to an organization when it lacks leadership and when those whom it is intended to serve lose their interest in it—and on this occasion for good and sufficient reasons.

The AGVA devotes considerable time and effort to determining whether one of its ranking officials is guilty as charged of being what is euphemistically known as a rabble rouser. Its investigation of this matter has been a farce. We ought to know because we were given the doubtful distinction of sitting in on one of the investigating committee's sessions. It was a swell performance from an emotional standpoint. As parliamentary and judicial procedure it stunk to the high heavens.

If it is to be conceded that the actor needs an organization in the variety and cafe fields (and we doubt whether there are any who would refuse to grant this) the AGVA is taking up valuable space that can be occupied by an organization that will really make a determined effort to help the actor.

For several years we have been sporadically sounding the call for one big union; a union that will wipe out every present distinction. We have espoused the cause of a union that would eliminate the paying of dues to several organizations; eliminate unnecessary overhead; eliminate unnecessary jobs and accompanying salaries, and make for a united front against employers who would exploit the actor and against the world that cannot recognize anything but power in giving the actor his due. We don't expect any action to be taken on this during our lifetime. We are skeptical of progress being made because we know how tenaciously union politicians cling to their jobs; how advantageous is their position in fighting any move to streamline the actors' union movement.

To return to the AGVA, we wonder if the average actor realizes that the national organization is as useless and impotent as an electric light bulb out of a socket. There is no leadership nationally; there is less and less activity locally. There are good AGVA locals, of (See *SUGAR'S DOMINO* on page 17)

## ALVINO REY

(This Week's Cover Subject)

**I**N JUNE Alvin Rey will take his orchestra to Frank Dailey's Meadowbrook, Cedar Grove, N. J., for the second time in five months. Upon completion of this most desirable of band engagements, some time in July, Rey will move over to the Hotel Astor Roof, New York. These two locations are eloquent proof of the fact that the Rey organization has definitely clicked as a commercial proposition.

Rey's first instrument was a banjo, to which he attached electric wiring in order to play thru his radio loud speaker. The results of this schoolboy experiment were so satisfying that he began tinkering in earnest until he developed what is now his stock in trade, the electric guitar. His first band position was with Phil Spitalny, after which he went to California for a series of radio jobs. He then joined Horace Heidt, with whom he remained for several years in a featured capacity.

In January, 1939, Rey left Heidt to become musical director of KHJ, Mutual network station in Hollywood. So successful was his house band and so much comment did it excite that Rey took his key men and his singers (the Four King Sisters), packed up and went east to try making a go of it as a dance band. There followed a build-up period, climaxed with a stay at the Rustic Cabin in New Jersey. From the Cabin the band went into the New York Paramount and then across the country to the RKO studios for "Sing Your Worries Away." Engagements at the Hollywood Palladium, the Meadowbrook, a return trip to the Paramount and the current road tour bring us up to date.

Rey records for Bluebird ("Deep in the Heart of Texas," for example), and is booked by Music Corporation of America. He is married to Louise, of the King Sisters.

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## Radio Men Attend Chicago War Meeting

CHICAGO, March 28.—Plans for gearing the radio industry to the country's war efforts were discussed by nearly 50 radio officials from 10 States who met at the Drake Hotel Thursday and Friday. Stanley Hubbard, general manager of KSTP, St. Paul, was chairman of the conference, which was addressed by high ranking officials of the NBC. Radio's First War, Government and War-Time Radio, Programme Problems of 1942, The Obligation of Radio to the Public, Radio and the Press and The Sales Picture for 1942 were among the topics discussed.

At the close of the conference Chairman Hubbard issued the following statement: "Broadcasting is a vital and essential force in aiding America with the war. Stations affiliated with the National Broadcasting Company are determined to do their full share in co-operation with NBC to keep our facilities and our programs geared up to the war efforts. The leadership which NBC has taken in holding a series of regional conferences to attempt a solution of the war problems confronting the industry deserves the commendation of all. As a result it is my confident expectation that NBC and its affiliated stations will meet each new test which the war brings to broadcasting."

Following the Chicago meeting the NBC officials proceeded to California for the final meeting of the tour, which began in New York March 16.

NBC officials in attendance at the conference were Frank E. Mullen, William S. Hedges, Roy C. Witmer, Clarence Menger, Dr. James R. Angell, Ken Dyke, Charles Brown, Sheldon R. Coons, A. E. Dale, James M. Gaines, John McKay and Max Jordan, all of New York; Frank M. Russell, of Washington, and Harry Kopf, Jules Herbuveaux, Frank E. Chizzini, Judith C. Waller, William Ray, Paul McCluer, Joseph A. McDonald and Gilbert McClelland, of Chicago.

Station representatives at the meetings included Stanley Hubbard and Ken Hance, of KSTP, St. Paul; Walter J. Damm and L. W. Herzog, WTMJ, Milwaukee; Col. B. J. Palmer, J. O. Maland, Harold Fair, Woody Woods, Ralph Evans and Hale Bondurant, WHO, Des Moines; Jack Todd, Herb Hollister, KANS, Wichita; C. E. Lytle, John F. Meagher, KYSM, Mankato, Minn.; K. F. Schmitt, E. C. Allen, WIBA, Madison, Wis.; Frank V. Webb, WOW-WGL, Fort Wayne, Ind.; George M. Burbach, KSD, St. Louis; W. C. Bridges, WEBC-WEAU, Duluth; Dean Fitzer, WDAF, Kansas City; John J. Gillin, WOW, Omaha, and Gregory Gentling, KROC, Rochester, Minn.

## Film-Legit Try In Holyoke

NEW YORK, March 28.—Harry Gourfain and Herman Flalkoff have booked an hour version of *Wife on Approval*, produced by Michael Kallester and Noel Mohr, into the Holyoke Theater, Holyoke, Mass., April 6 for three days. This is hoped to be the first stand of a tour of movie houses and represents the first condensed version of a drama to play vaude in years.

Josephine Dunn heads a five-people cast. One set will be used, and the show will run without curtains, blackouts being used to indicate separation into three acts. Will be preceded by a prolog. Dialog has been brought up to date thru references to the draft. Original play on Broadway was called *Marriage on Approval*. Mike Cramoy did the one-hour adaptation. Gourfain says the play has been staged to achieve a "modern film tempo."

Harry Davies will press-agent the show on the road. If it clicks, the same group may send out *The Old Lady Shows Her Medals*.

## Cantor's Silver Anniversary

NEW YORK, March 28.—Stage party marking the 25th anniversary of Eddie Cantor's start as one of Broadway's outstanding entertainers was held at the Hollywood Theater here Tuesday. Present while Cantor cut a huge cake were Peggy Hopkins Joyce, Margaret St. Clair, Gene Buck, Gladys Feldman, Gertrude Vanderbilt, Irene Delroy, Ethel Shutta and others.

The comedian was also feted at a luncheon in the Toots Shor restaurant.

## Possibilities



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For FILMS

JACK ARTHUR—player with wide radio experience who is now appearing in the legit show, *Johnny 2x4*, at the Longacre Theater, New York. Does a terrific job, working hard to pull a weak script up by its bootstraps and very often succeeding. Plays a minnie piano, sings a bit, delivers lines excellently, displays an appealing personality and indicates very definitely that he should do well as a film leading man.

### For VAUDE

LARRY STORCH—youthful impressionist with Dick Humber's band, caught recently at Loew's State, New York. Achieves remarkable fidelity in his impersonations, and projects them excellently. Repertory, which is wide, includes many characters off the beaten path. Still needs a bit of polish, but basic ability is there and he should click handily as a single in both vaude and night spots.

### For LEGIT DRAMATIC

BETSI KENDEL—recent graduate of the American Academy of Dramatic Arts who, in the student plays this season at the Empire Theater, New York, displayed unusual ability. Showed best in the leading role of *Letters to Lucerne*, turning in a tender, lovely and heart-warming performance. A petite and very pretty blonde, she should also screen well.

## N. Y. Agency Bill Up; Unions Oppose Them

ALBANY, March 28.—The latest moves to amend the theatrical employment agency law are bills by Assemblyman Harold Ostertag and Senator William Condon. They seek an amendment to the general business law to strike out the 5 per cent wage fee on jobs, except circus and vaudeville, and to set a schedule of maximum fees to be drawn up by the Commissioner of Licenses or "other proper licensing authority."

NEW YORK, March 28.—Local performer union leaders say they will oppose the new Albany bills on the ground that they would give too much power to license commissioners and also that the bills would usurp a function of collective bargaining.

The unions claim they would rather fix limits on agency fees, and don't want this power to be in the hands of the law.

## Detroit Flacks Organize

DETROIT, March 28.—Plans to organize press agents in this area are under way, with a guild being discussed by several of the more active scribes. A guild was projected last summer among men operating chiefly in the night club field, but never got very far.

Present project is more far-reaching and will include publicity men in other fields as well. The invitations to the powwow come from Frank Tuohy, who handles publicity for Wayne University. Principal organizers of the projected group are Bill Green, of the Paradise Theater, and Fred Schader, of the Lafayette Theater.

## Amerk Unit in 12th Year Steady Work, All in Foreign Countries

RIO DE JANEIRO, March 21.—Rex Storey, U. S. performer, who toured the States back in the '20s (Storey and Lee) and is currently at the Casino Atlantico, is going into his 12th year of playdates outside the United States. In 1930, in Seattle, Storey organized 10 people, including a girl line of six, each doing one or more specialties, and shoved off for the Grand Hotel in Yokohama, Japan. On arrival troupe was subjected to rigid censorship, but, once getting the okay, toured Tokio, Kobe, Osaka, Nagoya and Kyoto. Returning to Yokohama for theater date, it drew over 20,000 admissions on a Sunday, a record.

Then came a tour of Shanghai, Hong Kong, Canton, then the Philippines, Siam, Indio-China, Java, Burma, India and Ceylon. The nut being small, troupe was able to accept dates in the smaller cities of all countries, the conditions were not the best.

Many obstacles were in their path, but the performers carried on. In Moulemin, in Burma, outfit arrived for date and found there was no piano in the city. Went out and dug up a small hand organ and the show went on.

Returning to the States in 1932, Storey organized another group for new fields—Kenya, Uganda, Mombasa, Zanzibar, Rhodesia, South Africa, Portuguese East Africa, Nyasaland, Beira, Lourenco Marques, Belgian Congo, Inadagascar and Mauritins. Almost six of the 12 years were played thru India, where Storey gave special performances for the Sultan of Johore, the Agha Khan and the Maharajahs of Mysore and Kashmir.

Troupe was in Somaliland during the Italo-Ethiopian war and in China when it was at war with Japan. Shortly after closing in Kings Theater in Canton the theater was destroyed by Jap bombs. Returning again to the States in '39, another group was organized, but with conditions in the Orient in a turmoil.

## Change Showgoing Habits in Pitts

PITTSBURGH, March 28.—Increasing prevalence of women going alone to Stanley, Casino, The Gardens, movie houses and other amusement sites has been noted by the entertainment purveyors.

Downtown theaters particularly have observed heavier influx of fems trade, particularly between 6 and 7:30 p.m. Causes are obvious, they believe: Lack of men and increasing number of women working, especially downtown. After day's work women hie to theater before going home.

Likewise noticeable have been groups of women, as many as half a dozen or more, regularly going to theater and other spots.

Early shows are also attracting changed trade. Whereas until last year morning bills were primarily bait for school kids and salesmen who wanted to kill a couple of hours, majority of a.m. biz is now comprised of factory workers and families. Factory workers are taking in a theater before or after shifts, now that many plants are operating on a 24-hour three-shifts-daily basis.

Storey headed for Latin American countries, opening in Mexico, followed by dates in Guatamala, San Salvador, Costa Rica, Panama, Ecuador, Peru, Chile, Argentina, Uruguay and Brazil.

Storey has booked dates at Trinidad, British West Indies, and Panama on his return trip to the States, expecting to reach New York June 1. Present group of five includes Storey; his wife, Rose Lee; Karlla Kristian, Fay Skeeter and Fred Feld, pianist. The girl line (6) was dropped at Buenos Aires, due to some of the girls marrying along the line and others returning to the States.

According to Storey, biz thru the Orient was highly profitable, contracts varying from straight weekly salaries to guarantees plus percentage on overage. On the Latin American tour most profitable biz was done in Costa Rica and Peru. Other dates incurred small losses and even breaks. With pay-offs being made in national currency, losses and profits were made converting national funds into U. S. dollars.

## Detroit AGVA Plans Insurance for Acts

DETROIT, March 28.—AGVA local here is about to sign a contract for what is believed to be the first group insurance contract for performers, says Les Golden, executive secretary. Contract has been drawn up for enrolling acts in groups of 50 and will apply to Detroit local members only at present. Contract is being forwarded to AGVA's national counsel for approval.

Insurance program is based on an \$8.40 annual premium and includes \$1,000 life insurance, \$500 benefit for loss of various members (as eye, limb, etc.), hospitalization benefits up to \$6 per day, payments for layoff due to illness of \$25 per week up to eight weeks, \$50 communication benefit for placing relatives in touch with sick or injured performer or bringing them to the bedside, physicians' and surgeons' fees up to stated amounts, and miscellaneous other benefits. Contract is being made with the North American Mutual Insurance Company.

## Columbus for IA Meet

COLUMBUS, O., March 28.—Columbus has been selected as the site of the biennial convention of the IATSE, which will be held June 1. The war situation has much to do with the choice of that city. It was felt that Columbus was free of the concentration of defense industries which had created a shortage of hotel accommodations in many other key cities.

## Mass. Rotating Stock

SPRINGFIELD, Mass., March 28.—New rotating stock company presented by Harold J. Kennedy and Richard Weaver opens here at the Trade Union Auditorium April 13 for two days. Group then moves to the Bushnell Auditorium, Hartford, Conn., for one day, winding up the week at the Shubert in New Haven. No play for the opening has yet been announced.

Plan is for the company to continue weekly so long as there is good business.

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NT=Overnight Telegram

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NLT=Cable Night Letter

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**MAKE THIS EASTER FOR YOUR FRIENDS A DIFFERENT ONE WITH A DIFFERENT EASTER GREETING... SEND A TELEGRAM. ONLY 20c LOCALLY. 25c TO DISTANT POINTS.**

<p><b>STOCK TICKETS</b></p> <p>One Roll ..... \$ .75</p> <p>Five Rolls ..... 3.00</p> <p>Ten Rolls ..... 5.00</p> <p>Fifty Rolls ..... 17.00</p> <p>100 Rolls ..... 30.00</p> <p><b>ROLLS 2,000 EACH.</b></p> <p>Double Coupons, Double Price.</p> <p>No C. O. D. Orders.</p> <p>Size: Single Tkt., 1x2"</p>	<p><b>TO TOKYO WE WILL GO</b></p> <h2 style="margin: 0;">TICKETS</h2> <p><b>FOR FAIRS—PARKS—THEATRES—CIRCUSES—CARNIVALS</b></p> <p>Can be had in a hurry if ordered from <b>THE TOLEDO TICKET COMPANY</b> Toledo (Ticket City), Ohio</p> <p>Buy Defense Bonds to the Limit.</p>	<p><b>SPECIAL PRINTED Cash With Order PRICES</b></p> <p>Roll or Machine</p> <p>10,000 ..... \$ 7.15</p> <p>30,000 ..... 10.45</p> <p>50,000 ..... 13.75</p> <p>100,000 ..... 22.00</p> <p>500,000 ..... 88.00</p> <p>1,000,000 ..... 170.50</p> <p>Double Coupons, Double Price.</p>
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# Draft Takes Increasing Toll of Radio Actors; Amateurs Flock to Nets for Jobs; See No Shortage

NEW YORK, March 28.—Different performer groups in the show business are now losing men to the armed forces at an increasingly fast pace. New York local of the American Federation of Radio Artists has about 100 of its men in the services, with many more expected to go. Chicago AFRA local has lost about 29 thus far, with many others slated to be called. Actors' Equity Association, many of whose members work in radio as well as legit, and Chorus Equity, have lost a combined total of more than 300.

Radio does not expect to experience any undue disruption of production schedules, even though the draft is expected to bite increasingly into the ranks of performers. George Heller, AFRA exec, points out that, with radio being primarily a sound rather than sight medium, elderly actors will be able to play juvenile parts, etc., in the event the war emergency makes such a measure necessary.

One interesting effect of the draft on talent is the great rush of completely untrained radio actors to the networks. Marge Morrow, assistant casting director of Columbia Broadcasting System, points out that, since the extension of the Selective Service Act, Columbia has been receiving applications from more untrained performers than ever before. Applications come in at the rate of between 20 and 30 weekly, and of these about four-fifths are without radio experience. As yet there is no demand for these people, and they are all told to go to local stations to get experience.

In Chicago, too, the incursion of the draft is not expected to aid materially in providing employment opportunities for new people. It is believed that those remaining will have just that much more work available.

### In the Services

New York AFRA members in service include Richard E. Albert, Wesley Addy, Paul Ballantyne, Jay Barney, Earl Bart, John Bass, Tyler Carpenter, Charles Carroll, Willard Cary, Stuart Churchill, Edward A. Condit Jr., James Conway, John Cooney, Stephen Cortleigh, Frank Danzig, Vincent Donohue, George R. Evers, Scott Farnsworth, Hunter Galloway, Everett Gammon, Maurice Gosfield, John Graeber, Edward Everett Hale, Paul Hammond, Al Heifer, Richard Hague, Charles Homes, William Horne, Henry Jones, Proctor Jones, Leon Leak, Jack Leonard, Robert R. Lindsey, James Lynch, Alan Manson, Charles Maxwell, Philip McHugh, Byron McKinney, Samuel C. Monroe, Johnny Most, David B. Mott, Ralph Nelson, Winston O'Keefe, Jack Orrison, Earl Oxford, Ray Perkins, Richard L. Rider, Martin Rudy, Alfred M. Scott, John C. Shaefer, Hirman Sherman, Fred Stewart, Norman Stewart, Ezra Stone, William D. Strauss, Norman Sweetser, Paul Talbot, Scott Tennyson, Guy Edward Thomajon, William C. Tubbs, Andrew White, Jack Windrow, Edward Wragge and others.

### Chicago Actors

To date, the Chicago local of AFRA has lost 29 men to the services, with many more expected to be called. None of the more important actors have been inducted, but a number of players on important network and local shows are within draft age and may be called. CHI members recently inducted include Irving Alberts, Frank Dorby, Don Gallagher, George Kluge, Edwin Love, Martin

Olson, Louis Perkins, Joe Rohner, Sam Thompson, George Habib, Wyley Hancock, George Willard, Boris Aplan, Ed Lee, Dolph Nelson, Stanley Waxman, Jack O'Dell, Robert Thomas, John Matthews, Glen Taylor, Randall Atcher, Frank Payne, Hugh Rowlands, Claude Kirchner, Fred Casper, Ted Stephens, Harold Townsend, Byron Keith and Spencer Allen.

Total AFRA membership is approximately 12,000, not all of these, however, being active.

## KTSH, Hot Springs, Sold for \$177,650

SHREVEPORT, La., March 28.—Radio Broadcasting Corporation has been incorporated at Arkansas State capital, following purchase by its incorporators of radio station KTSH, Hot Springs, from the chamber of commerce at the Spas. The new corporation is capitalized at \$50,000, with personnel announced as George E. Wray, P. E. Furlow and Allen D. Morris, all of Shreveport. The group placed a bid on advertising by the Spas chamber and was successful at \$177,650.

Sale was approved by the chamber at a vote late last week. Transfer is on condition that the studios and transmitter remain in the Hot Springs area, with 21,900 spot announcements over a 10-year period to be given the Spas.

## Esslinger Buys Fuhrman

PHILADELPHIA, March 28.—Clarence Fuhrman, KYW musical director, becomes the first local maestro to grab off a radio commercial. Esslinger's, Inc., local brewers, thru James G. Lamb agency here, decided to invest in a live talent show after sponsoring a record show on another station. Fuhrman ups his studio crew to 16 men for the commercial, which started Wednesday (25) for a weekly quarter-hour ride at 7:45 p.m. Features the tenor voice of Frank Coleman. Jay Faraghan, of the KYW staff, permanently assigned to the show.

# Advertisers, Agencies, Stations

**NEW YORK:**  
**CAVALCADE OF AMERICA**, starting April 6, switches time and will be aired 30 minutes later, from 8-8:30 p.m. on NBC. The sponsor, E. I. du Pont de Nemours, will also add a number of new stations. Hookup is now 56 outlets. . . . George Maynard, NBC Eastern Production Manager, will join the army April 9. . . . American Oil Company has renewed Edwin C. Hill's *The Human Side of the News* over 52 Columbia stations. Joseph Katz is the agency. . . . *Canteen Society* will debut over WHN Monday (30) and will be broadcast to soldiers at camp thru Saturday, 6:45-7 p.m. . . . Edgar Kobak, executive vice-president of the Blue Network, leaves Saturday (28) for a two-week vacation in the Carolinas and Georgia. . . . *Treasury Star Parade*, a transcribed series featuring stage, screen and radio stars, will be carried over W7INY, WOR's F-M station, Monday, Wednesday and Friday, starting Monday at 8-8:15 p.m. . . . Major Raborg, after an absence of some months, returns to do a thrice-weekly series of broadcasts on WHN starting Monday (30). . . . David Stone, WINS announcer, will be married Sunday (29) to Ruth

Schlanger. . . . Twenty-one members of the WINS staff have volunteered to give a pint of blood each to the American Red Cross. . . . Lisa Sergio's *Column of the Air* on WQXR is now commercial, Monday thru Friday mornings. . . . California Fruit Growers' Exchange will participate in *Women's Page of the Air*, Mondays thru Saturdays, 8:45-9 a.m., on WABC. Set thru Lord & Thomas.

**CHICAGO:**  
**W. K. (BILL) BAILEY**, who has been commercial manager of WCAR Pontiac, Mich., since 1939, has joined the sales staff of WJJD. . . . The Chicago Rug & Carpet Cleaner Company has taken a nine-week contract for six station-break announcements a week on WGN's FM station, W59C. Contract serviced thru the Robert Kahn & Associates agency. . . . WIND is inaugurating a new strip of programs to be heard at 5:30 a.m. as part of its all-night operations. Presented on the series will be the *Treasury Star Parade*, Thursdays and Sundays; the Department of Justice *Border Patrol*, Tuesdays; *Pleasantdale Folks*, a series sponsored by the Social

## A Patriotic Undertaking?

MINNEAPOLIS, March 28.—Returning home from New York, where he was doing night club work, Paul Allen, tenor, was all set to be drafted when he got a call from KSTP. "We've got a good spot for you if you can make it," they told him after a successful audition. "I'm due to go into the army," Allen said. "Maybe we can get you a deferment," the station said "This is a patriotic show we're putting on. You're just the voice we've been searching for." Allen agreed to seek a deferment; now he's wondering whether his draft board will okay it. Show sponsor is Lakewood Cemetery Association here.

## February Night Audience Up -- CAB

NEW YORK, March 28.—According to the CAB Index of Listening, radio nighttime listening for February, 1942, was 8 per cent higher than in February, 1941; whereas daytime listening for February, 1942, was off 2 per cent from the same month one year ago. Index also shows that nighttime listening for February, 1942 was 2 per cent higher than January, 1942. February daytime listening was practically the same as during the previous month.

According to CAB, the index indicates the relative rather than the absolute size of the radio audience, the index being based on data obtained by interviewing radio set owners in their homes in 33 major cities of the United States.

CAB's nighttime chart indicates that peak audiences during the winter of 1940-41 were attained in December and January, with seasonal down-trend starting in April and extending thru August. September showed a sharp upswing. While nighttime listening during the last quarter of 1941 was lower than in 1940, the upswing was sharper in 1941 than during the same months of the previous year. December, 1941, listening was only 1 per cent point less than in the previous December. January, 1942, went to 32.5, while February, 1942, went to 33.2.

In contrast to the nighttime curve, the daytime trend is fairly flat, showing a comparatively small decline during the summer months.

# Fibber Tops in Journal Poll

MILWAUKEE, March 28.—For the second consecutive year Wisconsin radio listeners voted *Fibber McGee and Molly* their favorite program in *The Milwaukee Journal's* 12th annual poll.

Ginny Simms was named the most popular girl singer, displacing Judy Garland; Walter Winchell outdistanced H. V. Kaltenborn in the voting for favorite news commentator, and *I Love a Mystery* was chosen as favorite serial program, displacing *One Man's Family*.

Repeaters included Kay Kyser as favorite dance orchestra; Bing Crosby, best liked male popular singer; Andrews Sisters, tops as harmony singers; *Sunday Evening Hour* (now off), favorite symphonic program; Nelson Eddy and Jeanette MacDonald, favorite male concert and feminine concert singers; Don Wilson tops as studio announcer; Russ Winnie, leading sports announcer; *Radio Theater*, favorite dramatic program, and Nancy Grey, most popular women's program.

Bob Hope unseated *Fibber McGee* from first place in the favorite comedian division, while Bing Crosby was voted favorite emcee for the fourth consecutive time.

Comedy and comedy with music tied for the best liked program type, while serials were voted the most disliked type. Red Skelton was rated the favorite new star, and Don Ameche is most wanted back by Wisconsin listeners, the poll disclosed.

Those which have dropped steadily for last two years in Wisconsin include Edgar Bergen and Charlie McCarthy, Jack Benny and *Information Please*, according to *The Journal's* poll.

## WPEN Bangtail Info Dropped From Sked

PHILADELPHIA, March 28.—WPEN's airing of horse-racing news and results, sponsored by the Armstrong racing form, will be dropped, it was stated by Arthur Simon, general manager of the station. No reason was given for the cancellation. However, it is known that State Public Utility Commissioner Richard J. Beamish filed a complaint with the FCC and the Department of Justice over the airing of the bangtail info.

Station's display advertisements in local newspapers, calling attention to the horse racing service offered on the air, were dropped last week. It is reported that Armstrong was shelling out between \$17,000 and \$18,000 a year for a daily five-minute shot at noon giving line-ups, scratches and jockeys, break-ins throughout the day for results, prices, off-times and disqualifications, and a complete resume of the day's races at 6:30 p.m.

## WJR Personnel Get Pay Increase in U. S. Stamps

DETROIT, March 28.—WJR became one of the first organizations in the country to adopt the idea, recently given national publicity from Washington, of giving wage increases in Defense Bonds. WJR's move is a 10 per cent wage increase to the station's 120 employees. Half the increase will be in the regular pay check and the other half in Defense Bonds.

Increase has been made retroactive to January 1.

Present plan supersedes the former voluntary pay roll allotment plan for bond purchases, to which employees had subscribed 100 per cent.

## Radio Daily Annual Out

NEW YORK, March 28.—Fifth edition of *Radio Daily's* yearbook, *The 1942 Radio Annual*, came off the presses and was delivered this week to subscribers. Book contains 1,025 pages, with information on all phases of the radio industry, including agencies, networks, stations, advertisers, billings, etc. A series of special articles takes up radio in relation to the war. These articles include *Radio in Defense*, by James L. Fly, chairman of the Federal Communications Commission; *Radio and the War*, by Neville Miller, president of the National Association of Broadcasters, and *Radio Round-Up and the War*, by M. H. Shapiro, editor of *Radio Daily*.

## Uncle Sam Takes 58 Coast AFRA'ers

Local office of the American Federation of Radio Artists reports that 58 members have been called to the armed services as of Thursday (26). AFRA would make no estimate as to the percentage of the membership likely to go to war, a spokesman pointing out that it would probably be a large percentage of the male membership but a small percentage of the entire membership.

Talent situation here indicates a definite demand for new people. Producers want experienced artists, but find themselves up a blind alley. Smaller stations are being called upon to supply talent.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.



# Radio Talent

## New York

By JERRY LESSER

# Radio Developments Are Anxiety For Pubs; Wax Test Case May Be Pressed by NBC; Net Supports BMI

NEW YORK, March 28.—Developments over the week-end in various camps of the radio industry augured more grief for Tin Pan Alley. First, it was learned that the much-bruited test case to settle once and for all the cost of copyrighted music on transcription is very much alive—and not shelved as some trade papers (not *The Billboard*) have reported. Second, factors in the radio-music situation make it very apparent that Tin Pan Alley still needs a combination of Ivy Lee and Dale Carnegie in order to pacify and change the temper of a section of the broadcasting industry.

Regarding the test case on transcriptions, new development is that NBC-Thesaurus may carry the ball rather than Associated Music Publishers. While NBC would give no definite confirmation, attorneys involved in the case indicated the likelihood of such a move. Lloyd Egner, NBC vice-president in charge of the radio-recording division, has long been in the forefront of the battle for more equitable music fees and was the prime figure in the negotiations which delivered the Warners' music catalogs to radio wax companies.

AMP is still not entirely out of the picture; but personnel changes now going on in the company have delayed action on the test case. AMP may still pitch in.

According to one of the attorneys involved, when the test case does materialize it will be based on the same old angle—namely, that the base royalty for transcription libraries should be 2 cents per pressing, the same as for recordings.

One of the large wax companies this week definitely decided to continue putting out two types of library service, one for ASCAP users and one for non-ASCAP users. Company had been doing this all thru the ASCAP-radio fight, but figured that now it would cut expenses

by issuing only one type of service with ASCAP music. Letters from salesmen on the road explained that the two types were still necessary; that many stations—even those with ASCAP per program licenses—were discouraging the use of ASCAP music and did not wish the ASCAP tunes on transcriptions. According to this transcription company, ASCAP's offer of tunes for 90 days for sustaining library service had not altered the situation much.

Meanwhile, the hope of publishers that Broadcast Music, Inc., would become a dead pigeon or white elephant seemed far from materializing. With BMI pacts accepted by more than 600 stations, representing more than 85 per cent of the dollar volume of the industry, NBC added further to BMI's optimism this week-end by coming out with a statement of policy on BMI. Statement is similar to that of CBS, issued last week, and states, "NBC is backing BMI to the limit," including a new eight-year contract and the advancing of six months of license fees. Statement was made by William S. Hedges, vice-president in charge of station relations, in a letter to affiliates.

### Blue Net Adds Two Shows

NEW YORK, March 28.—Blue Network starts two new series, *Celebrity Theater*, 9:30-10 p.m., April 10, and *The Show of Yesterday and Today*, 2:30-3 p.m., beginning April 5. Latter show will be produced in co-operation with the U. S. Division of Physical Fitness and will recommend forms of physical exercise. *Celebrity Theater* will present plays starring people who have gained recognition in civil life.

### Muzak Air-Raid Service

NEW YORK, March 28.—Muzak, wired music service has established facilities enabling it to give air-raid and all-clear signals to users, including homes, night clubs, restaurants, factories, etc. Service is free. Company will also furnish a specially designed program of "air-raid music."

### Diane Courtney, Jesters Set for New Brew Show

NEW YORK, March 28.—Rubsamm & Hornmann Brewery, heretofore sponsor of Ramona and the Tune Twisters on WOR, will sponsor a program on the Blue Network, Mondays and Thursdays, 7:45-8 p.m., beginning April 13. Talent will include Diane Courtney and The Jesters. Program will have a quarter-hour warm-up period prior to the broadcast. Samuel C. Croot is the agency.

BEN SELVIN, exec of Muzak and Associated Music Publishers, has requested Broadcast Music, Inc., to pay his song royalties in Defense Stamps and Bonds. Selvin's latest is *The Memory of This Dance*.

### ACA Negotiating Spieler Pact With WIP, Philly

PHILADELPHIA, March 28.—Negotiations will be opened this week with WIP by the announcers' union, the American Communications Association, for a new contract. Old binder expires April 1 and announcers will carry on until new terms are reached, retroactive to that date. Apart from a substantial wage increase, announcers are asking for the setting up of a commercial wage scale which provides for special pay when handling the mike for a commercial show. Commercial fees not paid by the station, tariff being footed by advertising agency or sponsor. Announcers ask that the basic weekly pay be upped from \$30 to \$45.

Only station here with a commercial rate is WPIL. Basic pay at WPIL is around \$40 a week. With the commercial fees, announcers there are drawing down fat checks. Union also has a closed shop agreement with WPEN, indie station, and altho commercial rate is not in force there basic pay is \$37.50 weekly.

# AFM Execs Mull Changes on ET's, Records and Delayed Broadcasts

NEW YORK, March 28.—Next annual convention of the American Federation of Musicians, slated to be held in June, will probably take up the matter of delayed broadcasts and revamp phases of the standard recording and transcription contracts. Whether musicians get paid for a delayed broadcast is now in the hands of the individual local involved; but certain union officials will attempt to put thru a ruling giving the national office jurisdiction and specifying that regular transcription rates be paid musicians for all delayed broadcasts.

Indication that recording and transcription contracts will be overhauled occurred this week, the AFM issuing a batch of renewals of licenses for wax firms for a three-month period, beginning immediately after March 31, the expiration date of the current contracts. This short contract period terminates approximately the same time the AFM confab will be held—so that if AFM con-

fab revamps contracts the new forms will not be delayed.

According to union execs, the changes in wax contracts may attempt to do away with inequities in scale which exist now between recording and transcription jobs. It is also possible that an attempt will be made to place a limitation on the number of tunes that may be waxed within a certain period on transcription jobs. Currently, scale for recordings is based on a fee per side. Musicians on transcription dates are paid by the hour. Some union execs want both to be paid per tune.

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WHAT a treat it is to witness the fun down at the Stage Door Canteen. And how nice it is to know that your big people dig in and do their bit to make it the grand place that it is. For instance, fellows like NBC's JOE BELL, Young & Rubicam's HENRY HULL JR. and N. W. Ayer's HERB SANFORD serving as bus boys and dishwashers. It was reminiscent of the old Actors' Dinner Club days, when all the bigwigs of stage and screen came in to do the same thing. . . . Did you know that LEON JANNEY graduated from the Volunteer Firemen's school? And that SARAH BURTON is the leading femme in *The Sheik*, the newest of the *Stories America Loves* series. . . . And that *The World Is Yours* leaves the air after six consecutive years, because of traffic conditions in Washington. The Smithsonian Institute there has too many visitors already, so they don't need to advertise any more. . . . And that JACK DAVIS has replaced MATT BRIGGS in *Junior Miss* because MATT is too ill? . . . And that COLLEEN WRIGHT, who plays the lead on the transcribed *Sonny Taber* series, a Western, has never been West of Pittsburgh? . . . And that TOM TULLY has applied for a post in the Civil Aviation Patrol? . . . And that SKIPPY HOMEIER modeled boy's clothes at an advance private showing at Saks Fifth Ave the other day?

THE RALPH EDWARDSSES expect Sir Stork next month. . . . MARK WARNOW is working on a book tracing the history of the country thru its music. . . . RUDY VALLEE has built an amateur movie theater in his home and shows films there nightly for his friends. . . . DINAH SHORE living at the Waldorf-Astoria during her engagement at the Wedgwood Room and loving it so

much she plans to settle down there permanently. . . . JAY JOSTLYN, *Mr. D. A.*, gets letters from folks seeking legal advice. They figure he is a real d. a. . . . VI AND VILMA VERNER started March 28 a four-week half-hour series Saturday and Sundays at 10:45 a.m. over the Blue Network. Studio show, aimed at servicemen, will be stretched to hour and a half. Placed thru Bob Kerr.

DANNY SEYMOUR, new Brooklyn quizmaster on WOR's *Battle of the Boroughs*, tells this as the oddest broadcasting experience he ever had. It was while he was announcing in a Boston station, and a political aspirant had been talking for 20 minutes. SEYMOUR gave him the signal for five minutes, but instead of closing, the would-be office-holder reached for his wallet. With every time wave he peeled off another \$100 bill in the direction of the control room. SEYMOUR finally had to cut him off and let him talk into a dead mike. . . . Well, wouldn't you know it? Two movie companies are talking to RANSOM SHERMAN about a picture contract with options. . . . It looks like *Those We Love*, with NAN GREY, will be the summer replacement for the ED-DIE CANTOR program. . . . FRANK PAY will be minus a sponsor after April 16 on account of curtailed production of his sponsor's product. . . . DON DUNPHY, WOR's baseball and boxing broadcaster, warms up for the main bout by describing for an audience of three—himself, the engineer and the production man. . . . JACK BYRNE, WOR engineer, is the author of the new Sunday night comedy quiz, *The Better Half*. . . . EARL GEORGE, Chicago radio actor, has trekked to New York and will live here permanently.

# Chicago

By SAM HONIGBERG

A NEW record for guest appearances on the *Fitch Bandwagon* was set Sunday (29) when Frankie Masters and his orchestra made their seventh appearance on the show. . . . EDDIE AND FANNIE CAVANAUGH, currently heard in their *Rhythmster Tyne* program on WGN, celebrate their 30th anniversary on the air Tuesday (31). . . . VIRGINIA PAYNE, of the *Ma Perkins* show, has had the cast removed from her right leg, which was fractured in a mishap last December. . . . LORRAINE HALL, of WBBM's *Every Woman's World*, and BETTE MAC DONALD, WBBM actress, are represented in the current issue of a new Chicago literary publication, *The Fountain*. . . . HENRY SAXE is a new addition to the cast of *Backstage Wife*, NBC serial. . . . Two vocalists, JEAN BROWNE and JACK FULTON, were added to the WBBM music department this week. . . . MARY STUART ANDERSON, Illinois NYA administrator, inaugurated a new patriotic program, *The Torch of Freedom*, on WJJD last Friday (27). Show, which replaces *City Shadows*, another NYA series, will be produced by ABBOTT ROSS. . . . The DINNING SISTERS, now at work on a new movie, *In the Groove*, at Universal Studios in Hollywood, will be back on *National Barn Dance* soon. . . . FRAN

ALLISON plays a triple role in *Sister Emmy*, which had its first Socony broadcast on WBBM March 21. She writes the script, does *Sister Emmy* and sings old-fashioned songs on the show.

BETTY CROCKER will head the new General Mills show, *Thus We Live*, which makes its debut Thursday (2) on WBBM. New quarter-hour series, on which there will be no commercial announcements, was arranged jointly by the Red Cross and the public service department of General Mills. . . . KATHERINE SEYMOUR is the script writer; GEORGE GUYON, WBBM announcer supervisor, has the announcing post; ED ABBOTT will supervise the program, and MILTON CHARLES does the console piping. . . . BESS McCAMMON, of the WBBM-CBS serial, *Stepmother*, has a son, Corporal William McCammon, with the Quartermaster Division at Camp Shelby, Miss. . . . JEAN BROWNE, blues singer with various bands, made her debut on WBBM Sunday (29) as stellar vocalist in *Sing and Swing Unlimited*. . . . JACKIE LYNN, Northwestern University student who has been singing on WGN and whose voice has received favorable mention, has left for New York to try her luck on Broadway.

# Hollywood

By SAM ABBOTT

BEN GAGE, former announcer on the Ransom Sherman programs over CBS, visited Columbia Square recently during his first "liberty" after joining the army as a private. He's stationed near Riverside. . . . RED SKELTON is an honorary major in the field artillery, and his house is filling up with army souvenirs from grateful soldiers. . . . BOB KARLL, Milwaukee lad who has been heard on many NBC dramas from Chicago, is in Hollywood ready to report for training as a cadet at the U. S. Army Air Corps base at March Field, Calif. . . . LUM AND ABNER's radio catch-phrase, "wonderful world," has been made the title of a song to be published soon. . . . MEREDITH WILLSON'S new album of

"chiffon music" will have a cover bound in chiffon. . . . ART GILMORE, announcer for *Dr. Christian* programs, has been signed by Warner Brothers to do the voice of President Roosevelt for Jimmy Cagney's *Yankee Doodle Dandy*. . . . NORMAN NESBITT, Don Lee newscaster, saw his number, 537, listed as 63d to be drawn while he was reading teletypes in preparation for a broadcast. . . . JOHN-NY GREENE, author of *Blondie* series, arrived here recently to meet his live "brain children" for the first time. . . . BING CROSBY is spending royalties from *Silent Night* to finance camp shows for soldiers. . . . NORMAN FIELD, Hollywood actor, has joined the CBS *Blondie* cast in the role of Mr. Swabber, a drugstore proprietor.



# Program Reviews

EWT Unless Otherwise Indicated

## Dorothy Thompson

Reviewed Thursday, 8:45-9 p.m. Style—Talks. Sponsor—Clipper Craft Clothes. Agency—Emil Mogul. Station—WJZ (New York, Blue Network).

Miss Thompson returns to the air on behalf of Clipper Craft Clothes with an enlightening session of observations on the muddled state of affairs today. Her splicing on the second session of her broadcast confined itself mainly to events abroad. Hers is a healthy viewpoint, and exposition of her ideas is clear and sharp.

Interesting sidelights on her airing included the status of Arturo Toscanini, who after years of fighting Fascism suddenly finds himself an enemy alien in the country of his adoption. She urged that honorary citizenship be conferred upon him, just as Lafayette and all his descendants were given that status in recognition of the Frenchman's efforts in the American Revolution.

Miss Thompson is allowed to romp without interruption during her turn at the mike. Clipper Craft gets two plugs, at the fore and aft ends of the program. The clothing gab session could stand much editing. *Joe Cohen.*

## George Hicks

Reviewed Wednesday, 3:35-3:45 p.m. Style—Talk. Sustaining over WJZ (New York, Blue Network).

George Hicks draws an interesting assignment in covering the water front for the Blue Net in a series, *Men of the Sea*. The strands and quays contain much interest in these days, and Hicks makes the most of his material. His approach to the subject is eminently fair—as witnessed by his Wednesday session on activities in the hiring hall of the National Maritime Union, with officials of that union doing their utmost to carry out their slogan "Keep 'Em Sailing."

His description of their methods in getting crews for the dangerous mission of convoying lend-lease supplies to allied nations was done in clean, repertorial style, without hysteria or editorial comment, just letting the facts speak for themselves. Also of interest on this airing was his story of an interview with a seaman who had a boat torpedoed under him. *Joe Cohen.*

## "This Is WGN"

Reviewed Wednesday, 2:30-2:40 p.m. Style—Interview. Sustaining on WGN, Chicago.

This 10-minute spot, Monday thru Friday, is designed to give listeners a knowledge of WGN programs and personalities. Each day someone from WGN is interviewed, and information on new programs as well as sidelights on programs already on schedule is presented informally. Series is produced by the Special Events Department. Music is supplied by Jane Anderson, staff pianist. Announcing duties are split between Pierre Andre and Verne Hansen.

On program caught, Andre was the announcer and he interviewed Edna O'Dell, songstress on many WGN programs. A veteran announcer, Andre has a vigorous, pleasing delivery and a splendid mike voice. The interview with Miss O'Dell touched upon her work on the Elson and Anson program, her start in radio at WOWO, Fort Wayne, her favorite tunes, and plugs for various WGN programs. Delivered in folksy style, it carried some bits of human interest. Succeeding interviews will include orchestra leaders, actors and actresses, producers, writers, musicians, sound effects men, telephone girls and studio cops. Program presents excellent opportunities to build listener interest in WGN shows. *Nat Green.*

## "Music for Musicians"

Reviewed Saturday, 3:30-4 p.m. Style—Musical varieties. Sustaining on WCAU, Philadelphia.

Ross Mulholland, already established as the town's top turntable magician with his *Moonlight Music Hall* during the late evening hours, now brings his record routine to a live show for a Saturday afternoon ride. His breezy banter and natural mike personality are just as effective without the needles and waxes, using instead Joey Kearns's studio

tootlers, songbirds and guest stars. While the emphasis, even in the interviews, is on music, it's a false premise that the title makes in dubbing the show *For Musicians*. It's for everybody.

While Mulholland handles the emcee reins smoothly and swiftly for the half hour, basis for the show is Kearns's band. Equally effective for both swing items and for sweeter rhythms, highlighting the fiddles and the "whispering" brasses for a medley of pop faves. Smart use of sound effects by Mulholland creates the impression that there is a loud and cheering audience in the studio.

Also on high level maintained by the Kearns band is the sultry chanting of Marion Mason for *Embraceable You* and the Delancey Street dialect of saxophonist Harry Roberts for a tasty novelty item, *Dr. Jekyll and Mr. Hyde*.

Format for the show calls for an interview with a visiting maestro, and on this trip it was Van Alexander, in town that day for a one-nighter. Name band parade on Saturday nights at Brookline Country Club, which WCAU remotes, assures a steady flow of guest band names. *Maurie Orodener.*

## Bob Garred

Reviewed Friday, 10-10:15 p.m. PWT. Style—Newscast. Sponsor—Ford Motor Company. Agency—McCann, Erickson. Station—KNX-CBS Pacific network (Hollywood).

Bob Garred is heard Monday thru Saturday for the Ford Motor Company on a 10 o'clock newscast and about 24 other times during the week for other concerns. His broadcasts are specially devised for people in this area and he shows top newspaper ability in selection of war and news stories.

Garred has smooth, easy and sincere delivery. He steers clear of dramatics. Show originates in Hollywood and is confined to the West Coast, but it would go well on a Coast-to-Coast hook-up.

Garred handles the commercials, which are designed to get Ford owners to have their automobiles repaired and kept in shape. *Sam Abbott.*

## Orlando

Reviewed Friday, 1:15-1:30 p.m. Style—Singing. Sustaining over WNEW, New York.

The singularly named Orlando, doing Latin pops for a quarter hour, brings forth some ear-arresting music. Altho voice isn't of concert caliber, it is pleasant enough listening. Appeal of this session lies in song selection, which in this case included items such as *Yours, Mama Inez* and others as familiar. Of particular excellence is the musical

# Blue Net's News Program Rulings; Based on NAB Service Bulletin

NEW YORK, March 28.—The Blue Network has requested all network advertisers to observe a set of regulations on news programs, combination news and analysis programs, and news analysis programs. Regulations are the result of a meeting of the Blue Network execs, and are based on the War Service Bulletin No. 7, recently issued by the National Association of Broadcasters.

Regulations with respect to 5-minute newscasts are (1) The length of the overall commercial should in no case exceed and preferably should be less than 1 minute and 45 seconds on daytime shows and 1 minute and 30 seconds on nighttime shows. (2) No opening commercial permitted, except sponsor identification and perhaps a slogan, or a short description of product. (3) Placement of middle commercial at discretion of the news desk. (4) No "teaser" items to the effect that announcer will be back in a moment with late bulletins. A pause and then an announcement that a commercial is to follow should be inserted between the actual news and the sponsor's message.

On 10-minute newscasts: (1) Length of commercial should in no case exceed and preferably should be less than 2 minutes and 30 seconds daytime and 2 minutes nighttime. (2) No opening commercial permitted, with exception of

## Dreaming Up the News

HARRISBURG, Pa., March 28.—Something new in radio news service—at least for Pennsylvanians who like to sleep at night—has been developed by WHP, Harrisburg.

For the latest news WHP advises its listeners to leave their radios turned on all night. Prior to a "flash" they will be awakened by tone signal.

backing of Merle Pitts' orchestra. Music has color, facility and showmanship. Work here is terrific.

Station breaks up this session with transcribed commercials. It's no help to the artists. *Joe Cohen.*

## "Song Sampler"

Reviewed Saturday, 6:45-7 p.m. Style—Songs and organlogs. Sustaining over WCAE (Pittsburgh).

If you like a full dose of innocuous music that's sung around the family piano or in school classes learning semi-classics, you may go for this. Reed Kennedy tenors, Johnny Mitchell pipes some organ versions. Each is a good, steady performer. But the show's pacing and the selection of tunes might be rechecked, if an increasing audience is desired. *Frank.*

# Klauber Chairman Of CBS Exec. Com.; Kesten Gen. Mgr.

NEW YORK, March 28.—Board of Directors of Columbia Broadcasting System Wednesday (25) elected Edward Klauber chairman of the executive committee. Klauber had been executive vice-president. Paul W. Kesten, heretofore vice-president, was named vice-president and general manager.

William S. Paley, in a statement, said: "Hereafter all departments with the exception of the program department will report to the vice-president and general manager, Mr. Kesten. The program department will report to me."

Paley added that changes were made to eliminate duplication of executive activity, to create an office (chairman of the executive committee) which can give its whole time to some of Columbia's long-range problems, and to afford Klauber needed relief from his overburdensome duties.

## Anacin Adds to Net

NEW YORK, March 28.—*America the Free*, sponsored by American Home Products on NBC, Monday thru Friday, 11:30-12 noon, adds 18 more stations beginning April 4. Program, in behalf of Anacin, will have a line-up of 79 stations.

Blackett-Sample-Hummert is the agency.

## ADVERTISERS

(Continued from page 6)

Security Division, and the U. S. Army recruiting broadcasts each Saturday. Title of *Bulletins for Defense*, heard several times daily, has been changed to *Bulletins for Victory*. . . . Liggett & Meyers, thru the Newell-Emmett Company, have renewed their "test" announcement campaign for Chesterfield cigarettes over WJJD, using 65 two-minute announcements a week for four weeks. Other JJD contracts include Swift & Company (Vigoro), thru J. Walter Thompson Company, six announcements a week for four weeks; Illinois Bell Telephone Company, thru N. W. Ayer & Son, six announcements a week for 13 weeks. . . . Glenn Snyder, manager of WLS, is off to Phoenix, Ariz., for a business conference with Burridge D. Butler, president of WLS and chairman of KOY, Phoenix, and KTUG, Tucson. . . . Violet Colliander, secretary to Harry C. Kopf, NBC vice-president in charge of the Central Division, leaves this week on her annual vacation. . . . William Kephart, chief announcer for NBC Central Division, and Cléve Conway, NBC announcer, are vacationing in Florida. . . . Helen Joyce, co-conductor of the WLS *Feature Foods* program, has been elected president of the Navy Mothers' Club of Chicago. . . . *Sweet River*, transcribed dramatic program, replaces *Betty and Bob* on WMAQ and will be presented five times a week on Mondays by the A. E. Staley Manufacturing Company. Show set by Blackett-Sample-Hummert.

## PHILADELPHIA:

JOHN H. GARMINE upped to vice-president of Philco Radio & Television Corporation. . . . WFIL spotting a series dramatizing the history of the State, tagged *Pennsylvania, Keystone of Democracy*. . . . Charles Woods, now doing the WOR news shows for *Look* mag and Hoffman beverages, commuting here daily from New York for his news chores on WCAU and WFIL. . . . John H. (Jake) Breiel, publicity chief for N. W. Ayer agency here for many years, has resigned. . . . C. E. Hooper, who founded the Hooper radio listeners' survey plan, in town last Tuesday (24) to tell the Poor Richard Club, ad agency group, about the problems of measuring an unseen audience. . . . KYW the first local station in a number of years to air daily exercise programs, tying in with the *Hale America* program. . . . Tom Moore has left the WIBG announcing staff to become an aviation cadet. . . . Leslie W. Joy, KYW general manager, has chalked up his 17th year in radio, having started his career back in 1925 at EAF, when that station was owned by A. T. & T. . . . Ralph B. Austrian, assistant vice-president of the RCA Manufacturing Company at Camden and a well-known figure in radio, given leave of absence to take a post with the WPB Planning Board in Washington. . . . Bee Strickland, secretary to the WPEN general manager, has resigned for a government post.

## LOS ANGELES:

JACK BURTT, formerly of *The Pasadena Post*, has joined the NBC Hollywood newsroom staff. . . . Ruth Barnard, for eight years Don Lee network traffic manager, has moved to San Francisco to take a government job. Vacancy filled by Emily Peters, commercial traffic manager, whose job was taken by Ruth Van Velsor, whose position as secretary in the sales department was filled by Betty Jean Siney, who moved over from script. . . . Mrs. June Merriam, secretary to Sydney Gayner, commercial manager, will be replaced by Barbara Smitten, formerly of the sales department at KFRG, San Francisco. Mrs. Merriam leaves her post to await the stork. . . . Frank Capka, KNX writer, winding up his unfinished scripts in preparation for departing for a post with the Naval Intelligence. . . . Milton Samuel, Blue Network publicity chief, is back in Hollywood following a one-week tour of the State for conferences with station managers and publicity heads of the Blue. . . . Martha Sherwin, former picture editor in the NBC Hollywood press bureau, has been named fashion and magazine editor. New picture ed is Ray Schultz. . . . Sidney Strotz, vice-president in charge of NBC Hollywood, and John Swallow, program manager, back from Portland, where they attended KGW's 20th anniversary celebration. . . . Russ Johnston, CBS-KNX program director, has returned to Hollywood after six weeks' work for the government in Washington and New York.



## Pitt Takes 411G In Record Year

PITTSBURGH, March 28.—Proclaiming that the Nixon season will be definitely the longest and most profitable in more than a decade, Sam Nixon reveals that his gross for the first 24 weeks was \$411,000, a top total for the house's record books.

Every show but two has made money, and six of the year's attractions have been or will be repeats. *Native Son* closes its third visit this season tonight. Other encores will be made by *Panama Hattie* week of April 6, *Blossom Time* April 20, *Hellepoppin* May 11, *Claudia* May 18 and *My Sister Eileen* May 25.

*Eileen* tolled \$12,700 last week, on the heels of \$18,500 the preceding stanza for *Claudia*.

Following *Macbeth* next week, besides the repeaters, will come *Watch on the Rhine* April 13, *The Corn Is Green* April 27 and *High Kickers* May 4.

## Feagin School Students Offer "Out of Frying Pan"

NEW YORK, March 28.—The senior students of the Feagin School of Dramatic Art wound up their season Tuesday night (24), offering as their final performance before graduation the hilarious Francis Swann comedy, *Out of the Frying Pan*, preceded by Act II of *The Cradle Song*. In this double bit, perhaps their finest effort thus far, the players found it necessary to contend with one of the noisiest and most inconsiderate audiences ever housed at the Heckscher Theater. Nevertheless, the kids really went to town.

Their treatment of *Cradle Song* was tenderly done, diminutive Kathy Johnson, as Teresa, the cherished, adopted daughter of 13 Dominican nuns, strolling off easily with the top honors. Also coming thru nicely were Vivian Gorlin and Phyllis Allen, as the prioress and Sister Joanna respectively. Louise Gordon and Eugene B. Debs also deserve favorable mention.

*Out of the Frying Pan* was thoroly refreshing, every member of the cast taking a healthy, resounding crack at the parts; and, as the play progressed, it became increasingly evident that Swann's comical stew was just the sort of fare they had been eager to sink their teeth into for a long, long time.

Don Doherty gave his George Bodell everything he had except the shorts and fedora he ran around in during part of the second act. James Byrd and Arthur Bourbon, his two companions in the confusion, turned in excellent work. Maria Costa, Katherine Jones and Myrla Bratton contributed brightly to the insanity, with as much bounce and vigor as any three girls could possibly muster up. Annie Sue Bass was perfect as the bewildered, fogbound landlady, Mrs. Garnet. Comical bits were also injected by Angela Lansbury, George Lewis, Bob Healy, Eugene Debs and John Lund. Lund, a graduate student, returned to the fold for this one special presentation. Robert Milton directed. F. J. B.

## New "Yaphank" Set for Stem

NEW YORK, March 28.—Irving Berlin, author-producer of *Yip, Yip, Yaphank* during the last World War, will revive the show with a Broadway production early in May under the title of *This Is the Army*, under the sponsorship of the War Department. Funds from the show will go to the Army Emergency Relief Fund.

Show, as in the last war, will be an all-soldier musical with the exception of Berlin, who will appear only in one scene.

### Sellout: \$49.85

NEW YORK, March 28.—Monday (23) matinee of *Junior Miss* was almost a complete sellout, with only 27 of the 1,114 seats in the house unoccupied. Swarm at the box office resulted in a gross of \$49.85.

Occasion was a performance for students of 35 New York high schools, under the plan of the Central Control Board of the New York City School Program. Admission—5 cents.

BROADWAY RUNS			
Performances to March 28 Inclusive.			
	Dramatic	Opened	Perf.
Angel Street (Golden)	Dec. 5	131	
Arsenic and Old Lace (Fulton)	Jan. 10 '41	507	
Blithe Spirit (Morosco)	Nov. 5	166	
Cafe Crown (Cort)	Jan. 23	75	
Guest in the House (Plymouth)	Feb. 21	39	
Jason (Hudson)	Jan. 21	78	
Johnny 2x1 (Langacre)	Mar. 16	16	
Junior Miss (Lyceum)	Nov. 18	131	
Kiss for Cinderella, A (Music Box)	Mar. 10	23	
Life With Father (Empire)	Nov. 8 '39	998	
My Sister Eileen (Biltmore)	Dec. 26 '40	522	
Spring Again (Henry Miller's)	Nov. 10	160	
Musical Comedy			
Banjo Eyes (Hollywood)	Dec. 25	108	
Best Foot Forward (Barrymore)	Oct. 1	265	
High Kickers (Broadhurst)	Oct. 31	171	
Lady in the Dark (2nd en- gage.) (Alvin)	Sept. 2	239	
Let's Face It! (Imperial)	Oct. 29	174	
Porgy and Bess (revival) (Majestic)	Jan. 22	76	
Sons o' Fun (Winter Garden)	Dec. 1	130	

## Boland Hearing Postponed 3 Wks.

NEW YORK, March 28.—Hearing on charges against Mary Boland by Actors' Equity for jumping her contract with the road company of *The Rivals* was postponed until April 14 at the request of the actress, who attached a physician's certificate to her plea that she was too ill to attend the hearing or prepare her defense for same. She asked for a postponement of one month. Equity council granted it for three weeks.

Miss Boland is charged by the Theater Guild with walking out on the show in Chicago in violation of a run-of-the-play contract. Guild is asking for \$4,000 in lieu of four weeks' notice. Actress ascribed the walkout to illness and went back to California. Equity is concerned with her refusal to see Equity rep Frank Dare after she was ordered to do so when she announced that she was leaving the show.

## Unions Set To Clamp Down on Off-B'way Experimental Groups

NEW YORK, March 28.—As a result of the sudden interest in and critical importance attached to various experimental productions, a major campaign is brewing among theatrical unions, which are getting ready to tighten the grips on such shows.

First move came Thursday (26), with a meeting of representatives of Actors' Equity, stagehands' union, musicians' union, scenic artists, and managers and treasurers to plan a control over tryout groups. Meeting decided to review the conditions of each show before it gives a clearance okay, with no such show being allowed without a clearance. Interest is figured as having been brought on by a number of conditions, including the presence of first-string drama critics at many recent tryouts, their reviews treating the plays with the seriousness of Broadway shows. Discovery of a production of Broadway caliber, namely, *Nathan the Wise*, which was originally presented at the New School for Social Research, brought on a series of raised union eyebrows. Immediately following this, Theater Showcase put on a William Saroyan play, *Across the Board on Tomorrow Morning*, which was treated seriously by the reviewers.

Unions claim that producers have sometimes handed plays over to tyro groups for experimental purposes, thereby saving the cost of out-of-town tryouts, which would ordinarily have a full crew and a cast of fully paid Equity members.

A spokesman for unions said that several other conditions have been brought to light, namely, that some promoters were putting on shows and charging admissions in theaters which do not have city licenses allowing them to do same, and that a few of the promoters have pocketed the money without the cast seeing a nibble, all in the name of experimental production. Union rep pointed out that spots such as the Barbizon-Plaza, Heckscher Foundation, Blackfriars and Roerich Museum are rented by pro-

ducers for trade auditions, but not all of them are legitimate.

On the other hand one producer pointed out that 9 out of 10 plays tried out in this manner wouldn't have been produced under any other circumstances. If any of them come to Broadway they increase employment among actors, musicians and technicians.

Union's main beef is that a commercialization of experimental groups is taking place and must be stopped before it gets out of control. New plan is to decide on the individual merits of the purpose of each play.

Those charging admissions will have to do plenty of proving.

## "Love," "Claudia" Strong in Philly At 25G and 18G

PHILADELPHIA, March 28.—Major local interest centered this week at the Walnut Street Theater for the opening Monday (23) of Katharine Hepburn in *Without Love*. At a \$3.42 top and with ATS subscriptions holding the gate down, first week ending tonight was a sellout with a smash \$25,000. For its second week it moves to the larger Forrest Theater, where an advance sale of \$15,000 indicates an even heavier gross. Public's enthusiasm for the new Philip Barry comedy was not shared by the local critics, none shouting its praises and two of the four dissenting entirely.

Forrest, for the week ending tonight, dipped to a dismal \$8,000 for the second and closing week of Irving Caesar's new musical, *My Dear Public*, after a skimpy first week with \$10,000. Scaled at \$3.42 top. Local crit turned thumbs down. Joy Hodges replaced Mitzi Green in the lead for the second week.

At the Locust Street *Claudia* continued along hit lines to a socko \$18,500 for its second week. Scaled at \$2.85 top, it tallied a hefty \$17,000 for its opening week. It stays over for a third week, thus keeping two houses running for Holy Week, unprecedented in recent years.

Theatrical horizon continues to bulge with advance bookings, latest definitely added being Ethel Barrymore in *The Corn Is Green* for May 18. Filling in the single open week on the Forrest calendar is the last-minute booking of Paul Muni in *Yesterday's Magic* for April 6.

## American Academy Students Offer Thurber-Nugent Play

NEW YORK, March 28.—The American Academy of Dramatic Arts gave as its last public showing of the season Thurber and Nugent's *The Male Animal* last Friday afternoon at the Empire Theater. The performance permitted the male members of the graduating class to show to much better advantage than the female.

The gentlemen very definitely walked off with the acting honors. Rating particular mention was Samuel Fertig in the role of the harassed professor. Tommy Turner, and Raymond Julian as the erstwhile football star, Joe Ferguson. These two young men were responsible for some of the most hilarious moments ever enjoyed at the Academy. Mr. Fertig's drunk scene in the second act was terrific, and Mr. Julian's amazement over the failure of his great Statue of Liberty play was another high point of the afternoon. Richard Gerrick was an acceptable Michael, and Francis Letton, at ease again in character make-up, came thru beautifully as the Dean. Michael Cripanuk did his best work of the season as Ed Keller, and James Brassfield was an adequate Wally.

Barbara Hadden and Mary Anthony contributed nice bits as Mrs. Damon and Mrs. Keller, respectively, and Marilyn Cantor was a good Cleota. Ele Glaser gave little to the role of Ellen, and Patricia Withington was affected and too heavy-handed for the part of Pat. Anthony Jordan was "Nutsy" Miller and Arthur Siegel a newspaper reporter.

The direction was unusually good. This year's senior class has had fewer outstanding performers, but a better general level of ability has been shown than in previous years. Good luck to them all. M. A. B.

## FROM OUT FRONT

### The "Ism" Amendment

BY EUGENE BURR

AS YOU know, the much-discussed "ism" amendment has, after a two-year fight, finally become a part of the constitution of the Actors' Equity Association, a nationwide membership referendum favoring it by a vote of almost two to one. Barring Nazis, Fascists, Communists and members of various other groups from holding office in Equity, it seems in its present form merely a patriotic move, and was probably so considered by most of those voting for it. But a careful examination of its terms and implications leads inevitably to fears that it is basically a good deal more than that—or a good deal less.

Its final form does not bar from office "sympathizers" of the above groups, as was originally intended—and which would have led this corner to write an open letter demanding that Bert Lytell and all other officers and councilmen, as loyal Americans, immediately resign from office, since as loyal Americans they must certainly be "sympathizers" with the governmental party of one of the United States allies. The word "sympathizer" is now out—but even as it stands the amendment is a choice compendium of stupidity, contradictions, omissions and implied but frightening threats. It clearly shows the totalitarian bent of its chief supporters—and its passage shows a disheartening lack of common sense on the part of the acting profession.

TO GET it straight, perhaps its provisions should be summarized. It provides that no office or paid post in Equity may be held by (1) members of the Communist Party of the Soviet Union, the National Socialist Party of Germany, the Fascist Party of Italy, the Communist Party of the United States or any subdivisions of the above, no matter what name they use; (2) members of any party or group whose policies may be declared by Equity Council to be inimical to the best interests of Equity; and (3) anyone who advocates or aids the overthrow of the United States Government or a subdivision thereof "by force, violence or unlawful means." Official literature of a party or group may be used as evidence of its policies, but charges will not be considered based on "acts or utterances" taking place before the adoption of the amendment. Those removed can appeal to the membership, and charges based on false or trivial evidence may be made the basis for counter-charges. Nothing in the provision shall operate against eligibility for Equity membership on "grounds of color, religion or political affiliations."

IN OTHER words, in a United States at war, Equity, in barring Nazis and Fascists from office, has solemnly ruled that no dangerous enemy alien may be an official of the association. That is certainly patriotic—but isn't it somewhat unnecessary at this time? Or is it a wedge used to railroad thru various other rulings—a smokescreen for the real intent of the amendment?

Similarly, anyone advocating the overthrow of the government by unlawful means is already pretty well covered by our national laws regarding treasonable activity in wartime. To bar such people from holding Equity office—when they're already legally treasonable and therefore subject to summary federal action—brings doubts as to the future interpretation of the word "unlawful" by Equity itself. The doubt becomes more acute when you reread the amendment and realize that a man may be dismissed from office merely on the basis of his

(See FROM OUT FRONT on page 10)



# Saroyan's "Across the Board" A Cross to Bored Customers

NEW YORK, March 28.—Evidently laboring under the extremely mistaken belief that a season would be wasted without the production of at least one "play" by William Saroyan, a little group calling itself Theater Showcase presented the by-now-boringly antic Armenian's *Across the Board on Tomorrow Morning* at its tiny theater at 341 West 47th Street last week-end. *Across the Board, etc.*, is the 55-minute effusion that was given its premiere by a group on the West Coast last season, but which—indicative of rare good sense among theatrical producers—has not as yet been brought to Broadway. Theater Showcase threatens to bring it there, but that sounds merely like a move in a war of nerves.

Reviewing the piece is like trying to write a criticism of the maunderings of a psychopath—a psychopath suspected of voluntarily assuming his unsavory state for the cheap effect to be created. That, of course, is a habitual problem in reviewing Saroyan's self-consciously unintelligible outpourings; but this time it is particularly annoying because at two points he touches vaguely upon angles that could have been amusing or interesting in the hands of a craftsman with the competence of, say, a junior high school freshman.

One such angle is the discovery on the part of the play's characters that the fourth wall is missing and that a motley collection of strangers is watching their actions. Saroyan merely makes this the excuse for some stupid horseplay and a succession of interminable, stupid speeches directed straight at the defenseless spectators. The other angle, later, comes when the illusion of reality is supposed to dissolve thruout the world and all the things we have decided to call "real" (except, inexplicably, the bar-room in which the action takes place) disappear. A sensitive or even an ordinarily discerning mind might have made this the springboard for fascinating theorizing or plotting or both; Saroyan merely mumbles a few unintelligible phrases around it, and then revokes the entire situation, with as little rhyme or reason as he showed in creating it. "Reality" suddenly returns, evidently because the writer found himself incapable of coping with a truly imaginative situation.

It's hard—almost impossible—to describe the piece so that a reader can have any just idea of its maundering stupidity. It is as intangible as a blast of fetid air. The waiter in the bar discovers the audience and talks to it endlessly and pointlessly. The proprietor, frightened at the disappearance of the fourth wall, tries to do a little dance for the customers, and ends by singing. A frantic young man comes in, makes a few oh-so-bitter cracks, and changes coats and places with the waiter. He also dances (without dancing) with a young woman who otherwise sits silent in a corner. Two Filipino dishwashers come in and insult an elderly rich man because he doesn't know statistics connected with the Philippines, and then force the young lady who accompanies him to stand up so that they can judge the aesthetic effect of her rear elevation. A woman described on the program as Rhinelander 2-8182 comes in and has a baby onstage—tho Mr. Saroyan conveniently blacks out at the moment of birth, which was a great relief to this reporter, who thought he'd be forced to witness something like Vic Hyde's old break-away bass viol, which used to flap its wings and drop an ostrich egg on the apron. After the black-out it's discovered that the illusion of reality has been unglued, and the baby who has just been born walks in, in the guise of a young man. Then he walks out and it's discovered that "reality" has returned, and everyone wanders out of the bar. The customers—at least those of them who are still able to walk—wander out of the theater.

I'm not kidding—that's really what goes on. But no description could possibly

capture a taste of the boredom Mr. Saroyan manages to inflict.

In one of his outrageously long and dull set speeches the author takes cognizance of criticisms concerning the incoherence of his plays, and seemingly tries to defend himself by saying that life is similarly incoherent. Of course it is; that's why art first came into being—as a protest. Saroyan's "defense" merely indicates that he aims at the same effect the spectator might achieve simply by standing on a street-corner. Only the street-corner, I suspect, would be more coherent.

Theater Showcase did a surprisingly good job in presenting this bilge, with William Boyman's direction as straightforward as possible under the circumstances, and with altogether excellent performances offered by Anthony Joehim and Bernarr Cooper in the two key roles of the waiter and the young man. Lita Howard gave evidence of great possibilities in a fine and quiet job as the lass in the corner. Some of the others were pretty ripe—but certainly no riper than the lines they had to speak.

As a curtain-raiser, Theater Showcase offered Evreinov's *Theater of the Soul*, which can be dramatically effective if presented in a straightforward style. Under Mr. Cooper's nightmarish direction it became an acutely painful sort of dance drama featured by a performance from Charmion de Ved that was so hammy it became almost hilarious.

There were vague rumors that Theater Showcase, after a brief intermission, was going to repeat its performance of the Saroyan masterpiece the same night. This reporter didn't wait to find out. Already almost numb from boredom, I stumbled breathlessly to the sanctuary of the street. Even my feet were asleep.

Eugene Burr.

## Ballet Russe Starts Rio Concert Season

RIO DE JANEIRO, March 21.—Col. W. de Basil's Ballet Russe is the attraction set for inaugurating the official concert season in the Municipal Theater early in April. Outfit is in for series of performances on subscription basis, with additional shows tossed in for the general public.

Two ballet importations appeared in Rio last season, the American Ballet for eight performances in the Municipal and Jooss Ballet in for two ploydates, on the way down to Buenos Aires and a return date. Both registered artistically.

Local opera season gets under way in Municipal late in April.

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## "Helen" Named "Correspondent" in Damage Suit Against "Claudia"

ST. LOUIS, March 28.—Touring company of *Claudia*, currently at the American Theater here, sent out post-card teasers last February 27 to a host of potential playgoers in the city: "You must meet 'Claudia' when she comes to St. Louis. She's the most fascinating girl in the world. John Golden will introduce you to her, I'm sure. In haste, Helen."

A lot of folks thought this a pretty cute piece of promotion, but these were probably bachelors. H. Goldwasser is not.

Instead of rushing to the box office, Goldwasser rushed to a court of justice and served Victor Kiraly, manager of the *Claudia* Company, with a writ. In said writ Goldwasser asked \$1,000 actual damages and \$1,999 punitive damages . . . "to deter similar wrongful actions."

Then Goldwasser went on to explain who was damaged and how, stating that: "Said postal card . . . was read by plaintiff's said wife and said communication caused his said wife to suspect that plaintiff was untrue to her and was associating with and having clandestine meetings and relations with other women and said postal card caused his wife great distress of mind and to suffer great mental anguish, made her nervous and sick and wholly unable to discharge her household duties. Said postal card also caused plaintiff to be under an unjust suspicion by his said wife as associating and maintaining improper relations with other women."

When informed of the suit New York producer John Golden advised turning court petition over to local newspapers and "letting them laugh this fellow into oblivion."

Since Missouri law forbids the show from leaving tonight as scheduled without posting bond, Golden has put up \$3,000 in security. Quirk of the law (accompanied by loud laughter from a certain press agent) now compels Gold-

wasser to post exactly double that amount, or \$6,000, as collateral against court costs.

Several local men about town claim that said Goldwasser's attempt to convince said wife of said fidelity is cheap at said \$6,000.

Goldwasser lives here on Sappington Road.

## WalgreenCokeTrade Sets Up Night Spot

NEW YORK, March 28.—Long-term legit layoffs have opened their own night club in the St. James Hotel, naming it Genus, Inc. The first of four "opening" nights was held Thursday (26). Leo Shull, editor of a mimeographed daily distributed at Walgreen's, promoted the spot. Capital of \$600 was raised by subscription.

ABC Board was suspicious of four opening nights, thinking a fastie was being pulled. Shull explained that the capacity of the spot (250) would be unable to hold the entire mailing list, and invitations were staggered to accommodate them.

Opening night brought in some celebs, but Shull anticipated more. Food was contributed at cost by Arnold Reuben, who also sent three of his help to supervise the kitchen, bar and service. Reuben will do this for the first four nights of operation. Jay Seiler, of Seiler Brothers, reportedly got Reuben interested in the project. There was a show of sorts, by performers waiting on tables any anybody spotted in the crowd. The four-piece ork was paid.

Proceeds of the venture are announced as going toward a co-op theater.

Spot gets free rent from the St. James Hotel until October. Hotel caters to young professionals.

## FROM OUT FRONT

(Continued from page 9)

"utterances." Who in Equity is to interpret just what utterances advocate unlawful overthrow of the government? Obviously, it depends entirely upon the individuals in power.

The whole matter of enemy aliens and treasonable actions might much better have been left where it was originally and where it still fundamentally rests—in the hands of the FBI.

IF EQUITY members also want to bar Russian Communists from office, that is their privilege. This corner, which feels that Communism is merely Fascism in reverse, and that one is as viciously totalitarian as the other, is hardly disposed to argue the point. But for Equity to bar from office members of the American Communist Party is, in effect, the partial disenfranchisement of a section of its own members, however small that section may be. Members of the American Communist Party are guaranteed Equity membership by the very amendment that bars them from office—since it states that political affiliation shall not operate against eligibility for membership, and the American Communist Party, so long as it is allowed on a single ballot in a single municipality of the United States, is an officially recognized party. Therefore, Equity has partially disenfranchised a group to which it allows membership, and has done so on grounds that have nothing to do with the purposes, functions, aims or actions of the association.

It is a highly dangerous precedent—and one that is as viciously undemocratic and un-American as the very Communism it seeks to stamp out.

ANOTHER dangerous point is the fact that "utterances" can be used as evidence under the amendment. Reports of "utterances" may be unsupported and garbled. Is it possible that Equity would demand no more "proof" than such hearsay evidence before tossing a man out of office? It seems so, under the terms of the amendment.

Such acceptance of hearsay evidence may also indicate a reason for the inclusion of the useless clause barring those guilty of treasonable "utterances." An accused, charged on hearsay evidence of being a member of a party specifically named, might be able to prove that he wasn't; but no one on earth, however innocent, can "prove" satisfactorily that he has not uttered alleged statements interpreted as advocating the overthrow of the government—not, at least, if the hearsay "evidence" of his accusers is accepted as "proof."

Thus, the amendment places the burden of proof not upon the accuser—as is the universal American practice—but on the accused. Used unscrupulously, it could be turned into a powerful weapon of totalitarianism in Equity itself. And the trend of Equity events does little to allay such fears.

BUT most dangerous of all the dangerous provisions is that which bars from office any member of a group or organization found by Equity Council to be pursuing a policy inimical to Equity's "best interests." This clause goes fantastically beyond the rights of any labor union and seriously threatens mental freedom within Equity itself.

In effect, it places all outside connections of Equity officers at the mercy of the Council's majority. It turns Equity, if the Council majority so wills, into a dictatorial organization that can rule on all—literally all—outside connections of its officers and councilmen. It would be possible under this ruling for Council to bar from office or council posts all members of Rotary Clubs or Phi Beta Kappa.

That may sound far-fetched; and it is. It will probably never happen; but the point is that, under this amendment, it could. What with Equity's small but virulent group of totalitarianists, it quite conceivably might.

Taken all in all, the "Ism" amendment isn't anything that Equity can be proud of.

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# Club Talent

## New York:

CONSUELO FLOWERTON bows at Ben Marden's Riviera April 2. Marlyn Stuart and Myrus are new at that room. . . . HARRIET LANE set for the new La Conga show. . . . ESTELITA to open at the Chez Paree, Chicago, April 3. Anita Alvarez is the Copa replacement.

## Chicago:

ROLLET AND DORTHEA are being held over at the Edgewater Beach Hotel. . . . Ray Lyte, of the David P. O'Malley office, has booked Lya Lys to open at Harry's New Yorker April 8. . . . DANNY ROGERS, dancing comedian, has been added to the Brown Derby show.

GUY CHERNEY gets an air shot on WGN April 7 on the *Maid of America* program, sponsored by Virginia Dare wines. . . . TINNEY GOSGRAVE will re-open the South Bluff Country Club, Peru, Ill., April 25, with Paul Marr again booking, as he does other Cosgrove spots, the Silver Congo in La Salle, Ill., and the Royal Hawaiian Room in Peru.

## Philadelphia:

JERRY COOPER makes his local bow in the top spot at Club Ball. . . . JACK LYNCH celebrating his fourth anniversary as operator of the Walton Hotel Roof, and it's the second annul for Pat McDonald's Old Falls Tavern. . . . LEE BOHN, daughter of Marty Bohn, emcee at the Swan Club, makes her professional debut at that nitery. . . . HARRY (LIFTY) LEWIS leaves for emcee spot at Queen's Hotel, York, Pa. . . . DOROTHY LULL, returned from South America, opens at Venice Cafe. . . . JANETTE HACKETT REVUE for the Easter show at Lexington Casino. . . . RALPH TEMPLE has returned to his publicity post at the Benjamin Franklin Hotel after an appendix cut-up.

## Hollywood:

TEX RITTER wound up his personal appearance tour in Newark, Ark., and is on his way back here for the first of a new series of Westerns with Bill Elliott at Columbia. . . . VELOZ AND YOLANDA begin a Pacific Coast concert tour in San Francisco April 7. Then north to Seattle and east to Denver before they return to Philharmonic Auditorium here late in April. Also engaged for Samuel Goldwyn's *The Pride of the Yankees*. . . . FAIRFAX is back in Hollywood after playing San Diego niteries. . . . GIFFORD AND PEARL opened recently in Spokane with the new Sally Rand unit. Mickey Gifford, who developed quite a contracting business in Los Angeles as a sideline while playing casuals, reports that show business is again his main business now that defense has put a crimp in the building field. . . . BOUNDING MCGEEES just returned after playing at Ray and Bee Goman's Gay '90s, San Francisco, and El Capitan, Redding, Calif. . . . DWIGHT DAVIS has been inducted into the army. . . . LYNETTE LONDON is in San Francisco to play casuals. . . . PEGGY EAMES, who has been playing Los Angeles and Hollywood dates, returns to the Golden Gate Cafe, Bishop, Calif., the middle of the month. . . . MURRAY (HATS) PARKER, emcee and juggler, is completing four weeks at Coo-Coo-Nut Grove in Santa Monica. . . . AL MARDO has returned here following five weeks in Northwest theaters. . . . BILLY REED and Jimmie Gleason are featured at Slapsy Maxie's. . . . FID GORDON playing a USO unit on the East Coast. Returns to the West Coast late in April. . . . LEE KEENER, who made Hollywood her home for some time and played niteries here, writes from Hollywood-by-the-Sea, Fla., that she doesn't seem able to ditch the Hollywood tag. Returns to the West Coast soon.

## Here and There:

JERRY BERGEN closed a long run at Slapsy Maxie's, Hollywood, March 22 and opened at the 365 Club, San Francisco, March 26. Bergen recently was in two pits for 20th Century, *Tales of Manhattan* and *Cobana*. . . . MARCIA HARRIS, singer-dancer, is in her sixth week at the Beachcomber, Baltimore. . . . DILLON AND PARLOW are current at the Graystone Club, Mansfield, O. . . . HAU-KANE AND LONYA have had their contract extended three weeks at the Top Hat, Union City, N. J. LARRY KENT has moved to the Sky Way Club, Jacksonville, Fla., after 22

weeks at the Flamingo Club, Orlando, Fla. . . . PHYLLIS LOUISE leaves Hollywood March 30 and stops over in Denver to play the Chez Paree April 3-10 before returning east. . . . NICK LUCAS, after a holdover week at Club Lido, South Bend, Ind., opened Monday (30) at the Ka-Cec Club, Toledo. . . . AL DUKE, pianist, winds up seven weeks at the Lookout House, Covington, Ky., April 6 and the following day returns to Airway Cafe at the Cleveland airport.

CAROLE AND SHEROD set for the Club Royale, Detroit, April 10. Ruth Clayton opening on the same bill. Set by Lou Weiss. . . . HENNY YOUNGMAN booked for the Glenn Rendezvous, Newport, Ky., April 17. . . . HERMAN HYDE and Sallis Burrell into the Tic Toc, Montreal, April 30. . . . DUANOS being held over at the Benjamin Franklin, Philadelphia. . . . JUVELYS bow at the Mayfair, Boston, in the next show. . . . MORTON DOWNEY set for that spot April 15. . . . DE TROTTO AND MIMI new at the Club Charles, Baltimore. . . . NORMAN DUKE at Fay's, Providence, last week. . . . MURRAY PARKER is a holdover at the Coo Coo Nut, Santa Monica, Calif. . . . DR. MARCUS set for the Club Charles, Baltimore, May 5. Frances Faye is set to headline there April 10. Billy Vine follows. . . . THE-ODORE AND DENESHA have opened at the Biltmore Bowl, Los Angeles. . . . MARJORIE KNAPP has opened at the Royal Palm, Miami Beach, Fla., doubling from the Clover Club there. . . . THE MCKAYS go to the Blackhawk, Chicago, April 8, with Ted Weems' band. . . . MONTROSE AND PEARL back at Jimmie's, Miami. . . . LEW FOLDS now at the Palace Theater, Buffalo.

DAVE FIDLER'S 100 Club, Des Moines, booked by Paul Marr, Chicago, is lining up names. First is Sammy Cohen, April 6. To follow are Nick Lucas, Joe Morrison, Phil Dorsay and Jerry Cooper. . . . CLARENCE BROWNING, septa entertainer of the Fats Waller variety, opened Thursday (26) at Fidler's Downtown Bar, Des Moines. . . . NAN BLAKSTONE has been set by Paul Marr to open April 6 at the Talk o' the Town, Peoria, Ill., operated by Aunt Jane and Earl McDowell. . . . Lake Club, Springfield, Ill., follows Joe Sanders April 4 with Jimmy Greer's ork. Others slated for the spot include Herbie Kaye and Eddy Howard. Paul Marr books floorshows there.

## N. O. Club Resumes

NEW ORLEANS, March 28.—Under the new management of Elmo Badon and Buster Miranne, the Moulin Rouge opened March 5 with Percy Gabriel and ork and Jack Riley emceeing three shows nightly. No cover or minimum.

## Newspapers Nix Glamour Girl, Gay Blade Publicity Pictures

NEW YORK, March 28.—Local night club and hotel press agents are finding themselves forced to change their methods in order to meet new demands of newspaper, magazine and syndicate editors. With space harder than ever to get due to the dominance of war news, the p. a.'s are really worried.

Most local society editors have informed club and hotel p.a.'s that they will not use photographs of patrons dining and dining unless the men are in uniform. They use photos and stories of men not in uniform only if the stories involve engagements, weddings and charity meetings. The usual glamour girl pictures are apparently out, at least for the duration of the war, and the only debs getting

## War Decentralizes Showbiz; Nabe Spots Expect Boom; Roadhouse, In-Town Business May Feel Pinch

(Continued from page 3)

games, home amusement equipment, records (especially for juveniles) and adult amusement gadgets.

Also, women will spend more of the amusement dollar than ever before, due to so many men being in the army and on long-hour jobs. Probably more women will patronize theaters alone or in company of other women, which means that entertainment will have to be slanted more to attract and satisfy female tastes. There will probably be more entertainment devised for children, because more of them than ever before will be without steady family companionship and will require organized entertainment.

There is no doubt that participation amusements will gain patrons, as bystander amusements (such as movies and legit) will lose.

As in the last World War, the forces of censorship will harass the show business and affect the type of entertainment offered. For example, dry organizations

are already trying to push thru Congress bills to prohibit the sale of liquor in military areas, and intend to follow that up with an attempt to bring back nationwide Prohibition. Also, religious and civic leaders will try to wipe out burlesque and some types of stage and floorshows on the excuse that soldiers' morals must be protected. This is already happening in a number of localities.

The extent to which these forces will hurt the show business during the war will depend a lot on the government's attitude toward the amusement industry as an essential to winning the war. If the government pushes the showbiz around it will be easier for bluenoses to attack it. If the government definitely accept the show business as a war essential, and treats it as such, then it can plan for intelligently and successfully meet most of the attacks.

## England Tightens Control of Young Girl Performers

LONDON, Feb. 19 (delayed by censor).—There was much fluttering in theatrical and vaude doveots when the government announced that under the Employment of Women (Control of Engagement) Order no person should engage any female between the ages of 20 and 31 except by notifying a local labor office. This offered all sorts of complications to a profession already suffering from shortage of talent supply, and representations were promptly made to the Ministry of Labor. As a result an easement has been granted. Female performers may seek bookings thru the usual theatrical channels provided they first obtain a permit from their labor office.

In many theater ork pits where once tuxedos were the rigid rule musicians are now seen wearing varied garb. Morning and lounge suits mingle with the uniforms of men able to fit in playing jobs along with their service duties.

Variety Artists' Federation is seeking special consideration for vaude performers in matter of soap ration. It is pointed out that performers use more soap than ordinary individuals thru extensive use of make-up and subsequent need for removal.

Prince of Wales Theater in Piccadilly, long the home of Esdalle non-stop revue, has been taken over by George Black, whose first show there will be *Happidrome*, popular radio opus, opening March 9.

No definite decision has yet been reached regarding future of Stoll Theater Corporation houses, tho it is believed they will merge with Moss and General Theaters. Meantime, preparations are well in hand for big Russian spectacular ballet and opera opus, *Moscow Bells*, at the Coliseum, for which contract was signed by Sir Oswald Stoll just before his death.

## Indianapolis House To Chi Producers

CHICAGO, March 28.—Nick Bolla, Sam Roberts and Anton Scibilla have taken over the now-dark B. F. Keith's Theater, Indianapolis, from RKO Consolidated Theaters Corporation and will operate it under a vaudefilm policy starting April 16. They will play four days of stage-shows there and use their own units, with an occasional outside show. First unit will be the Bolla-Roberts *Gay Nineties*, followed by Scibilla's *Hawaiian Nights*.

Indianapolis has been fleshless since the switch of the Lyric to straight pix last September. Bolla and Roberts also operate the Palace, Rockford, Ill., on a three-day policy with units.

BONNIE BAKER will play Midwest dates, booked by Al Borde, of the Central Booking Office, Chicago. . . . IRENE VERMILLION has changed her professional name to Irene Dart.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.



# Night Club Reviews

## Casino Urea, Rio De Janeiro

**Talent policy:** Show and dance bands; floorshows at 10 and 12:30. **Management:** Sr. Joaquim Bolla, managing director; A. D. A., Lida., S. A., publicity; Jorge Magerie, booker; Zacharias Iaconelli, artistic director. **Prices:** Dinner, 10 mil-reis; minimums, 10 mil-reis at dinner, 20 mil-reis at supper; Saturdays, 30 mil-reis.

Summer biz is above expectations here. With the anticipated loss of tourist trade, which in past years has been big at this season, the Urea publicity staff went to town with a heavy campaign. Management has concentrated on special parties to offset possible tourist loss. Prices are reasonable enough to insure repeat trade.

Opening night of the late summer show (March 5) brought in an over-capacity crowd. Don, Dolores and Doree, U. S. acro-adagio trio, and Chucho Martinez, Mexican singer, head the new revue. Three teams of U. S. Congerero dancers are carried over, and the Urea girls (Brazilian line of 20) offer new routines in the late show. The dinner show, all holdovers, includes Professor Barreira and Nadja, mindreading act; Vic and Joe, Brazilian acros; Madeline Rozay, Brazilian ballerina, and the Urea girls opening and closing.

Late show got under way with Lee Brody and Leslie Miller, at the Hammond and piano, respectively, offering a *Faust* overture that brought them back for bows. Grande Otelo, colored comic, dished out two comedy numbers, well timed.

Don, Dolores and Doree (male and two fems), youthful, neat, with excellent wardrobe, are among the best seen around here for some time. There's an easy, graceful style, featuring difficult tricks. Girl soloing in an Oriental acro number, the closing trick, headspin into a split, garnering heavy applause. Boy and girl on for slave dance, after a few warm-up tricks, team then turning in an excellent acro-adagio routine. Off to big hand.

Urea girls, in bright and colorful costumes, on for Mexican routine, a build-up for the entrance of Chucho Martinez, who offered *Incertidumbre* and *Amor*, encoored with *Tu Volveras* and *Brasilera*. Just about tied up the show. Four fiddles and flute were added to band for Martinez engagement.

Closing, a new production number featuring the leading tunes of this year's Carnival, the entire cast being utilized. The Congerero dancers, in finale, offer a

fast jitter routine. Serpentine tossing, balloons released from ceiling, the pit elevator rising with tableaux, and musicians beating out rhythm on Brazilian instruments brought the 55-minute show to a fitting close.

Ray Ventura band was out of show caught, its day off. Leo Albano, a likable chap with pleasing personality, emceed and handled some of the vocals. Gaó band did a swell job with show music, alternating with Vincent Paiva band for dances. *James C. MacLean.*

## Rhum-Boogie, Hollywood

**Talent policy:** Dance band; floorshows at 9 and 11 p.m. and 1 a.m. **Management:** Jim Cole, owner-manager; Jerry Drury, headwaiter. **Prices:** Dinner, \$1.50 up; drinks, 35 cents up; no cover; no minimum.

After being shuttered for several weeks, Rhum-Boogie opened here March 17 under direction of Jim Cole, who has eliminated covers and minimum. Sepian shows, for which the place had a reputation, are out. Cole's policy is plenty of entertainment and good food at a minimum cost. While the Rhum-Boogie neon blazes outside, Cole has all but one of the music stands marked *Rendezvous*, indicating the name of the place will be changed.

Joey Cappel, who emceed at Aca Cain's for 18 months, heads the show here, taking his place at the mike after a welcoming message by Cole.

Show is backed by a small combo headed by Al Egizl, trumpeter of the American *Rendezvous* orchestra, a new name acquired when it moved into this spot. Following an all-out tune, Cappel does fast lyrics on *Hit Stranger*. He cracked gag after gag, some corny and some good, and wowed with his hat twirling and imitation of Ted Lewis. Hits lemon notes on the clarinet for comedy.

Carolyn Mason, good-looker brunette, shakes a mean rumba. Act is well spotted and she is up on her showmanship. Netted an encore.

Allen Sim, doubling from sax, scored high with his vocals, including *When Irish Eyes Are Smiling*. Encoored with *Everything I Love*, with Cappel standing behind to gesture with his hands. Vocal rendition is too good to be marred by antics.

Wilma Westcott, blonde, who also does vocals with the band, offered a French comedienne bit with fair success. She goes into a rhythm tap that's good. Follows with an East Side characterization, going into *It's a Great Day for the Irish* and finishing with an Irish jig. Pleased.

Cappel is on and off during the show. Handles emceeing well and his double entendre is clever. Some of the gags are missed because of his rapid delivery. Cappel has a big following, and his banter is well augmented with grimaces, cigar twirling and even a little magic. Surefire.

Spot will fill a need in Hollywood for a good show, good food and pop priced drinks. *Sam Abbott.*

## 5100 Club, Chicago

**Talent policy:** Shows at 9:30, 12 and 2:30; show and dance band. **Management:** Harry Eager, operator. **Prices:** No minimum except Saturdays (\$1) and Sundays (75 cents).

A neighborhood club that is making

# Brazilian Clubs Set Local Lines As American Girls Become Scarce

RIO DE JANEIRO, March 28.—With the uncertainty of future importation of U. S. chorus girls, strongly identified with Rio's night life the past two years, local agents are taking measures to offset any possible shortage. U. S. girls have been box-office dynamite to the casinos, each group remaining months above the contracted time. The past season found U. S. lines solidly entrenched in most spots.

First to resort to Brazilian chorines was Copa, which, with the co-operation of the Luiz Carlos Well agency, auditioned over 100 girls for a line of eight. Casino Urea has opened a school for instructing and developing chorus girls. Urea, which controls several spots, will use 50 or more girls. Atlantico expects to bring in a U. S. line for opening of the regular season in April. The present Brazilian line, Eva Stachino girls (10),

will carry thru till March 20.

Kenny Rinehart and Irish Murray Schuler, U. S. vocalists, who have been in Rio for some time, have been auditioned by Luiz Carlos Well and teamed as "Iris and Kenny." Set for four weeks in Casino Atlantico, *Jeit de Fora*, opening March 9. . . . Nadine Mitchell, U. S. chorine, has been added to the line in the Casino Copacabana. . . . June Marlowe, U. S. thrush, coming up from Buenos Aires, opened at Casino Atlantico February 22.

## Talent Agencies

JOLLY JOYCE, Philadelphia, has booked Buddy Lewis into the Esquire Club, Montreal, for three weeks, and Troy Brown and Barron Lee for an indefinite run at Grand Terrace Cafe, Chicago. . . . JACK MULLER AND TOMMY TATTLAR producing and booking shows at the new DiPinto's Cafe, Philadelphia. . . . JERRY ROGERS, secretary to Jolly Joyce, Philadelphia, leaving for California because of ill health.

LARRY ALLEN, San Francisco, reports that Alexander P. Haas, representative of National Concert and Artists' Corporation, has moved into his office as booker for concert artists and special attractions. . . . SAM ROSEY, San Francisco, has booked Beverly Clark, Chicago night club singer, into the 365 Club in San Francisco, opening March 26.

EDDIE SMITH, New York, to the Coast for a three-week jaunt in connection with the placement of Tip, Tap and Toe in the next Abbott and Costello pic for Universal. . . . SHEILA BAROFF left the William Morris Agency to rejoin Eddie Smith, her old boss. . . . JACK EDWARDS has switched from Arthur Grossman to the Charles Yates office, New York. . . . GEORGE WOOD, New York, came up 40th in the new draft lottery. . . . AL GROSSMAN, New York, is submitting Dick Dana and Eddie Kaplan, out of burly, as a vaude team.

MILES INGALLS has signed Lee Sims and Homay Bailey. . . . ARTHUR TERRY AND JOSEPH TIGANI have organized the Pan-American Associated Enterprises in New York for Latin, South American and Cuban bookings.

BERNARD BERNARDI, New York, opens a new show at his Nut Club, New York, March 25. Featuring Jean Bedini, Freddie Walker, Capt. Harry Lander and Carsong the Human Ape, and the Alden Porter band, six pieces. . . . EDWARD M. DAWSON has joined with Sim Kerner in the Artists' Service Bureau, New York. Dawson doing mostly vaude and Kerner night clubs.

VERNON CASTLE, Los Angeles night club and club booking agent, went into the army March 27. He turned over his accounts to the Walter Trask Agency to handle until he returns.

PAUL SMALL, New York, submitting Jane Withers for a series of personals here, in conjunction with the Vic Orsatti office. Small also handling Al Segal and Susan Miller. Set for the State, New York, April 9. . . . JULES BECK, of the Artists' Representatives' Association, New York, leaving for his induction next week. . . . JOHN LAST-FOGEL and Jack Edelstein were among the visitors in New York last week.

## More American Acts For Rio de Janeiro

RIO DE JANEIRO, March 28.—Don, Dolores and Doree, U. S. dance trio, opened at Casino Urea March 5, deal set by William Morris office, New York. . . . Kenny Rinehart, U. S. West Coast vocalist, opened at the Copacabana March 5, placed thru Luiz Carlos Well agency. . . . Chucho Martinez, Mexican singer currently in Urea, set on Radio Station TUPI for thrice-weekly airings. . . . Margarette Lanthos, Brazilian ballerina, has been set into Urea's new show opening late in March. . . . Amila Winsette, U. S. acro dancer, up from Buenos Aires, opened at the Atlantico March 7.

## Havana Madrid Revue Set

NEW YORK, March 28.—The *Havana-Madrid Revue*, composed of acts recently at that club for three months, is set for vaude dates in New York. Unit includes Julio and Kiki, Hector Del Villar, Migall Del Valli, a line of six and an ork. Already set are the Alden, Jamaica, April 4, along with time in RKO and Loew houses.

Herman Flalkoff is agenting.

money. A kid named Danny Thomas came in about 92 weeks ago and developed such a tremendous following that boss Eager has been dishing out salary raises to hold on to him. Another draw in this unpretentious room is Mark Fisher, veteran band leader and singer, who has a local name. They go well together.

The show, as a rule, has three outside acts and a line of six girls. The acts are seldom strong, if judged by the standards of the better run of Loop cafes, and the present line is far from good. But judging by the customers' reactions, they take this talent as a fill-in between Thomas specialties.

Thomas, beak-nosed dimpled comic, tells funny (some off-color) stories and razzes the boss. He has a way which adds freshness to almost every bit of material. Customers here come back time and again just to hear the same stories. The attention given him will arouse the envy of some of our best cafe names, who have to battle with ringsiders in downtown spots.

LeRoy, clever manipulator of marionettes, was about the best of the outsider acts with cute characters presented on a portable stage. His group includes a hula dancer, drunk, Bill Robinson in his *Hot Mikado* costume and a pianist. Joanne Jordan, familiar singer in this town, stayed on for four numbers, delivered in an impressive Dinah Shoreish voice. Her delivery still lacks sufficient forcefulness.

Szita and Young appear twice, in a Russian acro-toe routine and a waltz. Feature strong tricks and work fast. The Bobette Whirley line, six high-school-age kids, are woefully weak. Work entirely too hard.

Mark Fisher fronts his eight-piece band, which plays a good show and okay dance music. Fisher's voice is strained now, but he has the showmanship and enthusiasm needed to sell a song. In the finale he features *Remember Pearl Harbor*, which he wrote in collaboration with Thomas. Flag-waving entertainment. *Sam Hontberg.*

**Dorothy Dey Says—**  
 . . . "MOST GRACEFUL  
 DANCE TEAM  
 IN THIS AREA!"  
**RENEE and ROOT**  
 ROYAL PALM CLUB  
 MIAMI • FLORIDA

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 GEO. AND ANN  
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**RAY BOURBON**  
 Jack Burke at the Piano.  
 Now appearing  
**CHEZ BOHEME**  
 SUNSET BLVD. HOLLYWOOD, CAL.



# Magic

By BILL SACHS

**SAMARA** (Terry Brady) has just ended six weeks at the 68 Club, Salt Lake City, and is set for a personal appearance at a department store there the second week in April. He also has a string of dates with his blindfold drive to follow in Idaho. Prince Samara has been trouping nearly 40 years, beginning at the age of 11 at Ackers Theater, Halifax, N. C., by doing a mental routine and driving a team of horses blindfolded. . . . **BOBBY BAXTER**, youthful conjurer, is ringing the bell with his bag of tricks at the Mayflower Hotel, Jacksonville, Fla. . . . **JUDITH JOHNSON** and Company, mental turn, after two weeks at the Joy Theater, Houston, opened March 29 for five weeks in the Long chain of theaters in South Texas. . . . **JOHN SNYDER JR.**, Cincy magic manufacturer and past national president of the International Brotherhood of Magicians, and Dr. Harad, ex-mentalist, organized a party to take in the Rajah Rabold performance at the Glenn Rendezvous, Newport, Ky., Tuesday night (24) of last week. Rabold ends a two-weeker there Friday (3). . . . **OUR RECENT REQUEST** for magic dealers to send in their catalogs has already brought results from Jim Sherman, of Chicago, and Bob Nelson, of Columbus, O., both of whom sent in their latest catalogs. Both are up-to-date and loaded with merchandise for the professional theater or club magician. . . . **PROF. O. K. MAGUIRE**, currently working his magic in Pittsburgh niteries, will shortly join up with the Bunny Venus Attractions to work still and fair dates. . . . **THE GREAT OUVETTE** recently showed for the State Teachers' College, Buffalo, and last Friday midnight (27) presented a 30-minute act for the Coast Guard Fund at the 20th Century Theater, that city. He is set for the Harper Theater, Detroit, in three weeks, to be followed by the Englewood Theater, Chicago. After that he heads west to play three months of fairs for the L. Rosenthal Amusement Enterprises, Waterloo, Ia. He has added two new illusions to his turn. . . . **LIEUT. LEE ALLEN ESTES**, the Safety Magician of the Kentucky State Highway Patrol, was a visitor to the magic desk last Friday (27) while in Cincinnati on a shopping excursion to the John Snyder Jr. magic plant.

**HEANEY THE MAGICIAN**, now showing theaters and auditoriums, writes that he recently concluded a trek thru Oklahoma, Missouri and Texas, where he found business much to his liking. . . . **LE BROWN** is back at Jack Pepper's Log Cabin in Dallas. . . . **PAUL HUBBARD** winds up 10 weeks in Cincinnati schools April 17. He handles his own bookings. . . . **BOB NELSON**, of Nelson Enterprises, Columbus, O., has been playing theaters recently in his home territory with the crystal ball, presenting his old Dr. Korda RaMayne turn. . . . **KARDYRO** played the week ended March 24 at the Cabana Club, Providence, with a nicely routined niterie turn, employing cigarettes, cards, silks and doves. Same week saw Albernice at Pay's Theater, Providence. . . . **HARRY BLACKSTONE JR.**, son of the popular magician, stole the show from his famous father during a recent banquet arranged for members of the Blackstone company by the Central Georgia Magicians' Society and held at the New Yorker Cafe in Macon, Ga. Young Harry entertained with a mental turn. Members of the Blackstone troupe who attended the dinner were Mary Kay Dilger, Rose Mary Taylor, Ted Banks and the two Blackstones—father and son. Others present were Harold Norris, W. M. Harrison, Harry Whitestone, F. S. Starinieri, F. J. Beiselgel, Sam Orr Jr., Corbett Thigpen, John Cassidy, Lewis B. Wilson, Roy Rhodenhiser Jr. and Harvey Whitestone. . . . **ROBERT EMERICO** (Emerico the Magician) is in his 18th month in the army, currently stationed at Fort Stevens, Ore. He says Ade Duval played the camp recently with a USO show. Emerico hopped into Astoria, Ore., recently to catch his friend Bernard the Magician, who was playing Amato's there. . . . **EVANS BROWN**, musical magician, began a two-weeker at the Lark night club, Davenport, Ia., March 19, set by the David O'Malley office, Chicago. He's playing dinner and intermission music on harp, piano and accordion and presenting his magic in the floorshows. Brown recently concluded five weeks at

# Night Club Follow-Up Reviews

**ESSEX HOUSE, CASINO ON THE PARK, NEW YORK.**—Tommy Tucker band succeeds the Evalyn Tyner band March 31. Meanwhile Miss Tyner's new combo continues to make a nice impression (band was reviewed in our January 17 issue).

Only other entertainment is provided by Rosalie Grant, a tall, pretty, blond Continental chanteuse. She sings operatic tunes, waltzes and pop tunes in French, Russian, Spanish and English, and radiates a warm, friendly personality. She has been in this country two years and this is her second local hotel job. Doesn't use a mike, possessing a big soprano voice which she handles shrewdly. Knows how to make the lyrics count, and seems to be just the type for operetta, musical comedy and pictures.

Also doubles in the lounge for the cocktail hour, where other entertainment is supplied by Kurt Bieder, excellent pianist, and by Helene Cartwright, graphologist. *Paul Denis.*

**GRACE HAYES' LODGE, N. Hollywood, Calif.**—The late show here does not run as long as the first one, but it is packed with entertainment. Peter Lind Hayes emcees well.

Show opens with Hayes welcoming patrons and with Texas Jim Lewis and Lone Star Cowboys pacing the show. Hayes gets the show off to a flying start with his "recastings" of Ronald Colman in *Little Caesar*; Charles Boyer, a Western shoot-'em-up, and Gary Cooper. Hayes is right back following a number by the Lewis boys, singing *The Hayes and the Foy's, These Reckless Valley Boys*. Catchy lyrics that get plenty of laughs and Hayes socked it right over the outfield.

George Lloyd, a personable chap, offers his conception of a happy hypochondriac. Material is fast and clever, and he does a sweet job entertaining.

Working to *Tea for Two*, Hayes offers a top imitation of a sophisticated inebriate and of a night club show in the 1930s. Winds up the show singing *I Never Knew*.

Lewis's Texan band does a good job accompanying the show.

No matter what the assignment, Hayes carries it out well. *Sam Abbott.*

**COCOANUT GROVE, BOSTON.**—A strong show to support Maestro Mickey Alpert in his 139th consecutive week here. Alpert is still a favorite, both as a singing maestro and as emcee.

Current offering has Wally and Verdyn Stapleton in some very nifty tap routines along Astaire-Rogers lines. Nicely costumed, they show plenty of oomph and go thru their stint with ease and polish. Verdyn returns later as Sandor Glancz's opponent in the table-tennis novelty being offered as the finale. Lost out at show caught, but played almost as well as she dances.

Opener was Ruth Wallace, who vocaled one number while the line gals and guys went thru one of Buster Klem's very neat production numbers. *Piece, I Don't Want To Walk Without You*, very well received. Line of eight girls and four boys has two other production numbers, both very well done.

Billy Payne, who has been here since the place opened over a decade ago, is still in very fine voice. Did a great job with *When Day Is Done* and *Wherever You Are*.

Antonia Tomez, a nice-looking Spanish gal, does a couple of native routines, one of them, the jota, being particularly appealing. Gal is easy on the eyes, quick on her feet, and makes a nice impression. Kelani, a South Sea belle, is featured in a production number. Knows her hip-swaying and has a few odd twists that gain attention.

Alpert's band holds down the show and dancing chores, with Don Rico subbing. Show good, particularly the production numbers. *Mike Kaplan.*

**CAFE SOCIETY UPTOWN, New York.**—Hazel Scott's doubling from this spot into Clifford Fischer's *Priorities of 1942* has caused some rearrangement of schedule at Barney Josephson's East Side room. On night caught Miss Scott had to do her stint after the regular show had concluded, and with a dance set sandwiched in between. The wait was very much worth while. Miss Scott

Katsina's Restaurant, Springfield, Ill., and four weeks at Hotel Witter, Wisconsin Rapids, Wis.

tore off a quartet of pieces which bowled the house over. Her ivory exercises included such diversions as Chopin's *Minute Waltz* and Brahms' *Hungarian Dance No. 5* among others, all of which displayed an impish sense of humor, a thoro grounding in the classics and a complete mastery of the boogie woogie metier.

Joe Sullivan pounds the ivories in a different vein, knocking off his selections in barrelhouse style, displaying some intricate finger work. His solid jazz style went over well. Kenneth Spencer completes the bill with his polished basso singing of three numbers. Voice is resonant, vibrant and room-filling, despite the size of the club.

Eddie South is the musical mainstay. *Joe Cohen.*

**DIAMOND HORSESHOE, NEW YORK.**—Billy Rose's *Silver Screen* production floorshow here celebrated its first anniversary March 18. The show is still a clever mixture of remember-when, pleasant music, young flesh and glittering costumes. Since its opening, there have been a few cast changes: Betty Compton, looking surprisingly well, has replaced Mae Murray to do the *Merry Widow* waltz with Georges Fontana; Clyde Hager and his amusing pitchman's spiel have replaced Doc Rockwell's screwball lecturing, and Lila Lee has dropped out of the show.

Carlyle Blackwell and Joe E. Howard were out of the show when caught due to colds.

Rest of the cast has Gilda Gray and her shimmying; Nita Naldi, doing an unintelligible recitation; Charles King, who sells his singing even tho his voice is gone; Della Lind, cold soprano, and Four Manean Sisters, doing their always-good comedy acrobatics, Ross Wyse Jr. and June Mann, still billed, were also out of the show caught.

The chorus girls are the youngest and prettiest dancing bunch in any local floorshow or, perhaps, in any legit musical, too. The six paraders are lanky and langorous.

Noble Sissie's band provides fine show accompaniment, but his dance rhythms are not so good because the band is too busy switching rhythms and interpolating vocals that disturb the dance beat. Sid Prussin's smaller band does well with dance sessions. *Paul Denis.*

**MARINE ROOM, TRAINOR, PA.**—Biz has been building steadily at Jimmie Lambros's Marine Room since reviewed by *The Billboard* at opening last Thanksgiving. Suburban spot hit the upgrade with the acquisition of Jack (Quickie) Griffin, comic emcee, now working his 15th week and still knocking 'em dead with his songs and chatter.

Wilmington (Del.) patronage has been on the upbeat due to heavy plugging on WDEL and in *The News-Journal* papers plus favorable word-of-mouth comment on Griffin and his floorshows.

Last bill caught featured a trio of flashy performers, Gracie Hewson, a toe-tap artist with beauty and an unusual hoop number (a good bet for musical comedies or films); Peggy Phillips, vocalist, and Jane Lynd, hooper and mimic.

The succeeding bill features the Five Suzettes, line, with specialties by Audrey Joyce, Betty LaRue, Lillian Chapman, Dorey Dale and Josephine Kaye.

Mickey Kay's band plays for the twice-nightly shows and for dancing. *Sholly.*

## War Gags Help Comic Get Para

**SAN FRANCISCO, March 28.**—Paul Regan, comedian, is the latest local success story. After being around for some time and being told that vaude and niteries would not let him use anti-Axis gags because of fear of offending "friendly countries," he finally got a break after December 7 when he was able to unload his best war gags.

He used war material at the local Bimbo's 365 Club and the Golden Gate Theater, where Tommy Dorsey saw him and suggested him to Paramount, which booked him for its New York house opening April 1.

## Sunday Vaude Again For 2 Pennsy Parks

**PHILADELPHIA, March 28.**—Sunday vaudeville will again be featured at Woodside Park and Willow Grove Park, outdoor amusement parks here. Both re-light April 18 for week-ends, going daily after Memorial Day. Musical acts will be featured. Possibility looms that names may be brought in by both parks because of the tire and auto rationing that will force more people to seek their fun and relaxation near home. Shows at both parks will be booked by Florence Bernard, of the Eddie Sherman office here.

## Superior Club Opens

**SUPERIOR, Wis., March 28.**—Opening of Sam Lurye's New Ritz night club here March 12 featured Stan Lewis, emcee; Edith Kaye, song stylist; Sterling and Silver, dancers; Bob Hummer, magician; Joan and Phyllis, acro dancers; Bee Harris, songstress, and Elinor Sten and Smoothies orchestra. Three floorshows nightly.

# JULIAN & MARJORI

the **ORIGINATORS** of their famous dance interpretation of the **ROMEO and JULIET BALCONY SCENE**

set to the accompaniment of Tschalkowsky's Overture with an opening recitation of Shakespeare's immortal lines.

Since their original presentation at Seattle in 1936 their appearances have been given raves by the Press from coast to coast. **OTHER TEAMS ARE COPYING IT—but no team can give you this beautiful dance spectacle like JULIAN & MARJORI!**

## ACCLAIMED!

from **RAINBOW ROOM, July 12, 1941** . . . Julian & Marjori continue the good impression here . . . their opening Romeo and Juliet idea is okeh.

**THIS WEEK IN CHICAGO, Feb., 1938** . . . Julian & Marjori a tremendous hit with their dance number "Romeo and Juliet" to Tschalkowsky's *Appassionata* . . . skill and finesse.

from **CHICAGO THEATRE, CHICAGO** . . . Julian & Marjori start their deft dance routines with an eye-catching interpretation of the balcony scene from Romeo and Juliet. —*The Billboard, Nov. 1, 1941.*

from **RAINBOW ROOM, April, 1941** . . . their "Romeo and Juliet" number, which is a vivid dance portrayal of Shakespeare's famous romance . . . the result is a graceful, emotionally stirring dance to the music of Tschalkowsky's *Appassionata*. —**DANCE MAGAZINE.**

from **RAINBOW ROOM, Aug. 10, 1941** . . . excellent dance team of Julian & Marjori open the dinner show with a Romeo and Juliet dance. The couple dance perfectly together and provide an excellent start for the entertainment program. —**NEW YORK LIFE.**

from **VANDERBILT HOTEL, Miami Beach, Fla.** . . . add to graceful terping Julian & Marjori's dance emoting at the Pago-Pago to the strains of Tschalkowsky's *Appassionata*. —**DOROTHY DEY, Miami Herald, March 20, 1942.**

Currently **PAGO-PAGO ROOM VANDERBILT HOTEL Miami Beach, Fla.**

# PADDY CLIFF

Popular Singing Star **32nd SMASH WEEK**

★ **BOWERY CLUB, DETROIT, MICH.** ★



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

A

Adler, Larry (Palace) Cleveland, t.
Airport Boys (El Rancho) Chester, Pa., nc.
Alexander, Tony (Gay '90s) Brooklyn, nc.
Alma Maids (Beverly Hills) Newport, Ky., cc.
Ambassadors (Biltmore) Providence, R. I., nc.

B

Bailey, Mildred (Oriental) Chi, t.
Baker, Bonnie (Glenn Rendezvous) Newport, Ky., 3-17, nc.
Ballero, Mate (Earl Carroll's) Hollywood, cb.
Banks, Sadie (Old Roumanian) NYC, re.
Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc.
Barcuska, Eva (Le Poissonnier) NYC, re.
Barclay, Irene (Aloha) Brooklyn, nc.
Barnes, Harold (Versailles) NYC, nc.
Barry, Diana (Hi Hat) Chi, nc.
Beatty, George (State) NYC, t.
Belmont Balladeers (Belmont-Plaza) NYC, h.
Belmont Bros. (Moose Club) Johnstown, Pa.; (Veterans' Club) Huntingdon 6-11.

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America's Finest Girl Instrumental-Vocal Act
Indefinitely ROGERS CORNER, New York City.
Personal Repr. Allan Rupert, 1697 B'way, N. Y. C.

Boran, Arthur (Embassy) Jacksonville, Fla., 3-14, nc.
Boswell, Connie (Paramount) NYC, t.
Bouvier, Yvonne (Beachcomber) NYC, nc.
Bradley, Blanche, & Singing Marines (Edgewater Beach) Chi, h.
Bradley, Vi (Club Midnight) NYC, nc.
Brictop (Cerutti's) NYC, re.
Brown, Evans (Lark) Davenport, Ia., nc.
Brown, Wally (Chicago) Chi, t.
Bruce, Kaye & Linda (Colosimo's) Chi, nc.
Brucetta (Nicollet) Minneapolis 1-2, h.
Bryant, Betty (Pierre) NYC, h.
Burns, Betty (Blamark) Chi, h.

C

Cabot & Dresden (Chicago) Chi, t.
Cabot, Tony (State) NYC, t.
Callahan Sisters (Sherman) Chi 1-7, h; (Rice) Houston, Tex., 10-23, h.
Calvin, Henry (Music Hall) NYC, t.
Cappo, Joey (Rhuboogie) Hollywood, nc.
Carlisle, Kitty (Bowery) Detroit, nc.
Carlisle Sisters (Queen Mary) NYC, re.
Carlos & Chita (Mayfair) Boston, nc.
Carney, Alan (Strand) NYC, t.
Casanova, Don (Havana-Madrid) NYC, nc.
Charles & Lee (Montrose) Cedar Rapids, Ia., h.
Chinita (Leon & Eddie's) NYC, nc.
Churchill, Savannah (Ubangi) NYC, nc.
Clark, Coleman (Jefferson) St. Louis 3-23, h.
Clark, John (Music Box) Omaha, nc.
Clayton, Patti (Blackstone) Chi, h.
Cohen, Samuny (Oriental) Chi, t.
Cole, King, Trio (Kelly's Stable) NYC, nc.
Cole, Lester, & Debs (Capitol) Washington, t.
Collette & Barry (Latin Quarter) Miami, nc.
Columbus, Charles (St. Moritz) NYC, h.
Compson, Betty (Diamond Horseshoe) NYC, nc.
Cooper, Jerry (Royal Palm) Miami, nc.
Copp, James III (Le Ruban Bleu) NYC, nc.
Cortello's Canines (Keith-Boston) Boston, t.
Corvaro, Nico (Bal Tabarin) NYC, nc.
Crane, Ford (Wivel) NYC, re.

D

D'Arcy, Jeanne (McAlpin) NYC, h.
Dalley, Bill (Ubangi) NYC, nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Dawn, Alice (Hurricane) NYC, nc.
Daye, Suzanne (Ben Marden's Riviera) Fort Lee, N. J., nc.

Cheena De Simone
DANCERS
Return Engagement LEON & EDDIE'S, N. Y.
Dir.: Sol Tepper, RKO Bldg., N. Y. C.

Dean, Carol (Leon & Eddie's) NYC, nc.
Debonairs, The (Earl Carroll's) Hollywood, cb.
DeMarco, Isabel (Teddy's L'Aiglon) Chi, nc.
De Simone, Cheena Dancers (Leon & Eddie's) NYC, nc.
Deveraux, Jeanne (Music Hall) NYC, t.
De Wolfe, Billy (Versailles) NYC, nc.
Dexter, Carol (Copacabana) NYC, nc.
Dick, Don & Dinah (Stanley) Pittsburgh, t.
Dillon & Parlow (Graystone) Mansfield, O., nc.
Dolphin, Chester (Glenn Rendezvous) Newport, Ky., nc.
Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.
Douglas, Roy (Lincoln) Brooklyn, nc.
D'Ray, Sandra (Talk o' the Town) Peoria, Ill., nc.
D'Ray, Phil, & Co. (Talk o' the Town) Peoria, Ill., nc.
Draper, Paul (Waldorf-Astoria) NYC, h.
DeTroite & Mimi (Charles) Baltimore, nc.
Dudley & Bostock (Wivel) NYC, re.
Duke, Al (Lokout House) Covington, Ky., nc.
Duke, Marylin (Commodore) NYC, h.
Dumont, Marie (Crisis) NYC, nc.
Dunedin, Myrtle (The Top) Montreal, nc.
Dupont, Bob (Earle) Washington, t.
Durante, Jimmy (RKO-Keith) Boston, t.
Dutton, Laura Deane (Beachcomber) Miami, nc.

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

E

Ellis, Joan (Queen Mary) NYC, re.
Emerson, Hope (Beachcomber) NYC, nc.
Emmy, Carl, & Pets (Chicago) Chi, t.
Esquires, Twelve (Roxey) NYC, t.
Eustis, Edwinna (Music Hall) NYC, t.
Evers, Frank, & Dolores (Lido) San Francisco, nc.

F

Farney, Evelyn (Chez Paree) Chi, nc.
Fay & Gerdon (Hurricane) NYC, nc.
Faye & Wellington (Netherland Plaza) Cincinnati 3-16, h.
Fern, Pearl, & Eddie (Veterans Foreign Wars) Huntingdon, Pa.; (Harry's Tavern) Bellefonte 6-11.

G

Gale, Alan (Hurricane) NYC, nc.
Gall Sisters (Beachcomber) NYC, nc.
Garretson, Marjorie (Cocoanut Grove) Boston, nc.
Gerity, Julia (Sawdust Trail) NYC, nc.
Glenon, Jimmie (Slapsy Maxie's) Hollywood, nc.
Glover & LaMae (Brown) Louisville, h.

GRANT FAMILY
Week April 3 to 9
FAY'S THEATER, Providence, R. I.
Direction-MAX TISHMAN, 1619 Broadway, N. Y.

H

Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hannon, Bob (Roxey) NYC, t.
Haukan & Lenya (Top Hat) Union City, N. J., nc.
Havilland, Dick (Corktown Tavern) Detroit, nc.
Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.
Hayworth, Sea-Bee, Revue (Carolina) Wilson, N. C. 1; (Carolina) Goldsboro 2; (Academy) Lynchburg, Va., 3-4, t.
Healy, Eunice (Royale) Detroit, nc.
Heasley Jack & Bob (Biltmore) NYC, h.
Herbert, Jack (Helsing Vodvil Lounge) Chi, nc.
Herald, Bea (Congress) Chi, h.
Herrick Bros. & Lorena (Trionon) South Gate, Calif., h.

Advance Bookings

FOUR INK SPOTS: Steel Pier, Atlantic City, April 5; Coliseum, Cleveland, 8; Junction Park, New Brighton, Pa., 7; Nu-Elm Ballroom, Youngstown, O., 8; Chicago Theater, Chicago, 10-16; Buffalo Theater, Buffalo, 17-23.
BOB STRONG: Kemper Military Academy, Booneville, Mo., April 4; Palais Royale, South Bend, Ind., 5; Policemen's Ball, Springfield, Ill., 6; Marquette University, Milwaukee, 10; Bradley Tech., Peoria, Ill., 11; Stephens College, Columbia, Mo., 24-25.
LITTLE TOUGH GUYS: Century, Buffalo, April 17.
RAY ENGLISH: Olympia, Miami, April 3.

Hildegard (Savoy-Plaza) NYC, h.
Hines, Baby (Cafe Society Downtown) NYC, nc.
Konert, Johnny (Embassy) Miami Beach, Fla., h.
Howard, Bunny (Park Central) NYC, h.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Hubert, Frank & J. (Capitol) Washington, t.
Hudson Wonders (Beverly Hills) Newport, Ky., cc.
Humes, Helen (Famous Door) NYC, nc.
Hunter, Tookie (Kelly's Stable) NYC, nc.

I

Ink Spots (Steel Pier) Atlantic City 5, p; (Coliseum) Cleveland 6; (Junction) New Brighton, Pa., 7, p; (Nu-Elm) Youngstown, O., 8, b.

J

Jacqueline (St. Moritz) NYC, h.
Jardiniere & Madeline Gardner (Cat & Fiddle) Cincinnati 1-14, nc.
Jason, Bobbe (Old Roumanian) NYC, re.
Jaxon, Great, & Jerry Jordan (Seven Seas) Chillicothe, O., nc.

POLLY JENKINS AND HER MUSICAL PLOWBOYS
April 3-4, Illon, N. Y.
For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Illon, N. Y.

Jenkins, Polly, & Plowboys (Sportsmen's Snow, Amsterdam, N. Y., 6-10.
Jennier, Walter, & Buddy (Tower) Kansas City, Mo., t.
Joe & Geraldine (Bal Tabarin) San Francisco, nc.
Johnson, Judith, & Co. (Alvin) Alvin, Tex., 1; (Capitol) W. Columbia 2; (Floyd) El Campo 3; (El Rancho) Victoria 4-5, t.

K

Johnson, May (Ubangi) NYC, nc.
Jordan, Elaine (Park Central) NYC, h.
Juarez, Juanita (Beverly Hills) Newport, Ky., cc.
Juchiteco Trio (Havana-Madrid) NYC, nc.
Karson, Maria, Quartet (Graver) Fargo, N. D., h.
Kay, Beatrice (State) NYC, t.
Keyboard Kites, Four (Sawdust Trail) NYC, nc.
Kilty, Johnny (Beachcomber) NYC, nc.
King, Charles (Diamond Horseshoe) NYC, nc.
Kobasic, Ivan (Hollywood) Kalamazoo, Mich. 1-10, nc.
Kuznetzoff, Adia (Russian Kretchma) NYC, nc.

L

Lamb, Gil (Palace) Cleveland, t.
Lambertie, Prof. (Florentine Gardens) Hollywood, cb.
Lambot, Edith (Bill Bertolotti's) NYC, nc.
Lane, Jack, & Love Birds (Helsing's) Chi, c.
Lang & Lee (Muriel) South Bend, Ind., c.
Lang, Wilson (Park Central) NYC, h.
Lanyard, Janet (Hanger's) New Bedford, Mass., nc.
Larson, Gerry (Leon & Eddie's) NYC, nc.

Laurence, Baby (Riverside) Milwaukee, t.
Lauren, Guy & Ginger (Tower) Kansas City, Mo., t.
Lazaroff, Vladimir (Russian Kretchma) NYC, nc.
Lee, Stuart (Biltmore) Providence, R. I., h.
Lemmon, Lenore (19th Hole) NYC, nc.
Lewis, Anita (Samoa Gardens) Flint, Mich., nc.
Lewis, Joe E. (Copacabana) NYC, nc.
Lewia, Ralph (Queen's Terrace) Woodside, L. I., N. Y., nc.
Lind, Della (Diamond Horseshoe) NYC, nc.
Lloyd & Willis (Colonial) Dayton, O., t.
Logan, Ella (Pierre) NYC, h.
Loper, Don, & Maxine Barrat (Copacabana) NYC, nc.
Lopez, Pilar (Havana-Madrid) NYC, nc.
Loring, Lucille (Town Tavern) Rockford, Ill., nc.
Lorraine, Ina (Town & Country) Milwaukee, nc.
Louise, Phyllis (Chez Paree) Denver 3-10, nc.
Lowe, Hite & Stanley (Roxey) NYC, t.
Lowe, Ruth (Sheraton) NYC, h.
Lucas, Nick (Ka-Gee) Toledo, O., nc.
Lucero, Norma (Russian Kretchma) NYC, nc.
Lynch, Walter (Cerutti's) NYC, re.
Lynn, Bert (Hurricane) NYC, nc.

M

McBride, Owen (Music Hall) NYC, t.
McCabe, Sara Ann (Chicago) Chi, t.
McConnel & Moore (Gay '90s) San Francisco, nc.
McKim, Mae (Price's) Brooklyn, nc.
McLaughlin, Andy (Gay '90s) Brooklyn, nc.
McNellis, Magg (Armando's) NYC, nc.
McNully, Hazel (18 Club) NYC, nc.
McReynolds, Bob (State) NYC, t.
Mack, Johnny (Commodore) NYC, h.
Maison, Gil, & Co. (Music Hall) NYC, t.
Malloy, Ullaine (Alpine Village) Cleveland, nc.
Malone, Mack (Hollywood Tropics) Hollywood, nc.
Mangean Sisters (Diamond Horseshoe) NYC, nc.
Mann, June (Diamond Horseshoe) NYC, nc.
Manners, Gloria (Greenwich Village Inn) NYC, nc.
Marcus, Dr. (Beachcomber) Miami, nc.
Mario & Floria (Roxey) NYC, t.
Marks, Frederic (Le Poissonier) NYC, re.
Marlowe, Don (Hanger's) Boston, nc.
Marta, Richard (Chateau Moderne) NYC, nc.
Matvienko, Dmitri (Casino Russe) NYC, nc.
Maugham, Dora (Park Central) NYC, h.
Mauriel (Nebeolo's) Detroit, nc.
Maurice & Maryea (Netherland Plaza) Cincinnati, h.
Meadows, Frankie (Swing Club) NYC, nc.
Mercer, Mabel (Jimmy Daniel's) NYC, nc.
Miles, Jackie (Chez Paree) Chi, nc.
Miller, Marlon (606) Chi, nc.
Montes, Monna (Rainbow Room) NYC, nc.
Montoya, Carlos (Havana-Madrid) NYC, nc.
Moody, Gertrude (Gay '90s) Brooklyn, nc.
Moon, Kay (Ruban Bleu) NYC, nc.
Morgan, Grace (New Yorker) Chi, h.
Murphy Sisters (Chez Paree) Chi, nc.
Murray, Charlie (Pierre) NYC, c.
Murray, Jean (Hickory House) NYC, nc.

N

Nadine & Charles (Plantation) New Orleans, nc.
Nadia & Sasha (Casino Russe) NYC, nc.
Na Pua (Lexington) NYC, h.
Naldi, Nita (Diamond Horseshoe) NYC, nc.
Nathane Bros. (Leon & Eddie's) NYC, nc.
Nazarro, Cliff (Capitol) Washington, t.
Nelson, Diane (Kelly's Stable) NYC, nc.
Nevada, Vicki (Hollenden) Cleveland, h.
Niesen, Gertrude (Chez Paree) Chi, nc.
Novelle & Nolla (Chez Maurice) Montreal, Can., 6-13, nc.

O

Overman, Wally (Loew's State) St. Louis, t.

P

Palmer, Jay (Howard) Boston, t.
Patriots, Three (George Washington) NYC, h.
Paulson, Lehua (Lexington) NYC, h.
Perfect, Rose (Bill's Gay '90s) NYC, nc.
Perry, Patricia (Brown Derby) Chi, nc.

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Pickert, Rollo & Verna (Palace) Cleveland, t.
Poliakova, Nastia (Russian Kretchma) NYC, nc.
Pops & Louie (Paramount) NYC, t.
Pot, Pan & Skillet (Riverside) Milwaukee, t. (See ROUTES on page 54)

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
Angel Street (Harris) Chi.
Barymore, Ethel, in Corn Is Green (American) St. Louis.
Blithe Spirit (Selwyn) Chi.
Claudia (Locust St.) Phila.
Evans, Maurice, in Macbeth (Nixon) Pittsburgh.
Hayes, Helen, in Candle in the Wind (Erlanger) Chi.
Hellzapoppin (Majestic) Boston.
Heppburn, Katharine, in Without Love (Forest) Phila.
Muni, Paul (National) Washington.
My Sister Eileen (Biltmore) Los Angeles.
Panama Hattie (Cass) Detroit.
Papa Is All (Blackstone) Chi.
Watch on the Rhine (Erlanger) Buffalo 2; April 1; (Taft Auditorium) Cincinnati 2-4.

ICE SHOWS ON TOUR

Franeys, Dot, Star-Spangled Ice Revue (New Kenmore Hotel) Albany, N. Y., until May 1.
Ice-Capades of 1942 (Ice Arena) Dallas 2; April 11.
Lamb-Yocum Ice Parade of 1942 (Boulevard Inn) Elmhurst, L. I., N. Y.
Victor's, Art, Ice Parade of 1942 (Hotel Adolphus) Dallas.



# Clarification Wanted!

## Resume of Problem That Social Security, Unemployment Taxes Present to Theatrical Business

By JOE COHEN

THE Social Security situation, as affecting the theatrical field is, to put it mildly, in a mess which, according to all indications, won't be unraveled for years. Untangling the skeins will probably be left up to the United States Supreme Court to decide by not one but a series of decisions touching upon every phase of the situation.

Latest development in the situation is the reversal of the lower courts by the United States Circuit Court of Appeals recently in the matter of band leader Griff Williams. The higher court ruled Williams to be an independent contractor and therefore liable for the Social Security assessments on his musicians. It is likely that this case will go to the higher courts, as the American Federation of Musicians is vitally interested in the ultimate outcome.

However, a Supreme Court ruling here will do little to alter the status of the current situation, as the Williams contract was made on the old contract form, rather than the more recent AFM Form B, in which the theater agrees to the status of employer and liability for Social Security taxes. On the contract signed by Williams there was also a clause affixing the status of employer upon the music user, but the AFM claims a difference in verbiage in the Form B that would make that form stand up in the courts. So far, all rulings on the Form B have come from local tax boards which have upheld its validity. In the Williams case, the tax board ruled Williams to be the employer, a decision subsequently reversed in the lower court. The Court of Appeals then affirmed the stand taken by the tax board.

As time drags on, it is generally recognized that the SS muddle will become increasingly worse. Possibly the time will come when everyone concerned will wish that some positive action had been taken even tho it would have cost a sizable chunk of income.

It is possible that the courts would be willing to accept a solution arranged by a conference of interested parties assuming a disinterested attitude and arriving at a basis equitable in the eyes of the law to everybody concerned. Naturally, the millennium could come before that and, even if such a solution came about, it is likely that it would be regarded with suspicion by everyone concerned. It is therefore logical to assume that final clarification can only come from the highest court, when and if a sufficient number of cases pass thru that tribunal. Standardization cannot possibly come before that.

### Contradictory Rulings

So far the lower courts have made contradictory rulings. Various decisions construe the theater or hotel to be the employer, while others have ruled the band leader and vaude performer to be the employer by virtue of being an independent contractor.

Major reason that the situation has assumed serious proportions is the positive stand taken by strong performer unions, notably the AFM, which was ready to pull out bands from every theater in the country if the theaters didn't accede to the Form B contract. Other unions, except the American Guild of Variety Artists, have better defined cases. Rulings by Screen Actors' Guild, Actors' Equity and American Federation of Radio Artists have the performer specifically recognized as an employee. AGVA, possibly because of its weakness, has taken no stand, as it would not be able to have that demand enforced anyway.

The AFM move is considered important because attorneys feel that the courts will take cognizance of existing contracts and declarations, and may even base their conclusions upon conditions already prevailing. This may account for the bitter fight put up by both parties, the first round of which was won by the AFM.

Feeling that existing conditions will

be important in the formation of the Supreme Court's opinion, theaters, hotels and night clubs are including a clause in employment contracts stating that the performer is an independent contractor and therefore liable for the tax payments. These establishments are taking advantage of AGVA's failure to take a definite stand on the SS matter.

### Musician-Performer Difference

Thus a contradictory situation has been created in theaters, night clubs and hotels mainly. In the AFM contract the location owner recognizes his responsibilities to the musicians, while in vaude contracts he disclaims being the employer. This despite the fact that both the band and performer may appear simultaneously on the same stage and are hired thru the same channels.

In the hiring of musicians, chief point of contention is the question of the status of the band leader. The theaters or other place of employment contend he is an independent contractor, as the spot has no control over the men he hires and he has the right to hire and fire anyone in his organization. On the other hand, the union contends that the band leader is subject to the policy of the theater, and the remuneration ultimately comes from the theater and therefore is the employer. On this question the courts have made contradictory rulings.

Generally speaking, where it has been proved that the theater or hotel has no direct control over the actions of the individual musicians and where the leader furnishes his own men without consultation with the operator, the courts have held the leader to be an independent contractor and not a direct employee. But even this does not hold true everywhere. New Jersey has ruled that the band leader is similar to a supervising foreman who acts on behalf of the management, and that the side men were subject to the dictation of the operator. However, the court pointed out that the case upon which the decision was made (Steel Pier Amusement Company vs. New Jersey Unemployment Compensation Commission, N. J. Supreme Court, September 16, 1941, C. C. H. 8087) was not that of a name band. Thus the court left the way open to assume a different attitude when litigation involving a name band would come up.

### Control the Major Factor?

While the courts have so far maintained that control was the major factor, several attorneys maintain that not control but the type of service rendered and conditions surrounding the renditions of that service should be the main factor. It is claimed that operators would be willing to relinquish many measures of control to relieve themselves of the responsibilities as employers. Should the court decide cases on factors other than control, it would have to delve into many factors, including type of band or act, its modus operandi, relationship to other components of the show, methods of hiring, doubling and a deeper scrutiny into practices already in effect. It appears that decisions based on control have simplified the judicial outlook of the matter.

A case in which decision was made on factors other than control is that in which the Music Hall reversed a decision of the local board in the Appellate Division of the New York Supreme Court. The court took into consideration the fact that the performers, unlike the

house orchestra and the permanent line of Rockettes, were not beneficiaries of benevolent services in effect there, such as workmen's compensation service, hospitalization, group insurance. The acts were paid by voucher checks and not regular pay-roll checks, and the performers had no benefit of the recreational facilities of the regular employees. The court also pointed out that the acts provided their own equipment and music and had to be present at dress rehearsals only so that they would know the time to go on.

### The Salary Angle

Another factor considered is the pay of the act which is far superior to that of the regular employees, and any act with reputation receives a salary sufficient to make up for long terms of unemployment. The acts have a special talent which regular employees do not have and must be considered apart from them. One act upon which the claim was based would receive in five weeks as much as a Rockette would get in a full year, the court pointed out.

On the matter of control, the opinion stated only enough was exercised to make the act conform to time requirements and house policy in regard to decency of costume and presentation.

Several attorneys claim the Music Hall presents a weaker case than most vaude houses and would have most likely lost the decision had the case been decided upon control solely. In this case there was one dissent among the judges on the bench.

Theater pit bands are generally conceded to be under control of the theater and, as such, pay the SS assessments. There is one court opinion, however, which departs from the general acceptance of this rule (Earle v. Miller, Appellate Division (3rd) May 7, 1941, C.C.H. 8239 N. Y.). This case concerned a house band bought thru an agent and which played only when there were vaudeville shows at the house. This band doubled at another theater under control of the same management. Court held that leader was an independent contractor on the ground that the musicians were not subject to the complete control of the house. This decision was later affirmed by the Court of Appeals, July 28, 1941, without an opinion.

### Who Employs the Chorus?

In the matter of house lines, theaters such as the Music Hall and Roxy, New York, control their choruses in such a manner as to make them definitely employees and offer no dispute about the SS imposts. However, where the line is bought in toto from a producer who furnishes costumes, props, ideas, routines and people, the Social Security Board has ruled that the chorus people are employed by the producer.

Standard practice today is to consider vaude people as independent contractors, which brings up the point that if the same person were employed in a legit production he would be considered an employee inasmuch as full control in the matter of making entrances and exits are governed by the script, and that lines and direction furnished him. Question as to whether a performer, such as a dancer, who does his regular vaude routine in a legit show would be considered an employee presents a problem, altho it is now standard to classify him as an employee.

On rulings obtained from the government several have been guided by the

definition of an independent contractor made in the case of Hexamer v. Webb (101, N. Y. 377-383), which states: "The independent contractor is one who agrees to do a specific piece of work for another for a lump sum or its equivalent, who has control of himself and his helpers as to when, within a reasonable time, he shall begin and finish the work; as to the method, means or procedure of accomplishing it; and who is not subject to discharge because he does the work as to method, detail in one way or another."

On the basis of control alone it is probable that this definition is broad enough to include band leaders and vaude performers. However, in the ultimate ironing out of this mess it is most likely that other factors will be considered.

### Great Trouble Ahead

While there are headaches now in deciding who pays for whom, there is bound to be considerably greater trouble when all questions of Social Security and unemployment compensation are settled.

The greatest of these will be the payment of back taxes which will require roomfuls of accountants, carloads of adding machines and which will most likely result in millions of squawks. That problem is still to be reckoned with after clarification has come.

In this connection there is a known case in which after the question of liability of taxes was decided, the Social Security Board ruled that the party losing the decision was also responsible for back taxes. A subsequent appeal to the Board had the employer pleading that the retroactive features of the decision would constitute a hardship. The Board subsequently struck the retroactive feature from the decision and the employer paid only forward taxes.

In the meantime the federal government is insisting upon tax payment by the employer. There's no quarrel about that by anybody. It's just a question of deciding just who is the employer.

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## Girlie Show for N. Y. Latin Quarter; Fefe's Has Plans

NEW YORK, March 28.—Lou Walter's Latin Quarter, set to open April 15 on the site of the defunct Gay White Way, will have the show set some time next week. Mme. Kamarova will do the production and Wally Wanger is supplying the line, to consist of 12 femmes and a half-dozen boys.

A remodeling job costing around \$60,000 is now in progress. Reported backing Walters in the venture is E. M. Loew, operator of a chain of New England theaters. Irving Zussman is to press-agent, and is believed also to have an interest in the spot. Hat checking concession went for \$25,000.

Fefe's Monte Carlo, set to reopen shortly with a book show, has changed writers. John LaTouche, originally contracted for, is unable to fulfill the assignment, and Lester Lee and Jerry Seelan, writers of much of the material for Joe E. Lewis, are taking over the writing chores. Reopening is expected to be some time around Easter Week.

The Dixie Hotel, which last week passed into the Carter chain, is contemplating dance bands and entertainment in its dining room.

## Krupa, Jurgens For Minneapolis

MINNEAPOLIS, March 28.—Orpheum, Mort H. Singer house here, has inked in Gene Krupa's orchestra week of April 10, and Dick Jurgens ork plus Harry Cool, Minneapolis singer, April 17.

Orpheum policy this season has been to offer two or three stagshows consecutively, then straight films for two or three weeks. Grosses thus far this year have been above average, with no attraction falling below \$14,000.

## Burly Floorshows Make \$

PHILADELPHIA, March 28.—Stanley Carroll, who made Carroll's Cafe a clik with burlesque floorshows, has not only purchased the building housing his spot but the entire block. Property is assessed at \$227,400 and originally cost \$1,000,000.

## Kenosha Using Am' Nights

KENOSHA, Wis., March 28.—Amateur nights are being staged each week by Standard's Gateway and Fox's Orpheum here. Gateway offers its *Talent Revue* under sponsorship of a local furniture store Tuesday nights, featuring Ray Gruis, theater organist, and offering \$25 cash in prizes. The Orpheum conducts its Opportunity Night Fridays, with cash prizes for winners. It uses one professional act.



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## Del Courtney Loses Pants

MILWAUKEE, March 28.—Del Courtney, band leader, lost his pants at the Riverside Theater, Milwaukee, recently. The pants were left in his dressing room. Courtney wired Manager Eddie Weisfeldt for them, but someone took off with the pants long before the wire reached the theater.

## Minn. Burly Houses Doing Good Biz

MINNEAPOLIS, March 28.—An estimated \$4,300 was grossed by Beverly Lane, stripper, headlining the Harry Hirsch-Harry Katz Alvin, burly house, week ended March 19.

Colleen, headlining peeler at the L. T. Lewis-Dave Gilman Gayety, burly grind, drew an estimated \$1,925 for the same period.

Hirsch-Katz brought in Rose LaRose to head last week's bill in her initial appearance here. Other newcomers are Bozo Snyder, comic; Arline May and Hazel Scott, peelers.

Meanwhile, both houses are going easy in anticipation of a city council hearing on burlesque, following request of Mayor Marvin L. Kline due to complaints having been registered against both the Gayety and the Alvin.

## Burly Censorship Looms in Minn's

MINNEAPOLIS, March 28.—If burlesque is going to be cleaned up in Minneapolis, Mayor Marvin L. Kline is going to have to do the job himself, the city council here decided after returning to the chief executive a letter he had sent to the aldermen urging an investigation of the Gayety, L. T. Lewis-Dave Gilman burly house, and the Alvin, Harry Hirsch-Harry Katz burly theater.

In his letter the mayor had described the Gayety productions as "lewd and indecent." He said he had had numerous complaints against the Alvin, too.

## Philly Cops Pinch Farewell Smokers

PHILADELPHIA, March 28.—In an effort to curb the bumper crop of smokers being tendered, especially as send-offs for boys going off to war, police have resumed raids on such private parties. Campaign was started Saturday when vice squad detectives pinched 122 patrons and principals in a raid on a smoker held at a roadhouse.

Cops broke it up before the patrons saw all of the reels of motion pictures and two strip-tease dancers skedded to perform. It was reported that a number of defense workers and milk wagon drivers failed to report for duty as a result of the raid. Crusade is being hailed by nitery operators, who feel the private shindigs cut in on farewell-party trade.

## Performers Accused Of Army Privileges

LONDON, Feb. 19 (delayed by censor).—Following agitation by a London evening newspaper, questions have been asked in House of Commons about allegations that vaude artists and dance band musicians are having special leave from the services to fulfill engagements in theaters and cabarets. Military regulations permit servicemen to follow normal civil occupation during ordinary periods of leave (usually seven days), but allegations are that special concessions are being made to known vaude and band people.

To supplement work of ENSA, vaude performers enlisted in army have been grouped into pools for entertainment of their comrades. A prominent figure in organizing this is Second Lieut. George Black, son of the Palladium and General Theaters director.

SIM KERNER, New York, is now booking the Naragansett Club, North Attleboro, Mass. His first show opens April 4 and will have Betty Boop, Jackie Bright, and Farrell and Mack. One week and options for each act.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

OLIVE SHARRON, touring the Hirst Circuit, suffered the loss of a civet fur coat stolen while in a Pittsburgh nitery recently. . . . CHARLES F. EDWARDS and Etta Reynolds (Mrs. Edwards), Coo Coo Morrissey and Nan Bush (Mrs. Morrissey), Mr. and Mrs. Frank Cook, formerly in vaude with Lee Beggs, together with Fred W. Gregory, ex-treasurer of Miner's Eighth Avenue, New York, and Blaney's, Newark, N. J., were among those present on Theatrical Night, March 7, at Bill Ferris's Shamrock Cafe, St. Petersburg, Fla. . . . MARY JANE, new stripper on the Empire Circuit, is a protégée of Viola Spaeth and managed by Jimmie Walters, of Akron. . . . JEAN DAVIS and Lee Brewster, formerly with local Follies houses, are now stock show girls between the Empire, Newark, N. J., and the Hudson, Union City, N. J. . . . JACKIE WHELAN, emcee, after six weeks at the Lexington Casino, Philadelphia, opened March 23 at Pat and Don's nitery, Newark, N. J.

TIRZA and her wine bath continue on a lengthy tour of Western burly houses. From the Grand, St. Louis, to the Rialto, Chicago, and to the Alvin, Minneapolis, for April 3 opening. . . . BILLY (BEEF TRUST) WATSON, Grogan Spencer and the Four Murphy (Beef Trust) Sisters form part of a Hirst unit, the other section including such principals as Bobby Morris, Tiny Fuller, Jimmy Cavanaugh, Harry Jackson, Dot Sevier, Frances White, Nadine Marsh, Eleanor Kay and Marion Morgan. . . . JEAN BEDINI, Freddy Walker and Harry Lander, all ex-burlesquers, opened March 25 at the Village Nut Club, operated by Bernard Bernardi. . . . THE OLYMPICS, Jack Kosey and Lorraine Diehl, roller-skating dancers, formerly of the Three Olympics, started a tour of Hirst houses in Union City, N. J., March 15.

STELLA MILLS, before she left featured spot in Shorty and Stinky's unit to open with Mike Sachs's show, celebrated a birthday March 16 at the Hudson, Union City, N. J. Gifted with diamond ring and flowers. . . . POLLY HYATT, former burly principal, mourning the loss of her husband, Walter Greaves, once treasurer of the Columbia Theater and manager of shows on the big wheels. . . . VIOLA SBAETH and Jimmie Walters here for a few days from Akron, visiting Jack Mann of *High Kickers* before that musical took to the road March 29. . . . ROXANNE, former stripper, now in uniform selling Defense Bonds and Stamps, without pay, from sundry department store booths. . . . Ditto Irma (Bernard) Harris, ex-burlesquer, and Jai Letta's ma, who got off to a big start by selling a \$200 bond to Herbert Muller, Claridge Hotel owner.

MAXINE DUSHON, after a lengthy engagement at the 606 Club, Chicago, is spending a fortnight honeymoon here before returning west. Now Mrs. Malcolm Kirk Bailey. . . . HIRST Circuit's new *Black and White Revue* has Dusty Fletcher, Charles Willis, Emery Evans, Slim Thomas, Susan Brown and Vernada (colored) and I. B. Kamp, Harry (Shuffles) LeVan, Renee, Charles Harris, Betty Coette, Larry Norman, Gertie Beck and Ona Lee (white). . . . HELEN COLBY and Jackie Whelan just out with the news of their engagement six months ago. . . . TRIPLE celebration in one Hirst unit last week when Olive Sharron obtained divorce papers and Betty DuVal and Joyce Breazeille announced wedding dates.

### MIDWEST:

CONNIE FANLOW has closed on the Empire Circuit and is playing Chicago night clubs. . . . GEORGE KAYE opens on the Midwest Circuit Friday (3). . . . MARIE CORD and RENEE, feature attractions on the Midwest and Hirst circuits, have re-signed for the coming season. . . . CHARLEY FOX reports that the Liberty, Davenport, Ia., a new acquisition of the Empire Circuit, is doing good biz. Lee Collins is producing the chorus there. . . . JACK MURRAY, for two years with the Daltons in Los Angeles, is now appearing in stock at the Alvin, Minneapolis. . . . ARTHUR CLAMAGE spent a day in Chicago and departed on a business trip for Kansas City, Mo. . . . MARGIE DALE and BETTINE are reopening on the Midwest Circuit Friday (3). . . . AMY FONG will be featured at the Capitol, Toledo, week of

April 10. . . . BILLY (BUMPS) MACK added attraction at the Alvin, Minneapolis, this week, reopens on the Midwest Circuit at Kansas City, Mo., Friday (3). . . . JACK BUCKLEY is still in California, but will return east shortly. . . . TED KENT has closed on the Midwest, due to his father's illness. . . . BOB FERGUSON AND MARY MURRAY, Midwest favorites, open at the Palace, Buffalo, Friday (3). . . . LESTER MACK has closed on the Midwest. . . . BOBBY GOODMAN AND LEE MARMER, who recently completed a year at the Rialto, Chicago, are now at the Folly, Kansas City, Mo., and also are doing an air program on KCKN, Kansas City, Kan.

### PHILADELPHIA:

DIXIE SULLIVAN, after a Hirst Circuit swing, opens at Carroll's, with Noel Hightowne the new comic with Harry Rose. . . . CLEOTORIA, Carol Lord and Jean Carroll at Fay's Theater next week. . . . JOAN MAURRY makes her local bow at the College Inn. . . . MING TOYE in a return to the Smart Spot, Haddonfield, N. J.

### FROM ALL AROUND:

FREDDIE FRAMPTON, house comic at the Gayety, Minneapolis, reveals that he and Ginger Healy, singer and dancer at the same house, will marry April 15. . . . STANLEY MONTFORT, stage manager and straight at the Fox, Indianapolis, is limping around with his leg in a cast, due to a knee injury sustained when he slipped backstage. He'll tote the cast four weeks.

## Bush, Barrett, Meyers Join CRA

NEW YORK, March 28.—Consolidated Radio Artists is forming a cocktail unit department, with Charlie Bush and Mrs. Hughie Barrett at the head. Bush is one of those recently let out from Music Corporation of America for economy reasons. Mrs. Barrett is the wife of the band leader.

This is the first time that a small combo department has been formed in that office.

Another recent addition there is Larry Meyers, who returned to that office after having left to go with Stan Zucker and later with Leo Feist.

## Bands Big in Bridgeport

BRIDGEPORT, Conn., March 28.—With the cream of the country's best bands playing here at the Loew-Lyric Theater, attendance records are being smashed weekly, with Charlie Spivak last week holding the record. This week for a change the theater has a unit, the A. B. Marcus show.

The greatest value in Hotel accommodations offered solely to the profession.

<b>\$8</b>	Single	<b>\$10</b>	Double
Without Bath			
<b>\$10.50</b>	Single	<b>\$12.50</b>	Double
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**WANT—SPECIALTY GIRLS**

Salary \$25.00. Can always use Burlesque People

**EMPRESS THEATRE**

540 Woodward Ave. DETROIT, MICH



# Vaudefilm Grosses

## Broadway Down But Easter Hypo Is Expected; Para, Strand and MH Okay

NEW YORK.—The usual box-office slump prior to schools letting out is very much in evidence, but grosses are expected to go up in the next few days. Change of bills will give some added luster to the box-office picture.

The Paramount (3,664 seats; \$41,981 house average), now in its third and last week of stage bill with Les Brown's band and Connee Boswell and film, *The Fleet's In*, is dropping off considerably after two big weeks. Anticipated take is somewhere around \$35,000 for the final session. Last week was big with \$47,000, while opener pulled \$61,000.

The Strand (2,758 seats; \$30,913 house average) opened Friday with Shep Fields ork, George Tapps, Alan Carney and Mary Small, along with *The Male Animal* on screen. Expectations run to \$43,000. Last week, the second of Charlie Spivak's ork and *Always In My Heart*, bowed out to a dismal \$18,000. First week of this layout did \$25,500.

The Roxy (5,835 seats; \$38,789 house average) opened Wednesday with *Shores*

of *Tripoli* and stage bill with Loew, Hite and Stanley, Bob Hannon and Mario and Floria, and is expecting a fine \$48,000 for the opener. Last week, the second of *Song of the Islands* and stage bill with Dick, Don and Dinah and Sunny Rice, did a mediocre \$28,000 after an opening week of \$33,500.

The Music Hall (6,200 seats; \$84,000 house average) is set for some big takes after Thursday's opening of *Reap the Wild Wind* and annual Easter stage spectacle. Indications are for \$95,000. Last week the single session of *Bedtime Story* did an okay \$82,000.

Loew's State (3,327 seats; \$20,500 house average) now has Johnny (Scat) Davis and ork, Beatrice Kay, Kermanos Williams and George Beatty, together with *The Lady Has Plans*. Anticipations run to \$20,000. Last week returned a good \$27,000 for Henny Youngman, Louis Prima and *Johnny Eager*.

Meanwhile, Clifford Fischer's vaude revue at the 46th Street Theater continues building to surprising grosses. It is reported to have grossed \$22,000 the first week, \$24,000 the second and is heading for \$25,000 the third.

## Hutton, Blackstone \$20,000 in Philly; Fay's Still Weak

PHILADELPHIA.—Earle Theater, seating capacity, 4,000; house average for straight picture booking, \$14,000) for week ended Thursday (26), with Ina Ray Hutton for the band attraction and Blackstone's magic show, chalked a neat \$20,000. Plenty big considering the stiff competition from the three legit houses and the roller skating show at the Arena. Barr and Estes and Stuart Forster, from the band, supported. Screen had *What's Cooking?* New bill opened Friday (27) got off to a fair start and, with names new in this house, points to a satisfactory \$19,000. Gertrude Niesen, Jinx Falkenburg, Lew Parker and the Jansleys make for the variety fare, with Lou Breese the band billing, featuring Barry Warren and Nita Norman. Screen's *Call Out the Marines* some help considering the number of men in uniform around town.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) still falling short of fat grosses, and for week ended Wednesday (25) had to be satisfied with a light \$6,000. Zonia Duval made for the burly flash, bill bringing on Trixie, Merrill Miller, the Three Gay Sisters, Neal Keaton and Georgette Armfield, Gae Foster's Royxettes and Billy Klai's band. *Frisco Lil* on screen. New bill opened Thursday (26) has three strippers sharing the spotlight for the hypo. With Jean Carroll, Carol Lord and Cleotora for the epidermis display, house figures on hitting close to the \$6,900 par. Ted Waldman and Susie, Nick and Vicki Collins, Valdena and Murray, and Lillian Horner round out the bill. *Mexican Spitfire at Sea* on screen.

## Palomar Jumps

SEATTLE.—After lagging for two weeks, Palomar business unexplainably jumped week ended March 21, with the house grossing \$7,600. The weekly average is \$6,000. Booked thru the Bert Levy office, the acts included Everett Conway and Company, Ryck and Kaye, Count Cutelli, Starnes and Anavan, and Jack Russell.

On screen were *Frisco Lil* and *Road Agent*.

## Rivoli High

SEATTLE.—*Harem Scaram Revue*, staged at the Rivoli Theater by Meyer Fritcher, with Zandra, Gay LaBarr, Francis Blair, the Rivoli Rockettes and nearly 20 others, grossed \$3,100 last week. The weekly average of the house is now \$2,200, while last summer it was \$1,700. Rivoli (900 seats) is booked by the Bert Levy office.

There are three screen changes weekly, with a first-run film Fridays and Saturdays.

## Pix Shove Buffalo Houses Below Par

BUFFALO.—The 20th Century (seating capacity, 3,000; house average for straight pic, \$9,000) opened pretty strongly for week of March 27 with the *Meet the People* unit, taken from the well-known Broadway musical. Cast has Buddy Pepper, Lorraine Kruger, Joey Faye and gives top billing to Marion Colby, Elizabeth Talbot, Sue Robins, Jimmy Alexander, Jack Albertson and Alice Tyrell. Film is *Doctors Don't Tell*. Held over this week is swing organist Dick Betts. Gross for this layout should reach at least \$12,000. For week ended March 26 the Century did only fair with the double pix, *Joan of Paris* and *Four Jacks and a Jill*. Dick Betts was featured on the swing organ.

The Buffalo (seating capacity 3,500; house average for films only, \$11,800) is offering Roxie Hart, coupled with *The Night Before the Divorce*. For week ended March 26, Buffalo slipped below average for the first time in some weeks with \$10,900. Bill had *Dangerously They Live* and *Born To Sing* pix.

## Heidt Ork Terrific 18½G at L. A. Orph

LOS ANGELES.—Beginning of spring, which generally means a week-end exodus to the beaches, failed to affect the week's receipts at the Orpheum, where Horace Heidt and orchestra were on stage and *Don't Get Personal* on the screen.

Heidt grossed a terrific \$18,500, which is about triple the average house. House seats 2,200 and charges 30, 44 and 55 cents.

## Ray Bolger Good

PROVIDENCE.—Ray Bolger emceeding and dancing, Joe Venuti and orchestra, Benay Venuta and the Hermandos Williams Trio brought in a good \$6,500 at the Metropolitan in the three days ended March 22.

Fay's, for week ended March 19, with Walter Donahue, Worth and Marcia, Artini and Consuello, Edward and Cortez, Woody and Betta, and Jacqueline Hurley rang up \$6,700. Okay.

## Palomar Booming

SEATTLE.—Last week the Palomar (1,450 seats) boosted the gross to \$7,300, to go well beyond the \$6,000 weekly average. Five acts, booked by Bert Levy office, included Billy Barty, Lucille Lane, Barbara and Pals, Lane and Harper and Peppy and Peanuts.

On screen, *Yokel Boy* and *Ellery Queen and the Murder Ring*.

Having given their matinee prices a boost last month, Palomar announces raising evening prices from 50 to 58 cents, including tax.

## Norvo, Bailey 19G At Chi Oriental; Chi Theater 34G

CHICAGO.—With no outstanding b.-o. attraction this week, the Chicago Theater (4,000 seats; \$32,000 house average) probably will do little over the average, tho the combo of Betty Grable, Victor Mature and Jack Oakie in the pic *Song of the Islands* may up the gross. Slow start opening day, due to nasty weather. Probable take for the week, \$34,000.

Jan Savitt's band unit and the pic *The Man Who Came to Dinner* proved a very good draw last week despite Lent, drawing approximately \$37,000.

The Oriental (3,200 seats; \$18,000 house average) should have a satisfactory week in spite of a weak start. Red Norvo's band and Mildred Bailey, songstress, are faves here, and the supporting acts are okay. A *Blondie* pic should help. Looks like a \$19,000 week. Last week's bill with Henry Busse's band, three popular acts and the pic *Frisco Lil* grossed close to 19G.

## Beavers, Hopkins Weak in Detroit; "Meet People" Big

DETROIT.—At the Paradise Theater (2,200 seats; house average \$8,000) last week the box office dipped under the house average to \$8,500 with a combination show featuring Louise Beavers and Claude Hopkins's band. Figure was the second lowest since the house got under way around the first of the year. The last four pictures made by Miss Beavers have not been released here and consequently she does not have the immediate name value here. Publicity was centered on her name rather than Hopkins, who has a fair following locally.

At Ray Schreiber's Colonial (1,500 seats; house average \$6,000) grosses soared to around \$6,800, the best figure in months, with a tab version of *Meet the People*. Reason for this contradiction to the general trend is obviously the importance of a name style of attraction, which this house has been lacking in for weeks.

## Marx Ork, Lamb Top Dayton Mark

DAYTON, O.—Chico Marx and his band, with Gil Lamb as master of ceremonies, played to a terrific business at the Colonial week ended March 26, piling up \$12,500, a new house record. Week-end had the house jammed at every session, while weekday shows were the biggest in the house's history.

While here Chico celebrated a birthday by setting up a midnight dinner for the troupe and newspapermen at the Biltmore after Monday night's (23) show. The show was rated the best of the season.

## SUGAR'S DOMINO

(Continued from page 4)

course, but in unionism, as applied to the acting profession, locals can be only as strong as the parent organization. Even in what were formerly thriving locals dissension has arisen. In short, the mess is getting worse and worse. Maybe during this period of war it ill behooves the actor to do something drastic about unionism. That's up to the actor and his conscience. Whether the actor does anything about reorganizing the AGVA or not is something to be considered only after deep thought and careful planning. One thing is certain: The actor cannot for practical reasons continue to support what is now known as the AGVA. It is up to him to decide whether he wants to wipe the AGVA off the map or alter to suit. If he took our advice he would get out a rag and do a vigorous wiping job—and some deodorizing, too. Coming to think of it, demoralization of the show business need not result, even temporarily, from such a move. Managers worthy of the designation would welcome a real organization. All of show business would welcome what we fondly hope would be the next move—wiping out party fences and forming one big union to serve all economically, constructively and unselfishly.

As a parting thought the actor ought to be reminded that if he had the benefit of a really strong organization he

NEW YORK, March 28.—Murray Lane, harmonica player, swears it's true: A slippery looking guy sidled up to him and whispered, "Want to buy a hot 4-F draft card?"

wouldn't be in the tough spot that he is now in as far as playing benefits is concerned. This benefit thing has become so vicious that it is impossible to discuss it without a gorge rising in one's throat; without seeing red, white and blue. It's pretty tough to stand up on one's feet these days and call a halt to imperious demands made on the actor. One penalty that is guaranteed would be that of being branded a fifth columnist, a traitor and a peace prattler rolled into one.

While defying anybody to prove that we lack patriotism, we say that it is a shameful thing that is happening to the actor today. He finds it tough enough as it is to get paid work. Today he finds it much tougher because if he has any talent at all that has commercial value he is plagued to death to appear gratis for every kind of show. Most of the causes are unworthy; the worthy ones are working at cross purposes insofar as the "drafting" of talent is concerned. What makes the situation so terrifying in aspect is that the hottest patriots in the field of getting up shows are those to whom the actor cannot turn a deaf ear. The hardest workers in the benefit arena are those who define patriotism as something that you make the actor do for nothing and grab credit and honors yourself.

We are just as hot as the next fellow about the actor playing for uniformed men; about the actor helping to raise money for the sale of stamps and bonds and ambulances and bombers and everything that will help win the war. But there should be some kind of regulation. The patriots don't demand that tailors fashion suits for nothing, or that restaurants should serve food free to soldiers, or that theaters should open their doors to uniformed men. They wouldn't do that because they can't get away with it. They pick on the actor with superlative gail because the actor has never learned to say "No" or "Yes" to the proper pleaders.

The actor needs an organization within show business. Interests outside of show business never have been and never will be devoted to the actor's welfare. The actor has no champion now with all due lack of respect for the AGVA, the Theater Authority and their allied potbellied agencies in the show business realm.

## Buffalo 20-Cent Drops Local Band

BUFFALO, March 28.—The 20th Century Theater, which had inaugurated a policy of presentation ork plus acts and vocalists in mid-December, has dropped that arrangement, according to house's general manager Robert T. Murphy, who blames a disagreement with local musicians' union.

Murphy says the original contract called for 10 weeks with options, during which time he employed more than 15 local musicians weekly at no less than \$60 per man, with higher wages to featured musicians and leader Meyer Balsom. He was willing to continue the policy, he says, but wasn't willing to pay stand-bys. Stand-by rates have been raised to \$90 a man and \$110 for leader, with a minimum of 10 men to be used. This ups budget for name band stage-shows \$1,000 per week. Murphy feels that he should be given a little consideration on stand-by rates when employing a band of 15 or more local men steadily. He will bring in several name bands and shows in April.

## Rio Casino Urca To Re-Elect Officers

RIO DE JANEIRO, March 21.—The annual stockholders' meeting of the Casino Balearo de Urca will be held March 26. It is expected that the present officers and directorate will be re-elected. Company, in addition to the local Urca, operates the Casino Icarai in Niteroi and the Tennis Club in Petropolis. Icarai uses talent the year round and Tennis Club summer months only.

Urca carries a huge array of national and American talent on its pay roll.



State, New York

(Reviewed Thursday Evening, March 26)

Altho individual acts are of prime caliber, current bill is not the smoothest seen here. Fault seems to be in the spotting of the acts.

Opener is Jack Gwynne, with a femme assistant. Has a smooth line of chatter along with a nice assortment of magic. Has the faculty of making the audience fall solidly for the various sucker effects. Most of the tricks are standard but beautifully done. Drew a good hand.

Beatrice Kay does big with her Gay '90s satires, altho she would have looked much better in the next-to-closing slot. Nevertheless, she did several encores with her often too-broad tune take-offs.

Hermanos Williams Trio, with their acrobatic tango, remain the outstanding offering of this type. Act is smoothness itself, and its execution is in the superior vein. Likewise did very well.

George Beatty, even tho his material is not of the highest standard, gets his gags across nicely. Does some singing, very badly, but fortunately concentrates on patter. Did a drunk impression and also a song of a tattooed lady, which went off better, as he didn't use his nat-

ural singing voice.

Johnny (Scat) Davis brings a band of five reeds, five brass and three rhythm, which doesn't supply a solid enough bottom for the layout. Ork is entertaining, even tho there is an overdose of singers. Johnny does his scat singing, getting in several tunes in his usual style. Among his bandmen, two also give out with the pipes, Bob McReynolds showing up best. Gloria Van sang two numbers in undistinguished manner. Best of the instrumental numbers was *Moon Is Low*. Tony Cabot, tenor sax, soloed nicely.

Pic, *Lady Has Plans*. Biz a little off when caught. Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, March 27)

Red Norvo and ork, with Mildred Bailey and three excellent vaude acts plus pic, *Blondie Goes to College*, make an entertaining show, but despite the popularity of Norvo and Miss Bailey business was off opening day, possibly

due to blustery weather. Norvo has a honey of a swing band and, despite the preponderance of brass (instrumentation is six brass, five sax and three rhythm), delivers music that packs plenty of entertainment value. Numbers include pops, novelties and ballads, with plenty of opportunities for the three vocalists.

Following a pleasing medley by the band, Kay Allen, attractive young singer with a good voice, did *I Don't Want To Walk Without You*. Arlene Walders, petite golden-haired tapster, delivered nicely, her acro taps, high kicks, spins and feet-to-feet forward flips putting her over big. Fran Snyder, youthful band warbler, earned a neat hand for his singing of *The White Cliffs of Dover*. Eddie Parker, trombonist, stepped out to sing and play *I'm Tellin' You*; then Snyder and Miss Allen, with Norvo joining in the finale, won a big hand for *Deep in the Heart of Texas*.

Radeliffe and Rogers, colored comedy team, are good as ever with their clever piano bits. Their crossfire, the ivory tickling of the big fellow and comedy songs of the smaller drew prolonged applause.

Norvo, noted for his xylophone playing, could have had a better selection of numbers but earned a good hand for what he offered.

Applause honors went to Mildred Bailey, who sells her songs splendidly. To repeated applause she sang *Somebody Else Is Taking My Place*, *Mandy Is Two* and *Arthur Murray Taught Me Dancing in a Hurry*, and encoored with her identifying song, *Old Rockin' Chair's Got Me*.

Sammy Cohen, screen comedian, closed the bill, his chatter, dancing and impressions netting a nice hand. Nat Green.

*Tangerine*, saxman doubling on fiddle, soloing with *Miss You*, and the maestro's own trumpet flashes for *Spain*, ending his variations on a high note. Breese turns over the emcee reins to Lou Parker, a droll comic with a fine sense of timing gags and situations to count for laughs in spite of weak story material. Brings on the Jansleys, four males and ever socko tumbling and balancing acrobatics.

Jinx Falkenburg, local gal who made the movie grade, is on next. Parker sticks right with her, gal serving as an expensive fem foil for his gags and patter. It's supposed to be her first shot before the footlights and she certainly takes it in good stride, with plenty of ease and presence on the boards. Barry Warren, band's guitarist, steps out front and steals the show with his romancy balladeering, and the unassuming youngster with a sugared set of tenor pipes makes the house really get off its hands with *Dear Mom* and a patriotic item, *Seven Days a Week*. Hardly enough, considering the response, and could easily have hurdled one or two more tunes. Parker takes over the next spot and makes his best impression when on his own. Has a hilarious bit in satire of diners among the males at a restaurant and then bites his teeth into the commercial radio announcements.

Gertrude Niesen, also first-timing it here, gives the show a sock finish. It's the sultry chanting in a class all of her own. Earle payees are hardly the kind that patronize the smart supper clubs, but Miss Niesen has little trouble warming 'em up. And by the time she gets to *Oh, Johnny, Oh*, her fifth song, giving it in the manner of Bonnie Baker and Mae West, she leaves them rooting and cheering. Show runs 65 minutes. Business fair at late afternoon show caught. *Call Out the Marines* on screen. Maurie Orodener.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, March 19)

Opening varied and outstanding program was Bob Whaling and Yvette in a bit of pantomime comedy, while Whaling clowning on his bicycle. His balancing of Yvette on his shoulders while riding on one wheel and also on high one-wheeler brought much applause.

Potas and Folsom continued with more comedy in their acrobatic routine, with Potas, a dead ringer for Mickey Rooney, cavorting amusingly. Biggest laugh came when Folsom, balancing a glass of water on his head while putting himself up on his hands, suddenly became doused.

Stars of the show were Patti Pickens and Bob Simmons, who harmonized on *I Don't Want To Walk Without You*, *Everything I Love, How About You?* and *Rose O'Day*. Their novelty rendition of *Ma, He's Making Eyes at Me* brought them two encores.

While Tom O'Neill was under wraps as emcee, he got into the groove while teaming with his partner, attractive Catherine Joyce, on gags which rocked the house. His impersonation of a toe dancer was clever. He also proved himself an adept harmonica player with his rendition of *St. Louis Blues*.

Closing show was the *Pan-American Revue*, featuring the Burns Sisters and Eleanor Russell in acrobatic, dance and song routines.

Don MacLuskie and his pit band overtured with *God Bless America*. Pic was *Frisco Lil*.

Joe Feinberg Agency booked show. Milton Miller.

Music Hall, New York

(Reviewed Thursday Evening, March 26)

Traditional religious Easter spectacle, combined with a spectacularly staged second half of the stagemore, in addition to Cecil B. DeMille's picture, the spectacularly boring *Reap the Wild Wind*, makes one wish for the simplicity of Hank's Mules. But the box office told a different story opening day with a packed house.

Easter pageant, staged in magnificence, uses the entire company of glee club, Rockettes and ballet, plus some lovely contralto soloing by Edwina Eustis. Second half is in contrast—a military motif employing the sharp precision routine of the Rockettes.

Only outside act is Gil and Bernice Maison with their educated monkey, a bulldog and three toy dogs. Act comes out in military scene on the hind end of a tank, with Gil doing all the talk. The animals and Bernice assist. Routines are well timed, monkey being used mainly as foil and the dogs getting the laughs. Went over big.

On the same set, Owen McBride leads a choral ensemble on a float consisting of airship, a plane and tank, with the ballet doing a number with floating banners that was something of a bore. Clipping number was done without a curtain drop, the revolving stage doing the scene shifting. Number had Henry Calvin doing a Francis Scott Key on board a ship while bombs burst and shrapnel flew in a play of synchronized lighting that was worthy of DeMille. Excellently staged.

Richard Leiber and Cass Parmentier at the organs, with Erno Rapee conducting the symphony. Sol Zatt.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 27)

With the Andrews Sisters checking out for Hollywood on this week's bill, as skedded, Bill Israel, new house manager, has whipped together a highly diverting bill with last-minute filler. Lou Breese is the band attraction, along with Gertrude Niesen and the screen's Jinx Falkenburg. It all makes for an attractive layout, both for the marquee and on the stage. Breese band of 17 accented the swifty and brassy rhythm so highly favored here. It's the maestro's first time at the house and his offerings were well received. Opened with *St. Louis Blues* and then brought out his blond chanteuse, Nita Norman, who impresses with her rhythmic singing on *Arthur Murray Taught Me Dancing* and *I Said No!* Band medley follows, including

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Strand, New York

(Reviewed Friday Evening, March 27)

Shep Fields debuts his new 13-piece woodwind ork here this week, his first theater stand on Broadway since shucking his "Ripping Rhythm" outfit a year ago. Maestro is doubling between here and Hotel Edison. Bill is a honey from start to finish, including the Warner film version of James Thurber's The Male Animal. Mary Small, George Tapps and Alan Carney round out the stage presentation.

The Fields outfit proves a rare treat. The unorthodox instrumentation and the way in which Fields uses it provides something different from a pop ork. There are four rhythm men and nine men handling the reeds and woodwinds. Fields blends in occasionally on his sax. Ork works on specially arranged pops, swing classics and a few jumperoos. Ken Curtis does a top clear-voiced job on I Don't Want To Walk Without You, Breathless and a special band presentation of The Lost Chord.

Band is solid and rides out with a deft precision that further highlights its originality. Fields lends some good showmanship to the proceedings by spotting the band in a couple of medleys, one of classics from which recent pop hits have been derived and the other a sort of cavalcade of swing's evolution. Good stuff and displays the band to best advantage.

George Tapp's nifty dancing is well received, but his repertoire was just a mite over the heads of this audience. Opens with a very modern tap executed in a sharp stop-and-break style and follows it with a paso doble. Closed giving an interpretation of the old vaude hooper of 30 years ago. Very good.

Show was stopped cold by Mary Small, who sang four numbers. Her salesmanship is her strongest point. Did How About You?, injecting topical lyrics.

Other numbers included Miss You, a sock parody on blues songs titled I've Got a Right To Sing the Blues and a medley of war songs from World War I.

Alan Carney is the comedy portion of the bill, making his second appearance at this house in three months. With the exception of a few minor changes, his routine is the same. Impersonations of Edward G. Robinson, Wallace Beery and Lionel Barrymore are good, as well as his take-offs on LaGuardia and Al Smith. Finishes with his impersonation of a Union Square clambake, which is still unfunny to this reviewer.

House was packed.

Harold Humphrey.

Windsor, Bronx, N. Y.

(Reviewed Friday Evening, March 27)

Since the good burghers of the Bronx demand quantity, this house gives it to them—in this instance one hour and 45 minutes of Barry Wood, Bob Allen's ork, Nan Rae and Mrs. Waterfall, Bill Wells and the Four Fays, and Frank Rosse and Anita.

Wood is saved for the end and comes on to thunderous cheers. Does Great Day I Don't Want To Walk Without You, Rose O'Day and Deep in the Heart of Texas. Encores with Any Bonds Today? and winds up with some sad clarinet playing. He uses the informal approach thruout, gagging with band and audience and even having the familiar waiter run out into the audience to present fodder to some child who allegedly has been able to withstand three performances. Wood sings a fine song, is ingratiating enough and goes very well.

Most interesting performance is by Bob Allen, handsome young maestro who is remembered as vocalist with the late Hal Kemp. Sings several songs associated with old Kemp outfit and also does several pops. Is, of course, one of the very best band singers of all, to which he adds considerable charm. Altho not too comfortable in front of the band, his shyness is winning. Band is not the type one would expect, a heavy-hitting four-beat outfit which doesn't play much pretty stuff, but boys are good musikers and entertainers.

Nan Rae and Mrs. Waterfall scored heavily. Stuff is low comedy, with plenty of sex and bathroom gags. Mrs. Waterfall's make-up is effective, and Rae is good on the straight stuff. Good entertainment.

Billy Wells and the Four Fays do their tumbling to good applause, with Wells offering his unpleasantly realistic impersonation of a monkey and one of the girls doing some amazing flips.

Frank Ross and Anita also bang across, with Ross selling his flexible vocal cords on impersonations of the Clyde McCoy cornet, a hillbilly band and Popeye. Girl sings a couple of tunes in a French accent, with Ross's straight-from-burly gagging as a background.

Dick Carter.

Roxy, New York

(Reviewed Wednesday Evening, March 25)

The new film, To the Shores of Tripoli (20th Century-Fox), looks like a three-week run. It opened March 25 here to sold business and got good notices.

The F & M stagershow is a pleasant novelty affair that headlines Mario and Floria, ballroom team making its local debut since Mario changed his girl partner. The new combo is as fine as the old, if not better, and spun thru three fine routines, a waltz full of lifts and spins, a pictorial tango, and a lively, applause-getting old-fashioned Turkey Trot. Some of their throws are spectacular, and the routines are studded with punchy movements that draw visual appreciation. They climaxed the opening production scene, which has the Gae Foster Roxyettes (24) and others doing acrobatics and dancing in front of a lighted screen and rising platform. This provides a novel silhouette effect that's very attractive. (Arthur Knorr staged the show.)

Lowe, Hite and Stanley, on next, make a novel entrance off a billboard and go into their comic posturing, falls and fighting, drawing laughs mostly due to their midget-normal-giant-size contrast. Their varying heights, of course, are the basis of the comedy, and they pleased here.

Bob Hannon, emcee and singer, is on several times and at this point did a song in pleasant but unexciting style. His tenor is okay and his looks are fine, but he glides over the lyrics too glibly to make the words really count. His rendition of I Don't Want To Walk With-

out You paves the way for the 12 Esquires (boys) and 24 Posterettes to do prancing and dancing in a parasol number.

Closer has Hannon warbling Any Bonds Today? as the curtain reveals a drop plugging Defense Bonds.

Paul Ash, leading the pit band, did his usual fine accompaniment job.

Paul Denis.

Chicago, Chicago

(Reviewed Friday Afternoon, March 27)

An average pleasing stage bill this week, with Sara Ann McCabe the outstanding feature. Picture, Song of the Islands, with Betty Grable, excellent box office. Biz poor opening day.

Cabot and Dresden, personable team, opened. Offered graceful ballroom routines and a sprightly springtime dance, and concluded with numerous difficult arm and shoulder swings to a good round of applause.

Cary Emmy and Pets, seen here many times, scored as usual, the antics of the pooches drawing laughter and applause.

Sara Ann McCabe, tall, attractive and talented vocalist, scored from the start. Opened with a novelty song and followed with several Friml numbers. Indian Love Call was especially well done, giving her an opportunity to demonstrate the wide range of her voice and its fine quality. Called back repeatedly, she sang I Need Sympathy, There's a Song in the Air and Everything, bowing to prolonged applause.

The Walkmirs, outstanding perch act, were heartily received. On a specially constructed perch held on Walkmir's shoulder, one of the girls does single trap, iron jaw, one-foot balance and handstand. Act concludes with two girls revolving in opposite directions on the double bar atop perch held on Walkmir's forehead.

Chick and Lee scored with their burly hillbilly antics and radio impressions. At show caught some of their most effective stuff was omitted thru a backstage error. Clever boys and surefire for laughs.

Nat Green.

Names to Springfield, Ill.

SPRINGFIELD, Ill., March 28.—Harold Henderson and Hugo Giovagoneli, owners of the Lake Club here, announce signing of Jimmie Greer, Herbie Kaye and Eddy Howard to appear for two weeks each, starting April 3.

Joe Sanders continues to pack 'em in, and, despite Lent, patronage has not fallen off.

To Reopen N. O. Club

NEW ORLEANS, March 28.—Following fire which destroyed famous Original Southport Casino here recently, George O'Dwyer, owner, announces plans to reopen Club Forest, city's first exclusive night club, with name bands and acts. Spot has been dark since January 1, 1934. George McQueen is reported named as emcee and booker for the new spot.

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# "POETS AND PEASANTS"

## Guys and Gals on the Musical Beam Turn to the Good Earth For "Plugs," "Hay" and "Corn"

NEW YORK, March 28.—As Dame Spring blew her first breath down "war-torn" Broadway this week, a strange metamorphosis started showing itself in pop music circles. The sharply dressed and padded members of the music-dispensing mob were interrupting their gin-rummy games to collect in the various stem haunts and discuss the back-to-the-farm movement. Many maestri, publishers, bookers et al, were checking costs, etc., with others of the fraternity who have already been swept along by the bucolic plague. The fringe guys (those without too much moolah) were even holding court on the assets of nature bountiful. "Shucks," was the half-melancholy cry of one musiker, "I can break in with a window-box of camellias, can't I?"

This coincidental striking of spring and a yen to plant the pedal extremities in the good earth is not essentially a new thing with the boys in the music world; in fact, it no doubt springs as a carryover from the old two-a-day vaude crowd, who lived for the day when they could buy a chicken ranch. And this I-want-to-get-away-from-it-all fever strikes annually about this time of year. But this year it is dressed in some new Easter frills and is backed by (in some cases), downright serious intent.

Taxes, a world shaking with the tremors of war, tornados besetting the one-night highways in some parts, guys getting new draft numbers and other pitfalls too numerous to mention are causing the artistes of boogie-woogie and ballad bandom to swerve from the beaten paths for something more solid than a gin-riff basted out in a tunnel on 52d Street. The churches are meccas today for former pooh-poohers of the spiritual, but most of the music boys are going farther back on the straight-and-narrow than that—the land!

"What's cookin' gate?" may soon be transposed by the music hepsters into "what's plantin' Hank?" A once-over-lightly check-up of the pop cief rolls shows that there is already a strong nucleus among the music mob which also owns acreage in the Brill Building and Radio City. The recent benedict, Benny Goodman, has a cattle-romping strip of soil in Pennsylvania, which he went into with Willard Alexander of William Morris. Other maestri with alfalfa holdings include Glenn Miller, Horace Heidt, Al Donahue, Tommy Dorsey, Guy Lombardo, Rudy Vallee and Allen Roth.

Radio batoneer Roth, however, can prove conclusively that a home on the range is no escape from the music biz. His Pennsy hay-hamper is close to that of another gentleman-farmer, one Ben Selvin, of Muzak. Roth decided recently that he would like to grow some soybeans and asked friend Selvin if he could rent five more acres from him for the beans. Selvin said okay on the five acres, and added that the rent would be five plugs for *The Memory of This Dance* on Roth's beer air commercial. In other

words, a plug per acre per year and Selvin gives Roth the acreage and boosts his (Selvin's) song on "the sheet."

That more of this type of culture will spread to the country's agricultural areas is almost certain. In fact, there is a report out now that Lindy's is considering a string of lox barbecues in those dark regions west of the Hudson. Herman Finkelstein, ASCAP attorney, has a country spa out in Pennsy, too, and such deals like that consummated between Roth and Selvin may soon give the Society's legal mind a chance to set up outposts along the RFD routes. Singin' Sam of radio ET fame would be another potential customer. He commutes between here and his Indiana farm every two weeks. Hazel Scott is a farm-ette, too.

Others already up to their ankles in spring fertilizer are songwriter Cliff Friend, who raises soybeans; Bill Goodheart, MCA exec, who reportedly has a fence around some country air somewhere in the Middle West; Arnold Johnson, radio maestro, who owns a turkey farm; Gene Tracey, new v.p. at Muzak, who has a place outside of Chicago; Kate Smith, who has a spot close to Lake Placid; Tetos Demetriades, head of Standard Phono Company, who is a couple of laps ahead of his brethren who have maybe just a window-box or a few flower pots—he owns and cultivates a garden on Staten Island.

So, with the return of a wampum system (plugs for hay) and a general tendency to turn toward the simpler things, the wisecracks are now predicting that the Songwriters' Protective Association will elect the slate that comes out with a platform promising "A Flower Pot for Every Songwriter."

## Victor Signs Dorsey, But Disk Biz Still Buzzing With Plans About New Competish in Offing

NEW YORK, March 28.—Tommy Dorsey signed a new long-term contract with his alma mater, Victor, this week, and the event uncorked another flood of rumors anent the entire disk biz. Many in-the-trade guys felt that Dorsey's move confirmed the talk that Metro-Goldwyn-Mayer had decided to junk any plans it had for starting a disk venture. Another school of dopesters, however, had it figured that Dorsey's end of the proposed deal was the only thing that was cold, and that the studio was still playing around with the idea.

Proponents of the latter rumoring were chewing over info that a large Eastern distributor for coin phonos was already clearing the decks to handle distribution in this territory for Metro's new wax label. Another wrinkle was added by the report that a big band agency (not MCA) was also interested and had recently been in huddles with the phono distributor.

A. E. Middleman, a partner in the Classic Record Company, which is headed

### That Man Again

NORFOLK, VA., March 28.—An unidentified individual who registered at a local hotel under the name of "Sammy Kaye" and engaged seven rooms for his band finally fell into the hands of federal authorities, who released him after questioning and after he had deposited a check for \$91 with the hotel.

The man told the desk clerk when he engaged the rooms Monday that he was the well-known band leader and that he was expecting his band Monday night. He made several telephone calls, finally phoning Campbell Arnoux, manager of WTAR, and offering his band for an air show. Arnoux and his program director, Henry Cowles Whitehead, were suspicious and so were hotel officials, who called in the federal authorities.

## DeSylva, Mercer In New Disk Firm

HOLLYWOOD, March 28.—Deal to manufacture and release 100,000 phonograph records per day has been announced here by Glenn Wallichs, owner of Music City. Wallichs, in the retail music business for nearly 15 years, has teamed up with B. G. DeSylva and Johnny Mercer, and arranged with the Allied plant in Scranton, Pa., to take care of production. No name has been set for the label, but when the plan was formulated three months ago Wallichs said he would release under a Music City title.

Officers of the company have not been announced, but it is understood that DeSylva will be president, Mercer handling talent angles and Wallichs in charge of production and distribution. DeSylva is understood to be providing the money.

Idea to release disks was announced (See DE SYLVA, MERCER on page 24)

## AFM Ordering Agents To Keep Eye on Form B

NEW YORK, March 28.—All licensed band bookers and agencies received orders here this week from the American Federation of Musicians to co-operate more fully with the union in the handling of the salary listings on the Form B booking contracts. Backs of contract forms are supposed to be filled out with the names of the ork's personnel and individual salaries, so the Social Security taxes can be computed and paid by the employers.

AFM's calling on the bookers to see that this part of the form is filled out sprung from the negligence of the leaders in seeing that the salaries were listed. Union insists on the wage listing in order to keep the SS records straight and so that the disputes existing over who is the employer of a band will not be messed up any further.

According to an AFM spokesman, the agencies have responded wholeheartedly to the union's demand for co-operation on this score. However, it was understood from other sources close to the situation that at least one large agency head told AFM President James C. Petrillo that he did not see how the agencies could be held responsible for something that was entirely up to the leader. This booker is reported to have said that it was impossible in many instances to fill out salaries on the Form B when the leader himself did not know what they would be until after a date was played, especially in the case of one-nighters played on percentage.

Leo Cluesman, assistant to Petrillo, explained to *The Billboard* Friday (27) that the org was not insisting that all salary data be on the Form B at the time it was filed in all instances, but that the information should be in the hands of the locals within a very short time after such dates.

The AFM feels that the bookers are just as responsible in this matter as the leaders, since they arrange the dates and handle the ork's business with the employers in the booking.

## One 'Pinky' Herman Grabs Spotlight at ASCAP Yearly Feed

NEW YORK, March 28.—ASCAP annual dinner and meeting turned into a conversational free-for-all here last night at the Ritz-Carlton Hotel, with Pinky (Herman Pineus) Herman providing most of the verbal fireworks. Such honored guests as Fritz Kreisler and Serge Rachmaninoff looked on in wonderment.

Herman, who cherishes a plan whereby ASCAP members would receive a \$50 gratuity each year for every year in "service," presented his arguments to the assemblage, was answered by such on-lookers as Oscar Hammerstein, and then delivered speeches in refutation. This went on for most of the evening. Attempts by President Gene Buck to point out that Herman's plan was only one of several designed to alleviate the condition of the lower-bracket writers had little effect, and none of the other plans could be aired, as a result.

Buck told the gathering that Donald Nelson, OPM chief, thinks now, more than ever, is the time for songwriters to do their best.

Table conversation at the shindig revolved mostly about the Gene Buck-publisher members feud and whether Buck would be able to survive the campaign currently waged against him by this faction. Not at all neglected during the chatter was the success publisher Johnny O'Connor has had goading Buck on the L. Wolfe Gilbert traveling expenses matter. Odds on Buck's re-election are about 6-5 and take your choice at this writing, with the Society divided into two clearly defined groups—progressive writers and publishers vs. the field. Next month the board will meet for elections and Buck's fate will become known.

## Gale Sets Campaign For Barefield Band

NEW YORK, March 28.—Moe Gale is prepping an intensive build-up campaign for Eddie Barefield, clarinet-tooter fronting the Ella Fitzgerald band, but set to go on without Fitzgerald after the current road tour is completed.

Arrangers are already at work whipping up a library built around Barefield's licorice-sticking, and the tub-thumping is to get under way almost immediately, with Barefield getting heavy billing under Fitzgerald during the remainder of the tour.

Barefield's first location will be Savoy Ballroom here, opening around July 1. Dick Vance will be the vocalist.

Fitzgerald will operate thenceforth with the backing of the Three Keys.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.



# 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

## JIMMY DORSEY (Decca 4262 and 4263)

*Tain't No Good*—FT; VC. Part I and II.

*Me and My Melinda*—FT; VC. *Absent Minded Moon*—FT; VC.

ONE of the newer of the five tunes for both sides of one platter and the pairing of two current pops on the other. Two sides are devoted to *Tain't No Good* (4262), an excellent jump ditty that should catch the public fancy as did *Yes, Indeed*. But what Dorsey covers in the windings of both sides could have been more effectively packed into a single side. It's the spreading out of the singers rather than the instrumental virtuosity of the band that lengthens it. For the A side, opening chorus calls on the saxes in unison to introduce the riff. Trombonist Phil Washburn sings verse and chorus, and the maestro's alto sax completes the side, his improvisings cover half chorus. A trombone riff, accompanied by hand-claps on the after-beat, bridges the two sides. On the B side the band really gets started. Carrying on the repetitious riff for the opening chorus, the band fills in the musical mosaic sketched by the trombones. A Dixieland interlude brings on Helen O'Connell and Phil Washburn, picking the band apart for verse and chorus. Band picks it up again for an all-out half chorus, paced by the maestro's clarinet.

Sticking close to commercial lines, Dorsey gives a good account of the two pops. Irving Berlin's *Me and My Melinda* (4263) is taken at a bright and breezy tempo, the band taking care of the opening and closing refrains, with Washburn providing the vocal for the middle chorus. Tempo is slowed down for the *Absent Minded Moon* ballad. The opening half chorus is topped by the clarinet, Bob Eberly is in good voice for the lyrical expressions, and the band picks it up for another half chorus to carry it out.

For the jump music the youngsters seek out, "*Tain't No Good*" shows promise of enjoying the favor of phono fans. Of Dorsey's two-sided version, the B side, with Helen O'Connell added for the vocal, is the potential nickel grabber. And if Irving Berlin continued to score with "*Me and My Melinda*" as he has with all his other songs, Dorsey's entry figures prominently in the phono sweepstakes.

## DINAH SHORE-FREDDY MARTIN (Bluebird 11487)

*I Look at Heaven*—FT; VC. *I Can't Give You Anything But Love*—FT; VC.

THIS record brings together the label's sweet singer and purveyor of sweet rhythms. While neither is heard to best advantage, with the songbird getting the edge, the vast commercial sales possibilities of Dinah Shore and Freddy Martin on the same record cannot be ignored. *I Look at Heaven* is a fetching lyric set to Grieg's *Piano Concerto in A Minor*, which Martin championed singly as an instrumental follow-up for his initial *Piano Concerto* click. Muted violins support Miss Shore's opening chorus, but the background is no match for the lush accompaniments woven when she sings on her own sides. The tempo is picked up slightly to make the band's playing brighter for the start of a second chorus, which appropriately enough features the piano, and then slowed down again when Miss Shore returns to sing it out. More effective is the combination for the *Anything But Love* evergreen. Again it's a conventional background, with strings predominating, but Miss Dinah's singing sheds enough luster to carry it on her own. Martin's tenor sax bridges her return to sing it out. It's taken at a moderate tempo, kept in strict time thruout.

Double billing of Dinah Shore and Freddy Martin is a cinch to make any phono sticker attractive. The "*I Can't Give You Anything But Love*" side holds greater promise for repeat play.

## HORACE HEIDT (Columbia 36548)

*Don't Tell a Lie About Me*—FT; VC. *Your Eyes Are Filled With Music*—FT; VC.

HORACE HEIDT makes the most of the sentiment expressed by the title on the A side. Since it's the story that sells the song here, Heidt assigns it all to his singers. Pacing it at a moderate tempo, Charles Goodman makes the opening chorus appealing in spite of the corny cut-ins of Donna. Donna, joined by her Don Juans and later Goodman, gives the second chorus an attractive vocal twist that takes the side out in top-selling fashion. For the flipover, Heidt climbs on the Tschalkowsky band wagon, *Your Eyes Are Filled With Music* springing from the third movement of the master's *Fifth Symphony*. It's a theme rich in classical appeal, but its rhythmic development here as a slow ballad, in spite of Larry Cotton's vibrant vocal, fails to impress as popular fodder.

If the public's fancy calls again for a song like "*It's a Sin To Tell a Lie*," Horace Heidt fills the bill with "*Don't Tell a Lie About Me, Dear*." It's the same type of song, a simple melody with a sentimental story and easy to sing along with, and definitely rates a sticker in the music boxes.

## BOB CHESTER (Bluebird 11489)

*What To Do*—FT; VC. *As We Walk Into the Sunset*—FT; VC.

The bouncy rhythms bannered by Bob Chester hit an excellent stride in *What To Do*, from the *What's Cookin'?* movie. The powered trumpeting of Sy Baker and Betty Bradley's scorchy singing sell it big all the way. The heavier rhythms, however, do not blend as well with the lush melody of Charles Abbott's ballad on the B side. Gene Howard sings the middle refrain.

There's a dandy for the music boxes in "*What To Do*," especially for the locations where youngsters congregate and seek out peppy items. Moreover, it makes for tie-ins with the picture.

## CARMEN CAVALLARO (Decca 4270)

*Always in My Heart*—FT. *She Is*—FT.

The brilliant piano style of Cavallaro are show-cased on these two sides. Backed only by the subdued rhythms of guitar, bass and drums, Carmen carries both ballads in free and easy style. Plays them straight for the start, and then embellishes each with his improvisations. The A side is a beautiful Latin lullaby from the picture of the same name and shows the piano style of the maestro to excellent advantage. *She Is* is a weakie from Yale University's 1941 student show.

For smart and class locations, among whose patrons Carmen Cavallaro's piano magic has full meaning, his "*Always in My Heart*" is a cinch to catch coins. (See ON THE RECORDS on page 68)

# 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.

## Nick Jerret

(Reviewed at Kelly's Stable, New York)

SLIGHTLY more than a year ago young Jerret collected five of his friends and began playing jazz for a living in some of Boston's least fashionable resorts. On Christmas Eve, 1941, Jerret and the same five chums opened at the very plush Mayfair, Boston's fanciest hotel, and now here they are, making their start along Jive Canyon, 52d Street.

That's progress, but it is nothing compared to what lies ahead for this remarkable six-piece combination. Barring mishaps, in much less than another year they'll be naming their location in this town. They are the most sensational group that has broken in around here in years.

Instrumentation is unusual—two trumpets, a clarinet, piano, bass and drums. Each man is a virtuoso in his own right and they play together as if they were weaned on the same bottle. And, speaking of weaning, the average age of the band is something short of 21 years.

Jerret plays clarinet, with an occasional turn on alto sax. He does some of the solo lead work, sharing it with first trumpeter Ralph Osborne. Most of the straightaway playing, however, is done in ensemble, with trumpets and clarinet blending to perfection. Piano, bass and drums round out the picture.

A 19-year-old genius named Ralph Burns presides over the piano and splits arranging duties with Jerret. This Burns is perhaps the outstanding member of the bunch. In ensemble he is to the band what Billy Kyle is to John Kirby's crew, and his solo work is of a caliber unapproachable by more than five or six 38-ers in the country.

Jerret's clarinet solos are also of a sensational nature, involving a fresh style, excellent technique and a wonderful feel for jazz. Also a bow is due Joe Santinella, second trumpet, who evokes thoughts of some great horn men when he takes off. Santinella is a riot with horn open or muted, and is worth a close listen when pairing with Osborne or Jerret.

As if all this instrumental talent weren't sufficient, the band brings with it the girl singing prospect of the year in Frances Wayne, a striking brunette with a true contralto, perfect rhythm, and, most interesting, a brand-new style which is composed, not of mannerisms, but rather of deep understanding and feeling for the spirit of what she sings. She is ready to perform any place, but needn't leave this band to do so, because it, too, is ready for the best.

The style of the band, by the way, is best characterized as "Kirby with his hair down." The playing is never raucous,

always in the height of taste, but with imagination. The style is bound to be accepted by the most righteous jazz critics, but is equally certain to find favor in spots where swing fears to tread.

Library is most standard and swung classics. Carter.

## Eddie South

(Reviewed at Cafe Society Uptown, New York)

EDDIE SOUTH employs a sure-fire metier for the clientele of this swank Upper East Side room, which gets a mixture of boogie woogie adherents along with an ivory-towered class that regard b. w. as an art form worthy of serious attention. Paced by South's highly literate violin, his combo indulges in a varied concert with accents on gypsy airs and ride material.

South is backed up by an orthodox rhythm section consisting of Stanley Fields at the piano, Gene Fields picking the guitar, Doles Dickens at the bass and Joe Johnson pounding the drums. Other instrumentalist is Rudy Powell at the sax. All are capable soloists in their own right, doing right well by the South repertoire.

South's offerings include sprightly Hungarian and Russian folk airs, which he plays with feeling and authority. This septa sprite of Romany gets rapt attention during his solo interludes. The transition into the modern idiom is accomplished nicely, with standards before going into the riff stuff. South is equally proficient in this line of endeavor, dandapation being of the floor-filling variety. Arrangements include some glee club effects and contain much novelty and originality. Cohen.

## Don Kaye

(Reviewed Turnpike Casino, Lincoln, Neb.)

QUITE out of place in a ballroom, Don Kaye's styling would, on the other hand, be excellent played to tables in more intimate clubs or hotel rooms. Terp demands in this spot have always been slightly jumpy, while the Kaye library, arranged by Walter Grene, isn't very plentifully stocked in that category.

The Kaye organization features two very able girls, the petite singer, Betty Parker, and the electric guitarist and fiddle double, Beverly Blake. Girls contrast with each other in work and appearance, Betty a brunette and Beverly a blonde. Either girl is capable of stopping traffic and does so frequently.

Kaye makes a singing foursome by gathering the two girls, Ben Adams, trombone, and Kingston Ebner, pianist, around the p. a. Each of the boys takes solos, too, altho most of the single appearances belong to Betty, and deservedly.

Instrumentally, it's a doubling band. Besides Beverly, on strings, Ebner can leave piano for slide, and Hal Skeen, trumpet, also. Kaye himself augments at the piano once in a while for a double keyboard effect. Normal set-up is three brass, three sax and four rhythm.

If Kaye keeps out of ballrooms and in spots where the full possibilities of the girls and his style would be felt, he'll get on. Oldfield.

# 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

## Woody Herman

(Hotel New Yorker, New York, Mutual Network, Saturday, March 21, 2-2:30 p.m.)

HERMAN'S band is rolling in high gear these days. Any doubt that it belongs in the orchestral upper crust has long since been done away with. The excellence of this sustaining remote, therefore, came as no surprise whatsoever, altho one might ponder over the fact that the band sounds as good over the air as it does on records or on location, which cannot always be said for other swing crews.

Somewhere along the line Herman has discovered that it is possible to play jazz without sounding like 10 a.m. in a boiler factory. His band is one of the few that can be listened to with a consistent degree of comfort, without constant turning of the volume dial.

Holding back nothing on this shot, Herman played his eight top arrangements. The maestro took a few vocals in his usual effective manner, and Billie Rogers, fem trumpeter, scored neatly with a zestful *Zoot Suit* lyric and horn

take-off. Carolyn Grey did a couple of ballads in fine fashion. Voice is rather throaty, but is right on the note most of the time.

## Mitchell Ayres

(Pelham Heath Inn, Bronx, New York, Mutual Network, Sunday, March 22, 11:15-11:30 p.m.)

THERE was nothing spectacular here, the band reeling off four very danceable arrangements, Ayres announcing his own stuff in as few words as possible, and Meredith Blake singing two choruses in simple, straightforward English. So, while there was nothing spectacular about the shot, there also was nothing annoying about it. The band and vocalist are apparently satisfied to furnish music for dancing or relaxed listening. They are on the right track, too. More bands with this attitude would mean fewer futile attempts to dazzle the natives and an increase in the number of easily listened-to remotes.

Played two pops and two standards, with Miss Blake showing versatility on

Deep in the Heart of Texas and Miss You. Ayres's announcing furnished welcome relief from the garbled blathering usually furnished by Mutual on these New York shots.

## Climbing Fast!

NEW YORK, March 28.—Frances Wayne, Boston youngster who has turned 52d Street here upside down warbling with the Nick Jerret band at Kelly's Stable, had signed to sing with Charlie Barnet at a reported salary of \$225 per week. Under the arrangement, Billy Austin, manager of Jerret, continues as personal manager of Miss Wayne, with the prerogative of pulling her out of the band on two weeks' notice. Miss Wayne goes into rehearsal with Barnet tomorrow.





The Billboard

WEEK ENDING MARCH 27, 1942

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 3 a.m.-1 a.m. Sunday for the week ending Friday, March 27. (M) tunes are designated by an (F); musical comedy tunes by an (C).

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

Table with 4 columns: Position, Title, Publisher, Plugs. Lists top 30 songs with radio plugs.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. Where two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal.

Table with 3 columns: NATIONAL, EAST, SOUTH. Lists top 10 records in each region.

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.

Table with 3 columns: NATIONAL, EAST, WEST COAST. Lists top 15 sheet music best sellers in each region.

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.

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

Table with 2 columns: RECORD TITLE, ARTIST. Lists leading music machine records.



# Orchestra Notes

Of Maestri and Men

**MUGGSY SPANIER** heads out on the road after six months' air time at Arcadia Ballroom, New York. Will play Strand Theater, Brooklyn, April 3-6 and Tunetown Ballroom, St. Louis, for two weeks, opening April 28. Has traded clarinetist **IRVING FAZOLA** to **TEDDY POWELL** for **HAROLD TENNYSON** and brought in **CHARLEY QUEENNER** to replace **DAVE BOWMAN** on piano. Will audition girl singers during the Brooklyn Strand engagement, as **EDYTHE HARPER (MRS. VERNON BROWN)** is leaving the band to await the stork. . . . **SABBY LEWIS** into Savoy Ballroom, Boston, April 6 for eight weeks. . . . **FOWLER HAYES** replaces **ORRIN CRIP-PEN** on bass for **FRANKIE MASTERS**. . . . **INA RAY HUTTON** plays Valley Dale, Columbus, O., for two weeks, opening April 24, and goes into Roosevelt Hotel, Washington, May 10. . . . **TONY PASTOR** does a week at Cedar Point, Sandusky, O., starting July 17 and follows with a week at Eastwood Park, Detroit. . . . **SHEP FIELDS** has just completed a movie short depicting the history of the band from "Rippling Rhythm" to his current brassless outfit. . . . **JIM PEPPE** is on his way to Hollywood to consult with 20th Century-Fox regarding **SAMMY KAYE'S** role in the Sonja Henie pic, *Iceland*. Kaye is due in Hollywood April 13. . . . **JOE GLASER** has set **LIONEL HAMPTON** for four weeks at Savoy Ballroom, New York, starting April 19. . . . **McFARLAND TWINS** into Summit, Baltimore, for an indef stay with Mutual wires, early in April. . . . **ART MOONEY** renewed for another month at the Boulevard, Elmhurst, L. I. . . . **DAVE HARRIS** and his new sextet are doing a series of Saturday broadcasts from the Stage Door Canteen, New York, 10:30-11 p.m. Blue network. . . . **WILL ROLAND**, manager of **BENNY GOODMAN**, is now handling **TEDDY WILSON** and was responsible for Wilson's booking on the *Duffy's Tavern* air show. . . . **LEO REISMAN** opened at Rainbow Room, New York, April 1. . . . **JOHNNY CORLETT** back on drums for **BARON ELLIOTT**, replacing **JACK HARTIGAN**, who became a bus driver. . . . **BUDDY CLARKE** augmenting his band. . . . **TOMMY TUCKER** opens at Essex House, New York, April 4. . . . **ANDY DELMAR** and the Three Jacks still playing USO tours. . . . **HAL WASSON** adds **ANITA LEWIS** as girl chirper. . . . **BILLY BISHOP** renewed until Easter at Southern Mansions, Kansas City, Mo. . . . **AL TRACE** will spend the summer at Fan and Bill's, Glens Falls, N. Y., opening July 1, closing Labor Day. . . . **LE AHN SISTERS**, formerly with Horace Heidt and Ted Lewis, are with a USO unit. . . . **THE SENATORS** playing an indef at Bacchante Room, Providence-Biltmore Hotel, Providence. . . . **DEL COURTNEY**, who has been doing one-nighters, opens April 3 at Paramount Theater, Des Moines, for a week. . . . **MEL MARVIN**, expecting to be drafted, plans to have **ESTHER SILSBEE** take over the band in his absence. Has already made arrangements for a few gal replacements

of draftable sidemen. Band opened at Tunetown Ballroom, St. Louis, March 31. . . . **PIERSON THAL** cuts his stay short at the Patio, Cincinnati, closing Saturday (4) to return to Chicago for induction into the army April 7. His crew disbanded. . . . **BERT ADAIR** has dropped the managerial reins of the **FREDDY FISHER** Schnickelfritzers to take a job in the War Department in Washington. The Fisher lads remain at the Riviera Club, Columbus, O., until April 19.

### Coast Cacophony

**GLENN MILLER**, in Hollywood for a picture at 20th Century-Fox, is getting in lots of golf between his work at the studio and three radio broadcasts over CBS. . . . **CONNIE HAINES**, until recently vocalist with Tommy Dorsey's orchestra, is now featured vocalist on the *Musie by Dant* program over Blue network. . . . Switch in bookings took **AL DONAHUE** and his orchestra to Palace Hotel, San Francisco, March 24 instead of May 5. Donahue has signed **Snooky Lanson**, formerly with **RAY NOBLE**, to replace **Jerry Summers**, who returned east. . . . **SLIM AND SLAM** are at Club Caprice in Los Angeles for six months. . . . Option on the **LOUMELL MORGAN TRIO** at Swanee Inn, Hollywood, has been picked up. . . . **PAUL WHITEMAN** reported going into the percentage on one-nighters. . . . **DUKE ELLINGTON** opens at Jimmy Contratto's Trianon, South Gate, Calif., April 2. . . . Engagement of **TED LEWIS** at the Bal Tabarin in San Francisco has been extended. . . . **OZZIE NELSON** held over at Florentine Gardens. . . . **FELIX MARTINIQUE** opens at Mocambo, Hollywood, April 8, going there from Doll House, Palm Springs. . . . **BOB CROSBY** has **Muriel Lane**, formerly with **WOODY HERMAN**, doing the vocalizing. **Penny Piper** was on the stand for a few days. . . . **TEXAS JIM LEWIS** and his Lone Star Cowboys recently closed 10 weeks at Grace Hayes Lodge in North Hollywood. Outfit is current at the Golden Gate Theater, San Francisco.

### Atlantic Whisperings

**BENNY GOODMAN** if given 1-A rating is supposed to be drafted for the admiral's band being formed at the Philadelphia Navy Yard, according to reports. Band will be the musical cream of the navy, already including many members of the Philadelphia Orchestra. . . . **REG KEHOE** and His Marimba Queens at Weber's Hof Brau, Camden, N. J. . . . **KAY KYSER** being sought for the Philadelphia Press Photographers' Ball April 17 at Bellevue-Stratford Hotel. **TOMMY DORSEY** got the bid last year. . . . **EDDIE VOLLMER**, former leader at William Penn Theater, Philadelphia, and now fiddling at the Earle Theater there, being deluged for permission to play his *For the Legion We Stand* by American Legion posts all over the country. Tune will be theme of the annual Legion Ball here April 11. . . . **THE THREE KEYS** leave Philadelphia's Swan Club to go touring with **ELLA FITZGERALD**. They've already made two recordings with her. . . . **JOHNNY GRAF**, who introduced French swing as a Philadelphia band leader, is now dishing it out as drummer and vocalist with **BARRY WINTON'S** aggregation in Chicago. . . . **ALVINO REY** skedded for the April 4 dance at Sunnyside Ballroom, Pottstown, Pa. . . . The draft, expiration of contracts and the close of the Florida season have caused a vast shuffling of personnel of the orchestras in Philadelphia. . . . **BUDDY WILLIAMS** skedded to summer at the Starlit Ballroom, Hunt's Ocean Pier, Wildwood, N. J. . . . **BON BON**, ex-Jan Savitt vocalist, now has his own little aggregation at Lou's Moravian Inn, Philadelphia, billed as **Bon Bon and His Buddies**. . . . **HERBY WOODS**, using Philadelphia as his hub, loses his first saxist, **MIKE DONIO**, to **ABE LYMAN** and his songbird, **JANE WOOD**, to **CLYDE LUCAS**. Marks the second time that **Lucas** picked up a singer from the Woods camp, **EVE KNIGHT**, who left **Lucas** to go with **STAN KENTON**, being the first. . . . **TED OLIVER** takes over the stand at **Carmen's Lido Venice**, Philadelphia. . . . **LLOYD'S SWINGTET**, with **CARL SCHMIDT** featured on vibes and bass, at **Shady Rest Inn**, Rancocas Heights, N. J. . . . **PANCHO**, current at Benjamin Franklin Hotel, Philadelphia, received a radio from the soldiers at Fort Dix, N. J., as a token of appreciation for taking his band there and playing for them last month.

# Country Still Not in a Groove On War Music; Everybody Wary Of Going All-Out Except Pubs

**NEW YORK, March 28.**—War song market is still bogging along, with the Stem's Tin Pan Alleyites striving to hit on the war ditty of this era. Biggest problem for the pubs to date is resistance on the part of ork leaders and radio chains toward the patriotics. Pluggers just can't get the maestri to play 'em.

On the other side of the ledger, writers and pubs alike still admitted here this week that the war song output so far has emphasized quantity rather than quality. Writers have leaned to two extremes—the sentimental-ballad type or the corny slap-the-Jap stuff.

As a result of this "black or white" choice, some pubs have gone into the backlogs for revivals of tunes coming out of past U. S. military history. *The Marines' Hymn*, *The Caissons Go Rolling Along*, *When Johnny Comes Marching Home* are a few in that category. Disk firms particularly have hopped on these revivals and report a fair measure of success with them.

**Edgar Leslie**, ASCAP penner, feeling that some of the older stuff had more zing, recently got **Joe Burke** to make a condensation of *The American Patrol*. Leslie set good, topical lyrics to Burke's reconditioning job, and **Phil Spitalny** introduced it on his air program. Number was in the Public Domain, but Leslie's and Burke's new version has been published by **Bregman, Vocco & Conn** and bids fair to become a big sheet seller. Spitalny has set it to wax for **Columbia**, and disk firm is pushing it.

One pub stated recently that he believed it would be some time yet before modern writers got off a war song which really reflected the spirit necessary to win this war. The deeper we get into the war, the more this spirit will become manifest, he said. "Up to now there haven't been enough people in this country that realized we're in it." He feels the songwriters will be moved when the country is.

Altho frankly admitting their own failure, writers and pubs say, too, that the blame isn't completely theirs by any means. Besides the aforementioned lack of co-operation by ork leaders, pubs and penners point out the fact that radio webs haven't helped to put over what is available in the patriotic line. In the flock of government-inspired web programs now on the ether, a big part of the musical scores is strictly "mood" stuff. Pubs claim there is enough good patriotic stuff available to the webs, and

that these type shows are naturals for this music.

**Ray Henderson's** and **Buddy Green's** *On the Old Assembly Line*, they say, is a current patriotic deserving of more than average attention, yet outside of a **Glenn Miller** recording of it not much has happened. Number would be a sock theme for **WPB's Keep 'Em Rolling** shot on Mutual, claim the pubs, **Green Bros. & Knight**, but add that the nets have steered clear.

Questioned on whether or not they had any set policy on patriotic and war tunes, air chains insist they haven't—"if the songs are good, we'll use them," they say.

Disk companies and pubs alike are meeting the same "psychic" resistance from coin phonograph operators in many sections of the country. Operators with machines in location patronized by army and navy lads say that the boys in uniform ignore patriotic and war platters on the phonos. In other locations, operators report general disinterest from patrons, so the servicemen fill up the phonos with pop disks which give the meter readings a chance to roll over.

From a general consensus it seems that the country's war song production goes hand-in-hand with its other war efforts, and that both will improve steadily as everybody gets into the groove.

## J. Charles Gets Bubeck License

**PHILADELPHIA, March 28.**—**Joel Charles**, local band leader-booker, has taken over the Philadelphia Orchestra and Entertainment Agency, formerly operated by **Carl Bubeck**, who ran afoul of State regulations governing licensed agents. Charges against **Bubeck**, which ran him out of the band-booking business, in Pennsylvania at least, were based on alleged juggling of advance money, leaving schools and New York agencies holding the bag.

**Anthony C. Sharkey**, in charge of licensing agents for the State Department of Labor and Industry, announced that a license was issued last week to **Charles**. **Bubeck's** license had expired and was not renewed, nor will application for renewal be entertained, said **Sharkey**. To be known as the **Charles Agency**, retaining the same offices in the Fox Theater Building, new outfit will handle bands, entertainment and professional models. Associated with **Charles** are **Bill Honey**, who also heads his own band here; **Marty Snyder**, theatrical press agent, and **Helen Witt**.

**Bubeck** has already made good many of the holdout advance deposits, and **Sharkey** says no litigation will be entered by the State. He points out that **Bubeck**, like all other agents here, had a \$1,000 bond posted, and that sum more than covers the remaining moneys due. If any action is taken against him, said **Sharkey**, it will have to be taken by the bonding company that posted the \$1,000.

**American Federation of Musicians** has revoked **Bubeck's** band-booking license.

## ASCAP Seeks Chance To License in N. D.

**BISMARCK, N. D., March 28.**—Just what **American Society of Composers, Authors and Publishers** must do to comply with a 1939 North Dakota statute was asked of **North Dakota Attorney General Alvin Strutz** by **John Paine** of **New York, ASCAP** general manager.

**Paine** declared the society has not complied with the State law regarding, among other provisions, the filing with the secretary of state of a list of compositions under its domination, but was anxious to conform.

**Strutz** told **Paine** he would not be able to give an immediate opinion, and asked that additional data be supplied him for study.

**Paine** said that full compliance with the letter of the North Dakota law could be carried out by **ASCAP**, but that even then it would not be suitable for **North Dakota** users, as new songs come out continually and there would be confusion.

**Paine** added he was satisfied with the provision requiring a tax of 3 per cent of proceeds derived from **North Dakota** by the Society, but said he wanted an opinion from the attorney general on just what other compliance was required.

## Local 47 Set in New Spot

**LOS ANGELES, March 28.**—An agreement signed between **Local 47, AFM**, and management of **Italian Village** calls for one band to play afternoons and another to play nights. Afternoon band will play 5½ hours, six days per week, with leader drawing \$39.25 and sidemen \$31.50. Evening band works six hours a day, six days a week, with sidemen getting a \$45-per-week scale and leader 50 per cent additional. Agreement became effective March 16.

### Correction

**WE'LL MEET AGAIN** is published by **Dash-Connelly**, but one would not think so from reading *The Billboard's* Songs With Most Radio Plugs listings in last week's issue. The song was listed as published by "———" The song plugs list was wired to *The Billboard's* print shop and the word "Dash" reached print as the symbol dash. Sorry.

## NIGHT TIME

The Most Singable Ballad of the Season.

Recorded by **GENE KARDOS** and his Orchestra  
Continental #C3000

Published by

**Apex Music, Inc.** 113 W. 48 St. N. Y. CITY

MATERIAL AVAILABLE • 2 HITS • PROGRAM IT TODAY  
"THERE'S NO YELLOW IN THE RED, WHITE AND BLUE"  
and  
"SLAP-HAPPY WACKY FROM THE PROMISED LAND"  
MURRAY SINGER MUSIC PUBL. CO., 1674 Broadway, N. Y.



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

A
Abbs, Vic (Stuyvesant) Buffalo, N.
Alfon, Vic (Lawrence) Erie, Pa., h.

B
Bailey, Layton (Wardman Park) Washington, h.
Bardo, Bill (Nu-Elm) Youngstown, O., 19-April 2, h.

C
Cabin Boys (Kid Kaplan's) Hartford, Conn., re.
Calloway, Cab (Colonial) Dayton, O., t.

D
D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
Davidson, Cecil (Edgewater Beach) Chi, h.

E
Eddy, Ted (Iceland) NYC, nc.
Elliott, Duke (Trionon) South Gate, Calif., h.

F
Fielding, Alan (Ball) Phila, nc.
Fields, Eddie (Cotton Ball Casino) Grand Rapids, Mich., nc.

G
Gagen, Frank (Book-Cadillac) Detroit, h.
Gamble, Jimmy (Bill Green's) Pittsburgh, nc.

PHOTO REPRODUCTIONS
Flawless, glossy prints in all sizes, in large quantities as low as 4¢ each! References: MCA, RCA, Victor. Write for Price List. 100—\$6.60

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.

Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.
Gross, Burton (Fifth Ave.) NYC, h.

H
Halpin, Jimmy (Locust) Trenton, N. J., nc.
Haney, Myron (Childs Spanish Gardens) NYC, re.

I
Jerome, Henry (Childs Paramount) NYC, re.
Jerret, Nick (Kelly's Stables) NYC, nc.

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

L
Lake, Sol (808 Club) Chi, nc.
Lally, Howard (Belmont Plaza) NYC, h.

M
McFarland Twins (The Summit) Baltimore, h.
McGee, Johnny (Arcadia) NYC, h.

Bands on Tour—Advance Dates
TOMMY REYNOLDS: Roseland Ballroom, New York, April 3 (week); Brown University, Providence, 10; Queensburg Hotel, Glen Falls, N. Y., 11; Mohawk Mills Pavilion, Amsterdam, N. Y., 12; Millsboro School, Millsboro, Del., 15; Seina College, Loudenville, N. Y., 17.

CLAUDE THORNHILL: Riverside Park, Phoenix, Ariz., April 7; University of Illinois, Champaign, 10; IMA Auditorium, Flint, Mich., 11; Paramount Theater, Hammond, Ind., 12; Paramount Theater, Anderson, Ind., 15; Stanley Theater, Pittsburgh, 17-23; Virginia Polytechnic Institute, Blackburg, 24-25.
ERSKINE HAWKINS: Skating Rink, Greensboro, N. C., April 6; Textile Hall, Greenville, S. C., 8; Auditorium, Colum-

Marx, Chico (Palace) Cleveland, t.
Maya, Froilan (Havana-Madrid) NYC, nc.
Mayhew, Nyc (Bossert) Brooklyn, h.

N
Nerida (Leon & Eddie's) NYC, nc.
Newman, Marty (Fisher's Gay '90s) Brooklyn, nc.

O
Olman, Val (La Martinique) NYC, nc.
Onesko, Senya (Commodore) NYC, h.

P
Pablo, Don (Palm Beach) Detroit, nc.
Pafumy, Joe (Belmont-Plaza) NYC, h.

R
Ramos, Ramon (Drake) Chi, h.
Ravazza, Carl (Peabody) Memphis, Tenn., 3-24, h.

S
Salazar, Lou (Beachcomber) NYC, nc.
Sanders, Sid (Rainbow Inn) NYC, nc.

LUCKY MILLINDER: City Auditorium, Birmingham, April 15; Beale Street Auditorium, Memphis, 16; Dreamland, Little Rock, Ark., 17; Auditorium, Dallas, 18-19; Auditorium, San Antonio, 20; Cotton Club, Port Arthur, Tex., 22.
ELLA FITZGERALD: Howard Theater, Washington, April 3 (week); Nu-Elm Ballroom, Youngstown, O., 15; Trionon Ballroom, Cleveland, 16; Buffalo Theater, Buffalo, 17 (week); Regal Theater, Chicago, 24 (week).
SNOOKUM RUSSELL: Sunset Terrace, Indianapolis, April 4-12; Davenport, Ia., 18; Waterloo, Ia., 20.

Springer, Ralph (Trelon) Pittsburgh, c.
Squires, Four (Colonade) Canton, O., nc.

T
Tanassy, Cornel (Kern's) NYC, nc.
Teagarden, Jack (Golden Gate) San Francisco 1-7, t.

V
Varrell, Tommy (Club Ball) Brooklyn, nc.
Varzos, Eddie (Park Plaza) St. Louis, h.

W
Wald, Jerry (Lincoln) NYC, h.
Walsh, Frank (Palace) San Francisco, h.

Y
Yates, Danny (Carrousel) Miami, nc.
Yellman, Duke (Brown Derby) Chi, nc.

J. Dorsey To Go in Strand at 42G for Four Weeks in May

NEW YORK, March 28.—Battle over which top theater here—Strand or Paramount—was going to snare Jimmy Dorsey for his next personal appearance was settled yesterday when Dorsey signed to go into the Strand for four weeks at a reported guarantee of \$42,000. He opens May 5.

As part of the deal, Dick Stable, Dorsey's stablemate, goes into the Strand for a reported \$4,000 per week for two weeks, opening April 10. Dorsey's pic, The Fleet's In, is doing socko biz at the rival Paramount, and house had been trying to lure the maestro into a personal showing, preferably following Tommy Dorsey's stint next month.

VICTOR SIGNS DORSEY

(Continued from page 20) entering the field. Firm's own product has been nipped by priorities, but it wants to keep its distrib operating and feels the disk biz is one outlet. A spokesman for the outfit said last week that getting materials was one of the lesser problems. Bigger problem seems to be that of getting enough production facilities to keep up with the ever-expanding consumption of disks. Diskers are now concentrating their wax pressing on their top-name artists, where the sales turnover is heaviest, leaving the so-so sellers to scramble for what space is left on the presses.

It is understood that Dorsey's new Victor contract is for two years and at a hefty price. Decca this week expanded its special 50-cent label to take into a new series such names as Deanna Durbin, Kenny Baker, Raymond Scott, Lionel Hampton and others. Observers point to such moves as definite proof that the major wax outfits are not contemplating going out of business for awhile yet.

DE SYLVA, MERCER

(Continued from page 20) off-the-record several months ago when Wallichs got the bee to release under the Music City label. At that time, Wallichs was in the deal alone, intending to use the recording equipment at his Sunset and Vine store. He had lined up talent, principally bands and singers in the neighborhood of Hollywood and Vine and the broadcasting stations. Distribution at first was to be local. Wallichs will continue to be associated with Music City, but will turn the actual operation of the store over to his father and brother. Spot is well known as a record distribution point, and many professional musicians make it their headquarters. Several record broadcasts originate from there each day.

NEW YORK, March 28.—Tobias & Lewis, writer-publishers of Rose O'Day, claim to be the first pubs to put the "Buy Defense Bonds and Stamps" insignia on the title page of their sheet music. Have referred the idea to Music Publishers' Protective Association, 11 hope that entire biz will take it up.



# Music Items

**DAVE BERNSTEIN**, who handled the *Hut-Sut Song* in the East, is now a contact man with Melrose Music.

Barton Music is sponsoring a new song by Jimmie Franklin. It is called *Funny Papers* and is a novelty.

Bell Tone Music has acquired publishing rights to *Governor Talmadge Blues* and *Unlucky Woman*, recently introduced by Helen Humes. *Unlucky* is by Leonard Feather.

Billy Baskette, writer of *Goodbye Broadway*, *Hello France*, has written something called *We've Got To March Again* and will donate all royalties to a cigarette fund for buck privates.

Howard McElroy, of the Korn Kobbler, has placed *Ship, Ship Ahoy* with Paul-Pioneer.

Bernard Kalban, Mills Music publicity and advertising director, goes into the army this week. Will be succeeded by Bernard Simon. Robert and Paul Mills, also of the firm, are about to be called by the Marines.

**NOW AND FOREVER**, adapted by Jan Savitt and Al Stillman from a Tschalkovsky symphony, will be the Fitch Bandwagon Special on Frankie Masters' show Sunday, March 29.

*One Night in Cuba*, by P. Abraham and L. Lawrence, is being published by Colonial Music.

*Creepy Weepy*, a boogie-woogie piano study by Walter Gross, is to be published by American Academy of Music. Gross recorded the number as a solo on Bluebird.

*That's What the Rose Said to Me*, an oldie, is being released in choral arrangement by Mills Music.

Contrary to original statement given out by the firm, Reis-Taylor will continue to be owned by both Larry Taylor and Herb Reis while Taylor holds down the vocalist chair with Charlie Barnett.

### Philly Pickings

**CURT WELER**, whose arrangement of *Daddy* attracted Sammy Kaye's attention, has two others in *Injun Joe* and *Sissy's in the Barn*.

Happy Felton preeming his latest here, *Listen to My Love Song* and *Heart Hungry for You*.

Frank Capano, head of Tin Pan Alley Music Company, bringing out one of the first black-out songs, *There's a Black-Out in My Heart Tonight*.

## Sizzling Election Battle in Local 77

PHILADELPHIA, March 28.—A four-cornered battle is being squared off here for nominations for presidency of musicians' union Local 77. Primary elections will be held April 7 and final balloting in May. Under new local constitution, those elected will serve for two years. Hottest fight will be for president's seat, with Romeo Cella, Frank P. Liuzzi, Charles McConnell and Johnny Arthurs in the race.

Candidates represent all factions of musicians, including concert, dance and theater men. Liuzzi, incumbent president, and Cella, current vice-president and a past president, are representatives of the concert and symphony men. McConnell, who has been a heavy anti-administration leader and ran for president last year, is the hope of the theater men. For many years, McConnell has been contractor for music for the Warner circuit here. For the first time there will be a Dance Band Party in the ring, championed by Johnny Arthurs, local drummer-maestro. With all four men enjoying large followings, election promises to be hot and close.

### Maybe It Meant Cornetist!

NEW YORK, March 28.—A former Muggsy Spanier vocalist applied to the New York State Department of Labor here asking for unemployment insurance. As part of the process involved, the Labor Department wrote to Spanier for verification of the fact that the warbler had once worked for him. Letter was delivered to the maestro at Consolidated Radio Artists, his booking agency. Envelope read: "Mr. Francis Spanier, Radio Con Artist, Rockefeller Center, New York."

## Red Web's First Remote Splash Gives Thrill to Bookers, Ork

NEW YORK, March 28.—National Broadcasting Company's Red Network will carry its first band remote in six months tomorrow night when it launches a four-times-per-week series of Teddy Powell airings from Log Cabin Farms, Armonk, N. Y., 12:30-1 a.m. Announcement of the Powell broadcasts caused a stir in the band biz, despite fact that the web recently has been subject of many rumors. It had been thought, if the chain ever did resume the remotes, it would do so from Class A hotel locations, especially in view of the attitude of its sister-net, the Blue, against picking up bands from suburban spots.

Last September the Red climaxed a brawl with James C. Petrillo, president of American Federation of Musicians, by flinging all band remotes off their ether. This move was followed by establishment of an elaborate campaign designed to cultivate talent by means of the sustaining time previously donated to dance orks. As recently as three weeks ago, Red web execs denied that they were even thinking of band remotes, and expressed satisfaction over the results of the six-month-old talent-nursery policy. Remotes, they said, would not be back on the Red for at least three months, if at all.

Despite these denials, the Log Cabin deal was set, which was the signal for a hue and cry to begin. Band bookers who have been losing sleep trying to worm scarce air time out of Mutual, the Blue and Columbia now see an opportunity to move in on the Red. Also, certain inside feuds over remote wires

have been pointed up and are due to come to a boil, especially since the Log Cabin is getting Red wires for a Consolidated Radio Artists' band, Powell. It is recalled that Blue Network pulled its lines out of Arcadia Ballroom here Thursday (26), the day Muggsy Spanier (CRA) went out and Johnny McGee (MCA) came in.

Red Net has made no plans for other remotes as yet, but those close to the situation are satisfied that, now the ice has been broken, it won't be long before the Red has lines in several other locations.

## E. Hines Sock Draw In Philly and D. C.

PHILADELPHIA, March 28.—Earl Hines proved a major attraction for promoter Reese DuPree here and in Washington, D. C. Playing Friday (20) at Strand Ballroom here, Hines attracted 1,100 dancers. With ducats at 75 cents before 10 p.m. and 85 cents after, band bagged a fat \$850. Horace Henderson next at the Strand, Easter Monday (6). Playing last Sunday (22) in Washington at the Arena, Hines was even better, bringing out 1,900. With scale at 75 cents from 8 to 9 p.m. and 85 cents from then on, Hines accounted for a smash \$1,555. Attracted a heavy paleface trade on the Washington stand.

Next Washington promotion will be April 15, bringing in Jimmie Lunceford. DuPree then takes Lunceford to Baltimore for April 16, and for the 17th at his Strand here. In addition, he gets under way for the first time at the Camden (N. J.) Convention Hall April 7 with Count Basie. DuPree also announced that he will promote name-band dances for the sixth consecutive summer season at Carr's Beach, Annapolis, Md. Expects to get under way early in June. Opener not set as yet.

## Penny Court Rules Against F. Palumbo in SS Tax Test

PHILADELPHIA, March 28.—Appeal of Frank Palumbo, operator of Palumbo's Cafe here, to State Superior Court, on ruling that he was liable for unemployment compensation taxes for his musicians was defeated last week. Involving \$1,900, appeal was supposed to be a test suit sponsored by all the nitery owners here. However, the other ops pulled out their support, and the court, in handing down its decision, indicated that ruling applied solely to Palumbo's Cafe.

Palumbo based his arguments on the claim that the orchestra was employed by the leader, Bobby Morrow. However, testimony showed that Palumbo had a hand in hiring the individual members of the band and even paid for their uniforms.

## McFarlands Weak at Ritz

BRIDGEPORT, Conn., March 28.—McFarland Twins ork, in at Ritz Ballroom here Sunday (22) did only fair, drawing 1,021 persons. With admish at 86 cents, gross totaled \$898.48. Management was rather disappointed, expecting a larger attendance, especially because the Norton Sisters, featured warblers with the aggregation, are local gals. On their last appearance here, June 8, at Pleasure Beach Ballroom, they drew 1,011 for a gross of \$778.47. Tomorrow, Carl Hoff.

## Fillagadusha and Option!

NEW YORK, March 28.—St. Patrick's Day, a great day for the Irish, was of above-average import to maestro Johnny McGee, who on that day (17) landed his first location job since moving over to Music Corporation of America, begorrah.

On the 1,481st anniversary of the death of St. Patrick, McGee and Hugh Corrigan, manager of the Arcadia Ballroom here, inked a contract whereby the leader opened at the dancant Thursday (26). Billy (Shillelagh) Shaw set the deal for MCA.

## Tommy Dorsey Sets Midwest BR Marks

DES MOINES, March 28.—Smashing all-time house records at three Tom Archer ballrooms on successive nights, Tommy Dorsey pulled in a total gross of over \$10,000 while jumping from the West to the East coast.

Playing the Tromar here Saturday (21) Dorsey broke his own record with 3,600 dancers. Four years ago Dorsey established the previous house record with 2,900, which stood until his present stop. New record was remarkable in that four years ago Dorsey broadcast from the Tromar, while this time there was no radio program.

Jumping to the Chermot, Omaha, Sunday night, Dorsey pulled in 3,200, which beat anything previous by any other band. On a Monday night at the Arkota, Sioux Falls, S. D., Dorsey had 2,400 dancers, which beat the previous record set by Horace Heidt. Admission at all three stops was \$1 plus taxes.

LINCOLN, Neb., March 28.—Playing before the largest crowd Reon Pauley, Turnpike Casino manager, has had in years, Tommy Dorsey carted away \$1,575.10 with him from Lincoln. Dorsey drew 800 couples at \$1.15, \$1.40 and \$1.55. Due to the jammed ballroom, it was practically impossible to dance, but greater percentage of the crowd was made up of students who preferred to watch Tommy anyhow.

## Buffalo Promotions Big; Plan Lobster Shift Now

BUFFALO, March 28.—Roger Brown's one-nighter promotions continue as money-makers. Latest was Bob Chester on St. Patrick's Night at Memorial Auditorium ballroom, where several of the stands have been held to good advantage. He drew 960 persons and grossed a total \$1,098. Admish was \$1 advance and \$1.25 at door per person, with advance ducats going to 410 dancers to the tune of \$410, while door entries were sold to 550 persons at \$688.

Latest wrinkle in Brown's scheme is a Defense Dance, which would attract those working in defense plants on the early night shift. Idea is to have dancing from 9:30 to 1 a.m. for regular customers, and from 2 a.m. to 5 a.m. for those getting off the factory shifts at midnight and thereabouts. Brown is only waiting for permit and city okay to hold this dance April 11, with Charlie Spivak, already booked for the date. Spivak and the boys are willing to play this extra-long engagement, and band's price will be adjusted to cover the extra time.

## Wm. Morris Gets Shore

NEW YORK, March 28.—Dinah Shore, who left General Amusement Corporation, a few months ago, has "appointed" William Morris Agency to handle bookings for her. It is understood that her attorney, Henry Jaffe, has instructed Miss Shore to allude to the new tie-up as merely an appointment, so evidently there is no contract. She is now at Waldorf-Astoria Hotel here.

## Evans Books the Dorseys

NEW YORK, March 28.—The brothers Dorsey will toll for Jimmy Evans Sunday, May 3, with Jimmy holding forth at the New Haven Arena and Tommy at Westchester County Center, White Plains, N. Y. On the same day Evans has Vaughn Monroe in the Trenton Arena.

CHAUNCEY GRAY, eight-man band, cut *An Evening at El Morocco* album for Liberty last week. Album will be re-released in three weeks and will consist of medleys of tunes most requested at that New York club the past 10 years.

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## Record Overtime Scale Comes Up For Overhauling

NEW YORK, March 28.—Questioning of Local 802's interpretation of overtime pay for recordings of Freddy Martin's and Vaughn Monroe's orchestras has brought about a temporary ruling changing the \$3 for each 10 minutes of overtime to a straight \$10 per hour for overtime, if a session runs over that much.

Collection and escrow department of Local 802, headed by Max Arons, has been collecting recording salaries directly since January 1 and paying musicians off at the overtime rates of \$3 for 10 minutes, in conformity with the regulations of the American Federation of Musicians.

Local 802's interpretation, however, was questioned by Morris Stoller, controller of the William Morris Agency, representing Monroe; and Francis C. (Cork) O'Keefe, representing Martin, who showed that Monroe and Martin worked their musicians 1½ to 2 hours overtime respectively, and that under the ruling each musician would collect \$18 per hour overtime. Victor Records, for whom both leaders record, is not involved, since both are paid on a per side and royalty basis, considerably over scale.

Arons, Stoller and O'Keefe, in an effort to get a clear picture of the situation, confabbed yesterday (27) with Bert Henderson of American Federation of Musicians, who told them that the \$3 for 10 minutes was applicable only if fractions of an hour were needed to complete a three-hour session. He ruled, until James C. Petrillo, AFM prexy, arrives back in New York, that the musicians should be paid at the rate of \$10 per hour for overtime, and that the ruling would come up for further interpretation from Petrillo.

## Marx Will Open Own Spot; To Continue Building Ork

PITTSBURGH, March 28.—Chico Marx will open a night club of his own in New Jersey in the middle of May, he said during his week at the Stanley Theater here. Planning to continue building his band, Marx expects to have a radio web line from his nitery.

Ben Pollack, Marx's manager, informed that the band will play vaude theaters, one-nighters in ballrooms, clubs and other kinds of dates in the meantime.

Ziggy Lane, band singer, left for the army March 24 and was replaced by Skip Nelson, local lad.



# Roadshow Films

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## ANFA Reports on Growth Of 16mm. Films and the Community Need They Fill

NEW YORK, March 28.—Allied Non-Theatrical Film Association, Inc., has issued a report on the rapidly expanding use of 16mm. films throughout the United States in the last two decades. While the report stresses the growing importance of the medium in education and community welfare work by churches, it also points out that non-theatrical showings in little rural towns in the mountains of Kentucky and Tennessee, in the Ozarks and in other out-of-the-way places have provided country people with entertainment and helped them to understand better some of the forces at work in the world.

Taking as its theme *16mm. Movies and the Community*, the report has considerable factual material of interest to roadshowmen. But it is also important in

that it can be used as promotional publicity to acquaint the public, educators and churchmen of the ever-increasing scope of the 16mm. industry. The report points out that the industry has helped to break down the barriers that have existed in rural areas and that films have been used as a medium for raising funds for worthy charitable purposes, to build new hospitals, to give recreation to the sick, to raise funds for the relief of suffering, to educate old and young alike, and many more points too numerous to mention.

Today, in a war-torn world, it is acknowledged that the roadshowman's role is an important one. The facts presented in the ANFA survey can be used to counteract any anti-roadshow feeling in communities that have been ill-treated

in the past by unthinking fly-by-night operators whose unquestionable business methods have given the industry a black eye in certain spots.

Argument after argument is presented in the report showing the extensive use of 16mm. films, even in fields outside of the sphere of operations by roadshowmen. These facts are important, too, for they show that the roadshowman is a part of an industry that is far-reaching in its influence and is so solidly established in the American scheme of things that there is scarcely a single part of our nation that it does not affect. The report states that national government, education and business have vital economic interests in it and that the industry was born because there was a vital need for it—a need that is being filled intelligently.

A resume of 16mm. activity, according to the report, shows that films are used to educate farmers how to overcome agricultural problems and grow larger crops. Recruits in the army and navy receive basic training in military education thru this medium. Public health and welfare are safeguarded by non-theatrical films; chambers of commerce use them for publicity, as does every major industry; almost all religious denominations show 16mm. films, and the same holds true for colleges and universities. There are many other applications, the report goes on to state.

All these activities are far afield from the normal routine of the roadshowman, but the roadshowman also plays an important part in the industry picture for he brings entertainment and education to adults in theaterless communities and to children in schools and churches. The merchant-sponsored shows have entertained countless numbers of dwellers in rural areas throughout the country and have acted as a stimulus to local trade.

The report stresses the educational value of 16mm. films in schools and churches and also their value in raising funds for worthy projects. These arguments can be effectively used by the intelligent roadshowman in expanding his business. The report goes into the details of the power of the screen for teaching, preaching and entertainment.

Roadshowmen interested in building up school and church show dates can benefit by suggestions given in the report on how to overcome arguments that there are no funds for contracting for a film program. Funds can be obtained from Parent-Teacher Association groups or, where a town is small, card parties, lunches or similar entertainment can be used to pay for regular showings, the report states. Benefit performances by the drama class or general funds might also be used for the purpose if regulations permit, the report outlines.

The report stresses how the 16mm. industry serves the school, church and organization field thru distributors, producers and libraries. It goes on to say that a vitally important service link in the chain is the traveling projectionist or roadshowman, who makes it possible for remote areas to use films by virtue of his complete equipment and transportation facilities.

Finally, the report touches on national defense and points out that the resources of the non-theatrical film industry, from Coast to Coast, are at the service of the federal, State and city governments to make available to the people of the country a wide variety of motion pictures important to build and maintain morale, train civilians in defense measures, present war news and aid in technological instruction. The government has produced many 16mm. films and more will be issued, and these can reach the nation thru the facilities of the industry, the report concludes.

## H. Elman Celebrates 35th Anniversary In Show Business

CHICAGO, March 28.—Henri Elman, president of Monarch Films, Inc., is celebrating his 35th anniversary in show business. In looking back over the many years he has been dealing with roadshowmen, Elman is proud to relate that never before has the future of the



HENRI ELMAN

16mm. business looked as bright as it does at the present.

"Altho the country is at war," says Elman, "the roadshowman has a definite duty to perform for his country. He is needed to bring entertainment to the theaterless communities that have no other way of being entertained, and in times like these when the morale of the civilian population must be kept high, his performance must be unhampered. The coming outdoor season will provide many pleasant hours during which worried minds will be relieved of great strain. The roadshowman should be able to handle his duty with the greatest of efficiency. Each one of us has a job to do and we must keep right at our work until the job is done."

"The government will be using 16mm. film channels more than ever before so that the rural population will be taught the necessity of conserving everything vital to win the war."

"Elman is also the 35mm. distributor for Monogram pictures in Chicago and Indianapolis. He has been a leader in the drive to put the 16mm. field on an ethical basis. He recently succeeded in making available to non-theatrical users current releases thru the various 35mm. exchanges distributing Monogram products."

Elman is one of the pioneer members of the Motion Picture Pioneers' Club.

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**New and Recent Releases**  
(Running Times Are Approximate)

**ARIZONA BOUND**, released nationally by National 16mm. Film Library and distributed in Eastern States by John E. Allen. Three of the screen's outstanding Western favorites, Buck Jones, Tim McCoy and Raymond Hatton, are united in this fast-moving outdoor drama. Known as the Rough Riders, this trio will be featured in a series of Westerns. Running time, 60 minutes.

**JESUS OF NAZARETH**, released by Screen Art Sales. A six-reel Passion Play depicting the life of Jesus Christ. It is claimed that every scene was taken in the Holy Land. The film shows all the familiar Biblical scenes. Sacred songs sung by the Roxy Choir, with organ background giving added effect to the film. Running time, 58 minutes.

**ALEXANDER NEVSKY**, released by Brandon Films, Inc. Film deals with the 13th century invasion of Russia by an army of German knights disguised as crusaders. The invasion is stopped by a united Russian people, armed with love for their country and led by a fearless man, Alexander, known as Nevsky for his defeat of the Swedes on the Neva. This is a timely film, as its theme parallels events of the present. Sergei Eisenstein directed, and an original musical score was composed by Sergei Prokofiev. Running time, 91 minutes.

**PRIDE OF THE BOWERY**, released by Monarch Films, Inc. A fast-moving story with the original Dead End Kids. Locale moves from Bowery to CCC camp. Running time, 63 minutes.

**LET'S GO COLLEGIATE**, released by Monarch Films, Inc. A lively musical featuring Frankie Darro, Gale Storm and Jackie Moran. Story concerns a ringer in college. Running time, 62 minutes.

**Pop Fontinelle Makes Ready for His Golden Year**

ST. LOUIS, March 28.—With the robins back on their home grounds and the trees beginning their budding, the Fontinelle Stock Company headquarters here have suddenly become the scene of much activity in preparation for the new under-canvas season.

To Manager Robert C. (Pop) Fontinelle the season 1942 is especially important, as it will mark his 50th year as a manager. He is at present busy selecting plays, lining up his route, drafting new ideas to meet present conditions, and mapping a new advertising campaign, with the hopes of making his golden anniversary tour, if not the best, at least one of the best he has ever enjoyed.

Starting as a manager with an indoor circus back in 1892, Pop Fontinelle has run the gamut of minstrelsy, vaude, med, circle stock and rep. Most of his years were spent in the last-named field, where he operated everything from a three-people unit to a 30-people tent rep outfit. And thru these years he has never missed a season.

"While the outlook in some respects looks none too rosy for the tent rep field in 1942," says Fontinelle, "I believe business will be better than for some time. The difficulty is going to be in transportation and electric service. And should we have to face too many restrictions it may put some of us on the rocks for the duration."

"I believe the tent rep show has a definite place in the scheme of 'all-out war,' as the tenters do a lot toward keeping up the morale of the civilians, especially in the smaller communities. I experienced that during the last world fracas and was deeply impressed. This is a bigger war and we must do bigger things now—and will."

The Fontinelle Stock Company will open some time in May and will play its old-established territory in Iowa and

**Rep Ripples Sadler Set for Month in Austin**

L. VERNE SLOUT PLAYERS open in Grand Rapids, Mich., early in May. Florence Benn, of Chicago, is handling the bookings. . . . J. B. ROTNOUR, whose home is in Richmond, Ill., is seriously ill in a Woodstock (Ill.) hospital. . . . RECENT PLACEMENTS by Mrs. Florence Benn include Nancy McBurney with the Rotnour Players, Tess Roberts with the Town Hall Players, and Walter and Helen Price with the Balfour Players. Balfour is playing circle stock, with headquarters in Menomonie, Wis. . . . FENTON'S All-Texas Show, vaude and picture trick playing halls in Central Texas, moves under canvas the middle of April. Show will make week stands, featuring E. F. Hannan's *A Ridin' Fool* and a hillbilly band. . . . BYRON GOSH, during his engagement last week at the Lincoln Theater, Marion, Va., with his country store give-away feature, had as visitors Red Collins and the Fredericks, all well known in rep circles. . . . GORDON RAY, Tommy Brent and Peter Michaels have joined the Bryant Showboat, which opened the season Monday (30) at Leon, W. Va. . . . MRS. FRANKLIN D. ROOSEVELT is mentioned as interested in a movement to establish a rotary stock group for the summer resort towns on both sides of the U. S.-Canadian border. The summer homes of the President and his parents have been at Compobello Island, N. B., just on the boundary at the junction of the Atlantic and Bay of Fundy, for over a half century. If the plan goes thru the Compobello base for the circle stock will be the Maple Leaf Theater. . . . ARTHUR McCLOSKEY, of Montreal, who died suddenly recently, was reputed to have been the heaviest repertoire performer in the business for his height. He weighed around 300 pounds and was 5 feet 7 inches tall. He toured the maritime provinces of Canada with various rep troupes and also put in a number of years as an agent.

Missouri under auspices, as in the past several years.

AUSTIN, Tex., March 28.—Harley Sadler's Own Tent Show opened at Guadalupe and 17th streets here Monday night of last week (16) for a month's stay. Opening drew 1,500 patrons.

Eddie Cope, who conducts "The Reviewing Stand" in *The Austin Tribune*, caught the Sadler show's opening here and had the following to say, in part:

"Back in the dear dead days when we lived in West Texas, one of the biggest events of the year was the annual visit of Harley Sadler's tent show. The plays were all cut from the same cloth—good, clean, folksy dramas—and so were the people who saw them. Then about five years ago we caught the same outfit in San Antonio. It hadn't changed much in those few years."

"Last night (16) the Sadler troupe opened here. The show still hasn't changed much, but now it's wrapped in cellophane. We're thinking about that 30-minute musical revue that preceded the show. *Wake Up, America!* had everything, including Strobilite lighting effects. Vaudeville acts were sandwiched between the acts of the play, a three-act Cappy Ricks comedy dramma called *Other People's Business*. . . . Judging from the crowd that saw the opening performance, Sadler's four-week stay here will be a popular one."

Appearing in the cast of *Other People's Business* were Dick Darling, Jeanne Layne, Dave Sullivan, Harley Sadler, Harry Dixon, Flo Del Garde, Dorothy Cannon and Bob Siler. The Plunkett Kids heads the vaude contingent. Sadler reports that business is running swell.

CINCINNATI, March 28.—Cann's Vaude-Pic Show, currently playing to satisfactory returns in Western Idaho, has several more weeks to go in that section before moving under canvas for the summer. Roster includes G. H. Cann, Jere Cann and Miss Bertha. Cann expects to hop into Western Canada, his regular territory, for the summer, provided war activity doesn't change his plans. Cann formerly operated the Manitoba Players rep troupe.

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**Derbyshow News**

(Communications to BILL SACHS, Cincinnati Office)

**Roller Derby for Detroit**

DETROIT, March 28.—A roller derby is slated to open at Olympia here early in April, with Sam Ward in town to handle arrangements. Ward has already set a deal for a series of 15 nightly broadcasts to be made over WWJ from the track, sponsored by a local brewery. Show will run about four weeks.

COMES SPRING, and the derbyshow fans out Kansas City, Mo., way are wondering if the town is destined to witness another good show soon again. They say the town's in tip-top shape and there's a good spot available to house a contest.

JIMMY RICHEY, who enlisted last January when his walkie pal, Don Reid, was drafted, splitting up their guitar and vocal act, is now attending parachute school at the army air base in Savannah, Ga. Reid, says Jimmy, is at Camp Roberts in California. Richey, whose wife, Ruby, is still modeling in Chicago, says that he would appreciate a line from his old walkie cronies. His address is 323 Material Squadron, Barrack 211, Army Air Base, Savannah, Ga.

MR. AND MRS. CHARLES TOURSO (Juanita Jarrett), who were married on Pop Dunlap's show in Kenilworth, N. J., back in 1937, are now settled with their 3½-year-old daughter in West New York, N. J. Charley, whose last contest was the Hal J. Ross show in Washington in 1940, has been working niteries in the

New Jersey sector but has a yearning to get back with the walkies. He says he and his family plan to hop down to Jerry Green's Baltimore show before it opens, and he may even enter the contest if he can find suitable living quarters for his wife and daughter. Juanita is permanently retired from the game. The Toursos would like to read a line here on some of the kids they walked with and managers they worked for. Charley is currently entertaining at the new Club Acme, Secaucus, N. J.

INQUIRIES HAVE been received recently on Dud Nelson, Harry Cowl, Wesley Bryan, Wayne (Swede) Nilsen, Ernie Mesle, Bob Lee, Kenny and Virginia Laux, Pee Wee Pinker, Clyde Hamby, Thelma Walters, Doris Donovan, Jennie Bush, Margaret Helm, Betty Lee Doria, Tony and Virginia Berthelot, Ruthie Keifer, Jerry Martone, Bennie Rothman, Helen Tyne, Rella Finney, Tommy Loring, Carman Ruggiero, Freddy Hall, Danny Brammer and E. L. Moran.

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For Med Show, No. 1 and 2 Shows. Performers that double B. & O. preferred. Organized Colored Minstrel Musical Comedy preferred that can change for two weeks. Must be sober and reliable. Want Man and Wife with talking pictures with good social and own transportation pictures. Sound and Vaudeville Specialties. George Baldwin, Billy Arnte, Leroy and Corine Phillips, Hambone Jones, Lightning Johnson, Slim Harris, answer quick. Opening Defense Area, Wilmington, N. C., April 7th, under new canvas. All having worked for us before answer.  
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# The Final Curtain

**BIGGER**—Merritt (Mose), 39, circus candy butcher and ticket seller, suddenly March 18 in Los Angeles.

**BOWERMAN**—Ralph Arden (Frisco Blacky), 66, former circus man, March 14 at U. S. Veterans' Hospital, Dearborn, Mich., after a two-year illness. Survived by his widow, Lou; a stepson, Wayne Hill; three stepdaughters, Mrs. Glen Gossett, Marjorie Hill and Martha-Lou Hill, and two sisters, Mrs. Mary Kniffen and Betty Bowerman.

**BUSTANOBY**—Jacques, 62, former restaurateur, March 23 at home in New York after an illness of 10 weeks. He was credited with introducing dinner dancing and cabaret-type entertainment into restaurants. Two years ago he opened his last venture, the Cafe des Gourmets, New York, but it closed shortly after. Survived by his widow, a daughter and a sister.

**CONN**—Edward C., 69, New England promoter and for 10 years assistant manager of Steel Pier, Atlantic City, March 15 at home in Lynn, Mass. Survived by his widow and two daughters.

**CRAVEN**—Mrs. Edith Higgins, 67, widow of Henry H. Craven, London scenic artist, recently at St. Luke's Hospital, New York. She leaves a daughter and a brother.

**CRAVER**—Raymond (Jack) 50, former Motordrome rider and concessionaire, at the home of a sister in Syracuse March 7. He was with the George T. Scott, Barlow Big City, Beckmann & Gerety and last year with Hennies Bros. Shows. Survived by three sisters and a brother.

**CUMMINGS**—Arthur E., 75, former band leader, March 18 in Fredonia, N. Y. Survived by two sons and a daughter.

**DARMOUR**—Lawrence J., 47, pioneer film producer, in California Hospital, Los Angeles, March 17 of a heart ailment. He entered the movie field at the age of 17 and began producing his own films in 1925. Mickey Rooney was starred as Mickey McGuire in a series of comedies made by Darmour, who also made a number of Westerns. Services March 20 at Blessed Sacrament Church, Los Angeles, with burial in Holy Cross Cemetery there. Survived by his widow, mother and three sisters.

**DUNBAR**—Ralph M., 65, musician and former musical director, recently at home in Memphis. He leaves his wife, two children and a sister.

**ECKER**—Adolph, 76, owner of Brillion (Wis.) auditorium and theater, March 20 at his home in that city. Survived by his widow, two daughters and two sons.

**ELKORT**—Allan, 3, son of Eddie Elkort, of the Chicago office of Music Corporation of America, March 22 at Mobile, Ala.

**FULLER**—Herman, 74, former minstrel man, February 23 in Medford, Mass. He was at one time with Donnelly & Hatfield Minstrels as principal endman.

**GREAVES**—Walter, 65, March 16 at home in New York of a heart ailment. At one time he managed burlesque shows on the old Columbia and Empire burlesque circuits, and was also treasurer of the Columbia Theater (now the Mayfair), New York. Survived by his widow, the former Polly Hyatt, one-time burly principal. Buried in Montreal.

**GRIMLEY**—Mrs. Jennie Parker, mother of E. C. Grimley, president of RCA-Victor, Ltd., of Canada, March 18 at the home of her son in Quebec. She also leaves two daughters.

**HINRICHS**—Gustav, 91, retired conductor of the Metropolitan Opera, New York, March 26 at the home of his daughter in Mountain Lakes, N. J. When still a young man he became director of the Fabri Opera, San Francisco. Later he formed an orchestra and produced for the first time in America such operas as *Cavalleria Rusticana* and *Pagliacci*. Between seasons he took his orchestra on tour. In 1899 he was named an instructor in the music department of Columbia University and while there conducted the orchestra at the Metropolitan in such presentations as *Faust* and *The Barber of Seville*. He retired 25 years ago. He leaves two sons, a brother and four daughters.

**HOLL**—Myron L., 76, musician and band director, March 21 in Mercy Hospital, Canton, O. For many years he was a member of Thayer's Military Band and directed several bands in the Canton area. Services and burial in Canton.

**HOVEY**—Mrs. Nellie Arlene, 45, formerly with rep, stock and carnival shows, at her home in Oneida, N. Y., March 21 after a long illness. She and her husband operated concessions with A. F. Crouse United and O. J. Bach shows. Survived by her husband, Joseph, and a daughter, Mrs. Albert Boyd.

**LADOUCEUR**—Hector, 54, stage manager at Capitol Theater, Ottawa, suddenly March 19 in that city. He formerly was property man at old

Dominion Theater, Ottawa. Survived by his widow and three daughters. Services and burial at Ottawa.

**LAWRENCE**—Jack, 54, vaude performer, March 21 in Los Angeles.

**LEONARD**—Mrs. Mary, 41, who with her husband, Harry, was known as Hario and Mario, Australian knife throwers, in Waco, Tex., March 19. She and her husband were with the Sells-Sterling, Robbins Bros., Vanderburg Bros. and Dailey Bros. circuses and last year were with J. J. Bejano's Side Show on World of Today Shows. Services and burial March 21 in Wichita Falls, Tex.

**LINT**—Bert, 67, promoter, for many years connected with the Fredericton, N. B., fair, in that city recently as the result of shock following a fall. For 37 years he operated a hotel catering mainly to fair, carnival and circus people.

**LOVE**—Clarence (Jack) 75, veteran troupier, in General Hospital, Los Angeles, March 18. Early in the century Love played leading roles in stock companies, and in 1904-'05 operated theaters in San Diego and Sacramento. Services March 21 with burial in Calvary Cemetery, Los Angeles.

**McDANIELS**—Tressie Gray, special agent for L. J. Heth Shows, of a heart attack in Birmingham March 27.

**MENZE**—Charles Theodore, 79, retired musical instrument manufacturer, March 21 in St. Louis. He invented the piano zither. Services March 23 with interment in St. Peter's Cemetery, St. Louis.

**MILLER**—Mrs. Caro, 74, former actress and mother of the late Marilyn Miller, March 18 in a San Jose (Calif.) hospital. She toured for years with her husband in an act known as the Five Columbians.

**MORRILL**—Fred H., 71, for years a stagehand and billposter at Court Square Theater, Springfield, Mass., and a former Eastern States Exposition employee, at Veterans' Hospital, Newington, Conn., March 21. He leaves his wife, a son and a daughter. Funeral in Springfield.

**MUDGE**—Frank, 74, former minstrel and vaude performer, March 17 in Los Angeles after a long illness. He and his wife played the Keith, Proctor and Hyde & Behman time, later touring Europe and South Africa, returning to this country in 1908 to join Ed Blondell's *Katzenjammer Kids* show. Later he was in vaude with his son, Charles, as the Mudge and Morton Trio.

**NOLAN**—William P., former circus musician, at his home in Battle Creek, Mich., November 7 last, it has just been learned. Survived by his widow.

**O'REILLY**—John C., vet stage performer and the past eight years in radio, in an auto accident recently in Los Angeles. He toured the East, the New England States and Canada many years in rep and stock. Survived by his widow, three brothers and two sisters.

**O'SHEIELDS**—Jonas, 24, concessionaire last year with Gold Medal and Dodson's World's Fair Shows, recently at General Hospital, Spartanburg, S. C., of a ruptured appendix. Services and burial in Spartanburg March 25. Survived by his mother, four brothers, a sister, his stepfather and two stepbrothers.

**REACHI**—Rodolfo, 45, Mexican showman, March 16 in American Hospital, Guatemala City, Guatemala. He leaves his wife and several brothers.

**REYNOLDS**—Richard, son of Howard Reynolds, Grand Rapids (Mich.) theater owner, March 20 in that city. Survived by his widow. Burial in Grand Rapids.

**RHODES**—Alice May, 77, former aerial artist, March 13 in Scappoose, Ore. She toured with her husband in an aerial act known as the Edgertons. She leaves her husband, a sister and two brothers.

**SHROM**—Dr. Howard K., former partner in the Hobolth Theater Circuit, Inlay City, Mich., at his home in Detroit recently. His wife and daughter were found dead with him.

**SMITH**—Larry, 80, scenic artist and former vaude performer, March 25 in Syracuse. During the 1870s and 1880s he was with the Hippodrome and Bowery theaters, New York. He appeared in vaude for many years, making his last appearance 23 years ago.

**STAFFORD**—Mennette M., 68, retired actress, March 22 in Hollywood after a long illness. She trouped for 40 years with her husband, Harry Stafford, who survives.

**STEWART**—David, 75, contractor in charge of construction of most of the buildings in the Edmonton (Alta.) Exhibition grounds, at Winnipeg March 12. Survived by a son, Bill, in Victoria, B. C.

**TAYLOR**—Charles A., 78, former theatrical producer and playwright, in Glendale, Calif., March 20. Some of his best known works were *The Brother's Crime*, *Yosemite*, *The Queen of White Slaves*, *The King of the Opium Ring*, *The Queen of the Highway*, *The Female Detective*, *Thru Fire and Water* and *The Child Wife*. In 1892 five of his plays were running at the same time in New York. He was formerly the husband of Laurette Taylor, well-known actress.

**TILLSON**—Roy, 55, theater manager and former vaudevillian, March 23 at his home in Saginaw, Mich., of a heart attack. He joined the Butterfield Circuit 22 years ago, and managed *Majestic*, *Kalamazoo*, *Strand*, *Lansing*, and *Temple*, Saginaw, until his death. Survived by his widow and daughter.

**VALCARCEL**—Teodoro, 43, Peruvian composer and musician, in a hospital in Lima, Peru, March 20. His best known compositions were *Danza del Combate* and *Ritual de los Jovenes Honderos*.

**WALL**—Ernest G., 63, tenor singer and bass player, in Miami March 13. He played his last engagement at Flamingo Park, Miami Beach, with Oscar Adler's orchestra March 8. Wall traveled with road shows, sang in Ziegfeld productions and was leading tenor in *Red Feather* and *Mademoiselle Napoleon*. Survived by his widow, Grace; his sister, Amy, and two brothers, John and Josiah. Services at Van Ordel Mortuary, Miami, with burial in Miami Memorial Park Cemetery.

**WHITNEY**—Mrs. Louise Elliott, 84, former concert singer, March 20 in Boston. She leaves two sons.

The obituary of Carl Foster in the February 7 issue should have read Carl Laster.

## Marriages

**BAILEY - DUSHON**—Malcolm Kirk Bailey, nonpro, and Maxine DuShon, burlesque and night club performer, March 17 at Miami Beach, Fla.

**COY-BURR**—Walter Coy, actor, and Ann Burr, actress, March 26 at Marble Collegiate Church, New York.

**CRANE-SHAW**—George H. Crane, band leader, and Lois Shaw, nonpro, March 18 in Lockport, N. Y.

**GOODMAN - DUCKWORTH**—Benny Goodman, orchestra leader, to Lady Alice Hammond Duckworth, socialite, recently in Las Vegas, Nev.

**LEON-EATMAN**—Joe Leon, salesman for Universal Pictures in Philadelphia, and Frances Eatman, former show girl at Jack Lynch's Wulton Roof, Philadelphia, in that city March 22.

**LESKO-FIELDS**—John Lesko, nonpro, to Maxine Fields, appearing at the Mexi-

cana Bar, Hotel Evans, Miami Beach, Fla., March 15 in Miami Beach.

**RITZ-HEATH**—Harry Ritz, youngest of the Ritz Brothers, and Betty Heath, nonpro, in San Francisco March 26.

**SARNOFF-O'BRIEN**—Robert Sarnoff, son of David Sarnoff, head of Radio Corporation of America, and Esmond O'Brien, nonpro, March 25 in Washington.

**SCHOEN-JACOBS**—Vic Schoen, musical arranger, and Yvette Jacobs recently in New York.

**TUCCI - BLANCHE**—Ray Tucci, sax player in Jan Savitt's band, and Jeanne Blanche, tap dancer, in Omaha March 11.

**WHALEN - COLBY**—Jackie Whalen, night club comic currently at Lexington Casino, Philadelphia, and Helen Colby, dancer currently at Club Normad, Atlantic City, in Philadelphia March 21.

## Births

A daughter, Jean Rae, to Mr. and Mrs. Gene R. James February 21. Parents are with Hennies Bros. Shows.

A daughter to Mr. and Mrs. Bob King recently in Tucson, Ariz. Parents are concessionaires with Rubin & Cherry Shows.

A daughter to Mr. and Mrs. Fred W. Murphree in Kings Daughters Hospital, Yazoo City, Miss., March 4. Mother is the daughter of Mildred and Jake Miller.

A son, Jonathan, to Mr. and Mrs. Sidney Walton March 8 at French Hospital, New York. Father is radio announcer, currently on the Arthur Tracy program, Station WJZ, New York.

A daughter to Mr. and Mrs. Guy Scoll March 3 in Philadelphia. Father is musician and assistant secretary of Philadelphia local.

A daughter to Mr. and Mrs. Robert S. Howard at St. Vincent's Hospital, Los Angeles, March 9. Mother is Andrea Leeds, movie actress.

A daughter to Mr. and Mrs. Harry Spears at Cedars of Lebanon Hospital, Los Angeles, March 8. Mother is Jean O'Neill, radio singer. Father is with Station KNX.

A daughter, Hedda, to Mr. and Mrs. Tommie Henderson at Sanitarium, Paris, Tex. Parents are concessionaires.

A son, Edward John, to Mr. and Mrs. Jimmie LaRue March 10 in Shreveport, La.

A son to Mr. and Mrs. Mel Williams March 14 in Durango, Colo. Father is announcer at Station KQW, San Francisco.

A daughter to Mr. and Mrs. Pete Pinto March 24 at Broad St. Hospital, Philadelphia. Father is a former violinist and orchestra leader.

A son to Mr. and Mrs. Johnny Welsh April 19 at Jewish Hospital, Philadelphia. Father is emcee at 2-4 Club, that city.

A daughter, Sandra Anne, to Mr. and Mrs. Dick Rock March 22 in Detroit. Father is orchestra leader at Hotel Book-Cadillac, Detroit.

A daughter to Mr. and Mrs. Bob Davis recently in Lenox Hill Hospital, New York. Mother is Gloria Blake, singer.

## Divorces

Mrs. Mildred R. I. (Billie) Bouton from Harry Bouton, known as Blackstone the Magician, in Centerville, Mich., February 7.

Elythe Whitney from Leo C. Whitney, concessionaire, February 17 in San Francisco.

Anne Shirley, screen actress, from John Payne, actor, in Los Angeles February 18.

Vernelle Caseja Quijada, model, from Ernest P. Quijada, drummer, in Los Angeles, March 3.

Mrs. Juanita (Pat O'Brien) Oliver from Harry (O'Brien) Oliver March 3 in Tampa. Mrs. Oliver is concessionaire with L. J. Heth Shows.

June Lang, film actress, from John Roselli, broker, February 20 in Hollywood.

Eva Gabor, Hungarian actress, from Dr. Eric V. Drimmer, physician and psychologist, February 24 in Hollywood.

Golda Wilson from Bob Wilson March 9. Sugar Geise, with NTG Revue at Florentine Gardens, Hollywood, from Jack B. Fain, nitery operator, in Los Angeles March 11.

Sue Carol, film actress, from Howard Wilson, writer, in Las Vegas, Nev., March 6.

Dr. Dewitt Shanks from Mrs. Marie Shanks March 6 in Hattiesburg, Miss.

Mabel Reid from Earl E. Reid, of Reid's Greater Shows, recently in Tampa.

Joseph Sherman, concessionaire, from Mary E. Sherman, known as Mary Hipple, recently.

Juliette Compton, former *Follies* girl and film actress, from James Bartram, nonpro, March 25 in Los Angeles.

## J. HARRY BENRIMO

J. Harry Benrimo, 67, actor, playwright and stage director in this country and abroad for over 30 years, died March 26 at Midtown Hospital, New York, after a long illness.

His first stage appearance was in 1892 with the Alcazar Stock Company, San Francisco. He supported such stars as Helena Modjeska, Henry E. Dixie, James O'Neill, Lawrence Hanly and John Collier. During his stock experience he played every male part in *Hamlet* except the title role and every male role in *Romeo and Juliet*, *Richard III* and *Othello*.

Benrimo made his New York debut at the Standard Theater in 1897 in *First Born*. In 1898 he joined Charles Frohman's Empire Theater Company, opening in *The Conquerors*. Later in *Phroso* he went on tour with Odette Tyler. In London he supported Mrs. Leslie Carter in *Zaza*. Following this he joined David Belasco and was in *The Darling of the Gods*, *The Girl of the Golden West*, *The Rose of the Rancho* and *Adrea*. In 1909 he appeared in London as Lon in *The Great Divide*, supporting Henry Miller.

His last stage appearance was in *Maggie Pepper*, after which he retired to write *The Yellow Jacket*, presented here and in London. For a time he managed the Queen's Theater there. He also wrote *The Willow Tree*, produced in 1917.

Benrimo returned to New York in 1914 and became general director for the Shuberts.

He is survived by his widow, a sister and a brother.



# WEATHER HELPS EARLY BOWS

## Lumberton Opening Proves Successful For Prell's Combo

LUMBERTON, N. C., March 28.—Prell's World's Fair Shows successfully opened their 1942 season at Robeson County Fair grounds here March 23. Local officials, including Mayor E. M. Johnson, City Commissioner Hedgepeth, Judge J. Floyd, Prosecuting Attorney I. Wienstien and Sergeant Bell of the State highway police, aided in shows' inaugural ceremonies. General Manager Samuel E. Prell was given a huge floral tribute.

Shows awarded two \$25 Defense Bonds nightly, which proved a hit with the crowds, and local papers gave the idea plenty of publicity. Opening line-up here included Cash Miller's Palace of Wonders, Gertrude Miller's Chez Paree, Norman Brown's French Casino, Monkey Speedway, Daughters of Sin, Motor-drome, Harlem Hot Shots, Single Oddities, Monster Show, Funhouse and Hi-De-Ho Nut House.

Rides were Spittfire, Moon Rocket, Octopus, Rolloplan, Twin Ferris Wheels, Kiddle Rides, Whip, Ridee-O, Merry-Go-Round and Speedway. Abe Prell, assistant manager, was complimented on the efficient manner in which he directed the readying of equipment. B. C. MacDonald was appointed secretary and arrived here a few days before the opening to assume his duties.

## Golden State Wins At Glendale Start

GLENDALE, Calif., March 28.—Golden State Shows opened the 1942 trek on San Fernando Boulevard here March 21, a month earlier than planned, to good business under Veterans of Foreign Wars auspices. Shows are under direction of manager Ben Dobbart. All rides and shows have been equipped with neon by E. H. Kelly.

Spittfire proved the top ride, while Hollywood Follies led in popularity. A new attraction this year is Earl Pagan's Artist and Model Show. Prof. Dick Kanhie added a new top and mat to his Athletic Arena. Paul Showalter, formerly with Elystun at Treasure Island, is now handling the talking on Mona Vaughn's Hollywood Follies.

## Douglas Greater Renewed For 5 Years at Puyallup

RENTON, Wash., March 28.—Frank Ward, general agent Douglas Greater Shows, announced this week the renewing of contracts with A. E. Bartel, manager Western Washington Fair, for shows to provide the midway at Puyallup for the next five years. Paul Sharp is expected in local quarters April 2 to begin work on a new cookhouse. All shows are ready for opening at the Apple Blossom Festival in Wenatchee, Wash.

Shows are motorized and will operate with a free gate. Management plans to use patriotic slogans on all front door banners and exploit Defense Bonds and Stamps thruout the season. May Ward's son, Travis, is a first lieutenant in the Army Air Corps and stationed at Spokane, Wash. Tony DeFabro will have the novelty concession again this year.

## Lawrence Re-Inks Barlow

CHESTER, S. C., March 28.—Carl Barlow, last year business manager of Lawrence Greater Shows, has been re-engaged in that capacity for 1942, owner Sam Lawrence announced this week. Barlow assumes his duties April 1 and will have full charge of the midway.

## Rogers Adds Two in Illinois

HELENA, Ark., March 28.—H. V. Rogers, owner Rogers Greater Shows, said here today that his organization has been awarded contracts to provide midways at Soldiers and Sailors' Reunion, Villa Grove, Ill., and Charleston (Ill.) Fair.

## John Backman Fills PCSA Exec Vacancy

LOS ANGELES, March 28.—John Backman, who served as secretary under President J. Ed Brown in 1936, was unanimously elected fourth vice-president of the Pacific Coast Showmen's Association at the regular meeting Monday night. He was installed immediately by Past President Brown and shortly afterward took charge of the meeting.

As fourth vice-president, Backman succeeds Charles W. Nelson, who was elevated to third vice-president when Roy E. Ludington, second vice-president, and Earl O. Douglas, third vice-president, became first and second vice-president respectively to fill a vacancy caused by the resignation of H. A. (Pop) Ludwig, first vice-president.

Backman is a charter member of the club. Joe Glacy, past president, was named to the cemetery board to fill the four-year unexpired term of O. N. Crafts, who resigned.

## Gooding To Operate Ride Unit at Columbus, O., Spots

COLUMBUS, O., March 28.—F. E. Gooding Amusement Company plans to launch a ride unit late in April to play local lots, officials have announced. Locations have been contracted and most of them have been played by the unit in previous years.

Management also contemplates adding several shows and concessions to the line-up, which late in the summer will be assigned to a route of Ohio county fairs and celebrations.

CINCINNATI, March 28.—During a visit to *The Billboard* office yesterday Floyd E. Gooding, owner F. E. Gooding Amusement Company, said his organization has been awarded contracts for midways at Dearborn County Fair, Lawrenceburg, Ind., and Silverton Springs Festival, Loveland. Firemen's Festival and Harrison Firemen's Festival, all in Ohio.

## RS To Launch '42 Tour At Stand in Southport

WILMINGTON, N. C., March 28.—Recently organized R & S Shows, operated by James M. Rafferty, well-known showman, and L. D. Smith, Wilmington, will open their tour March 30 at Southport, N. C., with a week's stand. After the inaugural they will return here for a week's engagement. Midway will feature seven major and one miniature ride and 16 concessions.

No shows will be carried. A crew finished work in local quarters this week preparatory to opening. Shows took delivery on two new Diesel light plants this winter. Rafferty will direct the tour.

## Blue Ribbon Staff Set

COLUMBUS, Ga., March 28.—Executive staff of Blue Ribbon Shows, playing an eight-day stand here under Police Department auspices, includes Joe J. Fontana, lessee-operator; H. B. Shive, assistant manager and general representative; Lee Paden, secretary-treasurer; Harry F. Logan, special representative; Vernon Moore, superintendent of privileges; L. S. Hardin, lot superintendent; Clyde Bardick, electrician, and Walter Reinhardt, mechanic.



MARTIN E. ARTHUR, West Coast Showman of note, played host to a large group of members of the Pacific Coast Showmen's Association and Ladies' Auxiliary as the initial 1942 Showmen's Day was observed on his Mighty American Circus Shows midway at Inglewood, Calif., March 15. Visitors were given a free rein of the midway and took in all the shows. A PCSA good-will banner was presented to Arthur by Sam Dolman, club's membership committee chairman.

## SLA Wants List of Members in Service

CHICAGO, March 28.—The representation of the Showmen's League of America in the armed forces of the United States and Canada continues to grow, as each week more members enlist or are inducted into the service. Insofar as possible the League is keeping a list of members in the service, the names to be posted on a bulletin board at League headquarters. However, not all of the boys who enter the service notify Secretary Joseph L. Streiblich.

"This makes it difficult for us to keep an accurate list," says Secretary Streiblich. "We would like to have the name of every man in the service listed on the bulletin board, but many of those who enter the service forget to notify us. We would appreciate it if they would send us their names, branch of service and, where possible, their location. It would help, if any of the brothers knowing of members in the service would let us know. We want to keep as accurate and as nearly complete a list as possible, and we ask your co-operation."

## Wooster, O., Inaugural Set for Edwards Shows

WOOSTER, O., March 28.—J. R. Edwards, owner-manager shows bearing his name, this week set shows opening for Wayne County Fairgrounds May 16. After a week's stand there, management plans to take to the road, confining shows' itinerary to Ohio territory as in former years.

Edwards said the rides have been repainted and renovated, along with other equipment, which is stored at the fairgrounds here. Shows are scheduled to play their usual midsummer celebrations and will start their tour tour in August at Berea, O.

## Dee Lang in Strong Getaway at Austin; Tyler Date Is Okay

AUSTIN, Tex., March 28.—Favorable weather and good crowds and business marked the 1942 bow of Dee Lang's Famous Shows here March 7. Stand was for eight days. The old circus grounds were used for the first time and change in location was well received by the public. Among features are Raynell's Nude and Dude Ranch and Hollywood Glamour Girls, both of which received much favorable comment from press and public. Raynell also has the Gang Busters and Road to Ruin attractions.

Nude and Dude Ranch features Ginger Ray and cast includes Madame Bedini's Horses; Dave Little, Australian whip-cracker and sharpshooter, and George and Marvia Lang, eccentric dancers, with a chorus of eight girls. Hollywood Glamour Girls, with a six-girl line, is featuring Hilda Renner, June Hewitt, Connie Mack and Colleen McCormack, dancers, and Jean Miller, front.

Also popular was the Monkeytown, managed by Tommie Avery. Rides include Scooter, Octopus, Merry-Go-Round, Loop-o-Plane, Ferris Wheels, Rocket, Tilt-a-Whirl, Chairplane, Caterpillar, Kid Autos and Planes, Miniature Train and Fly-o-Plane. All are office-owned (See Lang Getaway Strong on page 34)

## Heth Gets Good Biz, Weather at Ga. Bow

AUGUSTA, Ga., March 28.—Good weather and large crowds greeted F. R. Heth Shows at their opening here March 7. Midway was attractive and shows' new light plant is proving successful.

Line-up includes Johnny Carter, Minstrel Show; Louis Augustino, Animal Show; Mildred Russell, Victory Revue; Jack Kelley, Funhouse; James Meade, Mechanical City, and H. L. Travis, Mickey Mouse.

Concessionaires are Eddy Brennan, bingo; Lucy Carper, Phil Delana, Lester McGee, Anna Elledge, Scotty Kelly, Joseph Parenteau, Angelo Pingitou and Mac Mutt.

## Marks Readies for Newport News Debut

FLORENCE, S. C., March 28.—John H. Marks Shows made final preparations this week to move out of local quarters tomorrow for Newport News, Va., where they will inaugurate their 1942 tour with a 10-day stand, beginning April 1 under Community Athletic Association auspices. Lot is adjacent to the Builders' Baseball Stadium four blocks distant from the shipbuilding yards, where 22,000 are employed in defense work.

Walter W. Rowan, chief electrician, arrived from his home in Chanute, Kan., with three assistants to overhaul the Diesel light plants. Other arrivals were Charles (Dutch) Lester, Auto Speedway foreman; Lammon Morgan, Moon Rocket; Ted Keller, lecturer for Duke Jeannette's Side Show; Chet Dunn, four rides and concessions; John Gravas and Harry Basil, cookhouse operators; Ralph Flannagan, H. W. Jones' bingo unit; H. L. Heiser, long-range shooting gallery, and Happy and Mickey Hawkins, concessionaires.

Visitors included James M. Rafferty, co-owner of R & S Shows; E. L. Jenkins, Harry Biggs, Paul and Billie Lane, Michael Garvas and Bob Perry. Owner John H. Marks returned from a business trip and supervised final preparations.

## Goodman Signs Animal Act

LITTLE ROCK, March 28.—Max Goodman's Wonder Shows of America this week announced the contracting of a wild animal act, formerly with a circus, as a midway attraction for 1942. Contract is for 21 weeks.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.



# SHOW PRINTING

• THEATRE • CIRCUS • ORCHESTRA  
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# SHOW TENTS AND CONCESSION

**Fulton Bag & Cotton Mills**  
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Remember! When our present supply is gone—there won't be any more.  
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 4862 North Clark Street CHICAGO, ILL.

# ELITE EXPOSITION SHOWS

**WANT RIDE HELP**  
 Foreman for Roll-o-Plane. Must drive. State lowest salary. Second Men on other Rides.  
**WANT GRIND SHOWS**  
**ALSO ACTS FOR SIDE SHOW**  
 Address: CHAS. ROTOLO, Mgr., Arma, Kans.

# WANTED

**SPEEDY HAGEN** wants Drome Riders for newly built Drome. Good proposition and good treatment. Show opens Stroudsburg, Pa., April 18th. Address all mail: O. L. HAGEN, Care Penn Premier Shows, Stroudsburg, Pa.

# RIDE HELP

Want experienced Man to operate Roll-o-Plane. Address:  
**H. W. ANDERSON**  
 Care ELITE SHOWS ARMA, KANSAS

# MOTOR CITY SHOWS

Opening at Richmond, Indiana, April 23  
 Anderson, Newcastle, Muncie and Ft. Wayne to follow

Want Octopus, Chairplane, Pony Ride or any other Ride not conflicting. Want Motordrome, Monkey Circus, Animal Show, Fun and Glass House, Mechanical, Illusion, etc. Want party with acts for 10-in-1 or party to manage same. Can place Freaks and other Working Acts. Want Woman to handle Snakes. Michael Mackey, Jack Nation, Capt. Ferguson, write. Can place Diggers, Custard, Ball Games, etc. Can place limited amount of Wheels and Coupon Stores. All Concessions open except Popcorn, Photos, Floss, Penny Arcade, L. R. Gallery, Cook House and Corn Game. Want Caller and Counter Men for Corn Game. Want Electrician that understands transformers. Want Sound Truck. Can place Second Men for all Rides. OUR FAIRS START IN JULY. This show will operate matinees daily, as we play defense towns only. We are now playing lots in Indianapolis, you can join here.

VIC. HORWITZ, Lincoln Hotel, Indianapolis, Indiana.


# LAST CALL PARADA SHOWS LAST CALL

Opening April 11, Downtown, Caney, Kansas  
**WANT** General Agent who can post paper, Man to drive new sound truck, Electrician, Concession Agents, Help in all departments. Have beautiful Minstrel Show for organized troupe, also for Girl Revue. Want up-to-date Mechanical Show. Acts for Ten-in-One, Boss Canvasman, Colored Chef, Girl for Sword Box. Will sell or lease my new Cook House, small privilege in tickets. All reply to  
 H. C. SWISHER, BOX 125, CANEY, KANSAS

# WANTED CONCESSIONS

of All Kinds for  
**Northeast Florida Colored State Fair**  
 Postively a chartered fair, not a promotion. Nine days beginning April 16th. The best and busiest city in the entire South. All address: R. L. MILLICAN, 441 West 16th St., Jacksonville, Florida. Act quick for choice locations. Time short and space limited.

# Club Activities

Showmen's League of America  
  
 Sherman Hotel Chicago

National Showmen's Assn.  
  
 Palace Theater Building New York

CHICAGO, March 28.—Vice-President Harry W. Hennies presided at the March 28 meeting. With him at the table were Third Vice-President M. J. Doolan, Treasurer William Carsky, Secretary Joe Streibich and Past Presidents Edward A. Hock and J. C. McCaffery. Al Rossman reports continued interest in the 1942-'43 Directory. Paid-up subscribers' plaques are ready and will be sent to all who have paid for their listing, to all committee members and those who have pledged support. Brother Dan Odom is recovering from his recent operation, and Brother Larry Hogan is still in the hospital. Brothers Ed Schofield, M. B. Austin, Elmer Kussman, Tom Rankine, James Murphy and Harry Mamsch are on the sick list.

House committee has been active. Sam Wilner advises he is at Jefferson Barracks, Mo. Mel Harris left for Johnny J. Jones Exposition, and Al Cherner left for Great Lakes Exposition. Herman Aarons left to open the season in Missouri. Sale of Defense Stamps in the League rooms is meeting with success. Red Cross donations are coming in regularly. Nate Eagle, Whitey Woods and Joe Miles went to Lansing, Mich. Jack Arenz and Harold Becker came in after a lengthy absence.

Max Hirsch returned from his vacation, and Rube Liebman writes that, altho he does not care to serve as co-chairman of the membership committee, it will have his co-operation thruout the year. He says he'll also be active in Red Cross War Relief Drive work. Lee Sullivan and Howard Bary visited, as did Bob Singleton.

### Ladies' Auxiliary

Thursday night's social at the Sherman Hotel had Mrs. Edna O'Shea as hostess. Attractive prizes were awarded and a large crowd attended. First Vice-president Phoebe Carsky is vacationing in Miami.

Plans are being mapped for the bazaar to be held some time in December. Past President Henry Belden will be chairman and has selected several members as co-workers. Numerous prizes will be donated by members. Past President Nan Rankine was given a rising vote of thanks at the last meeting for the successful party in the Sherman Hotel for the benefit of the American Hospital Linen Fund. Many attractive prizes, including two bedspreads, were awarded.

NEW YORK, March 28.—Meeting of board of governors was held on Wednesday with Sam Rothstein in the chair and members' meeting with Vice-President Oscar C. Buck presiding. About 125 were in attendance and many spoke on the membership drive, including Jack Gilbert, Ross Manning, Murray Goldberg, Tom Hefflin, Jack Rosenthal, Louis Blumenthal, Harry Rosen, L. H. Cann, Louis (Dada) King, D. D. Simmons, George Bernert, William J. Bloch, Jack Lichter, Tom Brady, Dr. Jacob Cohen, Jim McHugh and Max Kassow. Red Cross Drive has been submitted to a committee. Barney Walker, manager for Louis Candee's concessions, is readying. Address of Brother Charles J. Morris Jr. is Pvt. Chas. J. Morris, Headquarters Battery, 2d Battalion, 72d P. A., care of Postmaster, San Francisco. Birthday congratulations to Robert Shrage, William H. Ritz, Bernie Shapiro, April 1; Joseph E. Weil, 2; Ray Curtis, Michael Perek, Julian Rost, 3; Arthur L. Hill, Herman Bantly, Phillip De Cicio, Joseph Prisco, John E. Anderson, Harry Lewis, Milton Paer, 5; D. Stack Hubbard, Bert Nevins, John J. A. Winkler, Jack Gilbert, 6; Wm. J. (Bibs) Malang, Charles Lawrence, Al Darkus, Albert Boneberg, 7.

# Heart of America Showmen's Club

Reid Hotel Kansas City

KANSAS CITY, Mo., March 28.—Third Vice-President Clay J. Weber presided and Secretary G. C. McGinnis and Treasurer Harry Altshuler also were in attendance at the regular weekly meeting. Several members offered valuable suggestions for the good of the order and the meeting adjourned after a brief session. Brother Elmer Velare visited during the week, and Axtel Johansen, concessionaire, is a new member. Kenneth Wade visited en route to Omaha and Billy Collins was in the city on business.

Brother Slim Johnson returned from an extensive Southern trip and reports that all the shows he contacted were enjoying good business. Chairman of the banquet and ball says his committee is outlining plans for the annual event, which will be held as usual on New Year's Eve. Brother Frank Capp has the eating privilege with Baker-Lockwood Company in North Kansas City. Members plan an intensive drive this summer under direction of Brother Al Baysinger.

### Ladies' Auxiliary

President Ruth Ann Levin presided at the March 20 meeting, which drew 20 members. A letter from the Red Cross was read thanking the club for its recent contribution. Members were grieved to learn of the death of Sister Mary Leonard in Waco, Tex. She was with World of Today Shows.

Florence Mace was elected to membership. Weekly award of Defense Stamps, donated by Rosa Lee Elliott, went to May Wilson. Jean Brumleve Garrison is ill at Trinity Lutheran Hospital, Kansas City, Mo. Final arrangements were made for the Pot Luck Dinner.

# LATLIP SHOWS

8 BIG DAYS — TWO SATURDAYS  
 Starting April 18th, Charleston, W. Va.  
 and all good spots to follow in West Virginia. Wants on account of army draft, Bingo Concession. Will also book a few more legitimate Concessions: Ball Games, Long and Short Range Shooting Gallery, Photo and others. No racket or Girl Shows here. Want Electrician that understands 30 K.W. Diesel Light Plant; salary and all out fit. Will furnish two complete outfits for Pit Shows. Will buy a set of Venetian Swings. Wire or write  
**LATLIP SHOWS**  
 209 Elm St. Charleston, W. Va.

# For Firemen's Celebration WANTED

Luxemburg, Mo., April 4th to 12th  
 Concessions of all kinds. Ridemen wanted.  
**Oliver Amusement Co.**  
 1417 Craftan St. St. Louis, Mo.

# McMAHON SHOWS

WANT Fun House, Mechanical and Snake Show, Concessions — Want Ball Games, String Game, Diggers, Custard, Dart, other Stock Concessions that work for ten cents.  
 Address: Marysville, Kan.

# DYER'S GREATER SHOWS

Opening Crossett, Ark., April 6th  
 Want Stock Concessions, no exclusive except Cook House and Bingo. Clutch Man for Ell. Pit Worker for Snake Show, Drive Yourself Autos, Independent shows, 25%. Greenwood, Miss., Winter Quarters until April 5th.

# WANTED IMMEDIATELY

For Anniston  
 American Mitt Riders for exclusive camp on the Mighty Shudder Midway for season. Address:  
**SARAH LEWIS**  
 Alabama Hotel ANNISTON, ALABAMA

# WANT

Boss Canvasman, Cook, Billposter with car, Working Men, \$15 per week; 5 nights each week. Long season. No booze. Season opens April 13th. For sale—60x90 Khaki Tent, \$200.00, Small Piano, \$25.  
**WM. KETROW, Valdosta, Ga.**

# JAKE POREL and BUSTER WESTBROOK WANT AGENTS

Roll Down, Rattle Dazzle and Wheel Man, English Jack Connor, Charlie Jackson, Monroe, Reno, Cole and other capable people, come on. Good proposition. Opening with Blue Ribbon Shows  
 Cedartown, Ga., April 6th

# WANTED

Cook House, privilege in tickets. Shows with own outfits. Address:  
**OZARK SHOWS**  
 HOPE, ARK.

# Freaks! Girls! Talkers! Acts!

Tattooer for O. J. Bach Side Show. Nightly pay. Good board.  
**HORACE E. ROSE, Mgr.**  
 412 Reservoir Ave. MERIDEN, CONN.

# WANT

Foreman for Allan Hirschell Merry-Go-Round. Top salary. Railroad show. Useful Carnival People, write.  
**C. F. Zeiger United Shows**  
 Nogales, Ariz., March 24 to 29; Lordsburg, New Mexico, March 31 to April 5.

# E. G. WILSON SHOWS

Opening April 18th  
 Want Shows with own outfits. We have 6 Rides, Concessions all open. Will sell exclusive Cook House, Pop Corn, Bingo, Photo Gallery. Playing our old established territory. Want Free Act. GEORGE HIGGINS, write. Like to book Arcade.  
**WILSON SHOWS, 75S Grove St., Wyandotte, Mich.**

# HELLER'S ACME SHOWS

OPEN PATERSON, N. J., SATURDAY, APRIL 11  
 Good proposition for Cook House, Corn Game. Want Grind Concessions that can and will work for 10c, Long Range Shooting Gallery. Have complete 10-in-1 outfit, want Man to manage same; also Side Show People; this is an office show, or will turn over entire show to good Manager. Complete Athletic Show, want Manager. Can use good Geck for Geck Show. Good proposition for Fun House, Glass House or any other worth-while Show with or without outfits. Can book Octopus and Roll-o-Plane; have all other Rides. Want Electrician, have my own transformer truck. Man to take charge of Whip. Can place Ride Help, top salary to all. Help report to winterquarters, Campgaw, N. J. Phone, Wyckoff 421; residence phone, Orange 4-5447. All address: HARRY HELLER, Manager, 50 Harrison Ave., West Orange, N. J., or Campgaw, N. J., General Delivery.  
 P.S.: This Show carries 3 high-class Free Attractions: Smith's Diving Horses, and Pete Van Lane booked; can use one more.



**KELLIE GRADY SHOWS**

Open in Florence, Ala., April 6  
Will book few 10c Concessions, few Grind Shows with own outfit. Need few Concession Agents. Can use few Ride Men that can drive trucks. We play coal mines in North Alabama. Short moves—save rubber and buy Defense Bonds.

**Mad Cody Fleming Shows**

**WANT**  
For season of 32 weeks starting Waycross, Ga., April 6th  
Heart-Shaped Pitch, Darts, String, Bumper, Country Store, Slum Spindle. Want no P. C. or Penny Pitches. Man for Pit Show Front, 2 Second Men on Rides. Cash each Saturday. No hold backs, no meal tickets. Reply telegrams to Nahunta, Ga. Mail to Hickox, Ga.

**W. S. CURL SHOWS WANT**

For Opening May 2  
Cook House, Penny Arcade, Fun House. Can use a few more Stock Concessions. Shows with or without their own outfits: Atleric, Illusion, Snake, Side Show, Girl Show, Postng Show or Minstrel Show. Can use Side Show and Girl Show People. We positively have nine Ohio Fairs, also several Street Celebrations, and all small moves. Fair secretaries, we have a couple of choice dates open, get in touch with us at once. We have six major Rides, five Shows and 30 Concessions.  
**BOX 27, LONDON, OHIO**

**WANTED TO BUY**

Spillman Auto Ride, Fun House or Glass House or any other good Ride or Game Concessions.  
**P. W. CURRY.**  
**PLAYLAND PARK**  
Houston, Texas  
Booking Free Attractions—Write.

**BETTY JOHN**

**WANTS**  
VIRGINIA STONE AND THELMA. COME ON. ANY WORTH-WHILE SIDE SHOW ACTS. MONA WILLIAMS, HALF & HALF, MENTALIST. ACTS, COME ON. OPENING APRIL 2.

**AL. BAYSINGER SHOWS**

POPLAR BLUFF, MO.

**SIDE SHOW ATTRACTIONS**

Shrunken Midget in black casket, post paid, \$15; Two-Headed Midget in casket, postpaid, \$18; Shrunken Head, 88; Human Hair, etc. The best side show attractions in the U. S. Material never before used. Each is a real sideshow itself. Folks will marvel, shudder, then tell their friends to go see them. You won't go wrong, they will make you money.  
**TATE'S CURIOSITY SHOP, Safford, Arizona**

**WANT GIRL SHOWS**

Have 2 complete new Frame-Ups, New Tops and New Banners.  
**BYERS BROS.' SHOWS**  
Kennett, Mo.

**Tivoli Exposition Shows**

OPEN APRIL 11TH  
WANT CONCESSIONS AND SHOWS. Want capable Man to handle Monkey Animal Show. Ride Men wanted in all departments. Address:  
**H. V. PETERSEN, Mgr., Joplin, Mo.**

**GOLDEN GATE SHOWS**

Will open the middle of April. Want Cook House, Bingo, Mug Gallery, Pop Corn, Ball Games, Stock and Grind Joists. Want Concession Agents, Mitt Camp open. Eli Miller, wire. Have outfit for Jig Show, Athletic Show, Girl Show, Geek Show. Want Ride Help that can drive trucks. Come on to winter quarters. All wires and mail: **FRANK OWENS, Mgr., Golden Gate Shows, Box 625, Pembroke, Ky.**

**UNION BILLPOSTER**

Must drive show-owned truck. No hoover. Must be able to lithograph. Sheffield, Ala., this week.

**GREAT LAKES EXPOSITION**

**DICK'S PARAMOUNT SHOWS, INC.**  
OPENS APRIL 16  
Watch Next Issue for Announcement  
Want Ride Help on Octopus, Tilt-a-Whirl, Ferris Wheel, Chairplane, Rocket. Also Semi-Drivers, A-1 Motor Mechanic, Canvas Man. Want Sound Truck. Wheel Agent, contact **Whitey Fulmer.** Concessions—Guess Your Age, Scales, Photos. Write  
**R. E. GILSDORF, BOX 233, RIVERHEAD, LONG ISLAND, NEW YORK**

**Pacific Coast Showmen's Assn**  
623 1/2 South Grand Ave., at Wilshire, Los Angeles

LOS ANGELES, March 28.—Joe Glacy presided at Monday's meeting with Ralph Losey, secretary, also on the rostrum. Glacy had past presidents S. L. Cronin, Theo. Forstall, Harry Pink, Harry Hargrave and J. Ed Brown as his guests on the rostrum. Roy E. Ludington, second vice-president and manager Crafts 20 Big Shows, lettered thanks for the good-will banner sent to the shows. New members are Frank E. Glenn, sponsored by Sam Dolman and Al (Moxie) Miller; Louis Goebel, by S. L. Cronin and Mike Krekos, and Ralph Debbs, by Ray Johnson and Joe Glacy. Committee reports were heard from Ed Walsh, cemetery; Joe Miller, finance; Sam Dolman, membership; Ross Davis, Showmen's Day; Harry Taylor, ways and means; Harry Pink, building; Harry Phillips, house, and Jimmy Dunn and Jim Gallagher, sick and relief. Charlie Guberman, Ed Kennedy, Charles Nelson, and Al (Moxie) Miller are on the sick list. Past President Pink reported that the Defense Bonds purchased for the building fund must be bought thru a bank with the bond being supplied by the Treasury Department.

**Ladies' Auxiliary**  
With First Vice-President Edith Bullock presiding, 36 members attended the March 23 meeting. A farewell party was held for Past President Nina Rodgers, and members presented her with many gifts. Club's rug sale is progressing, with Mary Taylor and Fern Chaney reporting that all their books have been sold. Members were invited to attend a show given by Lala Pepin at the Broadway Store. Luncheon was donated by Marie Tate, Ann Stewart, Edith Bullock and Vivian Gorman. A donation was received from members on Clark's Greater Shows for luncheon and door prizes for future meetings.

Permission was received from the PCSA for auxiliary members to sell tickets for a Victory Party to be held in November. Beginning April 14, the club will meet on Tuesday instead of Monday nights. All members who arrive late will be fined, with the money to be used to buy savings stamps. Letters were received from President Margaret Farmer, Allerita Foster, Ethel Krug and Mildred King. Bank Night award went to Mora Bagby. Door prize went to Alice Jones. Inez Walsh and Ethel McDonald are on the sick list. Auxiliary will hold a sewing circle April 21 under direction of Esther Carley.

**Michigan Showmen's Assn.**  
156 Temple Street Detroit

DETROIT, March 28.—Monday's meeting was presided over by President Harry Stahl, with Vice-Presidents Pop Baker and Manny Brown and Secretary Robbins assisting. St. Patrick's Day party resulted in a sizable amount being added to the Servicemen's Fund. Some of the showmen on hand were Don Elliot; Frank Miller, Wade Shows; Joe Quinn, World of Pleasure Shows; Roscoe Wade, Ray Meyers and Jerry Fish. Two \$25 Defense Bonds were awarded. Weekly Defense Bond award went to Brother Joe Bennett.

Members were grieved to learn of the death of Brother Jack Gallagher's father-in-law. Sighted at the clubrooms during the week were Frankie Hamilton and Louie Wish.

**THE F. E. GOODING AMUSEMENT CO. CONCESSIONS WANTED**

**UNIT NO. 1—J. F. Enright, Mgr.**  
Opens Columbus, O., April 16.  
10—Weeks—10, Columbus Lots.  
Free admission to grounds.  
Want Photo Gallery, Scales, High Striker, Pitch-Til-Win, Fish Pond, Lunch Stand, Frozen Custard, Cat Rack, one more Milk Bottle Ball Game, Huckly-Buck, String Game, Penny Pitch for Stock, BINCO.

**UNIT NO. 2—Geo. Bouic, Mgr.**  
Opens Point Pleasant, W. Va., May 1—8 Days.  
Location by business district. Large defense industry. Free admission to grounds.  
Want Photo Gallery, Scales, Penny Pitches, Penny Arcade, High Striker, Fish Pond, Hoop-La, Long Range Gallery, String Game, Frozen Custard, Candy Apples, Cotton Candy, Huckly-Buck, Coca-Cola Ball Game, Pitch-Til-Win, Ball on Dart, Lunch.

**UNIT NO. 3—Carl Spellman, Mgr.**  
Opening Date, April 30, Marion, O.  
Six weeks in Cleveland to follow.  
Free admission to grounds.  
Want Penny Pitches, Balloon Dart, Fish Pond, Long Range Gallery, Hoop-La, Cotton Candy and Apples, Huckly-Buck, Pitch-Til-Win, Scales, Coca-Cola Ball Game, String Game, Photo Gallery, Lunch, Toy and Grocery Wheel.

**Gooding Greater Shows**  
E. C. Drumm, Manager  
Opening Bluefield, W. Va., April 23 — 9—Days—9  
2 weeks in Charleston. Gary, Logan to follow.  
Want Long Range Gallery, Scales, Penny Pitch, High Striker, String Game, Coca-Cola Ball Game, American Palmistry, Hoop-La, Huckly-Buck, Cigarette Gallery.

**American Exposition Shows**  
A. D. Smith, Manager  
Opening Terre Haute, Ind., April 23 — 9—Days—9  
Want Scales, High Striker, Balloon Dart, Pitch-Til-Win, Coca-Cola Ball Game, String Game, Cigarette Gallery, Hoop-La, American Palmistry, Huckly-Buck and other legitimate Concessions that do not conflict.

**WANT—ADVERTISING TRUCK.**  
Must be first class. Can use either Sound System or Calliope.

**WANT—RIDE FOREMEN.**  
Large salary. Good treatment.

**FOR SALE**  
52-Key GeBruder Organ, thoroughly overhauled and refinished, like new, \$500.00 cash. One Kelley 35 K. Va. Generator, Chrysler engine, all in good condition, mounted on 4-wheel trailer, \$1000.00 complete. One Tangley Calliope with Engine and Blower. Has keyboard, can be hand played, same has just been overhauled, tuned and case restrained. In very good condition, plays like new. Price \$200.00.  
Address all inquiries to  
**THE F. E. GOODING AMUSEMENT CO.**  
1300 NORTON AVENUE COLUMBUS, OHIO

**DIXIE BELLE SHOWS**  
OPENING APRIL 25, ON THE STREET, MT. VERNON, IND.  
Wants Legitimate Concessions: Pitch-Til-Win, Coca-Cola Bottle, Guess Age, Hoop-La, Country Store, High Striker, Grocery Wheel, Blanket Wheel, Penny Pitch, Bumper, Scales, Watch-La, Pan Game, Long Range Lead Gallery, Rat Game, or what have you? Only one of a kind booked. Privilege \$12.50 and \$15.00 a week—no advance on Fairs and Celebrations. Have contracts for 11 in Indiana and Kentucky so far. Have complete outfits for Fat Show, Geek Show and Athletic Show, or will book Shows with own equipment. Jack Rose, contact me at once. We own 5 Rides. Want 4 Shows and not over 20 Concessions. Have big Diesel Light Plant—14 trucks and plenty of rubber. Have all Ride Help needed. Want Sound Truck to advertise and put up paper. For Sale—20 good Fibre Sample Trunks, \$1.50 each—in my way—will ship on receipt. People who are booked, answer this call; very important. Address: **LOUIS T. RILEY, Owner-Manager, Mt. Vernon, Ind.**

**WANT — SIDESHOW MANAGER — WANT**  
For complete new outfit. Must have something to put inside. Exceptional opportunity for right party. ALSO CAN USE Motordrome, Fun House or any good Grind Show and useful Show People. Few Concessions still open. Jessie Brunson, write.  
**PLEASURELAND SHOWS**  
**RAY E. MYERS** 2907 W. Warren Ave., Detroit **H. G. HOCKETT**

**BINGO CALLER AND BINGO HELP WANTED**  
For 30 weeks' season. Must be experienced and reliable. State all in first letter. Also Rocket Ride Help. Prefer Semi-Trailer Drivers. Good salaries.  
**CHAS. COHEN**  
Cetlin & Wilson Shows, Box 787, Petersburg, Va.

**YELLOWSTONE SHOWS CAN PLACE**  
Girl Show, Athletic and Snake Show. Have complete equipment for same. Can place Ride Help on Tilt and Wheel. Foreman for Merry-Go-Round, Agents for Grind Store, also Spindle. Want Shooting Galleries, Ball Games or any Merchandise Concession. Mrs. Rane wants Agents for Hoop-La and String Store. Wire or write  
**W. S. NEAL, Box 904, Albuquerque, New Mexico**

**J. R. EDWARDS SHOWS**  
OPENING MAY 16TH AT WOOSTER, OHIO  
**WANTED**  
Cook House. Will take Tickets. Photo Gallery, Legitimate Concessions of all kinds. Shows with own outfits. (No Girl Shows.) Can place Foremen for Tilt-a-Whirl, Ferris Wheel and Merry-Go-Round. Top Salaries. All Ohio Territory.  
**FOR SALE:** Eli Ferris Wheel, Motor mounted on truck, in good running order. Price \$200.00. All Address **J. R. EDWARDS SHOWS, 233 N. Buckeye Street, Wooster, Ohio**



# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

## BLUEBIRDS?

ARTHUR ATHERTON recently signed as secretary of Lawrence Greater Shows.

W. R. (BROWNIE) WALKER is with Goldie Vidson's concession on Selbrand Bros.' Shows.

TOM HALE, with bingo stand and other concessions, joined World of Fun Shows in Graniteville, S. C.

GREAT WILNO, cannon act, has been contracted to provide the free attraction on Dick's Paramount Shows.

HAPPY DAY: When you can leave that three-room apartment and move into a berth.

CLYDE WEBB, formerly with Byers Bros.' Shows, is a military policeman at San Luis Obispo, Calif.

SIGNING his Animal Show with Zucchini Bros.' Shows recently was B. N. Hubbard, Carl O. Bartels reports.

J. E. (JACK) Lampton, concessionaire and showman, stopped off in Cincinnati last week while en route to Columbus, O.

Winsted, Conn., are Mr. and Mrs. Billy (Red) Sweet, formerly with Traver's Fair at Home Shows.

UP-AND-DOWNERS, fly-by-nighters and forty-milers may be more than welcome this season.

READYING his concessions in Zucchini Bros.' Shows quarters in Leaksville, N. C., is Sam Weintraub. He spent the winter in Florida.

PEGGIE BAINCHETTI, Frankfort, Ind., is in Florida visiting showfolk friends. She says she plans to vacation there for some time.

CLIFF HAYS, formerly with Greater Exposition Shows, is a private and stationed at the army base in Springfield, Mo.

FLASHIEST DRESSED workmen to be seen on midways this year will be concession agents.

RAYMOND PALKER has been signed to handle the advertising car on Garden State Shows this season, R. H. Miner Jr. reports.

FORMER secretary of Bantly's All-American Shows, William Witmore has been inducted into the army, as has Bud Fuller, sound truck man on the shows.

KENNETH WHITEHEAD, former Chairplane foreman on Garden State Shows, recently enlisted in the Marine Corps and is stationed at Parris Island, S. C.

NEW PASS ALIBI: "Due to the paper shortage, we patriots have co-operated with our government by not having any passes printed."



ROY E. LUDINGTON, general manager Crafts Enterprises and second vice-president of the Pacific Coast Showmen's Association, has been elected to the first vice-presidency of the club, succeeding H. A. (Pop) Ludwig, who resigned because of the pressure of personal business. Ludwig, general manager of Virginia Park, Long Beach, Calif., was named first vice-president late last year. In 1941 he served as secretary and chaplain.

ROY BIBLE has been signed to direct the new Monkey Show on Cetlin & Wilson Shows.

FOOD RATIONING wouldn't affect midway workers who are used to a daily dollar meal-rationing ticket.

ANNEX attraction with Doc Le Roy's Side Show on Tivoli Exposition Shows is Darene Rivers.

PATRICK HORAN, formerly with Fred Allen Shows, is a private in the air corps and stationed at the 435th Squadron, Greenville Army Flying School.

MRS. PERCY MORENCY, in charge of the mall and The Billboard sales agent on Art Lewis Shows, is recovering from a three-week illness.

FORMER secretary of Cetlin & Wilson Shows Jimmy Coffman is in the army and stationed at Camp Lee, Petersburg, Va.

ISN'T always good policy to force independent operators to charge higher admissions than those on office-owned attractions?

HAL COMPTON advises from San Antonio that after A. J. Budd's Museum closes its winter tour there it will begin preparing for the road.

MANAGING the frozen custard on World of Today Shows are Mr. and Mrs. Jack Guthrie. Unit is owned by Charles Golding, Indianapolis.

FRANK MEEK (Onyx the Clown), well-known circus and carnival trouper, is in Veterans' Hospital, Dearborn, Mich. He would like to read letters from friends.

WORKING club and theater dates in

### Peanut Payoff

WITH labor almost impossible to hire, I believe I have solved the problem for my pit show this season. I have read and heard so much about men with no more brain than a monkey and monkeys with the intelligence of man that I plan to contract three chimpanzees to set up and tear down my show. Outside of what they eat, which shouldn't average more than a dollar meal ticket a day, they will get no compensation whatsoever. Of course, they will have to be promised something and I will make the promise of a two-week holdback and set it at \$10 per week. The apes will take it for granted that they are getting a sawbuck per week, due to the holdback being the only salary mentioned. At the end of the season I'll cut their holdbacks with the man who owns them. On Sundays on the run they will be chained on the first flat car behind the engine and too far from the privilege car for them to get back to eat. That will save a one-day feed bill each week. When it rains or when they want to sleep they will have enough chain to allow them to get under the wagons. I have it all figured out so that they can be handled like workmen.—DIME JAM JOHNSON.

ation. He would like to read letters from friends.

YES MEN will be of little value this season. The business will need men who can do some of the thinking.—Cousin Peleg.

"STOPPED here en route north to handle the press and general manager's chores on Al Baysinger Shows this season," Frank J. Lee pens from Hot Springs.

BOOKING one of his bingo stands for the fourth consecutive season on Bantly's All-American Shows recently was Bill Jones. Georgie Goodman again will operate the unit.

SIGNING with Pioneer Shows recently were Mr. and Mrs. Harper and Whitey Stromball, concessionaires. Pvt. Ray Daniels was a visitor to shows' Waverly.

## BIG ELI NEWS

For MARCH-APRIL

Now ready for mailing. Special articles about the 55-foot No. 16 Park Model BIG ELI Wheel and the "Old Reliable" No. 12 featured in this issue. Lots of pictures and other timely topics of interest to every Ride Man. If you are in any way connected with Amusement Riding Devices send for a free sample copy of March-April BIG ELI NEWS. No obligation.

**ELI BRIDGE COMPANY**  
Publishers  
BIG ELI Wheels — Eli Power Units  
Opp. Wab. Sta. Jacksonville, Illinois

### Low POPCORN prices

S.A.—\$7.15 cwt. Boxes 5¢—\$4.35M; 10¢ 8lbz, \$5.50M; Seasoning, 19¢ lb. WRITE for complete list and lowest prices.

**ROYALE POPCORN CO.**  
1020 Woodland Ave., Cleveland, O.  
(Everything From One Single Source Supply)

## STEPHEN'S SHOWS WANT

For opening near here, May 30th, Shows of all kind with own outfit. Grind, Athletic, Girl, Dumborn, Monkey or any Show with something inside. Can use a few more Concessions.

STEPHENS SHOWS, Spickard, Missouri

## WANTED BANNER MAN

Excellent proposition. Must have car.

**Sunset Amusement Co.**  
Excelsior Springs, Mo.

## WANT

Cook House; Electrician, Earl Ricker, who; Ball Games, Fish Pond, Lead Gallery.

**WALLACE BROS.' SHOWS**  
Corinth, Miss., Mar. 28-Apr. 6

## WANT DROME RIDERS

Trick and Strait Men or Women, \$40 and \$50 per week. Also Talker and Fly-5-Plane Foreman.

**EARL PURTLE**  
7612 Sweet Briar Rd. Richmond, Va.

### PENNY PITCH GAMES

Size 46x46", Price \$25.00.  
Size 48x48", With 1 Jack Pot, \$35.00.  
Size 48x48", with 5 Jack Pots, \$45.00.

### PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$12.00

### BINGO GAMES

75-Player Complete .....\$5.00  
100-Player Complete ..... 7.25

1/3 Deposit on All Orders.  
SEND FOR CATALOGUE  
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

**SLACK MFG. CO.**  
124-126 W. Lake St. Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

1942 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
Analysis, 3-p., with Blue Cover. Each . . . . .03  
Analysis, 8-p., with White Cover. Each . . . . .15  
Forecast and Analysis, 10-p., Fancy Covers. Ea. .05  
Samples of the 4 Readings, Four for 25¢.  
No. 1, 34-Page, Gold and Silver Covers. Each .35  
Wall Charts, Heavy Paper, Size 28x34. Each 1.00  
Gazing Crystals, Oulja Boards, etc.

## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well Bound . . . . .25¢  
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc., 35¢.  
Signa Cards, Illustrated, Pack of 36 . . . . .15¢  
Graphology Charts, 9x17. Sam. 5¢, per 1000 \$6.00  
MENTAL TELEPATHY, Booklet, 21 P. . . . .25¢  
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

## SIMMONS & CO.

19 West Jackson Blvd. CHICAGO  
Instant Delivery. Send for Wholesale Prices.

## HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.  
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES  
State salary and all details in first letter.  
Open All Year Round.  
SCHORK & SCHAFFER

## POPCORN—PEANUTS

Seasoning, Cones, Bags, Ctns. and complete line Popcorn and Peanut Supplies. New and Reconditioned Equipment bought and sold.

Phila, Pa. MOSS BROS. NUT CO. Pitts., Pa.

### —ATTENTION, SIDE SHOW ACTS—

Have opening of reputable Side Show Acts of all kinds. Can place first-class Inside Lecturer that can sell show—Earl Myers Jr., contact me for good proposition. Good Magician that pitches, Good Cowboy Band or Trick and Fancy Roper, Sharp Shooter, etc. Good wardrobe necessary. Tex, out of Fremont, Ohio, contact me; can use you and wife. Sword Box Act and Tattoo Joint. Have opening for Man and Wife, Man on Ticket Box and Wife for several Illusions. Can use good Cook. Any and all Working Acts, get in touch with me—it's to your advantage to be with the best. Show opens 23rd April.

CHAS. H. HODGES  
14630 Riverside Drive Detroit, Mich.

## BILLPOSTER WANTED

Can place Union Billposter with car or panel truck. One that can fill duty of Second Man. Address:

**LAWRENCE GREATER SHOWS**  
Chester, S. C., Winter Quarters

## WANTED

First-class ARCADE MECHANIC, CONCESSION AGENTS for MOUSE GAME, BEAT THE DEALER, UNDER AND OVER, HOOP-LA, PENNY PITCH and PHOTO GALLERY. Opening April 6th. Write or wire ART ALEXANDER, P. O. Box 1536, Columbus, Georgia.

## H. LEW ALLEN

Can place you at once on salary.

**WORLD OF PLEASURE SHOWS**  
100 Davenport DETROIT, MICH.

## WANT BILL JOY SHOW

Stock Concessions—Bingo, Fish Pond, Ball Game, Darts, any Stock Concessions. Will book two more Grand Shows, also Kid Ride. Agents for Stock Stores. This show playing "smoke stacks" and defense arena. All answer: ART HINNANT, Mgr., Bill Joy Show, Grantville, Ga., March 30; then as per route.



N. Y., quarters while on a recent fur-lough.

"SPIRIT is willing but the flesh is weak," remarked a patron after biting into a fair-grounds hamburger.

JOE MOONEY, trouper, reports from Fort Worth that he worked the Exposition and Fat Stock Show there and that he will tour with one of the big ones this season.

AFTER wintering in Spartanburg, S. C., Mr. and Mrs. R. L. Wade left for Zacchini Bros.' Shows' Leaksville (N. C.) quarters to ready their 10 concessions for the coming tour.

HAVING booked their concessions on Sol's Liberty Shows at Caruthersville, Mo., Mr. and Mrs. Johnny Wuetherick have returned to Hot Springs, where they have been wintering for the last two years.

CARNIVAL BUSINESS is no longer a face-to-face proposition. Nowadays some managers bawl 'em out, give orders and fire 'em with notes delivered by the show's mailman.

FORMERLY with Rubin & Cherry Exposition, Ralph W. Bartsch enlisted in the army and left Milwaukee March 9. He is stationed at Fort P. E. Warren, Wyoming.

MR. AND MRS. J. FRANCIS SMITH booked their bingo stand with Ebersole's Shows. They are mourning the loss of Peggy, Boston bull terrier, who was their constant companion for 10 years.

FRANK (HAPPY) WARE, last season special agent of Dick's Paramount Shows, has been re-engaged in that capacity for 1942. He will have charge of all advance work, including newspaper and radio advertising.

KNOCKING ON WOOD. Lot man (locating house trailers)—"Put the women under the whispering pines and the hard losers under the weeping willows."

BOB AND DOROTHY BARCLAY, last three seasons motordrome operators on Johnny J. Jones Exposition, are living in Ocean Park, Calif., where Bob is an Army Air Corps instructor. He took delivery on a new house trailer recently.

B. Y. NYE, business manager Crystal Exposition Shows, advises that the organization has been awarded the midway contract at Scott County Fair, Duncannon, Va. Shows will also provide the free acts and concert band.

SEASON'S best bet: Pony rides and Rocky Roads. No gas, oil or rubber. If necessary they can even overland their owners.

Following a visit with their children on the West Coast, Mr. and Mrs. Gelters Pugh returned to their home in Van Wert, O. They recently booked their concessions on A. W. Gooding Amusement Company and R. J. Gooding Shows.

J. C. McCAFFERY, general manager Amusement Corporation of America, visited The Billboard St. Louis office last week while in the city looking after Royal American Shows' interest at the scheduled two-week engagement at the Grand-Laclede lot in May.

RILEY BAIN and Tommy Coleman advise from Hammond, Ind., that they have

Communique

ENGINEERS have already paved the way for the first section of Drawhead Sisters' Cultured Carnival to form a front on Highway 88 for a military venture. Everything has been planned for a frontal attack and our shock troupes, not troops, will be arranged in gauntlet formation. Our forces have been overtrained to outmaneuver any and all who approach. Strategy No. 1, according Hyp No. 6, will allow our opponents to bribe their way thru the front arch with a silver offering. Quietness will reign there to throw them off guard. Then they will be suddenly flanked on their right and left with a barrage of: "Have you got a match? Think I know you. Nothing to do with the game. Been down by the quay? Did you come in thru the front gate?" and "Knock two off and win a cane." Our intelligence department did its work well in training men for that division. Should any crash thru our first line of defense, known as the Dardanelles or Lovers' Lane, then our second line of silver-tongued persuasion gladiators will throw a gas attack with: "Don't walk her to death; bring her in! You didn't have to come here to walk; you can do that on the streets. Look at 'em gabbing and shaking hands; they think it's an old settlers' reunion. We are used to big city show-goers. Wonder if they think this is a walkathon!" Our plan of attack should soon subdue them and meekly they will retreat to a corner near the popcorn wagon. Nothing more to report from this area.

set up a partnership after a two-year separation and that work on their six concessions is about finished. Bain will operate the stands on Chicago lots while Coleman continues with his defense work.

SOME front talkers delight in featuring a gal clad in cellophane wardrobe and stressing the time-worn gag, "You boys should see thru that all right."

MEMBERS of Scott Exposition Shows, Mr. and Mrs. E. Turner Scott were guests of Mr. and Mrs. L. E. Roth at a farewell party in Atlanta recently before Blue Ribbon Shows took to the road.

"WE CELEBRATED our 25th wedding anniversary here March 20," Mr. and Mrs. Charles E. Larkins card from Birmingham. "Just unloaded a new Moon Rocket for Lee Cuddy and we will be with Hennles Bros.' Shows this season."

INDEPENDENT show and ride operators could impress midway managers with that fact by lettering their trucks, "Emphatically Independent."

CARNIVAL troupers Joe Harrison and family have returned to Columbia, S. C., after visiting with Joe's brother, Pvt. Naylor H. Harrison, at Camp Wallace, Tex. Naylor has since been transferred to Fort Ruger, T. H.

FORMER lion tamer, Earl Amon wintered in Reynoldsville, Pa., where he has been in charge of the taproom at the Imperial Hotel. He says he will return to the road this season with Bantly's All-American Shows.

DOWNED: It has been so tough going north this spring that even the bluebirds are moving two weeks behind on account of flying on the nut.—Oscar the Ham.

VYING for top jackpot artist in Bantly's All-American Shows' Sanford (N. C.) quarters, Herman Bantly, owner-manager, reports, are Lester Hicks, Octopus foreman; Frank Rudolph, Ridee-O foreman; Finn Christman, Ferris Wheel foreman; Charles Stanko, electrician; Buddy Rilee, lot superintendent; Lewis Caetano, chef, and Harry Faith.

NOTES from Elite Exposition Shows by Don Pultz from Arma, Kan.: Mr. and Mrs. Jesse Crumb and daughter arrived. He is Eli Wheel foreman. Slim Johnson, Midwest Merchandise Company, was a recent visitor, and Bill Clark, electrician, arrived and is busy in his department. Wally Brunk has about finished work on the cookhouse.

COOKHOUSE OPERATOR — "Perhaps you have noticed that the food is cheaper in my cookhouse than in the one that was here last year." Ride boy—"Yeh! Yeh! But we are paying more for it."

R. C. McCARTER will leave Charlotte,

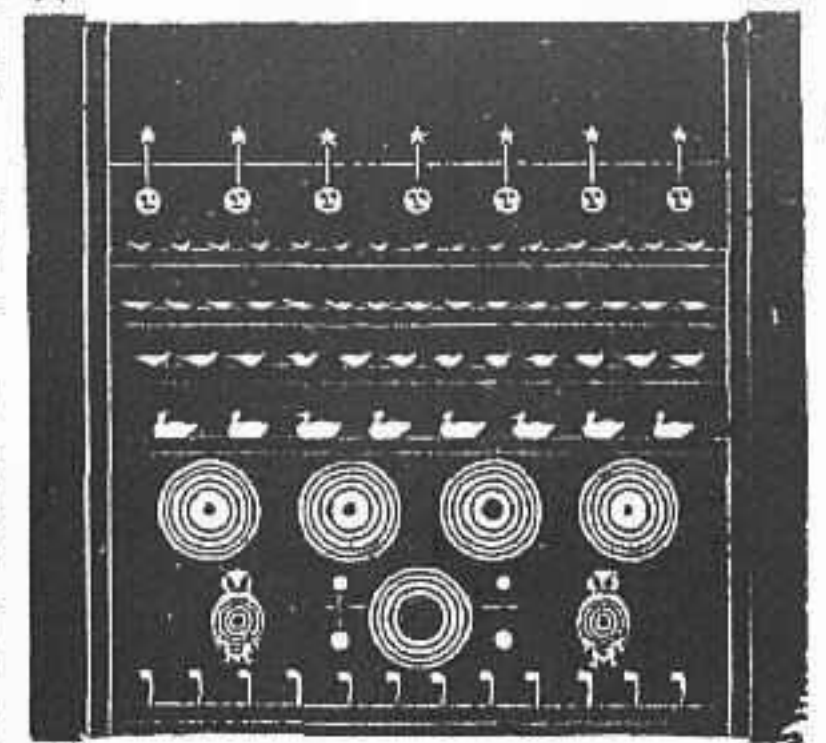
N. C., April 15 for Baltimore to join Getlin & Wilson Shows, where he will be in charge of publicity again. After closing in Fayetteville, N. C., last November and a two-week vacation in Miami, McCarter went to Charlotte, where he has been with the display advertising department of The Charlotte Observer. McCarter will be accompanied by his wife and daughter.

MANAGER (reviewing a new grind show)—"You'll have a thousand beefs a night with this show. Show operator—"Sounds encouraging. If I can hold that average at a dime apiece, I'll have a good season."

NOTES from Zacchini Bros.' Shows' Leaksville (N. C.) quarters by Carl O. Bartels: Steve Swika and family left Tampa recently for Atlanta, where they will work for a few weeks before coming into quarters. Mike Belder will return with his popcorn stand. Clyde Best and family, who have been wintering in Tampa, have signed their six concessions. Keen Newcomb came in from New York to ready his concessions. Glenn Castle again booked his penny pitch. He wintered at Clearwater, Fla. Mrs. Tex Estridge has been re-engaged as operator of shows' sound system. Herman Singer will be Ten-in-One Show manager and is expected in from Revere, Mass., soon.

MANAGER TO DRIFTER (who joins five shows annually)—"What! Leaving my show again? If you keep on coming and going we managers will bar you from ever coming back." Hopscotcher—"There are 300 carnivals in America. I figure that I can join five a year without coming back to any. That will give me 60 years of trouping and by then I'll be ready to settle down. Besides, 300 more may spring up by then."

EVANS' LONG RANGE SHOOTING GALLERIES



PERFECT FOR TRAINING! Ideal for developing marksmanship, sharp-shooting, etc. Easy to set up. Most complete line of Galleries in the country, also Supplies and Parts for all Makes of Shooting Galleries. Rely on Evans' 50 years' experience and you won't go wrong!

FREE CATALOG of complete Shooting Gallery Equipment, also Wheels of every type, etc. Everything for the midway. Write today!

H. C. EVANS & CO. 1520-1530 W. Adams St. Chicago

WORLD'S MOST POPULAR RIDES OCTOPUS—ROLLOPLANE—FLY-O-PLANE

REPAIR PARTS Order What You Need Now. Our Factory May Be Called Into Defense Work.

Manufactured by EYERLY AIRCRAFT CO., Salem, Oregon ABNER K. KLINE, Sales Manager

SNOW CONES AND POPCORN

Our 1942 Spring price list on Snow Cones and Popcorn Supplies is being mailed this week. It contains information of tremendous importance to Snow Cone and Popcorn Concessionaires, information that will save you money. If you do not get yours in a few days be sure to send for it.

GOLD MEDAL PRODUCTS CO.

133 E. PEARL ST. CINCINNATI, OHIO

BEE'S OLD RELIABLE SHOWS, INC.

OPENING APRIL 18TH, BOWLING GREEN, KY.

Following by long season of choice towns and fifteen fairs in Kentucky and Tennessee. No long moves, which will save tires. Can place a few more rollable Ride Men. Pay in cash every Wednesday—no promises. Want 10-in-1 Show Manager with worth-while attractions. Have tent, front and banners for same, used only one season. Also Fun House, Penny Arcade or any money-making Show that does not conflict. Want Athletic Show Manager. Bill Stenson, write. Want legitimate Stock Concessions: Long Range Shooting Gallery, White Mitt Camp, NO GYPSIES, and also want Stock Concession Agents. VESS McLEMORE wants grind Store Agents and Counter Men for Bingo. Chas. Jett, write at once. Address:

DAVID J. HULS, R. F. D. #1, WINCHESTER, KY.

T. J. TIDWELL SHOWS

WANT ON ACCOUNT OF DISAPPOINTMENT

SIDE SHOWS (have complete Frame-Up, Top and Front). ATHLETIC SHOWMAN (party who wired me from Brownsville for Athletic Show, come on). MUSICIANS AND PERFORMERS FOR COLORED MINTREL SHOW. WANT Photo Gallery, Scales, Guess Your Age. WANT MAN FOR MONKEY SHOW WITH SOME MONKEYS. (We have complete Frame-Up, Top and Front, with some Monkeys of our own.) WILL BOOK ANY SHOWS NOT CONFLICTING. CAN PLACE EXPERIENCED ELECTRICIAN. Jack Sherman and Jimmie Dunn, can place you.

Address: T. J. TIDWELL, Mgr., Box 954, Sweetwater, Texas

SMITH'S GREATER SHOWS WANT

Owing to disappointment and misrepresentation need Foreman, Second Man and Help on the following Rides: Tiltwhirl, Ferris Wheel, Loopplane, Chairplane and Second Man for M.G.R. All Concessions open except Mug Joint and Pop Corn. Good opportunity for Cook House and Corn Game. Shows of all kind. Have complete outfits for Jlg Show, Girl Show, 10-in-1. Will book others. Will consider a good Free Act and Legal Adjuster. We open Culpeper, April 18th.

K. F. SMITH, P. O. Box 185, Culpeper, Va.

LAST CALL PENN PREMIER SHOWS LAST CALL APRIL 18 APRIL 18

Can place immediately due to accident outstanding Free Attractions for entire season. State lowest salary in letter. Those writing before, write again. Can also place Diggers, Cigarette Gallery, Hoop-La, Custard and a few Percentage Games; also any other Legitimate Games. Can place a few more Ride Men that drive 30-ft. semis. This Show has 11 bona fide Fairs and will be out until Armistice Day. Want Banner Man and Promoter. Address all mail to

LLOYD D. SERFASS, GEN. MGR., STROUDSBURG, PA.

GOLDEN BELT SHOWS

Apr. 11—Opening Malvern, Ark.—Apr. 11

WANT

Rides — Roll-o-Plane, Tramb. Shows — What have you? Concessions that work for 10¢ of all kind. Will sell X on following: Cook House, Corn Game, Floss, Photos, Ride Help wanted, best wages or percentage; Foreman for Single Loop-o-Plane, Chair-o-Plane, Kid Ride, Ponies; also Second Men. Manager for Pim House built on semi-trailer, good money getter. Will buy for cash—Seven-Car Tilt, Octopus. Address: BOX 79, Hot Springs, Ark.

WANTED

Reliable, experienced Foreman for 3-Abroad Spillman Merry-Go-Round; also Second Man. Can use Second Man for Ferris Wheel and a Man to take charge of a set of modern Swings. Write or wire. Also state salary wanted.

JAS. BELL COMPANY 36 Green Street NEWARK, N. J.

WANTED AT ONCE

Capable Couple for Pop Corn, Peanuts and Candy Apple Stand, Must drive semi. Show opens Hagerstown, Md., April 11th. Address at once:

SHIRLEY LAWRENCE Chester, S. C., Winterquarters



**LAST CALL**  
**ART LEWIS SHOWS, Inc.**

"World's Finest Midway"

Season Opens — APRIL 8 — Downtown, Norfolk, Va.

Playing the Best Defense Cities in the East, With 16 Fairs Starting July 20 Will buy or book Octopus, Rolloplane, Spitfire. We furnish wagons. Have opening for Monkey Circus, Glasshouse, Animal Show. Can place Scales, Hi-Striker, American Palmistry; Legitimate Concessions not conflicting. Also Girls for Revue and Posing Shows.

**WANTED**

Foremen for Wheels, Chairplane, Ride Help, Trainhands, Polers, Canvasmen; (DIESEL MECHANIC FOR LIGHT PLANTS), Tractor Drivers. Bill Bush, Wally Champion, Dave Fast, contact us. Rhone and Annette, contact Al Mercy. Also want Piano Player for our revue. Have for Sale—Beautiful 60' Panel Front for Girl or Posing Show, excellent condition. Wire or write ART LEWIS, General Manager, Norfolk, Va.

**LANG GETAWAY STRONG**

(Continued from page 29)

except the Fly-o-Plane, which is the property of Charley Goss.

**Staff**

Dee Lang, owner-manager; Noble C. Fairly, business manager; Norma Lang, treasurer; Louis Pinkey Dixon, secretary; George Golden, concession manager; Louis Ingleheim, billposter, and Bruce Barham, publicity.

Shows: Raynell's Nude and Dude Ranch, Ginger Ray, manager; Hollywood Glamour Girls, Jean Miller, manager; Gang Busters, Jimmie Samuelson, manager; Road to Ruin, E. R. Richards, manager; Jungleland, Ray Domer, manager; Athletic Show, Ernie Glover, manager; Charley Zern's Side Show; Mon-keytown, Tommie Avery, manager; Marie Jones's Glass House; Fun House, Charles Tyler, manager; Motordome, Ray Domer; Mechanical City, Sam Austin; Marine Show, Sid Smith.

TYLER, Tex., March 28.—Dee Lang's Famous Shows engagement here, second of the season, resulted in fair business despite cool weather. Located at the circus grounds, shows were sponsored by American Legion Post. Bill Starr, seriously ill for some time, was able to be out the latter part of the week and is expected back on the job soon. Raynell's Nude and Dude Ranch garnered top money, while her Hollywood Glamour Girls was a close second.

Charley Zerns is rapidly rounding his side show into shape. Burt (Snookie) Larow joined with his Illusion Show, and Marie Jones came on with her new Glass House. Visitors included Jake and Elsie Brizendine, Mr. and Mrs. Bill Kemp, Mr. and Mrs. Frank P. Lee, Mr. and Mrs. Herman Blackburn and Mr. and Mrs. Tom Guthrie.

**Hamilton Amusement Co., Inc.**

**CAN PLACE**

Tilt-a-Whirl, Octopus or any other Ride that does not conflict, ten cents. Stock Concessions only. Opening for Ball Game. Booked for ten weeks, industrial payrolls. Good Ride Help wanted at once. Will buy or book Kiddie Rides. For sale—Ten-Cent Photo Machine, complete. HAMILTON AMUSE. CO., Uniontown, Ala.; Tuscaloosa, Ala., next week.

**RIDE HELP WANTED**

Entire crew for brand-new Tilt-a-Whirl. Also sober, reliable Help for Wheel, Merry-Go-Round and Chair-o-Plane. We guarantee top wages and a 24-week season. Opening April 27. Winter quarters now open. Communicate at once.

**KING REID SHOWS**

DORSET, VERMONT

**WANTED AT ONCE**

Drome Rider, straight or trick. If you are going to ride, why not make money? We are playing the best of New England States. Nice drome, only two years old, "and drome territory" time is about open April 16th. Wire me. Pay yours, I'll pay mine. Would like to hear from a few good sober Talkers. Write me. RALPH PENLEY MOTOR-DROME, care Coleman Bros.' Shows, 508 Main St., Middletown, Conn. Art Garvin, wire me if interested.

**WANTED AT ONCE**

Special Agent with car that can post paper. Irvin B. Caw, wire immediately.

**L. J. HETH SHOWS**

No. Birmingham, Ala.

Buy U. S. Defense Savings Bonds and Stamps

**WONDER SHOWS OF AMERICA**

(This is a Railroad Show)

**WANTS**

Outstanding Hillbilly Show. Will book one more new Ride. Need two outstanding Talkers, one for Midget Show and one for world's outstanding Wild Animal Show. This Animal Show will seat 1800 people, and talker must be the best. Zeke Shumway can use Men and Lady Drome Riders. Bud Jorgenson wants attractive Girls for Posing Show. Need Piano Player for Midget Show. Ride Help—Top salaries to experienced Second Men on all Rides. Train Help and Polers. Concessions—We transport your equipment and people after joining. Will book American Mitt Camp, Frozen Custard, Candy Apples and all legitimate Concessions that work for 10c. Louis Yaffa wants experienced legitimate Concession Agents for Grind Stores and Corn Game. All those who have worked for him before, write. Write or wire MAX GOODMAN, Manager, P. O. Box 21, Little Rock, Arkansas

**GOLD MEDAL SHOWS**

FOR DEFENSE OPENING SATURDAY, APRIL 4, AT COLUMBUS, MISS.

WANT ELECTRICIAN THAT CAN HANDLE DIESEL PLANTS. CAN PLACE THE FOLLOWING CONCESSIONS; PENNY ARCADE, LEAD GALLERY, CORK GALLERY, CUSTARD, PITCH-TILL-YOU-WIN, STRING GAME AND OTHER 10c STOCK CONCESSIONS.

All address OSCAR BLOOM, Mgr., Box 663, Columbus, Miss.



**MATTHEW J. RILEY ENTERPRISES**

CALL — OPENING APRIL 11 — PHILADELPHIA, PA.

Want Shows of merit, Rides of all kinds. Want Merry-Go-Round and Chairplane Foreman. Ride Help. Can place legitimate Concessions of all kinds.

MATTHEW J. RILEY, Mgr.

917 WALNUT ST.

PHILADELPHIA, PENNSYLVANIA

**DEE LANG'S FAMOUS SHOWS**

CAN PLACE TO JOIN AT ONCE

COOKHOUSE—GRAB—AND PHOTO GALLERY

DUE TO ADDING SEVERAL NEW RIDES CAN PLACE

RIDE HELP WHO DRIVE TRACTORS AND BIG ELI SEMI TRAILERS.

All Address DEE LANG, General Manager, Texarkana, Ark., March 30-April 4; Fort Smith, Ark., April 6-11.



**Call - - PIONEER SHOWS - - Call**

Opening here May 4th, 10 days—all pay days—defense plants—plenty of money. The best defense towns in New York and Pennsylvania to follow. Want Concessions—Photos, Custard, Candy Apple, Pitch-Till-U-Win, Dart Balloon, Scales, High Striker, Fish Pond, Stock Wheels or any 10c Concession. Non-conflicting Rides and Shows. Can place Help—Foreman for M. G. R., Ferris Wheel, Chair-o-Plane. Help in all departments. Sam Serlin wants Cook House Help. We have the best route of dates in this territory. All those contracted, please answer. Sweeney, Wheel Man Kentucky, Small Jerry, Floyd Prentice, Chairplane, write. Jersey Sam, sending for you.

MICKEY PERCELL, BOX 106, WAVERLY, NEW YORK

**ENDY BROS.' SHOWS, Inc.**

OPEN BALTIMORE, MD., SATURDAY, APRIL 11

Can place Chorus Girls for big revue, office paid Help in all departments. Want Ride Men, Semi-Truck Drivers, Canvasmen, Concession Help. Top salaries. Everyone contracted, come on. Can place Penny Arcade. Show leaves Miami, Fla., April 5. All address ENDY BROS.' SHOWS, INC., Miami, Fla.

**TEXAS VICTORY SHOWS**

WANT ELECTRICIAN AND MECHANIC AT ONCE. WILL BOOK ORGANIZED MINSTREL SHOW (Jake Dimes, wire me), ALSO SEVERAL MORE GOOD GRIND SHOWS. WANT MAN TO HANDLE GIRL REVUE, SIDE SHOW ACTS AND FREAKS TO FEATURE. (Bob Vandiver, get in touch with Gibson.) CAN PLACE RIDE MEN WHO CAN DRIVE SEMIS.

All address: MEL H. VAUGHT, Mgr., Texas Victory Shows, San Antonio, Texas

**LAST CALL—FLORIDA'S BEST SPRING FAIRS—LAST CALL**

WANT — FOR THE FOLLOWING BONA FIDE FAIRS — WANT

HARDEE COUNTY CUCUMBER EXPOSITION, WAUCHULA, APRIL 6-11.

Seminole County Celery Festival, Sanford, April 14-18; Ever Glade Fair, Belle Glade, April 20-25; Florida Tomato Festival, Ruskin, April 28 to May 2. Shows of all kind. Any Ride except Ferris Wheel, Chairplane, Loop, Kid Airplanes. Room for a few more Concessions. Especially want Bingo. Now is the time to play Florida, as the harvest season is just on. People with money, no place to go. Address all communications to JOHN B. DAVIS.

**SOUTHERN STATES SHOWS**

Tampa, Fla., until April 2; then Wauchula.

**Last Call --- J. F. SPARKS SHOWS --- Want**

OPENING AT BESSEMER, ALA., APRIL 6TH-11TH.

Avondale Mills lot, Birmingham, April 13th-18th. Shrine Ceremonial Celebration, one block from post office in downtown Birmingham, April 20th-25th.

All above dates sponsored by Zamora Temple Shrine. Ensley Kiwanis Celebration, Ensley, Ala., April 27th-May 2nd. Cullman County Strawberry Festival, on downtown streets, Cullman, Ala., May 4th-9th. Independent showmen and legitimate concessioners should not miss these dates. Reply or come on. Ford Smith, Henry Pallensen, come on.

J. F. SPARKS, Mgr., 311 Westover Drive, Birmingham, Ala. Phone, 2-4047.

**WANTED FOR BARKOOT BROS.' SHOW**

Pit Show, Mechanical City, Fun House, Girls for Vaudeville Show. Want Chairplane and Rolloplane. Can place Merchandise Concessions of all kinds. Want Ride Help that can drive semitrailers. Opening Toledo, Ohio, April 19th. Address: K. C. BARKOOT, Manager.

**BARNEY TASSELL UNIT SHOW**

OPENS APRIL 6TH, CHASE CITY, VA., IN HEART OF TOWN.

Sensational Free Act and Free Gate. Everybody Report There.

Can place one or two more Rides that don't conflict, Shows and strictly legitimate Concessions. A few weeks of defense towns; then eight weeks in and around Washington, D. C. Join the big little show where money is plentiful. Wire Chase City, Va.



# Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

## Cetlin & Wilson

PETERSBURG, Va., March 28.—With opening only a few days away, plenty of activity prevails in local quarters. The new Diesel light plant arrived. Recent arrivals include Mr. and Mrs. Porter Vanault, Penny Arcade; Mr. and Mrs. E. K. Johnson and Mr. and Mrs. Carl J. Luther. Mr. and Mrs. Woodrow Olson, World Fair Side Show, report they will arrive April 1st. Ollie Hager has her crew painting the Motordrome and building a new front. Mr. and Mrs. Tommy Thomas are getting the Miss America Show ready. Quarters crew totals 50 and Slim Gibson is supervising construction work. Billy Burke is in charge of the painting crew, and George Dobbins and crew have finished painting the Twin Ferris Wheels. William Cowen's concession crew is here. George Harnes is readying his string of concessions. Mr. and Mrs. Charles Cohan, who are vacationing in Miami, are expected soon. He will have the bingo and Moon Rocket again. Mr. and Mrs. Johnny O'Rea are expected in from Miami. Mr. and Mrs. Pete Johnson and daughter joined Charlie Cohan here. Mr. and Mrs. King are here and will be with Van Ault's Penny Arcade.

Mother Lee is making new wardrobe for Mrs. Cetlin and Mrs. Wilson's Paradise Revue and Miss America Show. Blackie Jacobs and Pop Pradee are in charge of the quarters dining room. Fred Utter and his assistants are getting the electrical department in order. Neal Hunter is trainmaster and Frank Massey lot superintendent. Mary McLain, auditor, is expected April 1. Co-Owner Jack Wilson is suffering with a severe cold. The writer arrived from Charlotte, N. C., where he has been connected with *The Charlotte Observer* since shows closed last fall. **R. C. McCARTER.**

## Bantly's All-American

SANFORD, N. C., March 28.—Four of shows' staff went to the army in the last six weeks. They are William Witmore, secretary; Bud Fuller, sound truck; Walter Pearl, press agent, and Johnny Melville, second agent. Mr. and Mrs. Charles Stanko were tendered a party by Bud Rilee. Guests included Sue and Harry Copping, Naomi Bantly, Frank Rudolph, Harry Faith, Finn Christman, Flash White and the writer. **L. C. (TED) MILLER.**

## W. C. Kaus

NEW BERN, N. C., March 28.—General Manager Russell Owens has quarters humming with activity and all equipment will be ready for opening. Nick Ollie, lot superintendent and builder, has modernized all show fronts. John Kokel and Elwood Owens returned from Memphis with the Diesel plants mounted on a truck. Recent arrivals include Alf Wood, A. Barton, Oscar Brown, Henry Owens and James Van Horn. John Ruggles, electrician, advised from Iowa that he would report April 1. Andy (Gump) Kerr, assistant electrician, is en route to quarters from Ithaca, N. Y. Mrs. Marie Kaus and Mrs. Helen Owens returned from a week's visit with friends and relatives in Pennsylvania and Connecticut. George Muller has been engaged as billposter. Pete Sturgis will manage the Athletic Show. **JACK PERRY.**

## Pioneer

WAVERLY, N. Y., March 28.—Work is going along well, and William F. Page, who is in charge of quarters, is putting the finishing touches on the Merry-Go-Round. New ticket boxes and a new front are being built. Sam Serlan is expected to arrive soon from Baltimore. He has the cookhouse, popcorn stand and a few other concessions. Howard Levan is en route from Florida, as is F. W. Pauli, electrician, with Penny Arcade and ball games. Several new concessions have been booked, including Phil O'Neil's stores. Mr. and Mrs. Harper and S. Battina are framing their concessions. R. Count Golden recently left to visit folks in Wilkes-Barre, Pa. The Coddinos, rope spinners, whip and knife act, have been booked. Several concessions are being framed by Mrs. Percell. George Titus, Harry Moore, Windy and Sam Battina, Paul Lucas and George Melville are now in quarters. **GEORGE HARVEY.**

## Lawrence Greater

CHESTER, S. C., March 28.—Quarters work has progressed beyond Manager Lawrence's expectations. Pete Thompson finished the new front for the main entrance. Pete also will have the Night in Hawaii Show and handle the lot. Artist Bennie Wells has about finished the fronts. Bennie also is superintending the neon department for all the fronts as well as the entrance. Mrs. Lawrence is busy looking after details concerning her concessions and the office work. Bob Young has the Whip in shape and Louis Gueth has the Merry-Go-Round and one Kiddie Ride ready. Aloha, Alligator Boy, and his sister have finished painting their new attraction. Micky Donohue is expected soon to get the drome in shape. Jack Goldberg advises that he will arrive soon with the Jumping Jive Revue, and Curly Graham is readying his concessions. Special Agent and Mrs. George Smith and their son are daily visitors. Della Bar is in charge of the quarters cookhouse. Floyd Woosely, who has the Side Show and Crime Show, arrived and found his new front painted and ready to go. Earl Myers, who has the Water Show, says he will be in quarters far ahead of opening. Manager Lawrence is awaiting the arrival of the 10 new trucks purchased last fall. The writer and Owner Lawrence were in a lengthy conference working out details and selecting paper for the coming year. Capt. Charles Smythie has the Monkey Show working to perfection. **WILLIAM R. HICKS.**

## Zacchini Bros.

TAMPA, March 28.—Trucks have been overhauled and are being painted. Rides are in good condition. Hugo Zacchini is finishing three new fronts, which will be neon illuminated. A crew of 20 is getting everything in shape. Five tractors and one semi have been added. Troy Large has been re-engaged as electrician, and shows will open at Leaksville, N. C., April 18. A number of fairs and celebrations have been booked. Reid McDonald has his two shows ready for opening. Doc J. A. Burns, general representative, has completed his booking tour. This year's staff includes Bruno Zacchini, general manager; Hugo Zacchini, assistant general manager; Carl O. Bartels, business manager and secretary; Doc J. A. Burns, general representative; Carmello Maulffe, assistant secretary; Glenn Castle, publicity and press agent. Recent visitors included Charles A. Lenz, Harry Morrison, Frank Hunt, Bill Snyder, William Turney, Steve Swika, Loyal Repensky, R. L. Wade, Clyde Best, Albert C. Bartels and John Knight. **CARL O. BARTELS.**

## Moore's Modern

PARMA, Mo., March 28.—Work has been in full swing the last four weeks and shows and rides are being repaired and remodeled. A new entrance arch is planned by Manager Moore, who has been on the sick list. Mr. and Mrs. Taylor Miller have returned from Kentucky, where they had been visiting relatives, and he is painting his two concessions. Mr. and Mrs. Everett Winrod arrived with their eight concessions. Work is being pushed as fast as possible for the opening here April 4. Manager Moore purchased two trucks. Agent Gregory Murphy is on a booking tour in Minnesota. Quarters visitors included Frank Sutton and Bill Conover, Great Sutton Shows, and Carl Byers and H. P. Hill, Byers Bros.' Shows. **BUDDY BUCK.**

## Garden State

NEW HOLLAND, Pa., March 28.—Shows have started preparations for the 1942 tour at local quarters. Work is progressing and everything is being readied for opening on April 25. Manager R. H. Miner Sr. has received contracts for the Knights of Columbus Fair, Princeton, N. J., and Our Lady of Mount Carmel Church Celebration, Roseto, Pa., and many choice spots and celebrations and fairs have been inked. William Goodrich booked his concession and signed as electrician. Hap Arnold will return with three concessions and has been signed to handle the new front entrance. Several new show fronts are under construction and Jimmy Corey will handle two of

BIGGER AND BETTER

JACK RUBACK

OPERATOR AND GENERAL MANAGER

ALAMO EXPOSITION

SHOWS

**WANT FOR SEASON**

Complete Side Show and any other Attractions meeting the requirements of this organization. Cookhouse, Frozen Custard, American Palmistry and Legitimate Concessions of all kinds. Can place Athletic Show People. Charles Prosser wants Motordrome Riders.

**HAVE FOR SALE**

12-Seat Ride-O and Merry Mix-Up

**EXECUTIVE STAFF**

<b>JACK RUBACK</b> General Manager	<b>LOUIS RINGOL</b> General Representative	<b>LARRY MULLINS</b> Publicity Director
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**OPENING APRIL 4TH**  
**SAN ANTONIO, TEXAS**

Playing 2 Downtown Lots.

This Show plays the cream of the Western States, and our Route includes 16 Fairs and Celebrations.

# ON CIRCUS DAY!



Every showman knows it pays to keep performance promises unfailingly. Tents must be waterproof to beat the storms. Preservo treated canvas insures an absolutely leak-proof tent even in the heaviest rain. Preservo keeps canvas soft, pliable and easy to handle.

**EASY TO APPLY**

**ROBESON PRESERVO CO.**

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**LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List.**

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## LAST CALL KEYSTONE MODERN SHOWS

OPENING DATE, APRIL 13, ATLANTA, GEORGIA

Want Cook House; legitimate Concessions, including Custard, Long Range Shooting Gallery, Ball Games and Ten Cent Grind Stores. Can place outstanding Side Show Acts, Talker and Ticket Sellers for Office Side Show. Will furnish outfits for Minstrel and worth-while Grind Shows. Want Second Men, Ride Help and Truck Drivers for Twin Ferris Wheels, Merry-Go-Round, Chairplane, Octopus, Roll-o-Plane, Spitfire and Kiddie Rides. Driver for Sound Truck. Can use good Secretary that will make himself useful in general duties around show. All address:

P. O. BOX 1923, ATLANTA, GEORGIA

## Last Call—ZACCHINI BROS.' SHOWS—Last Call

Featuring the World's One and Only  
**MONSTER DOUBLE REPEATING CANNON**

Shows opening April 18th in one of the best defense centers in the South, Leaksville-Spray, N. C. Those contracted, please acknowledge this call. Will place legitimate Concessions of all kinds. Can place Cook, one who can bake preferred; Walters and Griddle Men. Bingo, excellent proposition. Also want Shows that do not conflict. Can use ten Girls for Girl Show and Posing Shows. Top salary for Ride Help that drives semis. We have plenty of rubber. Shows travel on our own fleet of 22 semi-trailers and will show the best route of Still and Fair Dates ever booked in the East. Get your spring bank roll at Leaksville-Spray, N. C., on your way north. Wm. E. Cooke will not be with this show. **BRUNO ZACCHINI, Gen. Mgr., 2601 Fountain Blvd., Tampa, Fla. CARL O. BARTELS, Secy.**



### 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. Lightweight card. Set of 100 cards, tally card, calling markers, \$3.50.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
 Automatic Bingo Shaker. Real Glass . . . \$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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No. 8-202—Oblong Square End Tent. Blue and white. Full widths 8 oz. drill, roped fourth, 8' wall, blue and white drill. Good condition. Top and wall . . . \$193  
 Many Other Excellent Values  
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### BAKER-LOCKWOOD

14th Ave. at Clay St., KANSAS CITY, MO.  
 America's Big Tent House  
 Eastern Representative, A. E. CAMPFIELD,  
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### Wanted—Rides, Games, Shows

Also Concessions: Novelties, Pop Corn Machines, Shooting Gallery, Photographs, etc. Good spot for a Skating rink. Location is a Park on Long Island with an established patronage. Percentage arrangement or rental basis. Address:  
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## Last Call Last SOL'S LIBERTY SHOWS

ALL PEOPLE ENGAGED

SHOWMEN, RIDE MEN AND CONCESSION MEN, TAKE NOTICE!

Show leaves Winter Quarters early Wednesday morning, April 8, so be here not later than April 6, if not sooner.

**WANT—Foreman for Silver Streak. Foreman for Octopus. Foreman for Flying Skooter. Manager for Side Show, also Side Show Acts. Can use Capable Man that can handle Jungle Show. Ridemen, Showmen, if you can drive Semi-Truck and Trailer, come on. Can place two more Counter Men for Bingo. Can use Cook House and Grab.**

All address **SAM SOLOMON, P. O. Box 223, Caruthersville, Missouri.**

## Virginia Greater Shows

OPENING SUFFOLK, VIRGINIA, APRIL 9, FOR 9 DAYS

Want To Join At Once

Octopus, Loop-o-Plane, Tilt-a-Whirl, 8-Car Whirl, Illusion Show, Wax or Crime Show, Five or Ten in One or any other Show of merit; Penny Arcade, American Palmistry, Long or Short Range Gallery, Photo Gallery, String Game, Novelties, Ball Game, good opening for Diggers, Geo. Keeler, answer; fast call. Positively no Gypsies, Roll-Downs or Coupon Stores, so save stamps. This Show plays city lots, not country roads. Have good route of celebrations in Virginia, Maryland and New Jersey, and Southern Fairs. All Mail and Wires to

**WM. C. MURRAY, Gen. Agent, Box 270, Suffolk, Va. ROCCO MASUCCI, Gen. Mgr.**

### NOTICE

SHOOTING GALLERY OWNERS AND OPERATORS

The vertical shaft horizontal moving duck targets adaptable to shallow tank ponds is protected by my United States patent No. 2,125,353. Any infringement will be prosecuted to the full extent of the law and immediate action will be taken. This invention permits the use of a portable tank as shallow as five inches and can be used on the floor or ground without a pit and takes little space from other forms of moving or stationary targets. The added attractiveness of my invention over the old style vertical moving targets over horizontal shafts necessitating deep tanks can reasonably double your operating income. No moving targets involving this invention have been sold but will be licensed or rented only. If interested write **BURTON G. HENSON, 410 1/2 Franklin Street, Tampa, Florida** (my attorney, in fact), for particulars regarding the rental or licensed use of moving targets involving the above patent for description and terms.

**BERNARD O. MATTSON**

them. Mrs. Marie Scott booked six concessions. Mr. Sandman has one and the writer three. All trucks are being painted and overhauled. Jack Smith has been named lot superintendent. W. B. Cushman inked his pony ride.

R. H. MINER JR.

### Fred Allen

SYRACUSE, N. Y., March 28.—Everything is shaping up well for an early May opening. Recent arrivals were Duke, Ann and Dixie Doran, cookhouse operators. Manager Allen reports that Duke and Ann purchased a \$1,000 Defense Bond and that all with it will be urged to buy the bonds and stamps. Services of shows' personnel will be offered to the Red Cross, local defense and American Legion posts. Mr. and Mrs. G. F. Gray are en route here. Al Boxall and crew are preparing for the opening. Mr. and Mrs. George Esengard visited quarters. Marie Irvine completed a secretarial course and will be office assistant in addition to managing her concessions. The O. W. Boardmans and the Gerald Weeks are expected soon, as are Mr. and Mrs. Avery Wheelock. David and Fred Christ are painting for opening. The Crawfords and Daredevil Lavogel expect to complete their theater dates late in April.

THOMAS MULRONEY.

### Virginia Greater

SUFFOLK, Va., March 28.—New transformer has been placed in the new transformer truck, under supervision of Scotty Johnson, chief electrician. Arthur Gibson is designing and supervising building of new show fronts. John (Dutch) Myers is repairing show tops. Bob White, who has two Girl Revues, is expected in soon from Philadelphia. Harry Biggs arrived with his concessions and has his crew working on his equipment. Anna Lea came in with her Colored Show. A new truck is being built for the Kiddie Auto Ride. Herbert (Murphy) Sneek advises he will arrive soon. Bill Penny is here with his concessions and is assisting in building and repairing fronts and rides. Manager Rocco Masucci is supervising activities. Ken Davis writes from Orange City, Fla., that he will present his high act as the free attraction.—Reported by an executive of the shows.

### Dick's Paramount

RIVERHEAD, L. I., N. Y., March 28.—Quarters opened February with a crew of 15 on hand. Two new Diesel light plants arrived from Memphis and are being readied for opening. Manager R. E. Gilsdorf added several new rides, giving the midway a total of 12, and construction of new shows will be completed in time for opening. There will be 10 shows in the line-up. S. A. Carr, general agent, reports he has contracted several spots new to the shows' route. Mr. Hall, Side-Show operator, is expected in soon. Harry Sturges is in charge of the paint shop. Johnny Aquiar, construction superintendent, is working on new fronts. Several monkeys were added to Monkeyland. Mr. and Mrs. Fred Phillips spent the week-end with the management. Frank Cleasby visited Manager Gilsdorf.

FRANK (HAPPY) WARE.

### Golden Belt

HOT SPRINGS, March 28.—Quarters are going full blast and shows will open in Malvern, Ark., April 11. Mr. and Mrs. Ace Martin are getting their shows ready. Tom Wells writes he will be in soon. Captain Lamb is painting his Model Farm and training his dogs, which will be the free attraction. George Hall Jr. celebrated his fifth birthday with a party and he was tendered numerous presents. A surprise party was tendered Mrs. Lee Moss on her birthday. In attendance were Mr. and Mrs. Walter Pellas, Mr. and Mrs. Ben Noddingham, Mr. and Mrs. Harry H. Zimdars and Mr. and Mrs. Lee Moss. Quarters' visitors included J. Bill Carneer, Mr. Steinbarger, H. W. Kelly and C. I. Levin.

EDITH CROWE.

### Art Lewis

NORFOLK, Va., March 28.—With opening only two weeks away, folks are arriving daily. Crew totals about 75. Manager Art Lewis has spared no expense in enlarging and beautifying the shows, and the new Diesel plants are here. Peggy and Leo Kirch and baby, Ellen, arrived from Florida. Peggy and George Burk are expected soon. Dr. Partello advises he is en route to quarters. Percy Morency is suffering with a heavy cold. Mrs. Bill Jones's son, Billy Jr., and daughter, Gloria, were recent visitors. Myrtle and Art Courtney, West Shows, are located here and entertain showfolk nightly with spaghetti dinners. Dolly Ferris, of the Motordrome, arrived from Wabash, Ind.

ALYNE POTTER MORENCY.

### Gold Medal

COLUMBUS, Miss., March 28.—With the final coat of paint being applied, shows will start setting up next week for the opener at East Mississippi Dairy Show here April 4. All rides and show fronts have been overhauled and repainted and much new canvas added. Carl Byers visited. Mr. and Mrs. Barney Lamb came in from Flora, Miss., where Barney has been working for the government. Frenchy Frenzel and Mr. and Mrs. Phil Michaud and daughter, Betty, arrived, as did Gene Pierce and Jimmy Bennett, Mr. and Mrs. Maury Brod and Mr. and Mrs. Bob Heth. Bryan Woods signed his Monkey and Snake shows. Light plants have been transferred to larger trailers.

HARRY E. WILSON.

### Scott Expo

ATLANTA, March 28.—Shows are about to hit the road. All work is finished and crew totaled 14. Arthur Scott, son of Manager and Mrs. C. D. Scott, left the road and is now in Georgetown, S. C., where his wife and daughter will join him soon. Shows plan to carry 9 shows and 10 rides. Richard Gardener and Danny Ryan are readying Mrs. Scott's rides and concessions for opening.

B. M. SCOTT.

### Ross Manning

WESTBURY, L. I., N. Y., March 28.—Another week of painting and everything will look spick and span. James Bowen, Sharon, Pa., is bringing on his troupe of performing monkeys. Show has bought office trailer. Many of the boys going out with the show are at winter quarters, now in charge of Steve Polack.

AL YOUNG.



### H. P. LARGE SHOWS

Opens April 25th, Christopher, Ill.  
 This Show does not carry front gate. Want Foreman for EH Wheel and Smith & Smith Chair Plane Swing and Electrician. Will book Legitimate Concessions only. Sell X on Cook House, Custard, Erie Diggers, Long or Short Range Gallery, American Palmistry. Will book Penny Arcade. Will book any Show with own outfit. Will pay cash for Little Beauty Merry-Go-Round. All communications:  
**H. P. LARGE, 1401 Garden Road, Elizabethton, Tenn., until April 20; then Christopher, Ill.**

### RIDES WANTED

Park in city limits. City on war orders. Can use Tilt-a-Whirl or Flat Ride on percentage. Write at once.

### PLAYLAND PARK

SOUTH BEND, INDIANA

### WANTED

#### PENNY ARCADE & GLASS HOUSE

Help with Sol's Liberty Shows. Experience not necessary. Top pay and bonus. Opening April 11th. Hurry.

**TALLEY, 121 S. LaSalle, Aurora, Ill.**

#### HARRY BIGGS WANTS

Concession Agents for Ham and Bacon Wheel, Pan Joint, Hoopla, Penny Pitch. Man who understands Pop Corn, Candy Apple Joint, Earl White, Kermel Roberts, Whittie, Margaret Richards, Bobbie Harler, Percy Sink, get in touch with me at once. Virginia Greater Shows, opening Suffolk, Va., April 9th.  
 Address: **HARRY BIGGS**  
 Care Virginia Greater Shows Suffolk, Va.

### MELVIN'S UNITED SHOWS

WANT

Ride, Help, Tilt-a-Whirl Foreman, Wheel Foreman and others that can drive sensa. Pay every week.  
 Address: Morrilton, Ark.

### NOTICE—FOR SALE

One 40-ft. 3-Abreast Galloping Carousel with motor and loud speaker. Also 6 Bowling Alleys; can be removed in sections.

#### HARRY EFFORD

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### SECOND-HAND SHOW PROPERTY FOR SALE

\$7.50 Wax Specimen Human Stomach, life size.  
 \$15.00 Eight-Legged Pig, in Jar. Money getter.  
 \$25.00 Anchor Concession Tent, 14x8 ft. No frame.  
 \$300.00 Electric Pony Kiddie Ride. Holds 16.  
 \$35.00 Automatic Registering Turn Style, bargain.  
 We buy Evans Orgn. Games, Wheels, Tents, pay cash.  
**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia, Pa.

### LAKE STATE SHOWS

NOW BOOKING

RIDES—SHOWS—CONCESSIONS

Flashy Penny Arcade Wanted.  
 Address: **BOX 175, BAY CITY, MICH.**

### GOLD MEDAL SHOWS

NOW BOOKING

SHOWS AND CONCESSIONS

For Season of 1942  
 Address: **P. O. BOX 663, Columbus, Miss.**

### GREATEST ILLUSION

To Feature or Bally. Levitation. Complete \$37.50. Details, catalogue free.

#### ABBOTT'S—Colon, Michigan

World's largest Illusion Builders

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### HAPPYLAND SHOWS

WANTED—Rides, Shows, Concessions.  
 3633 Soyburn St., DETROIT, MICH.

### BYERS BROS.' COMBINED SHOWS

NOW CONTRACTING FOR 1942 SEASON

Address: **BOX 129, KENNETT, MO.**



# Direct from the Lots

## Crafts

San Diego, Calif. First week ended March 21. Location, Embarcadero lot. Auspices, American Legion Post. Business, good. Weather, fair.

First week of a three-week stand here proved a surprise for all. Week-end drew large crowds. Shows obtained good play from aircraft workers employed near by. These, together with workers employed on national defense projects, gives the town a huge weekly pay roll. All concessionaires reported good business. Rides worked to big crowds over the week-end. Karl Mueller's Swing Girls, Fred Mortinson's Athletic Stadium, Jeff Griffith's Side Show, Magazine Cover Girls and Wall of Death were among the top money-getters. No difficulty was encountered here at any time in the erection of light towers. Herb Usher has a shipment of 1,500 baby ducks ordered. Edna Kanthe is back with the Ragland-Korte concessions. Ralph, elephant-skin man, leaves at conclusion of the engagement to join another show. Moon Rocket and new neon front for the Athletic Show arrived. Visitors included J. B. Simpson, members of Stebrand Bros.' Shows, and Pickles Picard. Frank Redmond and Joe Metcalf placed a concession here, as did A. C. Vanhorn. Tom Adams is master electrician. Pat Murphy is back on the job again after sustaining minor burns when the Ferris Wheel motor caught fire. Quick work on the part of Murphy in stopping truck and extinguishing the fire saved the big semi-truck and other equipment valued at many hundreds of dollars. Mary Ludington and Charlotte Warren are handling the front gate in good style.  
JACK SCHELL.

## Patrick's Greater

Hanford, Calif. Week ended March 7. Location, Chinatown. Business, good. Weather, good. Pay gate, 10 cents.

Jump in here from Tulare, Calif., was made in good time, and as Superintendent Bailey had the lot laid out in advance, all rides were set up as they arrived. Weather was ideal and Harry Chippman did a good advertising job. Mike Krekos, owner West Coast Circus Shows, visited Friday afternoon, one of

the big days. Saturday was the best day. Circus free act was popular. Several concessionaires joined here and T. H. Bailey is getting his Pongo Show ready. Victor Gaut is doing a good job on the front of Bailey's Girl Show.  
PEGGY BAILEY.

## World of Fun

Graniteville, S. C. Week ended March 21. Auspices, American Legion Post. Business, good. Weather, fair.

Move from Bath, S. C., was made on schedule and rides, were up and ready Sunday night. Lot was small, but it was laid out well. Committee co-operated. General Agent Tommy Scott was away from the show for several days. Altho the midway was flooded one day, shows did not lose a night. McQueen's Rolloplane led rides. Ben Wolfe, manager Wolfe Amusement Company, was a guest of Manager J. E. Steblar. Manager J. E. Steblar advises that he has contracted Harry Forbes's high act for the season. Al Bersoff arrived from Tampa with his Panamora Show, Kiddie Rides and concessions. Walter Vallance joined with his Penny Arcade. Matthew Donch's high striker did well, and Neal Massaro received the new top for his hoop-la. Smith's photo gallery continues to click.  
R. SHARPE.

## Buckeye State

Biloxi, Miss. Week ended March 21. Location, old ball park. Business, fair. Weather, poor.

Despite torrential rains, business was fair. Shows and rides did well considering the weather, but concession business was off. Hughey & Gentch Shows, operating under a park license, have been playing here for some time and visits were exchanged with members of that show. Mr. and Mrs. Whitey Hawkins, well-known concessionaires, visited. Walter B. Fox, widely known general agent, spent the week with Mrs. Fox. She has a concession on the midway. Owner-Manager Joe Galler called a meeting Friday night and all voted to purchase as many Defense Bonds and Stamps as they possibly can every week thruout the season.  
PERCY MARTIN.

HERMAN BANTLY, Gen. Mgr.

L. C. "TED" MILLER, Gen. Agt.

## BANTLY'S ALL AMERICAN SHOWS

WANT RIDE HELP. Semi Trailer Drivers Paid EXTRA. Report at once to winter quarters, Sanford, N. C. All taken care of with workmen's compensation and unemployment insurance.

WILL PLACE Monkey Show or any Grind Show with or without outfit; or Snake Show Manager. REVUE and POSING SHOW STILL OPEN!!!! A. J. Budd wants Side Show People and Working Acts of all kinds for long season. CONCESSIONS—American Palmistry (no Gypsies). Want any 10c legitimate Concessions. Last Call!!! Last Call!!! All people contracted report. Due to the DRAFT . . . WANT Man capable to handle Routine Office Work. SECOND MAN that can handle press (Cliff Crump or Eddie Egar, wire). Will place Sound Truck. THIS SHOW WILL POSITIVELY OPEN AT CUMBERLAND, MD., APRIL 20. 10 DAYS. Winter Quarters, Sanford, N. C.

## WANTED ORGANIZED COLORED BAND

Eight or Ten Pieces

Also Hillbilly Band and Hillbilly Entertainer to enlarge our show

"RED" RALPH J. CLAWSON, Hennies Bros.' Shows  
Address: Fairgrounds, Birmingham, Ala.

## WORLD OF PLEASURE SHOWS

10 RIDES FEATURING 12 SHOWS

ELLA CARVER "LADY FIRE DIVER"

Will Officially Open the 1942 Season at  
DEARBORN, MICH., April 9-19  
RIVER ROUGE AND PONTIAC TO FOLLOW

Concessions: Want Merchandise Concessions of all kinds. Exclusive Frozen Custard still open. Shows: Can place Grind Shows that are neat and attractive. Especially want Monkey Circus, large Animal Hippodrome or Wild West to feature. Ride Help for all Rides report at once. Ride unit now open at 29th and Michigan. Can place Mechanic with tools. Geo. Pence, write. Want Special Agent on salary (no banners). Capable Show People in all departments. We guarantee you a real season in proven money territory. Sailor Harris, Mose Smith, Bert Geyer, Sam Hull, Colleen McCormack and others that are contracted, acknowledge this call.

JOHN QUINN, 100 Davenport, Detroit, Mich.

## DODSON'S WORLD'S FAIR SHOWS

WANT FOR SEASON 1942

High-class Monkey or Trained Animal Show, will furnish complete outfit with finest front in carnival business; Class House, Mechanical City, Midget Show with real entertainers, Motordrome that offers entertainment, Freaks to feature in finest side show assembled, Girls with looks and talent for Hawaiian Show, Posing Show and big Musical Revue. Any legitimate Concession. No X excepting Bingo, Popcorn, Palmistry, Penny Pitch and Cook-house. First-class Mechanic who can take care of Penny Arcade Machines, very attractive proposition to right party; Musicians for white concert band, address Charles Clark, care Show; Workingmen in all departments, Ride Help, Train Help, Foremen and Assistants. Help, come on in NOW. Show opens here April 16th.

All Address DODSON'S WORLD'S FAIR SHOWS

P. O. Box 3317 Jacksonville, Fla.  
P.S.: All people contracted, please communicate with office at once.

## DUMONT AMUSEMENT CORP.

OPENING APRIL 27, IN NEW JERSEY

Want legitimate Concessions of all kinds. No Griff. Want Shows with own equipment. Will book or buy Octopus Ride. Want Tilt, 8-Car Whip or Kiddie Ride. Want Ride Help, sober and reliable, that can drive trucks; also Electrician for light plants. Concessions sold: Pop-Corn, Penny Pitches and Cook House. Address: LOU RILEY, MGR., 107 W. QUACKENBUSH AVE., DUMONT, N. J.

## COLEMAN BROS.' SHOW

LAST CALL—OPENING APRIL 16 AT MIDDLETOWN, CONN.—LAST CALL

Want first-class Mechanic, Foreman for Chairplane, Help in other departments. Must drive semis; no drinkers. American Palmistry open. Others, save stamps. Have Rolo Fun House for sale.

THOS. J. COLEMAN, 508 MAIN ST., MIDDLETOWN, CONN.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

### Hong Kong Aid Carnival At Winnipeg Big Draw

WINNIPEG, Man., March 28.—Hong Kong Aid Carnival here, under joint auspices of the Canadian Red Cross and Valour Road branch of the Canadian Legion, proved one of the most successful ever held in the city. With opening day drawing 6,000 paid admissions and the second day's 10,000 attendance breaking all records at Civic Auditorium, proceeds were expected to go over \$8,000.

Moneys accrued from the event are to be used to provide medical comforts for Canadian soldiers interned in Hong Kong. E. J. Casey Shows provided the midway.

### Mt. Horeb Fall Frolic Inks Barnes-Carruthers, Bazinet

MOUNT HOREB, Wis., March 28.—Barnes-Carruthers has been signed to present the entertainment features and Bazinet Shows on the midway at the 30th annual Fall Frolic here. Jorgen M. Moe, secretary, announced this week.

Event is sponsored by the Chamber of Commerce, with Trygve E. Thoresen as general chairman.

## Shorts

ANNUAL Home Show in Milwaukee Auditorium March 14-21 attracted 95,959. Entertainment included Joe Palmer's orchestra.

MARLOW AMUSEMENT COMPANY, under management of George Marlow, will furnish the amusement features at the annual Mineral City (O.) Home-Coming Celebration. Free acts and band concerts also are scheduled.

R. H. MINER'S Garden State Shows have been awarded the contract to provide the midway at Our Lady of Mount Carmel Celebration, Roseto, Pa., under Our Lady of Mount Carmel Church auspices, the Rev. Joseph Ducci announces.

PLANS for the two-day celebration in Algona, Ia., sponsored annually by Kossuth County Fair Association, are being mapped. Secretary E. L. Vincent reports. In addition to the regular amusement features, a number of special events will be staged and all contest awards will be made in Defense Bonds and Stamps.

## K. OF C. DEFENSE JUBILEE

APRIL 2-18

Two pay days. Free gate. 30,000 soldiers. Opp. Drive-In Theatre, Ft. Jackson Blvd., Columbia, S. C.

WANT Shows with own outfits. Rides—Octopus, Spitfire, Roll-o-Plane, etc. Ex. Bingo, Lead Gallery, Scales, Custard, Girls for Revue, American Camp and Legitimate Stock Stores.

Replies: R. C. BURTON, Secy. Phone 9297

## WANT CARNIVAL

For July 3-4-5 at

## KILLDEER MT. ROUNDUP

Last Year 15,000 Admissions. Write

DR. D. B. FITZLAUGH, Secy., Killdeer, N. D.



# INDOOR TAKES SOAR

## Lansing Start Sets New High

LANSING, Mich., March 28.—Sixth annual Hospitaler's Circus got off to a good start here this week with attendance for first four performances well above that of 1941, a record year. Spring weather greeted the show in Demonstration Hall on Michigan State College campus. Record grosses were expected by Edwin A. Mackey, member of executive committee of Lansing Commandery No. 25, Knights Templar, which sponsors the event.

Program, under direction of Orrin Davenport, as follows: Some acts from Cole; Black Brothers, comedy acrobats; Dolly Jacobs, riding lion; Rooneys, high perch; Ray Goody, foot slide and wire; John Smith's white horses; Gregoresko, man who hangs himself; Zefta, riding act; Orantos, perch; Palenberg's Bears; Mickey King, aerialist; Loyal Repensky Troupe, riding act; Saxton Brothers, balancing; Dianne Lovett, elephants; Kimris Duo, aerialists, and the Flying Harolds. Rose's Midgets in the concert received excellent patronage. Nate Eagle emceed the aftershow. Whitey Woods, Joe Miles and Ray Miller, ticket sellers. Lew Hamilton, announced.

Otto Griebing and other clowns entertained patients in Ingham County Sanatorium and chatted with Joseph Rix, former musician with Hospitaler's Show. Crippled and orphan children were guests at Tuesday and Wednesday matinees. Six schools co-operated by closing to allow children to attend matinees. Prices for children were set at 30 cents; adults, 75 cents; reserves, 55 cents. Officers of the circus executive committee are Andrew G. Werback, Edwin A. Mackey, Fred England, William J. Clark and Eugene A. Dodd.

## HM Breaks All Former Records At Roch. Show

ROCHESTER, N. Y., March 28.—Hamid-Morton Circus, sponsored by Damascus Shrine Temple, broke all previous attendance records here this week with three turnaway houses and a special performance at 10:30 a.m. Saturday. Staff included Potentate Tom Allen; E. Gilbert, secretary-treasurer; Al Hamilton, advance ticket sales; Bob Morton, director, and Len Humphries, assistant manager.

Program as follows: Joe Basile's Madison Square Garden Band; Lois Lynne, vocalist; Tournament Damascus Shrine Temple; Torrellies, dogs and ponies; Donahue and LaSalle, table rock; Madam Kova and her mixed group of wild animals; Slivers Johnson's funny Austin; Zoppes, unsupported ladders; J. Bell, log rolling; Orton and Orton, double trapeze; Henry Snyder's performing bears; Roland Tiebor's seals; Ward-Bell Troupe, teeterboard; Jim Wong, Chinese troupe; Bernard's elephants; Flying Wards, aerialists; M. Malikova, high wire; Miss Grotofent, trapeze; La Salle and Denny, barrel jumpers; Bob Eugene Troupe, aerial bars, and Savatte Trio, aerialists. Clowns included Emmett Kelley, Billy Rice, Jimmy Davidson, Gabby De Kos, Herb Taylor Jr., Al White, Larry Cross, Slivers Johnson, Milo Spence, Ted Hunter, Ed Raymond, Zeke Taylor and Bill Don Hue.

The Shrine was host to several thousand underprivileged children and also arranged transportation for them.

## Russell in L. A. 10 Days

LOS ANGELES, March 28.—Russell Bros.' Circus, which has been wintering at Selig's Zoo in Lincoln Park here, opened the season with a two-day run in Alhambra, Calif. Show moves into Los Angeles on April 3 for a 10-day stand. Plenty of paper has been put up and newspapers have been generous with readers. Shows left the barn on March 22 to play Alhambra.



PFC J. ALLAN E. OAKUM, formerly with Ringling-Barnum, Hagenbeck-Wallace and other circuses, is stationed at Fort Bragg, N. C. He was professionally known as Rex Allan.

## Gainesville Tops To House Workers; Opening Postponed

GAINESVILLE, Tex., March 28.—Announcement of the War Department that a 35,000-man army cantonment is to be built here at a cost of \$30,000,000 at once has caused the board of directors of Gainesville Community Circus to indefinitely postpone opening of the show's season, originally set for April 29.

Board said it was likely that the (See Gainesville Postponed on page 57)

## Hartford Date Big for Wirth

NEW YORK, March 28.—Frank Wirth said his Sphinx Temple Shrine Circus, Hartford, Conn., March 16-22, proved "an unusually big success," with several turnaways during the stretch of seven nights and three matinees. Due to military regulations, show being held in State Armory, matinees were cut from Monday thru Thursday, but three performances were given on Saturday and two on closing Sunday. Wilson A. Fenn, potentate, declared program tops in local Shrine history. Profits, he announced, will be distributed to local charities.

Program was listed in last issue (page 34), with additions being Four Randows, Harry Rittley, Laddie Lamont, Maysy and Brach, and Gene Randow Jr. Elmer Lindquist was missed in clown alley. Lindquist, decorated in World War I and formerly a test pilot, is an instructor at the air base in Jacksonville, Fla. Potentate Fenn, attractions chairman, and Fred H. Williams Jr. and concession manager Bob Millard left for Mexico City accompanied by their wives.

Concert, produced by Mack Kassow and featuring Tanit Ikao, drew big grosses, Wirth stated.

## RB in Reading May 25

READING, Pa., March 28.—Ringling-Barnum circus will set a precedent here by returning to Reading on May 25. It had previously been the custom of the Big Show to appear here only every second year. "Booking of the circus was in line with the announced policy of Reading Fair Association to bring to the fairgrounds a series of programs to maintain the morale of the people in this territory," said Charles W. Swoyer, fair secretary. To avoid a repetition of the delay experienced last year the circus will arrive a day in advance, coming from Philadelphia after a week's stand.

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

### MOVING thoughts.

PINKEY AND BESSIE HOLLIS worked indoor dates for Jack Patterson in Mansfield and Galion, O.

EDDIE WOECKENER is *The Billboard* sales agent and mailman on Russell Bros.' Circus.

WELCOME SIGHT: Watching an advance car being switched off its winter storage track.

ELMER YANCEY, circus agent and billposter, recently left for Port Gibson, Miss., to join a tent show in Georgia.

EARL SHIPLEY will play the Olympia Circus in the Chicago Stadium, doubling from his defense job.

BEST WAY to ruin a cookhouse dishwasher is to let him double in clown alley.

CHARLIE CLARKE has joined Escalante's flying act as catcher as Phil Escalante has been recalled to the army.

AFTER the Hamid-Morton Rochester (N. Y.) date Emmett Kelley went to Lansing, Mich., and Slivers Johnson to Binghamton, N. Y.

PERCY CLARKE has joined Russell Bros.' Circus. His daughter, Alethea, will be with the Cole show.

TAKES longer to set up and tear down a model circus than it does a real one.

NEW city licenses for New London, Conn.: Circuses, \$100 per day; carnivals, \$100 per day, and menageries, \$100 per day.

SHOULD the number of railroad circuses return to the figures of former days, carnivals might lose a lot of good men.

W. F. (BILL) AND JACKIE WILCOX arrived in Russell Bros.' Circus quarters from Kansas City, Mo., to join the advance staff under Francis Kitzman, director of outdoor advertising.

M. L. FRISBIE, past 20 years with F. S. Wolcott's Rabbit Foot Minstrel publicity department, is spending his layoff in Port Gibson, Miss. Show is scheduled to open in June.

BOB THORNTON, Wood-Thornton Productions, is in a rest home near Los Angeles, following a recent illness. His (See Under the Marquee on opp. page)

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

## Ringling Landmark

BARABOO, Wis., March 28.—A landmark once the Ringling family home here, which for 50 years has housed an implement shop, will be converted into a restaurant soon. The building was erected by the father of the Ringling brothers and was used as a harness shop, with the family residing in an apartment above it.

## Terrell Takes on Strong Auspices for Bow in Louisville

LOUISVILLE, March 28.—When Cole Bros.' Circus opens a five-day engagement here, starting April 22, it will be under a strong auspices. Jefferson County Sportsmen's Club, with 1,138 members, has combined with the Women's Recreation League of Louisville Defense Council, composed of 7,500 Louisville club women, to sponsor the first three days. The organizations have combined to provide funds for recreational purposes at Fort Knox and Bowman Fields, near Louisville, and to that end their portion of circus gate receipts will be used.

Women's Recreational League comprises every women's auxiliary and fashionable club in Louisville, Catholic, Jewish and Protestant. Each member is pledged to sell circus tickets, and business firms, newspapers and radio stations are backing the movement. Zack Terrell said it was the most pretentious arrangement ever consummated in his circus career and practically guarantees turnaways at all six performances.

It is planned to give three shows daily if advance ticket sales warrant it. Show (See Strong CB Auspices on page 57)

## Dailey Spring Biz Fair; Performance, Equipment Good

CROCKETT, Tex., March 28.—Dailey Bros.' Circus opened at its Yoakum, Tex., winter home on March 2. Now in its fourth week, only one performance was lost, at Goliad, Tex., where high wind made it unsafe to admit the public. Weather and business have averaged favorable to date. All equipment, freshly painted and lettered, makes an attractive appearance. The entire circus makes as fine a showing on the lot as any big show can. Costumes and trappings were made in Houston under direction of Mrs. Eva Davenport and Mrs. Leo (See Dailey Spring Biz Fair on page 57)

## Finney Readying Paper For King Bros.' Circus

CHICAGO, March 28.—C. W. Finney, general agent of King Bros.' Circus, who recently underwent a slight operation in Hines Hospital, has fully recovered and is now at work readying plans for opening of the show.

He left for Cincinnati late this week to place orders for paper. Before returning he will also visit Indianapolis and Cleveland. "Allen King is going to have a splendidly equipped show and one which will have plenty of first-rate talent," said Finney.

## State Settles Ringling Estate Tax for \$850,000

SARASOTA, Fla., March 28.—A Probate Court order approving a proposed compromise of more than \$13,000,000 in federal income and estate tax claims against the John Ringling estate for \$850,000 cash was signed by County Judge Forrest Chapman.

The order authorized Mrs. Ida North, sister of the late circus owner, and her son, John Ringling North, executors, to borrow \$525,000 from Manufacturers' Trust Company, New York, the remaining \$325,000 to come from estate funds. No distribution of assets of the estate has been made under the Ringling will.

The Norths, in petitioning for approval of the tax compromise, said it would clear the way for them to turn over the Ringling Art Museum, art collection valued at millions, and the palatial home here to the State clear of claims. The State was the late John Ringling's chief beneficiary.



# With the Circus Fans

By THE RINGMASTER

CFA

President: FRANK H. HARTLESS, W. M. BUCKINGHAM  
2930 W. Lake St., Chicago  
Secretary: G. P. O. Box 4, P. O. Ferry, Conn.  
(Conducted by WALTER HOLLENADEL, Editor  
"The White Tops," Care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., March 23.—Meeting of Charles Sparks Tent No. 14, CFA, Nor-wich, Conn., was held at the home of Misses Roarkes on the evening of March 7 with the following present: Mr. and Mrs. Randall Palmer, Mr. and Mrs. Walter Buckingham, Mr. and Mrs. Felix Callahan, Joe Daley, Ed Smith, Margaret C. Roarke, Lillian C. Roarke and Mary Gribbon. At the meeting reference was made to the opening of the Charley Hunt circus, this being his 50th year in the show business. Secretary Buckingham gave some interesting information from the national organization relative to gain in membership. After the business of the meeting had been taken care of refreshments were served in the cookhouse which had been decorated for the occasion with cut-out clowns, seals, balloons, etc. Everyone seemed to enjoy the get-together and hope for some pleasant days on the lot this summer.

To advertise the Rotary-sponsored Hamid-Morton Circus, March 23, Binghamton, N. Y., G. H. Barlow prepared a very elaborate window display in Weeks & Dickenson Music Store, where tickets were sold. Show represents five rings, four stages and a wild animal arena. New human figures were made up for the occasion. The acts in progress depict May Covar and the Court wild animals, Hill's performing elephants, Chinese troupe of acrobats and wire artists, Liberty horses and a riding act. Clowns, animals, floats and many human figures

on the hippodrome track. Ed Kelly pictures and posters adorn the walls and floor of the large window in front of the track and arena display. Sumner A. Peterson writes that he did not miss a performance at Minneapolis and with Ed Frye and Frank Friedmann paid several visits to the show in St. Paul. They enjoyed visits with many performers. Mr. and Mrs. Bob Clark, of Joliet, witnessed the Friday evening performance in Minneapolis, driving over 400 miles. Born to Dr. and Mrs. David E. Reid Jr., Lebanon, Ore., a son, David Edwin Reid III, on March 14.

## Collectors' Corner

By FRED P. PITZER

292 Madison Ave., New York

Bob Parkinson comes back again with the following: "I have added some work to my collecting of Circusiana lately. I have been reading all the magazine articles I can find about the circus and now have a complete record of all circus articles recorded in *The Readers' Guides* from 1887 to the present date. Many of these articles are extremely interesting, not only because of the subject matter, but because of the pictures accompanying them. I believe it would be interesting to collectors to look up every magazine they can find, old and new, anywhere, particularly in local libraries, and list the articles and alphabetically index them or index them under various talents; for instance, put all articles on menagerie together, all of clowns, etc. You can find fine lists in *Readers' Guides*, but inasmuch as not every local library carries these *Guides*, and as not everyone has the time to spend hunting for circus articles in magazines, if you will let me know what magazines you have access to, I will let any brother collector know the best articles and in what magazines they appear."

That's nice of you, Bob. For instance, why don't you send all the articles you have listed under A, to begin with, and if not too long maybe we can print them and give all collectors an opportunity to have them and to begin searching for them.

Glad to receive a letter from George (Skyline) Bill Willman, old-time stage-coach driver, noted cowboy and wild animal trainer (and a good-looker, too, fellas). George lives in Montana and has been collecting books on circus life and animal training for as long as he can remember, and now has what is claimed to be the largest privately owned collection in the Northwest. Among his collection he has many out-of-printers (you know, the kind we all strive for) and he prizes most Haney's *Art of Training Animals*, which tells how to train anything from fleas to elephants. He was over 10 years trying to locate a copy of this book and finally landed it in Chicago at a cost of \$5.50. Another masterpiece is Phillis's *Training Horses*, which gives a lot of inside information. He has a copy in French which he secured from England for \$7.50 and a copy in English which cost him the same. James Phillis was a remarkable horse trainer. About this book this ardent collector says, "Jim was no doubt a great horse trainer, but I do not care for his book, as he goes too much into detail and is hard to understand." He lists many other circus books which will go into the regular list we are preparing. Ride your hobby, cowboy, and let's hear from you again.

Here's good news from Harry P. Bowman, of Pennsylvania: "In my scrap-books, which I keep for circus items, I have listed over 1,347 circuses and tent shows, including many indoor circuses. I expect to combine all this information and have it printed. It will include many events in circus history, such as fires, wrecks and many 'firsts.'"

We'll all be waiting patiently for your book, Harry.

We have received many informative and interesting letters from Henry Lofgren, Charlie Doble, Billy Garvey, Harold G. Hoffman, Burt Wilson and many others from which we will quote and on which we will comment from time to time as space will permit. Besides, we have plenty to say ourselves about collecting, but we prefer that our brother collectors be heard from first.

## UNDER THE MARQUEE

(Continued from opposite page)

wife, Ova, has taken over a rooming house for defense workers.

Stan Rogers, well-known circus fan and member of MGM art department, is

## Last Weight Lift

JAMES E. BARNES, 61-year-old retired strong man, who held circus spectators spellbound when he was known as the Great Barnes, tossed his weights into a steel company's scrap pile and turned the check for 686 pounds of iron over to the Red Cross. Barnes, now a Youngstown (O.) health instructor, said, "My son, James Jr., enlisted and I wanted to send the tools along."

back in Los Angeles after a trip to Arizona, where he was on location several weeks.

REMEMBER the old saw: "How ol' I is, Mammy?" "Chile yo' will be soben yeahs ol' when John Robinson Circus come again."

PAUL M. LEWIS, owner-manager, advises from quarters in Jackson, Mich., that Cuban Mack will not have the Side Show on Lewis Bros.' Circus, as previously stated. No Side Show will be carried this year.

KING BROS.' Circus will tour thru Michigan and Indiana after its opening in Plymouth, Mich., on May 1. Show is slated to route as far west as Chicago suburbs, then to swing back thru Ohio, according to Allen King, manager.

CARNIVALS often bill themselves as circuses, but circuses never infringe upon carnivals. Being more than fair, I'll say.—Stake and Chain Wilbert.

WILLIAM (BILL) FIELDS advises from Uniontown, Pa., that the first railroad show in two years will play there when Cole Bros.' Circus arrives on May 28. Prelim arrangements for the date have been made.

JIMMY WOOD, Wood-Thornton Productions and Yankee-Patterson Circus, is an air warden and is also on the tire rationing board in Venice, Calif. His wife, Ruby, who was injured in Taft, Calif., two years ago, is a stand-in for a movie star in a Hollywood studio.

WITH rubber on the rationing list and railroad fares soaring, a good circus excursion agent may be worth his weight in gold.

H. R. BRISON writes from Bell Bros.' Circus quarters in Glen Burnie, Md.: "Show is getting ready to open about the middle of April. Mr. and Mrs. Raymond Brison Jr. were visitors. Bob Russell, clown, is vacationing in Norfolk. This will make his third year with the show."

TEXAS ELLA Show notes by Burleigh Cash from Warm Springs, Ga.: After leaving off since Christmas the show opened its 20th season late in January. Business held up excellently until the last three weeks when, due to rain, cold and snow, 10 nights were lost. Show will start north about the first week in May. Performing stock has been increased and several new features have been added.

BILLY PAPE has received the following from Pvt. W. Stlanke, Seaforths of Canada, Canadian Army, Overseas: "Thanks a million for the gift of cigars that were sent to us and I hope everyone expresses their thanks to you all who have donated for us boys over here. I thank you." Commenting upon this, Billy said: "I wish to inform officials and preformers of the Hamid-Morton Toronto Circus that Davy Jones laments the loss of some 50,000 cigarettes which safely reached a unit of the Canadian Overseas Forces. I have just received a card from a soldier over there, unknown to the writer, who sincerely thanks all who contributed to the donation which I collected during the Toronto engagement, and I know he speaks for his contemporaries as well as himself. I would like to mention that this collection was solicited prior to December 7, 1941, and to ask all not only to remember Pearl Harbor but also to remember that we have an AEF to think of—our own."

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

DOUGLAS (Ariz.) Rodeo Association at a meeting last week called off the event for this year. John B. Crowell, newly elected treasurer, was authorized to refund cash guarantee to business men.

D. ELMO McCOY has been elected president of Hawleyville Rodeo Association, Clarinda, Ia. Others elected were Earl McAlpin, vice-president; Dale Van Alstine, secretary, and Beryl Bentley, treasurer.

AMONG contestants at rodeo held in conjunction with the recent San Angelo (Tex.) Fat Stock Show and Rodeo were Nick Night, Fritz Truan, Mickey McCrorey, Fred Badsky, Cecil Henley, Carl Dossey, Shirley Hussy, Everett Colburn, Smoky Snyder, Pete Kerscher, Howard McCrorey and Jake Williams.

DATES have been set for the second annual rodeo at Alabama Polytechnic Institute, Auburn, La., sponsored by the Rodeo Association of America, a non-profit group headed by Sam F. Brewster. Awards will be increased and event will be held again at Auburn Stadium, Dr. R. S. Sugg, rodeo's secretary-manager, announces.

FINAL winners at the rodeo held in connection with Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., were: Calf Roping—Toots Mansfield, \$740; Herb Myers, \$530; Leo Brannon, \$210. Bronk Riding—Bart Clennon, \$200, plus an additional \$100 award; Fritz Truan, \$125; Nick Knight, \$75; Shirley Hussy, \$65. Steer Wrestling—Rusty McGinty, \$460; Hub Whiteman, \$320; Ike Fernandez, \$230; Homer Pettigrew, \$140. Brahma Bull Riding—Jim Whiteman, \$387; Frank Marlin, \$322.50; Bill Miller, \$258; Dick Griffith, \$193.50; Mitch Owens, \$129.

ANNUAL championship rodeo in Phoenix, Ariz., returned a net profit of \$1,868 to Phoenix Junior Chamber of Commerce, its sponsor, according to an audit submitted to the membership. Net ticket sales totaled \$20,691.98 after a federal excise tax of \$2,167.36 had been deducted. Of the sponsors' total profit, \$697.85 came from the show itself and the remainder from concessions, parking and other miscellaneous revenue sources. Sponsors paid the Rodeo Corporation of America, which provided all stock and contract performers, \$14,050, the State fair commission \$1,000 and spent \$4,000 for promotion. Sponsors' profits will be donated to war relief agencies.

## WANTED AT ONCE

FOR BIG SHOW—Family that can be featured, CLOWNS; other Acts, write. Troupe of Indians, Musicians, Banner Man, Trainer for domestic animals, Ticket Sellers, Ushers, Candy Butchers, For Side Show—Dancing Girls, Chevrolet Mechanic with tools, Electrician, Assistant Boss Canvasman, Grooms and Working Men, come on. Cookhouse now open. Circus opens April 25. No time to dicker. You must state lowest salary and full details if you expect answer.

MILLS BROS.' CIRCUS  
BOX 451 PAINESVILLE, OHIO

## TENTS—CHAIRS—BLEACHERS

Sale or Rent  
New ★★★ Used  
THOS. A. DEMING CO., INC.  
110 Monticello Ave., JERSEY CITY, N. J.

# TIGHTS

KOHAN MFG. CO.  
290 TAAFFE PLACE BROOKLYN, N. Y.

# CALL COLE BROS.' CIRCUS

Will open in the State Fair Grounds, Louisville, Kentucky, on April 22. Rehearsals start on April 18. Musicians report to Victor Robbins, Seat Men and Canvas Men report to George Singleton. Side Show People report to Arthur Hoffman. Colored Musicians report to P. G. Lowery. Property Men report to William Dwyer. Performers and all others report to the office of Cole Bros.' Circus, State Fair Grounds, Louisville, Kentucky.

## FOR SALE ANIMAL FARM

Elephant, Bears, Lions, Pumas, Laughing Hyena, Spotted Hyena, Elks, Deer, Llamas, Burrows, Horses, Ponies, Peacocks of all colors, Turkey Poultry, Water Fowl, Nemas, numerous small Game and Fur-bearing Animals. Large barn for winter quarters with heat and water. Newly built 8-room bungalow with individual steam plant, 3 concession stands, bar-room with a license, training arena and circus ring, open-air dance floor, bleachers, children's playground with swings and rides, large picnic grove, pond, etc. 85 acres on the main highway from Boston to the White Mountains and Canada. Water, electricity and gas. Bus connections from all nearby points. Selling because of army call. Cheap for a cash sale. Write  
MANAGER of Laurier Hotel, Lowell, Mass.

## JAMES M. COLE CIRCUS CAN PLACE

General Agent, Banner Man, Lithographer with car, Ticket Sellers and Clowns, Lady Wrestler for Concert, Workmen all departments, Mechanic, Electrician and Cook to job at once. Quarters open. All privileges for sale. Will book complete Side Show, Kiddie Ride, Pony Track, Pit Show, Ball Games. Address: FAIRGROUNDS, PENN. YAN, N. Y.

## ALBERTIS CO.

440 W. 42nd St., N. Y.

TIGHTS SPANGLES RHINESTONES  
Cut Out This "Ad"

## FOR SALE—CIRCUS

One very gentle performing Female Elephant, six-horse Liberty Act; flashy, well trained. Six-Pony Drill, none better. One small Clown Football Mule. All animals in best condition. Will sell all or part.  
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## FOR SALE

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# WAR TOPIC OF N. E. MEET

## Attendance Best In Org History

Army man's talk encouraging—beach resorts have most difficult problems

BOSTON, March 28.—War topics exclusively occupied the attention of delegates to the 14th annual convention of the New England wing of the National Association of Amusement Parks, Pools and Beaches held Wednesday in Hotel Manger. It was the best attended and most spirited meeting of the leading regional arm of the parent organization in the history of the body. Some officials, many from distant points, likened the conference to powwows of the NAAPPB itself in scope and interest. As a one-day convention, it compares favorably with many large commercial and industrial huddles which attract thousands of operators, it was declared, and credit was given to Edward J. Carroll, Riverside (See N. C. Group Talks War on page 43)



CAPT. GUY GAUVREAU (left), who has been appointed aide-de-camp to General Montgomery in England, is the son of Lieut.-Col. J. R. Gauvreau (right), vice-president of Belmont Park, Montreal, of which Rex D. Billings is general manager. Capt. Gauvreau, who has been associated with his father in the park business, is said to be the first French Canadian to be appointed to such a post during this war. He is a graduate of Montreal St. Louis College and McGill University with a bachelor of commerce degree. He formerly was secretary of Montreal Baseball Club, is married and has a daughter, Susanne. Lieutenant-Colonel Gauvreau also is vice-president of Montreal Baseball Club.



## Carroll Lays Out 100G on Riverside For 1942 Offensive

SPRINGFIELD, Mass., March 28.—Riverside Park will open its third season under the owner-management of Edward J. Carroll Easter Saturday. Park will be open week-ends in April and, effective May 1, will be open daily. Continuing his program of expansion, Carroll indicates that more than \$100,000 has been spent in readying the park for 1942. This figure includes the recently opened bowling pavilion.

The new program also calls for the erection of two new rides, Flying Scooter and Moon Rocket. The foundation for the Scooter ride is already in place and shipment of the equipment is expected momentarily. Other changes include reconstruction of Fun House, Whip and Dodgem. A new boat ride formerly known as Show Boat is being rebuilt and retitled World Cruise. A new boat dock on the Connecticut River for speedboats, general redecorating and landscaping are under way. The automobile movie theater will also open Easter Saturday and will continue every night until fall.

Discussing the early opening, Manager Carroll stated: "We were fortunate in making commitments for new rides and equipment for expansion before the close of last season. Therefore, we will be able to present an enlarged park again this year as in the two previous seasons. This is in keeping with my pledge to continue the expansion of Riverside until it is the finest amusement park in the East."

"Recently President Roosevelt stated, 'Everybody will work longer hours and harder than ever before. And that means that they ought to have a chance for recreation and for taking their minds off their work even more than before.' It is my hope that by opening early and with the new recreational features on schedule we can contribute toward the President's objective. As an indication of early interest, our booking reservations for outings and bakes are already running ahead of last year."

## N. J. Resorts Favor More Daylight Time

CAPE MAY, N. J., March 28.—An additional hour of daylight saving during the summer was voted last Saturday by the local chamber of commerce. It was pointed out that with coastal dim-outs, and with complete blackouts a possibility the extra hour of daylight would mean that midsummer darkness would not fall until 10 p.m.

At near-by Atlantic City, Thomas L. Huseelton, secretary of the chamber of commerce, said that the amusement and business interests, as well as hotel operators, are also asking for the two hours of daylight saving to offset the dim-out. He said the chamber would adopt a resolution at its next meeting urging the State to adopt daylight saving in addition to the present War Time.

TRENTON, N. J., March 28.—Favor of a proposal that New Jersey follow the custom of past years by adopting daylight-saving time was expressed by Governor Charles Edison. Despite the fact that nationwide adoption of war time already has set clocks an hour ahead this year, the governor pointed out that advancing the time still another hour would benefit resort communities particularly. Edison also stated that initial reports on the dim-out along the New Jersey coast line indicated a high degree of effectiveness and expressed the hope that a total blackout, which would cripple the season at the resorts, would not be necessary.

## Hank Lawson Leases Sunset; Will Feature Radio Shows

PHILADELPHIA, March 28.—Hank Lawson, whose Knights of the Road, Western musical act, are heard each weekday morning on the NBC network thru KYW here, has leased Sunset Park for the summer. The amusement park is located 40 miles from Philadelphia, between Oxford and West Grove, Pa., and is only 18 miles from Wilmington, Del. Sunset Park last year was leased to Happy Johnny and His Gang, also a Western troupe heard on WBAL, Baltimore.

Lawson will add rides to the park for the first time in a Ferris Wheel, Merry-Go-Round, Whip and ponies. The season gets under way May 3, and each Sunday thereafter a Western jamboree will be featured in the park grove, seating 10,000 persons. Standard vaude and circus acts will complete each bill. Already set for the Sunday jamborees are Roy Rogers, Gabby Hayes, Lulu Belle and Soctty, Patsy Montana and Her Gang, Sons of Pioneers and the Hoosier Hot Shots.

KYW will install a radio line to broadcast the Western shows. All shows will be booked by the Jolly Joyce Theatrical Agency.

## Coastal Dim-Outs a Success, But Piers Raise New Problem

ATLANTIC CITY, March 28.—Responding to complaints that the glowing shore-front silhouetted coastwise vessels and made them perfect submarine targets, the world-famous Boardwalk, for years one of the brightest spots on the Atlantic coast, is dim. Curious crowds of sightseers thronged the Boardwalk last Friday night (20) for the first formal dim-out, a partial darkening of the resort that will continue for the duration of the war. The dim-out was termed a success, and it is possible that the resort may escape the more drastic war-time regulation of a complete blackout.

Engineers estimated that lighting along the Boardwalk had been reduced 80 per cent. Thomas S. Dugman, chief-of-staff of the New Jersey State Council of Defense, said he will use Atlantic City as a model for other coastal resorts to pattern their efforts.

The dim-out effect was astonishing. The Boardwalk was visible beneath the subdued lighting. Of the 343 Boardwalk lamp posts, 239 were turned out. Those in service were painted black on the seaward side. Bulb-lighted signs had the 25-watt bulbs reduced to six watts and the 46 oversized lamps around Convention Hall went out entirely, as were all neon lights every place. In the dim-out, the beach was swallowed up in darkness.

Once-blazing hotel lights virtually disappeared, and even from the beachfront hotel rooms the nine-watt bulbs cast a feeble gleam for a few feet only. Theater marquees were blacked out and store lighting toned down considerably.

### New Dim-Out Regulations

The new lighting regulations, governing from sundown to sunrise, provide as follows:

1. All signs on the outside of any building or premise, neon or otherwise, of all sizes and of all types, in all sections of the city, must be put out and kept out. There are no exceptions.
2. All marquees thruout the city and

outside electrical displays of all types must be put out and kept out.

3. Electrical illumination of the store windows on the Boardwalk must be reduced 50 per cent.

4. Awnings must be kept lowered over any lighted Boardwalk store windows in order to prevent glare out at sea.

5. Lights in rooms facing the ocean, in hotels, apartments, residences and office buildings on the beachfront must be extinguished when rooms are not in use. When lights in such rooms are in use, the shades must be completely drawn.

6. Store windows on the avenue of Atlantic City now remain lighted. Automobile lights will be permitted as usual.

A plan to give Atlantic City soft lighting which will encourage a "carnival spirit" this summer may be placed before the Defense Council. Joseph Milligan, city electrician, said that it might be possible to place purple lamps in the lamp posts along the Boardwalk to give it a soft lighting effect somewhat like a night club. This would put visitors in a carnival spirit, he thinks, and add to (See DIM-OUTS SUCCEED on page 43)

## Cooke Rocky Springs Mgr.; Picnic Bookings Run Ahead

LANCASTER, Pa., March 28.—Harry Cooke, of the booking office of Weaver & Cooke, has been appointed manager of Rocky Springs Park here.

With all industries in the Lancaster sector operating full blast, Rocky Springs Park looks forward to the best season in years. Picnic bookings are running ahead of previous seasons. Several new rides have been purchased.

In addition to the regular vaudeville features thruout the season, Rocky Springs will stage frequent Benefit Days for the various patriotic organizations in the community. Park's opening is set for April 12.

## Willow Grove and Woodside In Pre-Season Bow April 18

PHILADELPHIA, March 28.—Willow Grove Park and Woodside Park, amusement parks in the city area, will usher in the new season April 18. Both will operate week-ends until Memorial Day, at which time they go into daily operations.

Because of curtailed vacations, the auto and tire ban, and the dim-out at the near-by Jersey resorts, both parks expect a banner season and are preparing to provide entertainment and relaxation for the unusually large number of persons who will be virtually forced to seek out such diversissements close to home.

Florence Bernard, of the local Edward Sherman office, will again book the Sunday vaude shows at both parks.

## Bathhouse, New Rides for Park Island, Lake Orion

DETROIT, March 28.—Park Island Amusement Park, Lake Orion, Mich., will open the season with a new bathhouse. The old bathhouse was razed last season, and the park lacked beach accommodations for the first time in 40 years.

Manager Carl Ruebelman also plans installation of a new main bridge, giving access from the highway, and additional speedboats on the lake. Two more rides will also be installed.

NEW PHILADELPHIA, O.—Park board announced that four applications have been filed for appointment as manager of Tuscora Park here, municipally owned. They are those of Frank W. Pyle, William E. Hummel, Ward C. Bower and Dan C. Quinlan. Opening has been set for early May.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on The Billboard subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of The Billboard to less than 6½ cents a copy. A convenient order form is printed on page 55.



# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Municipals To Open

A great many ops of commercial plunges in the New York area have been under the impression that city-owned swim tanks weren't going to operate this summer. Many claimed they had the real inside story—that chlorine shortage was going to cause many to remain closed all summer. Naturally, this rumor was met favorably and, because of this wishful thinking, it spread far and wide in swim circles. From information received, we discovered that there is no truth to the rumor whatsoever. Present plans call for all of New York's municipals to open on Decoration Day. Every one of 'em is expected to operate.

Only revision from last year will be in admission charges, changed because of new taxes. New York City pools will charge 9 cents for children and 25 cents for adults, with kiddies admitted free up to 12 noon, as always. Plans are going forward to stage weekly water carnivals at some of the natatoriums operated by Father Knickerbocker, notably the H-2-Orlum on the World's Fair site in Flushing, L. I., formerly occupied by Billy Rose's Aquacade.

There is talk, however, of closing all privately owned plunges. And possibly that's how the rumor started. By privately owned plunges we mean those on private estates and not club or commercial public pools. This can be accomplished by prohibiting sale of chlorine to owners of private tanks.

## Aquatics in Defense

Two paragraphs in a bulletin issued by Sam Ingram, Colgate University swim coach, in behalf of the government's Division of Physical Fitness, relate better than I could ever set forth swimming's place in the country's war effort:

"It has been officially stated that 25 per cent of Coast Guard recruits cannot

swim and that 25 per cent of those entering Great Lakes Naval Training Station cannot swim. It has been unofficially stated that not more than 10 per cent of those entering the army can swim well enough to take care of themselves. News of sea disasters has reached us where a swimmer has played a major part in saving his own life and the lives of others. If you will go back over old newspapers and read of the sinkings you will realize how valuable swimming has been and can be. We, as swimming people, will do nothing to injure the war effort. If we cannot get essential supplies we will not use unfair tactics to do so. All we ask from the government is information concerning priorities, conscription of man power and how we can help the army and navy and civilians. We want to win this war and we can help by teaching as many to swim as possible. It has been recommended that we concentrate on floating, sculling, treading water, side stroke with reverse kick and breast stroke, and the life-saving course of the American Red Cross."

## Action Besides Words

Apropos of the above item, Paul H. Huedepohl, managing director of Jantzen Swimming Association, who was recently appointed regional director for the Office of Civilian Defense on the West Coast, is first to do something concrete in putting aquatics to work in defense activities. Paul has left Portland, Ore., for San Francisco, where, starting this week, he will direct a gigantic swim school for soldiers and civilians. The "Learn-To-Swim" program is sponsored by San Francisco newspapers and special emphasis will be placed on teaching swimming to members of all branches of the armed forces likely to be sent overseas. It is the opening gun of an all-out program by the OCD, designed to teach everyone to swim well enough for self protection. Huedepohl, an old hand at mass swim instruction, has been staging successful "Learn-To-Swim" drives up and down the West Coast for years. Eastern aquatic schools are expected to follow Huedepohl's initiative.

## Men and Mentions

Prexy Adrien W. Ketchum, National Association of Amusement Parks, Pools and Beaches, has named these members to the association's beach and pool program committee: Chairman, Paul H. Huedepohl; vice chairman, O. B. Jenkinson; adviser, Chauncey A. Hyatt; R. J. McCarthy, Vernon D. Platt, J. O. Ziegfeld and Bert Nevins.

Park and pool men puzzled over the coming season might be interested to know that Major General De Witt, in charge of the Pacific Coast area for the army, gave first official interpretations of rules that might be in effect this summer governing public gatherings. Gist of his opinion is: (1) Regulations will be purely local. What might be invoked for one territory might not apply to another. (2) Everything possible will be done to permit parks, pools and other places of public gatherings to operate. (3) Important point is the roadway leading to and from public gathering. Highway congestion must be avoided.

It is suggested that operators of parks and pools contact their local civilian defense authorities as soon as possible. Discuss problems and work out a plan suitable to all concerned.

# American Recreational Equipment Association

By R. S. UZZELL

Rex D. Billings and the birds have come up from the Southland. He has not looked better in years. It will be cold in the snow of Canada, but he is now accustomed to making the transition. He is set at Belmont Park, Montreal, for three more years if he decides to remain. A Ridee-O will be a new ride in the park this year. Rebuilding of game and some concession buildings adds to the appearance of the park. They are set back of the old building line to give a wider midway and walk.

Edward J. Carrol, Riverside Park, Agawam, Mass., was in New York to meet his wife and little daughter, returning from Florida. He got a kick out of a Merry-Go-Round running at Coney Island in the rain. The one he patronized was running at 5 cents and absorbing the tax. This may be for pre-season only and not the season policy. Carroll was enthusiastic about the New England

(See AERA on page 47)

## Seaside, Virginia Beach, Adds More Names to Staff

VIRGINIA BEACH, Va., March 25.—With the opening of the new executive offices, remodeled Seaside Park is in full swing on pre-opening activity, with the reconstruction crew hard at work. Frank Bittle has been added to the staff as assistant to Superintendent Bill Long. Robert Burch, formerly on the staff of the late Almon R. Shaffer, has been appointed manager of the ballroom. General Manager Frank D. Shean announces that a new post has been created for Robert G. Hofheimer, who will be in charge of purchasing supplies and material. He will also supervise the catering department. Hofheimer has been manager of the skating rink. The art and design department, under direction of William P. Larkin, has been augmented by Ben Willis, artist, who will start on Jack Sheridan's Magazine Covers *Girlie Showette*. J. C. Williams was a recent visitor to talk over plans for an enlarged concession for this season.

Seaside Park will be operated in 1942 by Seapines Improvement Corporation. Property owners and directors are Thomas P. Thompson, president; C. A. Neff, vice-president; Albert G. Hofheimer, secretary and treasurer, and Frank D. Shean, general manager. Thompson, former city manager and engineer of Norfolk, built the park in 1908 for the Norfolk & Southern Railroad and later acquired the property with the Hofheimer interests. It was then known as the Casino.

DETROIT.—The Race 'Em ride installed three years ago at Jefferson Park will be dismantled and removed before the 1942 opening, according to Ralph M. Zerby, of Race 'Em Company. It is planned to install Race 'Em near several army camps, Zerby says.



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## With the Zoos

CINCINNATI.—Janie and Billy, chimpanzees trained by Mrs. William Dressman, wife of the trainer of Suzie, Zoo's gorilla, put in Thursday afternoon (26) in the Gibson Hotel lobby boosting the sale of Defense Stamps and Bonds. They gave pictures of themselves to persons investing \$1 or more.

MADISON, Wis.—A pair of kinkajous have been added at Henry Vilas Park Zoo here. Director Fred Winkelmann announced birth of two aoudads.

MANITOWOC, Wis.—Mary, black bear in Lincoln Park Zoo here, gave birth to two cubs March 15 and killed them March 20, reported Clarence M. White, president of Manitowoc County Fish & Game Association. On the same day that the cubs were killed Mary was also found dead.

DETROIT.—Serious illness has struck twice at the Detroit Zoo. Mrs. John T. Millen, wife of the director, is in Mount Carmel Mercy Hospital, a victim of pneumonia. Theodore Schroeder, curator, is in Highland Park General Hospital for an abdominal operation.



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## New York, Ind. Are Called Off

Hoosier board retains Coliseum for public use—troops on Syracuse grounds

INDIANAPOLIS, March 28.—After laboring under an "on-again, off-again" status for the last several weeks, members of Indiana State Fair board, after meeting with representatives of the Army Air Corps this week, announced the leasing of a portion of the fair property for the duration. The board, however, was able to win an arrangement that saves the Coliseum for presentation of public events, including hockey, ice skating, ice revues, roller derbies and indoor circuses.

In the announcement calling off the fair for the first time since its inception, 87 years ago, board members indicated that no attempt would be made to hold the fair elsewhere. The Coliseum and a small portion of the 214-acre site will be fenced off to segregate the public from the rest of the buildings and grounds which the Air Corps will use to store material.

### Military Encampment

SYRACUSE, N. Y., March 28.—Officials of New York State Fair this week announced the event, which was to be held here August 30-September 7, has been canceled and the \$5,000,000 grounds have been turned over to the army for a military encampment. Suspension of the fair marks the first time in its 102d history that the exposition will be shut down.

Reports that the fairgrounds will be used for practically year-round military purposes were confirmed with the disclosure that troops had moved into the area. Until this week fair officials were proceeding with plans to hold the event, although it was known for weeks that the grounds had been offered to the War Department as a military site.

Closing of the fair will leave about \$160,000 available for diversion to the general fund. It is believed that \$60,000 of this will be needed to pay off obligations which must be met even during a shutdown. Fair was held during World War I, although an army camp was established near by.

### Lapses Hit Attractions

CINCINNATI, March 28.—Cancellation of several State fairs in the last few weeks naturally will result in loss of the bookings to the attractions contracted. Johnny J. Jones Exposition was scheduled for Indiana State Fair, its seventh consecutive year there. Barnes-Carruthers Fair Booking Association held the contract for the night grandstand show and (See New York, Ind. Off on opp. page)

## Michigan's Repair Proposal Rejected

LANSING, Mich., March 28.—Leo J. Nowicki, State budget director, said last Saturday that Gov. Murray D. Van Wagoner has rejected a proposal that \$64,000 be allotted for repairs on buildings on Michigan State Fairgrounds, Detroit, from Michigan's \$5,000,000 war fund. Fair's board of managers had asked for such repairs to put buildings in shape to be used as refugee centers in case of an air attack on Detroit.

Orders for \$11,000 to make "necessary" repairs will be issued, Nowicki said, with the money to be supplied from transfers within the fair fund.

## Ionia Flood Loss Estimated at 26

IONIA, Mich., March 28.—Flood waters from the Grand River may cost Ionia Fair Association about \$2,000. This was the estimate of the cost to repair damage caused by high waters which resulted from heavy rains last week.

Water was reported at a height of three feet in the merchants' building on one of the highest spots on the fairgrounds. Deposits of river silt were left on floors of other buildings, including the basement of the community building, when the water receded. Race track also was damaged.

### Good-Will Sales

GREENFIELD, Mass., March 28.—An idea of President Fred B. Bole, Franklin County Live Wire Fair here, scored heavily on the fairgrounds on March 19. Advertised as a "Help-Win-the War Auction," President Bole, with the aid of the county agricultural agents, had farmers bring to the grounds farm tools, machinery, scrap iron, etc., that were no longer used by them. Four auctioneers who volunteered their services took turns selling the material to the highest bidders, and considerable of it was bid in by junk men. About 500 attended and the take was more than \$1,600. The affair created a lot of good will and could be used by other fair associations with similar results. Press and radio came thru with plenty of stories and photos. Reported by Gerard M. Pritz.

## Illinois Asks Legal Advice on New Site

SPRINGFIELD, Ill., March 28.—Illinois State Fair officials this week asked Attorney General George F. Barrett for an opinion on the legality of the proposal to hold this year's event in a city other than Springfield.

Director Howard Leonard of the department of agriculture said preparations to transfer the exposition are proceeding and at least four sites, Aurora, Danville, Du Quoin and Fairmount race track, near Collinsville, are being considered. Local fairgrounds are to be taken over by the army air corps.

ENID, Okla.—Talent line-up for Livestock Show and Exposition here included the Henrys, Mahon and Adelaide; Art and Marie, rolling globes; Vera McNary, marimba soloist; LeBeau and Louise; Simon D. J. Collins, clown, and Pee Wee LeBeau, emcee. Program was produced by Ben C. Truex.

DETROIT.—Henry Lueders, head of the United Booking Office, has set his 50-people *Parade to Victory* unit for the Eaton (O.) Fair.

## Army Decision To Determine Arizona Plans

PHOENIX, Ariz., March 28.—Possibility that the army may take over Arizona State Fairgrounds here for military purposes may preclude the holding of a State Fair this year, the fair commission has disclosed. The army has made an exhaustive survey of the property but has not yet advised whether it intends to take over, as it has done in California, which, like Arizona, is a combat zone.

"In the light of existing conditions," said Paul F. Jones, commission secretary, "we don't know if we will have a fair, but we hope to have one if at all possible." Developments within the next few months will give the final answer to the question. However, acting on the premises that there will be a fair held, commission is beginning preparations so that everything will be in order should it prove feasible to present the event.

Commission has tentatively set its dates and is dickering with several companies interested in providing the midway. As the result of the substantial profit returned by the 1941 annual there will be no financing problems in connection with this year's exposition. The fair's currently sound financing position will be further strengthened, Jones said, by the nearly \$40,000 it is conservatively estimated the fair fund will derive from the State Fairgrounds race meet.

### Jefferson Davis Renewed

JENNINGS, La., March 28.—Jefferson Davis Parish Fair, canceled last year, will be held this fall, Secretary J. C. Barman said this week. Fair board plans to give Defense Bonds and Stamps as premiums this year instead of cash awards.

The 1941 event was called off because of the unfavorable farm condition after month-long September rains which destroyed practically all the cotton crop, coupled with the fact that the fairgrounds had been used up to the last minute by troops here on maneuvers.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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### Victory Theme

DETROIT, March 28.—By a coincidence two victory-minded booking offices both picked the same name for unit shows and broke the first general announcements in the Spring Special number of *The Billboard*. Barnes-Carruthers Fair Booking Association, Chicago, and United Booking Association of Detroit both hit upon *On To Victory*. Henry Lueders, manager of UBA, said he discovered the coincidence on Wednesday when he opened the issue of *The Billboard*, and, "in the interest of national unity," offered to waive his title, which each office had selected without knowledge of the other's plans. So Lueders' No. 1 show will be called *Parade To Victory*, thought to be distinctive enough to avoid confusion, while retaining the victory theme. The overlapping title was discovered in time to have his printing changed, he said.

## Four More Give Six Racing Dates to NS

CHICAGO, March 28.—Four more 1942 fairs have given the "go" sign to National Speedways, with six new dates added to the NS fair circuit under sanction of Central States Racing Association, said Al Sweeney, of the White-Sweeney speedway combine. The fairs that have awarded auto racing contracts to National Speedways are North Central Kansas Free Fair, Belleville, two days; Tri-State Fair, Superior, Wis., two days; Olmstead County Fair, Rochester, Minn., one day, and Douglas County Fair, Alexandria, Minn., one day.

Gaylord White, who is preparing publicity copy for the season's campaign at his home in Glendale, Calif., will soon announce an exclusive publicity stunt for fairs under contract, according to Sweeney. A recent survey by NS showed that over 35 out of a possible 50 drivers and car owners had sufficient rubber and parts to race the entire season and that only five drivers had been called to military service.

According to the Chicago race promoters, prospects are for the most successful season, with the majority of their contracts calling for Midwestern fairs where communities report good crops and record prices.

### Eunice To Award Bonds

EUNICE, Ala., March 28.—Directors of Tri-Parish Fair Association voted to increase premiums in 1942 from \$1,800 to \$2,000, with all awards being made in Defense Bonds. Bonds also will be substituted for the automobile giveaway for attendance. Mrs. R. S. Parrot, assistant secretary-manager, in charge of the meeting, said a free gate will prevail.



SOME OF THE FAIR EXECUTIVES named to the membership committee of the Outdoor Amusement Congress by Executive Vice-President A. R. Corey, former secretary of Iowa State Fair, who has established official offices of the OAC at 203 Masonic Temple, Des Moines. Harry L. Fitton (left), secretary-manager of Midland Empire Fair and Rodeo, Billings, Mont.; Douglas K. Baldwin (center), secretary of Alabama State Fair, Birmingham; William V. (Jake) Ward (right), secretary-manager of Illinois State Fair, Springfield. Others appointed to the committee are Frank H. Kingman, secretary of the OAC, of the IAFE and of Brockton (Mass.) Fair; J. Ed Brown, Los Angeles showman; Joe Rogers, New York restaurateur and former concessionaire and exposition operator; Jack Rosenthal, co-proprietor of Palisades (N. J.) Park; Harry J. Batt, general manager of Pontchartrain Beach, New Orleans; A. R. Hodge, Chicago, executive secretary of the National Association of Amusement Parks, Pools and Beaches; W. R. Hirsch, secretary-manager of Louisiana State Fair, Shreveport; E. G. Vollman, director of San Joaquin County Fair, Stockton, Calif.; S. T. Jessup, president United States Tent & Awning Company; President A. Brady McSwigan, Kennywood Park, Pittsburgh; Phil Little, concessionaire.



# WAR TOPIC OF N. E. MEET

## Attendance Best In Org History

Army man's talk encouraging—beach resorts have most difficult problems

BOSTON, March 28.—War topics exclusively occupied the attention of delegates to the 14th annual convention of the New England wing of the National Association of Amusement Parks, Pools and Beaches held Wednesday in Hotel Manger. It was the best attended and most spirited meeting of the leading regional arm of the parent organization in the history of the body. Some officials, many from distant points, likened the conference to powwows of the NAAPPB itself in scope and interest. As a one-day convention, it compares favorably with many large commercial and industrial huddles which attract thousands of operators, it was declared, and credit was given to Edward J. Carroll, Riverside (See N. C. Group Talks War on page 43)

## N. J. Resorts Favor More Daylight Time

CAPE MAY, N. J., March 28.—An additional hour of daylight saving during the summer was voted last Saturday by the local chamber of commerce. It was pointed out that with coastal dim-outs, and with complete blackouts a possibility the extra hour of daylight would mean that midsummer darkness would not fall until 10 p.m.

At near-by Atlantic City, Thomas L. Husselton, secretary of the chamber of commerce, said that the amusement and business interests, as well as hotel operators, are also asking for the two hours of daylight saving to offset the dim-out. He said the chamber would adopt a resolution at its next meeting urging the State to adopt daylight saving in addition to the present War Time.

TRENTON, N. J., March 28.—Favor of a proposal that New Jersey follow the custom of past years by adopting daylight-saving time was expressed by Governor Charles Edison. Despite the fact that nationwide adoption of war time already has set clocks an hour ahead this year, the governor pointed out that advancing the time still another hour would benefit resort communities particularly. Edison also stated that initial reports on the dim-out along the New Jersey coast line indicated a high degree of effectiveness and expressed the hope that a total blackout, which would cripple the season at the resorts, would not be necessary.

## Hank Lawson Leases Sunset; Will Feature Radio Shows

PHILADELPHIA, March 28.—Hank Lawson, whose Knights of the Road, Western musical act, are heard each weekday morning on the NBC network thru KYW here, has leased Sunset Park for the summer. The amusement park is located 40 miles from Philadelphia, between Oxford and West Grove, Pa., and is only 18 miles from Wilmington, Del. Sunset Park last year was leased to Happy Johnny and His Gang, also a Western troupe heard on WBAL, Baltimore.

Lawson will add rides to the park for the first time in a Ferris Wheel, Merry-Go-Round, Whip and ponies. The season gets under way May 3, and each Sunday thereafter a Western jamboree will be featured in the park grove, seating 10,000 persons. Standard vaude and circus acts will complete each bill. Already set for the Sunday jamborees are Roy Rogers, Gabby Hayes, Lulu Belle and Sooty, Patsy Montana and Her Gang, Sons of Pioneers and the Hoosier Hot Shots.

KYW will install a radio line to broadcast the Western shows. All shows will be booked by the Jolly Joyce Theatrical Agency.



CAPT. GUY GAUVREAU (left), who has been appointed aide-de-camp to General Montgomery in England, is the son of Lieut.-Col. J. R. Gauvreau (right), vice-president of Belmont Park, Montreal, of which Rex D. Billings is general manager. Capt. Gauvreau, who has been associated with his father in the park business, is said to be the first French Canadian to be appointed to such a post during this war. He is a graduate of Montreal St. Louis College and McGill University with a bachelor of commerce degree. He formerly was secretary of Montreal Baseball Club, is married and has a daughter, Susanne. Lieutenant-Colonel Gauvreau also is vice-president of Montreal Baseball Club.



## Carroll Lays Out 100G on Riverside For 1942 Offensive

SPRINGFIELD, Mass., March 28.—Riverside Park will open its third season under the owner-management of Edward J. Carroll Easter Saturday. Park will be open week-ends in April and, effective May 1, will be open daily. Continuing his program of expansion, Carroll indicates that more than \$100,000 has been spent in readying the park for 1942. This figure includes the recently opened bowling pavilion.

The new program also calls for the erection of two new rides, Flying Scooter and Moon Rocket. The foundation for the Scooter ride is already in place and shipment of the equipment is expected momentarily. Other changes include reconstruction of Fun House, Whip and Dodgem. A new boat ride formerly known as Show Boat is being rebuilt and retitled World Cruise. A new boat dock on the Connecticut River for speedboats, general redecorating and landscaping are under way. The automobile movie theater will also open Easter Saturday and will continue every night until fall.

Discussing the early opening, Manager Carroll stated: "We were fortunate in making commitments for new rides and equipment for expansion before the close of last season. Therefore, we will be able to present an enlarged park again this year as in the two previous seasons. This is in keeping with my pledge to continue the expansion of Riverside until it is the finest amusement park in the East."

"Recently President Roosevelt stated, 'Everybody will work longer hours and harder than ever before. And that means that they ought to have a chance for recreation and for taking their minds off their work even more than before.' It is my hope that by opening early and with the new recreational features on schedule we can contribute toward the President's objective. As an indication of early interest, our booking reservations for outings and bakes are already running ahead of last year."

## Willow Grove and Woodside In Pre-Season Bow April 18

PHILADELPHIA, March 28.—Willow Grove Park and Woodside Park, amusement parks in the city area, will usher in the new season April 18. Both will operate week-ends until Memorial Day, at which time they go into daily operations.

Because of curtailed vacations, the auto and tire ban, and the dim-out at the near-by Jersey resorts, both parks expect a banner season and are preparing to provide entertainment and relaxation for the unusually large number of persons who will be virtually forced to seek out such diversions close to home.

Florence Bernard, of the local Edward Sherman office, will again book the Sunday vaude shows at both parks.

## Bathroom, New Rides for Park Island, Lake Orion

DETROIT, March 28.—Park Island Amusement Park, Lake Orion, Mich., will open the season with a new bathroom. The old bathroom was razed last season, and the park lacked beach accommodations for the first time in 40 years.

Manager Carl Ruebelman also plans installation of a new main bridge, giving access from the highway, and additional speedboats on the lake. Two more rides will also be installed.

NEW PHILADELPHIA, O.—Park board announced that four applications have been filed for appointment as manager of Tuscora Park here, municipally owned. They are those of Frank W. Pyle, William E. Hummel, Ward C. Bower and Dan C. Quinlan. Opening has been set for early May.

## Coastal Dim-Outs a Success, But Piers Raise New Problem

ATLANTIC CITY, March 28.—Responding to complaints that the glowing shore-front silhouetted coastwise vessels and made them perfect submarine targets, the world-famous Boardwalk, for years one of the brightest spots on the Atlantic coast, is dim. Curious crowds of sightseers thronged the Boardwalk last Friday night (20) for the first formal dim-out, a partial darkening of the resort that will continue for the duration of the war. The dim-out was termed a success, and it is possible that the resort may escape the more drastic wartime regulation of a complete blackout.

Engineers estimated that lighting along the Boardwalk had been reduced 80 per cent. Thomas S. Digman, chief-staff of the New Jersey State Council of Defense, said he will use Atlantic City as a model for other coastal resorts to pattern their efforts.

The dim-out effect was astonishing. The Boardwalk was visible beneath the subdued lighting. Of the 343 Boardwalk lamp posts, 239 were turned out. Those in service were painted black on the seaward side. Bulb-lighted signs had the 25-watt bulbs reduced to six watts and the 46 oversized lamps around Convention Hall went out entirely, as were all neon lights every place. In the dim-out, the beach was swallowed up in darkness.

Once-blazing hotel lights virtually disappeared, and even from the beachfront hotel rooms the nine-watt bulbs cast a feeble gleam for a few feet only. Theater marquees were blacked out and store lighting toned down considerably.

### New Dim-Out Regulations

The new lighting regulations, governing from sundown to sunrise, provide as follows:

1. All signs on the outside of any building or premise, neon or otherwise, of all sizes and of all types, in all sections of the city, must be put out and kept out. There are no exceptions.
2. All marquees thruout the city and

outside electrical displays of all types must be put out and kept out.

3. Electrical illumination of the store windows on the Boardwalk must be reduced 50 per cent.

4. Awnings must be kept lowered over any lighted Boardwalk store windows in order to prevent glare out at sea.

5. Lights in rooms facing the ocean, in hotels, apartments, residences and office buildings on the beachfront must be extinguished when rooms are not in use. When lights in such rooms are in use, the shades must be completely drawn.

6. Store windows on the avenue of Atlantic City now remain lighted. Automobile lights will be permitted as usual.

A plan to give Atlantic City soft lighting which will encourage a "carnival spirit" this summer may be placed before the Defense Council. Joseph Milligan, city electrician, said that it might be possible to place purple lamps in the lamp posts along the Boardwalk to give it a soft lighting effect somewhat like a night club. This would put visitors in a carnival spirit, he thinks, and add to (See DIM-OUTS SUCCEED on page 43)

## Cooke Rocky Springs Mgr.; Picnic Bookings Run Ahead

LANCASTER, Pa., March 28.—Harry Cooke, of the booking office of Weaver & Cooke, has been appointed manager of Rocky Springs Park here.

With all industries in the Lancaster sector operating full blast, Rocky Springs Park looks forward to the best season in years. Picnic bookings are running ahead of previous seasons. Several new rides have been purchased.

In addition to the regular vaudeville features thruout the season, Rocky Springs will stage frequent Benefit Days for the various patriotic organizations in the community. Park's opening is set for April 12.

## The Billboard Subscription Rates Upped

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# Rinks and Skaters

By STARR DE BELLE (Cincinnati Office)

## RSROA Plans To Revise Its Amateur Rules

CINCINNATI, March 28.—In a detailed letter of resignation from the Amateur Skating Union, the Roller Skating Rink Operators' Association of the United States declares its intention of making changes in its amateur rules and committees. The letter was sent to President Peter Miller of the ASU by Chairman Fred H. Freeman of the RSROA Board of Control. He said the RSROA would consider at its next annual convention in Philadelphia on April 15-18 the following changes:

1. All amateur committees of amateur status, amateur membership and amateur grievance be formed.
2. All committees to consist of five members for the dance, figure, speed and hockey committees, three RSROA members and two amateur members.
3. That sanctions for competitions be awarded to amateur clubs only, irrespective whether the rinks at which said clubs skate or make their homes are members of the RSROA, providing said competitions are held in a member rink of the RSROA, with approved judges holding judges' certificates officiating.

### Rules on Sanctions

4. Sanctions may be granted to any person, firm, fraternal organization or organization of any kind, altho not members of the RSROA, for roller-skating revues, exhibitions of dance, figure or speed skating, providing all net proceeds are turned over to a worthy and established charity. RSROA officiating 20 per cent.
5. Sanctions may be granted to member clubs for exhibitions in dance, figure or speed skating irrespective of where such exhibitions may be given, providing such exhibitions comply with the rules of amateur status.

6. Amateur's Privileges: Amateurs are

and will be permitted to compete, give exhibitions, take tests, participate in revues and carnivals and become judges, irrespective of their rink affiliations, providing they comply with the rules of amateur status and general rules governing such exhibitions, tests, revues and carnivals.

7. That only amateur roller-skating clubs actively or actually fostering roller figure skating, roller speed skating or roller dance skating shall be admitted to membership, irrespective of their rink affiliation. Purely social roller-skating clubs do not come within this classification. Such clubs to have only amateur officers, altho professionals may become members but not eligible for competition.

8. No amateur will be permitted to represent a rink, rink owner or operator at any time.

9. Contracts between amateurs and rink owners and operators never were and will not be permitted at any time.

10. The amateur competitive card requirements to be found on page 15 under general rules of the roller-skating test and competitive book to be amended to read as follows:

### Amateur Competitor's Cards

Every amateur sportsman engaged in roller-skating competition or tests must apply for and obtain an amateur competitor's card from the RSROA. Applications for such cards may be obtained from a member club, member rink or direct from the national offices of the RSROA. It is not necessary to be a member of a member club to obtain an amateur's competitive card.

The application for an amateur competitor's card shall contain the following clause immediately preceding the applicant's signature:

"I hereby make application to the RSROA for an amateur competitor's card with which to identify myself at competitions and other occasions that may require it. I hereby swear and affirm that I have read the rules of amateur status and that I have not violated the same and I understand that this card shall become invalid without further notice should I violate a rule of amateur status or be suspended from participation for reason."

### Amendments

Any rules now existing in any form, either in the constitution, by-laws or general rules shall be amended to conform with the above.

As soon as possible after the annual convention of the members of the RSROA, at which time committees will be appointed for the purpose, the constitution and by-laws of the RSROA and the roller-skating test and competitive book will be revised to conform with the changes and rules and committees as aforementioned and any conflicting rules and regulations concerning the governing of the amateur roller skater in all

divisions of roller skating will be amended.

The RSROA has no desire to be a party to anything that will impair the advancement of amateur roller skating, but at the same time we would be shirking our duty if we stood tacitly by and let the amateur roller skaters be taken into camp by a group that obviously would exploit them for their own personal gains.

### "Nights" in Philly Arena

PHILADELPHIA, March 28.—Impetus to roller skating was given here by the week's engagement of *Roller Vanties of 1942*, which ended tonight in the Arena. Opening last Monday night was designated as Service Men's Night, soldiers, sailors and marines being admitted for the price of the one ticket purchased by their lady companions. On that night 500 skaters from Chez Vous Rink attended in a body. Candid camera enthusiasts were given the run of the place at the opening, their snapshots competing for \$50 in prizes offered by Pete Tyrell, manager of Arena Rink. On Tuesday, Co-Ed Night, college girls were admitted for half price.

DENVER city council is considering a proposed amendatory ordinance relaxing to a slight degree regulations governing conduct of roller skating rinks. Measure, if adopted, would permit minors under 18 to remain until 11 p.m. without a parent or guardian. Under the present ordinance the limit is fixed at 10 p.m. All minors will be required to register after 11 p.m.

PETITIONS for a referendum election November 3 on councilmanic legislation banning Sunday roller skating in East Liverpool, O., has been certified to Columbus County board of elections. Petitions bearing 902 signatures have been held for public inspection since March 16, when they were filed with the city auditor by an attorney representing William Windland, J. Richard Dillon and Merrell Wood, owners of the roller skating rink in the city. This is said to be the first move in a fight for Sunday recreation for war emergency workers. The attorney has been retained to prepare petitions for submission of an initiative ordinance legalizing Sunday baseball, football, bowling, ice skating and other amusements and sports as well as roller skating.

CECIL MILAM, operator of rinks in Wheeling, W. Va., and Washington, Pa., has resumed duties after a recent knee operation. He expects to be back on skates soon.

SKATELAND ROLLER RINK, Spokane, has had increasing business since its opening on November 15, said Manager Michael Higgins. Soldiers' patronage has doubled with arrival at near-by camps of men from the East. Skateland Dance Skating Club has grown to 75 members. RSROA rules are used. Eddie Allen and Norman Wittington are dance instructors, latter being new floor manager, replacing Harry Fogarty who is in the army. Higgins is inaugurating roller hockey. Henry Lawrence, Aberdeen (S. D.) Roller Rink, was a visitor.

HARRY MILLER, who handled publicity for Riverview Rink, Chicago, has joined the navy and is now a lieutenant at Great Lakes Training Station. Rink publicity is now being handled by Carroll Jones.

OLD-TIMERS' SKATING CLUB, Chicago, gave its members a free bus party on the night of March 14 in Skateland Roller Rink, Aurora, Ill. Two bus loads, 91 members, who made the trip were given a warm welcome by Skateland's Manager Bartlett, President Scherbaum

of the club and Walter Beck were hosts to the party.

JOINING the list of "defense matinees" for workers on odd-hour shifts in factories of Akron, O., are the defense workers' skate sessions Saturday night in Summit Beach Park Rink, starting at midnight.

OTTO EASON continues his swing around Philadelphia night clubs, bringing his dancing on roller skates to Frank Palumbo's Cafe for an indefinite engagement.

FLYING BERRYS are in the *Circus Days* revue at Neil Deighan's Airport Circle Cafe near Camden, N. J.

The First  
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Established 1884

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The Best Skate Today

FOR DEFENSE No. 321 DUSTLESS FLOOR DRESSING

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Cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAGAN BROTHERS

444 Second St. Everett, Mass.

FOR SALE

Brand-new Tent, 60x130, 12 oz. duck; color, khaki and red. No poles or sidewalls. Sell for cash, \$1750.00.

FRANK W. JOY

2139 Lowry Ave., N., Minneapolis, Minn.

WANTED TO BUY OUTRIGHT

Portable Rink and Canvas Roof (no Skates or Equipment). Send full details, price. WANT Floor Manager, experienced, personally. Send full particulars, experience, salary expected. . . for rink in Virginia. Write

BOX D-194, care The Billboard, Cincinnati, Ohio.

PORTABLE RINK

135x50, new canvas last season. Unable to take it out due to health. A money maker to right party. \$2500.00 cash.

WHEELING ROLLER RINK, Wheeling, W. Va.

WILL BUY

Portable Skating Rink. Will pay cash for large size Portable Rink, complete with Skates, Organ and Equipment. Or will buy separately Tent, self-locking Floor, Skates, Organ or Equipment. What have you?

RAY J. HANNIFAN

514 West State Street. Olean, New York

FOR SALE

120x50'—14 oz. double khaki filled Skating Rink Tent, Top and Sidewalls, brand new, have not left factory. Manufactured by Baker-Lockwood. Will sell very reasonable. Write, wire, phone.

3434 FRANKFORD AVE., PHILADELPHIA, PA.

WANT TO BOOK SKATING RINK

For year-round proposition. Low percentage. Must be large and in good condition.

FRED SCHAEFER, Route 4, Box 650-S, Play-ground Park, Beaumont, Texas.

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19 other styles in stock.

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TRADE MARK REG. U.S. PAT. OFF.



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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.

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BOYS, SOMETHING NEW - PATRIOTIC ART and Religious Plaques. Under convex glass. Make \$10.00 daily easy; act quick. SMITHS, 1841 Chicago Ave., Chicago. ap18

FOOD-ACCESSORY ITEM, HEALTH BOOK Deal. No investment; receipts free. FLORADEX CO., P. O. Box 973, Columbus, O. ap11x

HANDSOME HONOR ROLL CARDS - 12x18 inches; 100 blue, silver and gold stars unattached. Space for 75 names. All business concerns and organizations buy on sight at \$2.00. Sample \$1.00. EIGHTH AVENUE PRESS, 256 W. 54th St., New York. x

HOLLYWOOD STARS NECKLACES - NEW, fast sellers for salesmen, jobbers. Big profits. Particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif. ap25x

HUSTLERS! WORK BOWLING ALLEYS! SELL new, clever, Comic Bowling League Membership Certificate. Sample 10c. KANT, 323-B Third Avenue, Pittsburgh, Pa. ap4

KEY CHECK STAMPING OUTFITS - BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. ap18x

MERCHANTS WALL SIGNS, PATRIOTIC, HUMOROUS, etc. Good paying side line. Samples, etc., 15c. RICHARDS, 127-B East New York St., Indianapolis, Ind. ap4

RISK 25c FOR THE "MONEY MAKING BUSINESS Starters" dollar book. Products galore that'll make big money for you. Money back guarantee. Offer limited. JOSLIN, Box 9, Station H, New York. x

SELL LUMINOUS PAINTS - SHINES IN THE dark. Sample, instructions, 25 cents. MOHR PAINTS, Box 662, Rockingham, N. C. ap11x

SELL IMPROVED, ORIGINAL; 9x11 BLUE Signs. Religious and Changeables; cost 3c, retail 25c. Write now. KOEHLERS, 335 Goetz, St. Louis, Mo. ap25x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. ap25x

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SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets. Experience unnecessary. 40% commission. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 54, Chicago. x

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FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR RENT - MARINE BALLROOM, 6,000 square feet, suitable roller rink or night club, located in heart resort country, Frankfort, Mich. Address WALTER W. JACOBSEN, 203 Union St., Traverse City, Mich.

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HAVE YOUR OWN MONEY MAKING BUSINESS - Learn Show Card Writing, Sign Painting. Particulars free. BEGLEY SPECIALTIES, 210 Fifth Ave., New York.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ap4x

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EXCELLENT SPECIAL PRINTED ROLL TICKETS, 1"x2", 20,000, \$6.10; 100,000, \$14.90. KANSAS CITY TICKET CO., Dept. C, 1819 Central, Kansas City, Mo. ap11x

FLASHY 3-COLOR DESIGNS - 14x22, NON-bending Window Cards; carnivals, tent shows, magicians, minstrels, rodeos, firemen's celebrations, outdoor movies, dances, July Fourth celebrations, roller rinks, auto races, homecoming celebrations, \$3.50 per hundred, completely imprinted. Special designs made to order at low cost. TRIBUNE PRESS, Old Reliable Showprint House, Box 551C, Fowler, Ind. x

REGULAR BUSINESS CARDS - 1,000, \$1.00; 2,000, \$1.50; 5,000, \$3.50. Shipped from our nearest printery. Small charges collect. PUBLISHERS SALES SERVICE, Dept. T, Harbor Springs, Mich. x

WINDOW CARDS - 14x22 TWO COLORS, \$3.00 hundred; 500 Two Color Letterheads, \$3.75. Route Book free. HUBBARD SHOP-PRINT, Mountain Grove, Mo. ap11x

200 COPIES, 8 1/2 x 11, 500 WORDS OR LESS, mimeographed, sent prepaid 4th zone, \$1.35. Samples free. E. P. DOUGHERTY, Phillipsburg, N. J.

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AA VALUES IN REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Vendors. ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

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ALL KINDS OF VENDING GUMS - BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-ap11x

ARCADE EQUIPMENT - DROP PICTURE Console, \$27.50; Drop Picture, small, \$10.00; Golf Casino, \$10.00; Keeney Aircraft, \$45.00; Card Vendors, \$9.50; Pin Games, free play, Big Town, \$17.50; Clipper, \$10.00; Davey Jones, \$10.00; Flash, \$15.00; Formation, \$22.50; Golden Gate, \$14.50; Jolly, \$17.50; Merry-Go-Round, \$27.50; Pylon, \$27.50; On Deck, \$17.50; Stoner Baseball, \$17.50; Red Cap, \$16.50; Supercharger, \$10.00; one ball payout Cottlieb Champion, \$15.00. Wanted to buy Vitalizer. Write PEERLESS DISTRIBUTING CO., 301 W. 9th, Kansas City, Mo. x

ARCADE MACHINES - TEXAS LEAGUER, \$27.50; Keeney Anti-Aircraft, \$37.50; Western Baseball Major League, \$137.50; Seeburg Shoot the Chutes, \$87.50; Bally Shoot the Bull, \$57.50; Pikes Peak, \$12.50; International Mutoscope Pokerino, perfect condition, \$47.50. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich.

ATTENTION, MILLS PHONOGRAPH OPERATORS - New late type Packard Adapters, \$48.50. Can also furnish new Packard Wall Boxes and Cable with Adapters. PLAYMORE DISTRIBUTING COMPANY, 424 N. Meridian St., Indianapolis, Ind. ap25

BALLY HIGH HAND FREE PLAY CONVERTIBLE, \$175.00; Mills Jumbo Parades, free play, \$85.00; Imps, \$3.50; Bingo, \$4.00. All in excellent condition. 1/3 deposit. J. O. YOUNG, 1722 West End, Nashville, Tenn. x

BARGAINS IN RECONDITIONED PEANUT AND Ball Gum Vendors that look and operate like new. M. T. DANIELS, 1027-B University, Wichita, Kan.

BARGAINS - USED ADVANCE MACHINES; Ball Gum, Peanut, Candy, Acme and Vista-Film. Exchange. H. B. JONES, 629 Tenth Ave., New York.

CLOSEOUTS - 100 MILLS, JENNINGS, WATLING, Pace, Caille Jackpot Bells, \$19.50 each; lots ten; sample, \$22.50. Double Jackpots, \$24.50. COLEMAN NOVELTY, Rockford, Ill.

COIN OPERATED POOL TABLES MAKE MORE money. All sizes, easy terms. Want Bowling Balls, Pins, Baseball games; Western Scientific Drivemobiles. MASSENGILLS, Kinston, N. C. ap18

FOR SALE - JENNINGS CIGAROLAS, V AND XV models, equipped with anti-cheat device; also Mills, Jennings, Walling and Pace Bells. AUTOMATIC VENDER COMPANY, 152 Houston St., Mobile, Ala.

FOR SALE - 15 BLUE FRONTS, ALL RE-finished, \$75.00; 13 Chiefs, \$49.50; 9 Rolatops, \$47.50; 3 Extraordinary, \$47.50; 2 Comets, 25c, \$47.50; 2 Mills Silents, 2-Goldens, \$40.00; 3 Dutchess, \$15.00; 40 others at \$12.50; 75 late Pinball Machines. Get our list. THE MUSIC MACHINE CO., Brunswick, Ga. x

FOUR 850 WURLITZERS, \$420.00 EACH; Seeburg Classic, \$175.00; Empress, \$180.00; Master Rockolite, \$190.00; fifty 3 Column Snacks, \$5.00; Angle Stands, \$2.00; De Luxe, \$5.00; two 20 Button Seeburg Boxes, \$14.00 each. OAKDALE SALES, 3509 N. Marshfield, Chicago, Ill.

FOURTEEN 5c PLAY CIGAROLAS, \$115.00 each; nine 5c Vest Pockets, \$27.50 each. BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birmingham, Ala. x

MERCHANDISE MACHINES - 25 U-SELECT-IT Candy Machines, 54 bar capacity, \$25.00 each; Stands, \$1.50 each; 10 practically brand new Jennings In-A-Bag Peanut Vendors, \$15.00 each. 1/3 deposit, balance C. O. D. BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birmingham, Ala.

MILLS BLUE FRONTS, 5c, 10c, 25c, REBUILT same as new, \$119.50; ship subject inspection. Chrome Bells, \$150.00; Penny Q. T.'s \$35.00; Mills Three Bells, used one week, not a scratch, \$475.00. Latest model Menna Heavy Steel Seven Bolt Cabinets, Triples, \$145.00; Doubles, \$110.00. H. R. HORN, 137 E. Market St., Akron, Ohio. ap4x

MILLS JUMBOS, FREE PLAYS, BROWN HEADS, \$82.50; Blue Heads, \$87.50; Cigarola, dual-action, used only three weeks, \$79.50. One-third deposit, balance C. O. D. PARAMOUNT AMUSEMENT COMPANY, 1426 Wells St., Fort Wayne, Ind.

ONE ROCKOLA DELUXE WITH ADAPTER, one Rockola Standard with adapter, one 1939 Rockola Counter Model, three P-12 Wurlitzers, ten Rockola Wall Boxes, less than six months' old; ten late model Columbus Machines, porcelain finish. Will sell for best offer. Shipping point Central Ohio. BOX C-372, Billboard, Cincinnati.

PENNY KICKER CATCHER, \$19.75; PIKES Peaks, like new, original cartons, \$14.50; Texas Leaguers Deluxe, \$29.50; ABT Target Skill, Model F, \$14.50; ABT Fire Smoke, \$15.75; ABT Game Hunters, \$14.75; two perfect 5c chrome Vest Pockets, \$44.50; late five cent Q.T., brilliant front, \$49.50; clean Ten Strikes, \$75.00. 1/3 deposit. McLENNAN, 189 W. Montana, Detroit, Mich.

PINTABLES, IMPS, DIGGERS; ALL IN GOOD condition, at reasonable price. MRS. M. PALASH, Lakewood Park, Barnesville, Pa.

RECONDITIONED CIGARETTE MACHINES - 1940 Uneeda Packs, 8 column; \$55.00; 1941 Rowe, 8 column, \$70.00; Uneeda Packs, 8 column, \$35.00. Require 1/3 deposit with order. ART LEFKO, 1203 E. 37th St., Savannah, Ga.

SEE OUR AD IN COIN MACHINE SECTION illustrating a real "Jap" conversion for all types of Seeburg Ray Guns at a price that makes it really worth while to place them on all your guns. THE BEVERATOR COMPANY, Cambridge, O.

SIX PACE CLUB CONSOLES - LIKE NEW; three 5c, two 10c, one 25c play; all for \$500.00. BOX 348, Frankfort, Ky.

TEN STRIKE (ROCKOLA), \$49.50; CHICKEN Sams with "Jap" conversions and battle scene backgrounds, \$95.00; Seeburg Duck Ray Guns, \$45.00; Smoker Bells, practically new, \$45.00; Holly Grippers, original cartons, \$5.00; Seeburg Classics, 1939 Phonographs, \$175.00. Write your needs in Phonographs, we have them all at prices. Evans Bangtails, brown cabinet, new type slant head, \$125.00; Pace Saratoga, chrome rails, latest model, \$135.00. Many Counter Games at \$5.00. Terms: 1/2 deposit, balance C. O. D. P. K. SALES COMPANY, 6th and Hyatt, Cambridge, O.

THIS IS YOUR CHANCE TO BUY SOME GOOD Used Machines - 4 Keeney Air Raiders, \$75.00 each; 3 Mutoscope Sky Fighters, \$150.00 each; 4 Seeburg Shoot-Chutes, \$75.00 each; 5 Pace All Star Comets, 10c play, 3-5 mystery pay, \$40.00 each; 20 ABT Targets, like new, \$20.00 each; 10 Buckley Cent-A-Packs, like new, \$7.50 each; 3 Mills Vest Pockets, like new, \$35.00 each. BIRMINGHAM AMUSEMENT CO., 731 Second Ave., N., Birmingham, Ala. x

THREE SOUND-VIEW DIME MOVIE MACHINES, equipped with Bell & Howell Projectors, the best of them all, \$390.00 each. Films, 8 subjects to the reel for above, \$30.00 each. 15 Keeney Wall Boxes, \$16.00 each. Bally Vacation, Cadillac, Headliner, Ducky, Congo, On Deck, Bumper Games, \$20.00 each. Wanted: Mills Three Bells. KENYON COMPANY, Canton, O.

USED COIN MACHINES FOR SALE - PENNY Arcade, same place over thirty years, for sale; also Scale Route since 1928. Write PENNY ARCADE, 1735 Curtis, Denver, Colo.

VENDEX PEANUT MACHINES FOR SALE, 75 cents each. Install one in each booth in beer places, variety and gasoline stations. Steady weekly incomes. CHESTER SALES, 11 Pembroke St., Newton, Mass.

WANT ASSORTED USED ABT GAMES - Bingos, Challengers, etc. State quantity, condition and price in first letter. MITCHELL, 1141 DeKalb Ave., Brooklyn, N. Y. x

WANTED TO BUY - ALL TYPES OF LEGAL and Arcade Equipment and late model Phonographs and Wall Boxes. State your lowest price. BADGER NOVELTY CO., 2546 N. 30th, Milwaukee, Wis. ap11x

CLASSIFIED ADVERTISING FORM

The Billboard Pub. Co. 25 Opera Pl., Cincinnati, O.

Insert the following advertisement under the heading of

Table with 4 columns and 10 rows for classification details.

Name and Address Must Be Included in Copy

Remittance of \$..... is enclosed to cover the cost of ..... words at 10c each.

From ..... Address ..... City and State .....

Forms Close Thursday for Following Week's Issue 4-4-42



WANTED TO TRADE—TWO THOUSAND Free Play Pin Games for Phonographs, Slot Machines, Used Records, Consoles, Guns and Arcade Equipment. See our display ad in Amusement Machines Section. NORTHWEST-ERN MUSIC COMPANY, Sterling, Ill., or MISSISSIPPI VENDING COMPANY, Philadelphia, Miss. my2

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. tfn

WE BUY, SELL AND EXCHANGE PIN TABLES, Consoles, Phonographs, Arcade Equipment, Guns, etc. OPERATORS' EXCHANGE, 621 Van Ness Ave., San Francisco, Calif. ap11

10 NON COIN OPERATED MARVELS, \$21.50 each; 1 late 1941 Jumbo Free Play, like new, \$125.00; 1 View-a-Scope, 1c, \$19.00; 1 Master Target (Ball Gum), \$15.00. Or will trade for 1c Master Vendors. WILLIAM BROWN, 506 Fisher Ave., Rockford, Ill.

15 IRON MUTESCOPIES, 12 MILLS DROP Picture Machines, Post Card Machines, Projectors, 15 Snack Gum Machines and others. 445 E. 87th Place, Chicago.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE quart leak proof Popper Kettle, while they last, \$12.50. Guaranteed. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, \$15.00; Eight-Quart, \$7.50; Portable Gasoline Poppers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianola, Iowa. my30x

ATTENTION! BARGAIN! LOOK! — COMPLETE Indoor Roller Rink for sale in a town made prosperous by defense industry. Write today; owner drafted. THEODORE BUTTERWORTH, care Cappellanti's Restaurant, Walnut St., Morgantown, W. Va.

CONCESSION TRAILER, \$200.00; COUNTER Tent, pin hinged, \$25.00; Sugar Waffle Outfit, \$20.00; extra Moulds for sale; Nat. Floss, \$50.00. KIBBEY, 1116 E. 2d St., Dayton, O.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. ma30x

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 — SMALL PIANO, \$25.00; 60x90 Tent, khaki, \$250.00. BEN HEFFNER, Valdosta, Ga.

FOR SALE — PORTABLE SKATING RINK. Have new Tent, Maple Floor, 40x100. Now operating. ALBERT KEATHLEY, Box 471, Pharr, Tex.

HENRY ICE FROZEN CUSTARD MACHINE, first class condition, \$100.00. L. SANDS, 3105 Westwood Ave., Baltimore, Md.

MOVIE EQUIPMENT (PORTABLE) FOR SALE, or will trade it for Portable Rink and Tent complete. Give particulars. F. SHAFER, Washington, Ind.

POPCORN CRISPETTE MACHINE, CAMEL Outfit. Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. my9x

SKATING RINK, 120x50, PORTABLE TENT including Maple Floor, Sound System, 250 pairs Chicago Skates. A-1 condition. ODDIE HAVENER, Olivia, Minn.

FOR SALE—SECOND-HAND SHOW PROPERTY

CHAIR-O-PLANE — CHEAP. GOOD CONDITION, \$150.00 if taken at once. HENRY PRATES, 413 N. Larch St., Lansing, Mich.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FIVE K.W. UNIVERSAL LIGHT PLANT IN A-1 condition. Will sell cheap for cash. Write to M. H. ALLEN, 305 Valley St., Duboistown, Pa.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. ap11x

FOR SALE — THE SLAYTON DISASTER CARS and Display Truck at a bargain price. A money maker. ELTING AND GEHL, Fulda, Minn. ap18

FOR SALE — 16 SEAT CHAIR-O-PLANE, \$450.00. G. KEENE, Madison, O., on Lake. ap11

FOUR "HOOKER" SHORT RANGE GALLERIES, \$25.00 each; Mouse Game, new, \$50.00. HARRY CUMMINGS, Old Orchard Beach, Me.

GOOD CONDITION — THIRTY-SIX FOOT Merry-Go-Round, Tonawanda make; Chair-plane, \$800.00 each; both \$1,500. Two Generators, 1 6,000 watt, real good shape; one 7,500 watt, including 1 Inst. Board, price \$200.00. WM. RAPPOLD, 9 Boardman St., Rochester, N. Y.

MONKEYS, BADGERS, GROUND HOG, PORCUPINE, Deer Mouse and Question Mark. Extra Cages, 36 Ft. Banner Line, 14x21 Ft. Top. L. O. WEAVER, Fairbank, Ia.

NEW LAUGHING MIRRORS — GREATLY REDUCED prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O. ap18x

TEN CAR KIDDIE RIDE, BABY ELI WHEEL, complete with everything, ready to go. WILLARD STRIPLING, Marshall, Minn.

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. ap25x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. ap25x

DIRECT POSITIVE SUPPLIES AND EQUIPMENT—Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. ap18x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

LAST CHANCE AT THESE LOW PRICES — Start a profitable lifetime business. Brand new, quick finish Double Photo Outfits complete, \$95.00. GLOSSICK MFG. CO., 300 Cass St., East Peoria, Ill.

PHOTO MACHINES—MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kansas. ap4

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. my9x

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.

COSTUMES — CHORUS, BURLESQUE, STRIP, Orchestra, Band, 50c up. Send dime for catalog. STUDIO, 6017 Hollywood, Hollywood, Calif. ap11

MOVIE STARS' SLIGHTLY USED CLOTHING. Gowns, Dresses, Slacks, Playsuits, Sweaters, Shoes, \$5.00 and \$10.00; Mixed Bundles plus 50c mailing. Send size with money order. J. MOSS, 5975 Franklin Ave., Hollywood, Calif.

SCENERY AND BANNERS

HILL'S FAMOUS "ODD BUT TRUE" SHOW Banners and Pictorial Panels. Quality best, priced right. ROSS-HILL STUDIO, Cumberland Ctr., Me.

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. ap25x

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. ap11

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ap4x

SAMPLES 40 DIFFERENT LATEST TRICKS, Jokes and Novelties, \$1.00 postpaid. Wholesale catalog free (Magic for Pitchmen). ARLANE, 4462 Germantown, Philadelphia.

STAGE AND SMALL MAGIC, ILLUSIONS, Electric Act. Several real bargains. Stamp for lists. MAC'S MAGIC SHOP, 506-B Main, Fort Worth, Tex.

TATTOOING SUPPLIES

WORLD'S MOST POPULAR TATTOO STUDIO—Tattooing Machines, 3 for five dollars. CHARLIE WAGNER, 11 Chatham St., New York.

ANIMALS, BIRDS, REPTILES

A BIG MALE CHIMPANZEE OVER 100 pounds; Adult Full-Maned Hamadryas Lion-Slaying Baboons; Golden Baboons; also one large Polar-Bear; immediate delivery. SNAKE KING, Brownsville, Texas. ap11

AGOUTIS, PACAS, KINKAJOUS, WILD BOARS, Coatimundis, Monkeys, Lion Cubs, Snake Dens, Reptiles, Birds for show folks. SNAKE KING, Brownsville, Texas. my2x

ANIMALS, BIRDS, REPTILES — ALWAYS IN stock. Write for our large free 24-page Catalogue. MEEMS BROS. & WARD, Ocean-side, N. Y.

BEAR CUBS — SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. RELIABLE BIRD COMPANY, Winnipeg, Canada. my9x

ALLIGATORS, TURTLES, SNAKE DENS READY for shipment to shows. Write for special offer list. ROSS ALLEN, Ocala, Fla. ap18x

FASTEST FIGHTING EIGHT MALE LION ACT in the country, complete with two Trainers. Cheap if taken at once. Also Other Trained Animal Acts. SNAKE KING, Brownsville, Tex. ap11

FOR SALE — FREAK PUPPY; BORN THREE legs. For information write A. R. JENKINS, 1626 E. Van Buren St., Phoenix, Ariz.

PAIR GIANT SOOTY MANGABEY MONKEYS, \$50.00; Black Bear and Cage, \$50.00; Agouties, \$15.00; Spider Monkeys, \$30.00. Other stock. WHIPPOORWILL GAME FARM, Rockville, Md.

"SPECIAL" — MEXICAN BOAS SNAKES, 5', \$5.00; 6', \$8.00; Mexican Green Rattlesnakes, 5', \$5.00; King Cobra, large, \$5.00; Black Iguanas, \$3.00; Wild Cats, \$8.00; Snookum Bears, \$15.00; Raccoons, \$8.00; Kangaroo Rats, \$2.00; Armadillos, \$2.00; small Donkeys (Burros), tame, \$20.00; Honey Bears, tame, \$30.00; Packas, tame, \$30.00; assorted Snakes, \$10.00 Dens; tame Martas, \$30.00. Wire WORLD'S REPTILE IMPORTER, Laredo, Tex. x

TWO LARGE BAREBACK HORSES FOR CARRYING, single riding; one menage. White trap-pings, curb, trunks, mechanic, drop, cyc. GEORGE HOLLAND, Darien, Wis.

WAR IS FORCING US OUT OF BUSINESS — All our stock for sale. Large collection of Monkeys, Baboons, Bears, Alligators, Porcupine, Kangaroo, Deer, Cassowary; lots of other Animals and Birds. NORTH MIAMI ZOO, North Miami, Fla. ap18x

4 TRAINED DOVES WITH ALL SWELL PROPS — Real novelty act complete. Work for anybody, \$15.00. THOS. FINN, Hoosick Falls, N. Y.

HELP WANTED

ACTS PASSING THRU ERIE, PENNSYLVANIA, contact ERIE DANCE ACADEMY, 808 State St., Erie, Pa., Phone C57-185, for Club Dates.

BARMAID — \$25.00 WEEKLY. NO EXPERIENCE necessary. Call after 8 p.m. EMBASSY RESTAURANT, 1570 2d Avenue, near 81st, New York City.

ENTERTAINERS — GIRL TAP DANCERS, STRIP Tease, Rumba. Immediate opening, long engagement. Wardrobe essential. KELOA, South Sea Night Club, Pensacola, Fla.

EXPERIENCED MANAGER FOR HIGH CLASS Night Club, state experience and salary in first letter. PINEPOINT, Box 733, Newburgh, New York. ap4

EXPERIENCED OPERATORS — LUSSE WATER Scooter, Lusse Scooter, Carousel. Capable making own repairs. Address JOSEPH GIULIANO, 520 Beach St., West Haven, Conn.

EXPERIENCED PENNY ARCADE MECHANIC Wanted — Write references. MERRY-GO-ROUND ARCADE, 520 Beach St., West Haven, Conn.

GIRL MUSICIANS — ALTO, TENOR, TRUMPET. Road, fake; \$25.00 weekly. Steady location. Write immediately. BOX C-372, care The Billboard, Cincinnati, O.

GIRL MUSICIANS — CAPABLE, PERSONABLE, who double, sing or dance. Cocktail lounge work. Union. Enclose photo. BOX 414, New Haven, Ind.

IMMEDIATELY — SAX AND TRUMPET MEN. Steady night club location; only modern, experienced men apply. CONNIE WENDELL ORCHESTRA, Abilene, Tex.

MUSICIANS ALL INSTRUMENTS — RIVER excursion boat. Good salary, room, board. State qualifications, draft status. ORCHESTRA LEADER, 1151 28th St., Des Moines, Ia.

SAILOR HARRIS WANTS ACTS FOR SIDE Show, opening May 1, Pontiac, Mich., World of Pleasure Shows. Write 507 S. 11th St., Temple, Tex.

SINGER WANTED — MALE PREFERRED. Must be able to sing requests, steady. No Sundays. Sing with organ. ARAGON TAVERN, 610 Sycamore St., Waterloo, Ia. ap11

TENT HELP WANTED — MUST DRIVE TRUCK. Week stands. Use man that can run Holmes machine. LE VANT'S PICTURE SHOW, Mer-Rouge, La.

TWO GIRLS FOR STANDARD AERIAL ACT — Consider one amateur. Good salaries, long season, immediate work. Rush particulars. BERNICE EATON, 815 W. Lynwood, San Antonio, Tex.

WANTED — ACROBAT, DO SOME TEETER-board work. Consider someone with little experience. Steady work, good salary. BOX D-356, Billboard, Cincinnati.

YOUNG FIDDLER — TO APPEAR WITH WEST-ern band. Also other Entertainers. Write CHARLES HIGGINS, 15 Westland St., Methuen, Mass.

2 CLOWNS WANTED FOR MY TRIO—MUST be medium height and weight. Write full details. Everything furnished. ARTHUR BORELLA, 1225 Avenue E, Galveston, Tex.

WANTED TO BUY

HAMBURGER MOLDING CYLINDRICAL Hand Operated Machine, 10 to 20 pounds; also Hobart Vegetable Cutter, 8 or 9 inch. Must be in first class condition. JOHN BOTH, 14 Westland Ave., Old Orchard Beach, Me.

SHOOTING GALLERY AMMUNITION — ANY quantity. PENNY ARCADE CO., 306 E. Baltimore St., Baltimore, Md.

WANTED TO BUY — THREE SHEET BOARDS in good condition. State price. Address R. E. MARRS, 402 Keith Bldg., Dayton, O.

WANTED — SHOOTING GALLERY ABOUT 18 ft. wide; also some Pump Guns. H. BAKER-MAN, 79 Highland Blvd., Keansburg, N. J.

At Liberty Advertisements

5¢ a Word (First Line Large Light Capitals) 2¢ a Word (First Line Small Light Capitals) 1¢ a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only MINIMUM 25¢ CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

ROLLER RINK MANAGER — A-I ALL AROUND Rink Man. Experienced to manage either portable or stationary rinks. Know the dance steps. Clean, sober and can furnish good reference. Write BOX C-371, Billboard, Cincinnati, O.

Theater Manager — Draft exempt. Twenty years' experience, all essentials. Desiro contact, West Virginia, North-South Carolinas, Georgia, Florida, Tom Morrow, 127 Dr. Kennedy Homes, Fort Lauderdale, Fla.

AT LIBERTY BANDS AND ORCHESTRAS

America's Most Unique Dancer Orchestra — Don Shaw's Trombonaires. Available anywhere in United States for location in hotels, ballrooms, resorts or night clubs. We play especially for dancing pleasure, but also entertain, and accompany floor shows. Outstanding vocalists and instrumentalists are capable of taking part in floor shows. This is an experienced seven piece orchestra consisting of three really technical trombonists, Trumpet, Piano, String Bass and Drums. Will cut to six men if absolutely necessary, dropping Bass. Specially constructed megaphones give trombones a soft saxophone-like tone that is used in place of the usual reel section. Doubles include Vocalists, Bass Horn, Cornets, Clarinets, Accordion, Piano and French Instruments. The megaphones and doubling insure music that is never monotonous or too loud. We have a large up-to-date library consisting of rumbas, congas, waltzes and several novelties. Complete and elaborate equipment and wearing apparel. All are young, clean, single and sober, with pleasing personalities. Union, nobody has even registered for draft. We travel 1942 Mercury station wagon with trailer. Have successful record in Middle West at hotels, ballrooms and night clubs, road work. Arrange travels with organization. If interested contact now, for full particulars, pictures and references. Don Shaw, Huron, S. D.

AT LIBERTY BILLPOSTERS

AT LIBERTY — PLANT Billposter union man. Details in first letter. D. S. SMITH, care The Billboard, Cincinnati, O.

AT LIBERTY CIRCUS AND CARNIVAL

FANNIE BLAIS, THE UNDISPUTED HALF AND Half—Experience, ability and excellent flash and make competent annex openings; also second flash show. Hope to hear from managers of real freak shows. JACK BLAIS, care E. Clark, 122 N. Tenth, Philadelphia, Pa.

At Liberty — Now, for the summer months, A-1 Professional Trick and Fancy Rope Spinner and Horse Roper. Been with the best. With Jack Ramm and George Adams Rodeo and many others. Want reliable rodeo or circus, or anything in Western line. Ticket? Yes. James B. Hawk, 823 Sixth Ave., Huntington, W. Va.

Geo. Burkhardt — Comedy Magician, King of Colos. Illusionist, Electric Act, Puppet Show with elaborate equipment. A laughing riot. Everything I present with attractive young lady assistant. My own transportation. I am experienced Side Show Manager, Museum Operator and Performer in every branch of amusement. Address 804 Grand St., Brooklyn, N. Y. Evergreen 7-6025. ap1



Good Punch and Judy Performer — Also Marie suitable for sideshow. Benjamin Bernard, 2889 W. 15th St., Brooklyn, N. Y.

AT LIBERTY COLORED PEOPLE

AT LIBERTY — COLORED

Pianist. Read and fake. Want to join some med show or big carnival. Address COMPTON SMITH, 154 Sycamore St., Macon, Ga.

Colored Orchestra at liberty after April 13. Union; Vocal Trio, Girl Vocalist; 13 pieces, with modern lyrics, both hot and sweet tunes; plenty of novelties and entertainment. Flashy bus. Unit neat appearing, music racks, public address system. Full line of photographs, placards and advertising material. Good conduct and best of credentials and references. Want to hear from reliable promoters, bookers and ballroom managers. Preferably Middle West territory. Wire, write or phone Rupert Harris, 875 Indiana Ave., care Sunset Terrace, Indianapolis, Ind. Phone Riley 5767.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY — GENERAL BUSINESS TEAM. Hokum Doubles. Car and trailer. JIMMIE BURKE, care Orpheum Players, Dresden, Tenn.

At Liberty — Character Team. General Business, Singing and Talking Comedy Specialties. Sober, reliable, good study and wardrobe. Woman doubles Piano. Have car and house trailer. Address W. Leroy, Dresden, Tenn.

Leading Man — Wonderful Actor. I am nineteen; look twenty-three. I have done professional work on the stage, radio and also movie shorts since the age of sixteen. I am a wonderful actor. I also sing and I can do Monologues. I can act. I do Heavies or Character Parts as well as Leads. I can not play the piano. Write to Robert Bergere, 2330 Carey Ave., Davenport, Ia. Do not delay. P. S.: I am a good worker.

AT LIBERTY MISCELLANEOUS

AT LIBERTY — YOUNG

Looking, age 48, strong man act; also fancy and sharp shooting. REINHARD WIEMAN, 716 3rd Ave. So., Wausau, Wis. ap4

ACROBATIC AND TAP DANCER DESIRES position with team. Below draft age. FRED KWET, 562 Fairfield Ave., Bridgeport, Conn. ap11

Aerial Cowdens—Standard attractions of merit. Fast Double Trapeze. Comedy Revolving Ladder. Flashy appearance, outstanding acts. Draft exempt. Literature, price on request. Address Billboard, Cincinnati, O. may16

Mentalists, Take Notice — Girl Mentalist, 13, looks like 10, and a pleasing personality, wants a break in show world and seeks combination manager-promoter. Parents unable to develop talent due to financial circumstances and lack of show experience. Child is extremely fast, clever, reliable and covers names, birthdates, articles, numbers, etc., and question answering act. Also plays Accordion, Tap Dances (Colostro System). Teams with Dad, draft exempt, but willing to team with any reliable mentalist. Contract to start July 1. Given the opportunity this child will develop into a great mentalist. Excellent opportunity for the wise one to obtain the services of well trained master in exchange for an opportunity. Consider all offers. State completely first letter. Write James Alessi, 32 E. Madge Ave., Hazel Park, Mich. ap18

AT LIBERTY M. P. OPERATORS

Motion Picture Projectionist and Manager with 15 years' theatre experience. Excellent reference. Will consider only permanent position. Go anywhere. Charles Dickens, Box 110, Goldsboro, N. C.

AT LIBERTY MUSICIANS

BAND DIRECTOR — EXPERIENCED AND COMPETENT. Municipal, civic or industrial. Large library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. ap25

COMMERCIAL VIOLINIST — Union, legit, age 22, draft exempt. Location only. Will give references. Write or wire MUSICIAN, Box 147, Rankin, Tex.

HAMMOND ORGANIST —

With own Hammond, now working, desires change. Club, hotel or lounge. Union; young woman. BOX C-373, Billboard, Cincinnati.

NOVACHORDIST — EXPERIENCED, OWN INSTRUMENT. Union, draft exempt, age 23, married. Have complete wardrobe, music library. Available immediately. State all first letter, etc. TONY STEVENS, 420 W. Broughton St., Savannah, Ga.

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.

ACCOUNT DISAPPOINTMENT — EXPERIENCED circus trap drummer. Single, sober, reliable trouser, over draft age, anything considered. State all. FRED FRANKLIN, 620 Hemlock St., Macon, Ga. apr4

AGE 21—EXPERIENCED. READ, ADLIB, PREFER location. Write NICK NICKELS, Box 415, Montello, Wisconsin. ap4

AIR CALLOPE—READ, FAKE, TRANSPOSE. Tune and repair, solo and program. Wire, write DON M. SHANKLIN, General Delivery, Oklahoma City, Okla.

AT LIBERTY — GIRL DRUMMER, UNION, young; prefer location work only. RITA SENARD, 101 Cherry St., Punxsutawney, Penna. ap4

ATTENTION RINK MANAGERS—EXPERIENCED Hammond rink organist with own Solovox available after March 24th; well schooled in R. S. R. O. A. roller dance rhythms. Modern library. Union, aged 25, married and draft deferred. Only reliable offers considered from rinks, hotels, clubs or lounges. State all in first. Best of references. Photos on request. Permanent address, ORGANIST, Box 55, Malvern, Arkansas. ap4

FINE TROMBONIST — AVAILABLE IMMEDIATELY. Just off Bobby Peter's M.C.A. Band. Thoroughly experienced in all types of music. Age 22, draft exempt, sober and reliable. Satisfactory work guaranteed. Wire or write P. M. SEITZINGER, 239 Elm Ave., Hershey, Pa.

FIRST CLASS LADY RINK ORGANIST—PLAYS international tempos. Steady. Very popular. Will go anywhere. Address BOX C-358, Billboard, Cincinnati, O. apr11

STRING BASSIST — EXPERIENCED. AVAILABLE immediately. Read, fake. Young, draft exempt. Pizzicato. MUSICIAN, 311 W. 8th St., Flint, Mich.

STRING BASS DOUBLING VIOLIN. V. COURVILLE, General Delivery, Biloxi, Miss.

STRING BASS — MUST GIVE TWO WEEKS' notice. Fully experienced, fine tone, fine rhythm. Prefer Midwestern location. Prefer full band. Will consider all. Age 19. Write or wire JOE CASTELL, 1016 Park Ave., Richmond, Va.

STRING BASS — ALL ESSENTIALS, SINGLE. Read or fake. No habits. Draft deferred. Have car. Name band experience. MUSICIAN, 73 Rosedale Courts, Detroit, Mich. ap11

STRING BASS DOUBLING VIOLIN — DRAFT exempt. V. COURVILLE, General Delivery, Biloxi, Miss.

TROMBONE—SING, RIDE, DOUBLE TRUMPET. Single, experienced. Jerks, lay off, please. 1021 W. WASHINGTON ST., New Castle, Pa. ap4

TROMBONE — ALL ESSENTIALS, DIXIE STYLE. Good reader, fake anything. Plenty of experience in large or small bands. Age 30. "DUKE" DUNAWAY, 1209 Calhoun St., Columbia, S. C.

TROMBONIST — TROUPER. SOBER. CAN CUT it. Circus, carnival. Locate; not bad to look upon. BING HARRIS, General Delivery, Buffalo, N. Y.

TRUMPET—EXPERIENCED, AGE 41, SOBER. Troupe or locate. TOMMY OSBORNE, Gen. Del., Lincoln, Neb. ap4

TWO GIRLS — EXPERIENCED. ALTO, TENOR and Clary. Young, vocalist, excellent reader, tone. Trombone, read, good range, tone, take-off, sing. Prefer location with reliable outfit. State all in first. MUSICIANS, 1138 N. Fulton, Baltimore, Md. ap11

VIOLINIST DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist. Organist. KESHNER, 504 Perry, Vincennes, Ind.

YOUNG LADY VIOLINIST — TEAM WITH Accordion. Cocktail unit or girls' band considered. Experienced. A. F. M. JUNE CULLUM, 7 Kentucky Ave., Danville, Ill.

Alto Sax, Clarinet—Showman, good tone and sight reader. Have car; draft exempt and willing to join union. Don Cooper, General Delivery, Des Moines, Iowa.

Alto Tenor and Clarinet at Liberty March 28. Read transpose, jam, tone. Union, tax, any chair. Draft deferred. Ray Nichols, Gulf Hotel, Pensacola, Fla.

Alto Sax, Clarinet — Showman, good tone and sight reader. Have car; draft exempt and willing to join union. Don Cooper, General Delivery, Des Moines, Ia. ap

Drummer — 19, draft exempt, union. Fine equipment. Reliable, experienced. Charles Amato, 320 Sheldon, Grand Rapids, Mich. ap18

Good Trombone at Liberty—Draft deferred. All essentials. Read, fake, takeoff, tone, range, modern. Also featured Vocalist, sweet or swing. Wire, write S. Burns, 432 S. Main, Opelousas, La.

Hammond Organist — With or without organ. Union, exceptional ability, good appearance, lots of experience, best of references. Prefer hotel, cocktail lounge or night club. Photo and references on request. All replies considered and answered. Jack Cony, West Branch, Mich.

Hammond Organist — With own Hammond organ, recorder, or without. Combine Solovox, Piano, Announcements. Twenty-seven years' experience all lines. Play solo or with orchestra. All qualifications. Extraordinary ability, variety. Draft exempt. All offers answered. Agencies, communicate. Organist, 311 1/2 N. Washington, Lansing, Mich.

Six String Guitarist — Modern, solid rhythm, take-off, good reader. Age 29, married, union. Have tuxedo. Also consider hillbilly. Double Plectrum (long neck) Banjo. Have stage, radio experience in addition to dance band. Prefer this locality but will consider. Available Easter Saturday. Work any size combo or band. Larry Cotter, 1957 W. Adams St., Chicago, Ill.

Strong Union Cornet for concert, dance and circus bands. Age past 50; no boozier. Wish engagement for spring and summer. Musician, 423 W. 6th St., Sioux Falls, S. D.

Tenor Sax, Clarinet—Plenty modern go, read good. Modern swing band preferred. State highest. Union, young, draft exempt, thoroughly experienced. Give details. Clarence Ishmiel, 408 4th St., Manning, Ia.

Trombone—Married, age 30. Plenty experience. Ray Roberts, 124 W. Meadow, Fayetteville, Ark. apr11

Violinist, Violist, of name dance bands, symphony, theatres, broadcasting, hotels. Young, good appearance. Read any arrangement. Go anywhere good. Leonard Lesser, General Delivery, Lakewood, N. J. (Brooklyn, N. Y.) Phone Windsor 5-1999. ap18

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS —

Parachute jumping. Modern equipment for fairs, parks, celebrations, any place, anytime. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. ap18

PROFESSOR CHARLES W.

Stephens—A great man. He will defy anyone to attempt to imitate his sensational 175 foot staff act. Now booking 1942. All mail address CHARLES W. STEPHENS, in care Billboard, Cincinnati. ap4

AMAZINGLY POPULAR HIGH ACT AVAILABLE for Parks, Fairs and Celebrations. High Pole, Trapeze and Thrilling Slide. Exclusive publicity stunts guarantee best possible crowds. Bonded appearance if desired. BOX C-359, The Billboard, Cincinnati, O. ap25

ANIMAL CIRCUS AVAILABLE FOR SUMMER Engagement — Ponies, Dogs, Coats, Monkey, Mule, three people. Fast, clean, half-hour show. CAPTAIN ANDERSON, 45 Gardner St., Allston, Mass. ap18

FOUR HIGH-CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. ap18

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Bingo Sunshine—Clown Cop, as Ossifer Corrigan, a real hit any time, anywhere. Has made thousands happy. Can do the same for you. Write, wire or phone for your date now. Address 4562 Packard Ave., Cudahy, Wis. ap11

Dashington's Circus — Ten Dogs and Cats. Two distinct acts for fairs, night clubs, vaudeville. Go anywhere. A guaranteed attraction. Address: 1413 Euclid Ave., Philadelphia, Pa. ap25

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. ap11

E. R. Gray Attractions — Triple Bar, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Ross and Keck Aves., Evansville, Ind. ap25

If Comedy Wanted, contact Laff-O, America's outstanding clown with plenty to offer. For details write Laff-O, Billboard, Ashland Bldg., 155 N. Clark St., Chicago, Ill. ap4

Four Acts—Muscle control and strong man act; 1,000-pound horse supported by a 150-pound man. Twice featured in "Believe It or Not." Expert rope spinning and wonderful educational horse act. Nice acrobatic and contortion act; very unusual. Leistad's Attractions, Elkhorn, Iowa. apr18

Panahasika's Famous American Bird, Dog, Monkey, Pony Society Circus. Featuring the Outstanding Tropical Acting Cockatoos and Military Macaws. Presented by the only and original Panahasika himself. Address Geo. E. Roberts, Manager Circus Headquarters, 3504-6 N. 8th St., Philadelphia, Pa. Sagamore 5536.

The Lorches—Lady and Gent—2 stage acts, aerial and comedy for nice clubs, units, indoor circus, fairs. Allen Hotel, Belleue, Ohio. ap11

AT LIBERTY PIANO PLAYERS

RAN BISHOP, PIANIST —

Cocktail lounge, theatre, radio. All essentials, thoroughly experienced, capable. Address General Delivery, Pensacola, Fla.

AVAILABLE IMMEDIATELY — EXPERIENCED Pianist for commercial dance band. Prefer California. No boogie. Young, sober, arranger. Smooth fills, solos; 3-A draft. Must pay well. BOB CABANISS, 1114 W. Central Ave., Albuquerque, N. M.

Experienced non-union Pianist for tavern, club or small show. No orchestra. All essentials. No wires. Harold Drager, Marshall, Wis. ap25

Girl Singing Pianist at Liberty April 1 — Now playing 18th week at Hotel Angelbill Cocktail Lounge, Orlando, Fla. College graduate, beauty contest winner. Never drink. Play Solovox and Hammond Organ. Have dual voice, prima donna, soprano and deep female baritone. Specialize in requests. Library 5,000 songs, 1,000 memorized. Only first class hotels write. Prefer South. Union. Write Viola Tuttle, The Girl of 1,000 Songs, Port Gaitlin Hotel, Orlando, Fla.

Pianist — Experienced Accompanist, Soloist. Popular, classic, concert, dance, orchestra, alone. Trained musician. Single, go anywhere, draft exempt. Must be reliable. Raymond Dempsey, Franklinville, N. Y. ap18

Pianist — Available April 2. Young, single, dependable. Read, take off. Prefer location. Union. W. Moulton, 223 N. Brown St., Jackson, Mich.

Pianist, Solovox—Experienced any job, anywhere. Sober, draft exempt. Any offer considered. Alone or any combination. Mr. Long, 705 Edgewood Ave., Madison, Wis.

Pianist — Experienced, any job, anywhere. Any offer considered. Sober, draft exempt. Alone or any combination. Slater, 2223 S. Tenth, St. Joseph, Mo.

AT LIBERTY VAUDEVILLE ARTISTS

NIGHT CLUB MANAGERS — AT LIBERTY April 13. Five Girl Line for Ohio or Four Girl Line for outside of State. THELMA CARMEN, 252 E. Lakeview Ave., Columbus, O. Phone 254nd 3758.

Black Face Comedian and General Business—Now and for coming season. Rep, med, vaudeville or act; or what have you? Acts, Bits, change Specialties two weeks; Baritone in quartet. Wardrobe. Draft exempt. Write or wire Red Harris, Black Creek, N. C.

Hillbilly Radio Act — Known through 27 States. Want to go on road this season. Blues Singer, Trick Instrument Player, Vent Act, Blackface. Hare Girl Performer. Stations WHAS, WWVA, WRDW, WBIG and others for reference. Have worked chain theaters. Can do several night changes. State top in first. We are no radio punks. We are show-folks. Have car and house car trailer. Rambler, Scotty. WSPA Radio Station, Spartanburg, S. C.

Med or Vaudeville Team — Up in Acts, Specialties. Salary or per cent. Go anywhere. "Bozo" Phillips and Dolly, 701 E. Belknap, Fort Worth, Texas.

AREA

(Continued from page 41)

meeting, since he had put in real effort on the program.

Index Shows Optimism

A large New York bank issues a quarterly index. The one marked "Spring Issue" has a lengthy article on Amusement Industry in Wartime. It says: "Motion picture theaters have just completed one of the best years in their history. In Great Britain last year both attendance and receipts at motion picture theaters exceeded the highest levels of peacetime. During the worst of the bombing raids only a few theaters in London remained open, but at the end of 1941 as many plays were said to be running in London as there were in New York."

For America the index says: "While in all probability the war will bring many changes to the amusement industry, the outlook appears on the whole encouraging." It gives 245 major parks with \$10,123,000 gross receipts and 3,798 employees, with a pay roll of \$2,639,000. This does not include park concessionaires with their employees. Note also that it does not include carnivals and fairs. Nor does it include bathing beaches. We may be baffled at many points, but the record is surely ground for optimism.

William F. Mangels Jr. is now with a Texas machine gun and tank division. He is a mechanic, trained under his efficient father from childhood. We know he can and will put this rare mechanical training to the best of use. He said the first thing they taught him in Texas was to "Remember the Alamo." If he does a repair job it will be done well.

It would be interesting to know how many of our amusement fraternity are air wardens. Fred Markey and Edward Carroll are right out in front in Massachusetts. They are taking it seriously and are going to know thoroly just what it is all about. We shall hear from a lot of them when and if they go into action.

Help and Taxes

What kind of help will we have this summer? Old men, boys, cripples and women. This is what we had in the last World War. It will require more careful supervision and there is sure to be a large turnover. Tickets and turnstiles do not seem to work so well when personnel changes too often. Steady employees have learned that it does not pay to take chances. One of the demands of operation now is vigilance. The question of uniforms is a real one when personnel changes often. Some places almost get into the clothing business to keep employees in uniforms.

The tax on admissions is with us again. It's a headache any way it is handled. It must be absorbed or passed on to the customer. Cut-rate tickets, picnic tickets and passes all must be accounted for in the day's total. Playland, Rye, N. Y., will sell strips of tax tickets to be used when handing in the various classes of tickets. The tax must also be paid on second fares. We have paid a war tax on admission tickets, so we can do it again. Prepare in advance to handle it and work out a uniform system of accounting so that the check-up will be easy.



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# Letter List

**NOTE**—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. 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.

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**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.

Fetchit, Stephen Fey, Wm. Fielda, John Fields, Red Fiener, Harry FILLMAN, HARRY A. Fiorella, John Fioreson, Larry Fischer, Elliot Fish, Bob Fish, G. W. Fish, Jerry Fisher, Doc Fisher, Dr. John E. Fisher, Margaret (Fisher's Circus) FISHER, THOS. G. Fitzpatrick, G. T. Fitzgerald, Kenneth Fitzgerald, Margaret M. Fitzpatrick, Mrs. Hattie Flannigan, Jerry C. Flannigan, Paul Fleming, R. M. FLICK, FRANK Floyd, Wm. Flynn, Pat Foley, J. N. Fonda & Gladys Fontaine, Louis A. Fontinelle & Kennis Forsythe, Joe Forrester, Tex Fortin, Ray E. Fowler, Buddie Fowler, D. H. Fox, Mrs. Alice Francis, John J. Frank, Betty Franke, Julia Frazier, Mr. & Mrs. Bill FREATUS, ALVIN E. Fredericks, Vaud. House Fredrick, A. B. Fredrick, Carlyle FREE, WM. BYRD French, Edw. L. Fritz, Hiney FULKNER, ROBT. WM. Fuller, Edw. G. FULTZ, CHAS. THOMAS Futrelle, Amelia Gabby Bros. Gaither, Woodie Gallagher, Giovanni GALLANT, GEO. B. Eastham, J. R. Eastman, Carl Ebert, Rudolph W. Edema, Miss Edenfield, Daniel Edwards, Billy Edwards, Gus EDWARDS, LOUIS FUGUSON Ellis, Billie Ellis, Whity Elyson, Alice

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Kress, Elmer  
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LaMarr, Gladys  
LaPine, Harry  
LaRue, D. J.  
LaRue, Patsy  
LaVine, General  
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Lacey, Ralph  
Lafan, Harold  
Lake, Miss Billie  
Laken, Charles  
Lakes, Aerial  
Lakeson, Porry  
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Langston, Jimmy  
Lankford, Frank  
Lankowski, Joseph  
LASHUA, HARVEY WHEELER  
LASLEY, BENJ. VERNON  
Latell, Dr. H. E.  
Lauther, Carl J.  
LAWLEY, ALBERT JACK  
Lawrence, Frank  
Lawrence, Mrs.  
Lawson, Everett  
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Layton Dog Act  
Layton, Willie C.  
LeBlair, Jack  
LeRoy, Dr. R. L.  
LEACH, JOHN M.  
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Lee, Mrs. Ann  
Lee, Charles N.  
Lee, Dottie  
LEE, EDWIN OWEN  
Lee, Joe  
LEE, JOE ELLISON  
LEE, THOMAS  
Lee, Walter W.  
Leigh, Kay  
Lemons, Margie  
Lemon, Babe  
Lentini, Frank  
Leo, Mr. Ivan  
Leonard, Lou  
Leonard, Jr., Thos.  
Levine, Ben  
Levit, Ted  
Lewis, Mrs. Anna  
Lewis Family Show  
LEWIS, HANSON HARLOW  
Lewis, Harry V.  
LEWIS, ISAAC NEWTON  
LEWIS, LAVERNE PAUL  
Lincoln, Madelyn  
LINDLEY, JNO. ALVIN  
Lindsay, John  
Liniger, Harry  
List, Herman S.  
Littler, Leon  
Little, Curtis M.  
Little, Little  
Littledone, Joe  
Livingston, Jimmy  
Lloyd, Eddie  
LLOYD, GEOFFREY VERNON  
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Lofstrom, Wm.  
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Lovell, Jack  
Lowa, J. J.  
Lowry, Jr., Herbert  
Lundquist, Leonard  
Lundy, W. B.  
Lundy, Willie  
Lusby, James  
Lynch, H. T.  
LYONS, JAMES R.  
Lyton, Edna  
MacDonald, Ray  
MacNeely, Bill  
McAister, Tate  
MCBRIDE, JAS. WM.  
McCain, Johnnie  
McCall, Robt.  
McCann, John  
McCall Bros. Show  
McCARTHY, WILLIE  
McCasky, J. H.  
McCaskill, Robt. J.  
McClellan, J. T.  
McClung, Clarence  
McConnell, James  
McCORMACK, FRANCIS  
ALONZO  
McCreary, Robert  
McCORMICK, JESSE AMOS  
McCOY, JAMES ODELL  
McCumber, Melvin  
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McDonald, John J.  
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McGee, Frank L.  
McGee, Jimmie  
McGone, Ken  
McGough, Wm.  
McIntosh, Mathew  
McIVER, PAUL KENNETH  
McKean, Billy  
McKea, Mrs.  
Nannie  
McKEVER, DAVID E.  
McKinnie, John  
McKittrick, W. R.  
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McMULLEN, JOHN LUKE  
McNamar, John P.  
McNickle, Billy  
McReavy, Vernon  
McREYNOLDS, RUSSELL CALVIN  
McSpadden, Myrtle  
McVey, J. O.  
McWilliams, J.  
Mscarrow, Mrs.  
Machesky, Walter  
Mack, Boots  
Mack, Richard  
MAHAY, CHAS. V.  
Mahdi, Mystic  
Mahon, Bob  
MAJOR, ABREY RUSSELL  
Malone, Queta  
Malra, Mrs.  
Mammoth Marine  
Mangle, MICHAEL A.  
Manna, Joe B.  
Manning, Eddie  
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Manranger, Edmond  
MARROLETTI, ROCCO JOS.  
Marshall, Eddie  
Marshall, Capt.  
Marta, Madame  
Martoney, H. R.  
Martin, Carl  
Martin, Dolly  
Martin, Ray  
Martin, Terry  
Mason, Billie  
Mason, Evelyn  
Mason, Geo.  
Mason, Mrs. J. R.  
Maston, Lee  
Mathews, Mrs.  
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Matthews, K. Joe  
Maurice Jr., Royce  
Maxwell, Earl  
May, Elsie  
May, Stanley  
Maynard, Gilbert  
Maynard, Buck  
Mechum, Homer  
Medel, Ignacio  
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Meek, Daniel  
Meek, Frank  
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Melville, Bert  
Melzer, John & Pauline  
MEPORE, MATTIO JOS.  
Mercy, Mrs.  
Merchant, Ted & Betty  
Meyers Sr., Earl  
Meyers, Frank H.  
MEYERS, LOUIE  
Meyers, Pauline  
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MILANOVICH, ELI  
MILANOVICH, JOHN LOUIS  
MILANOVICH, SAM  
Miles, Doc J. C.  
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Miller, Edie  
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Miller, Eli  
Miller, Elizabeth  
Miller, F. W.  
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Miller, Harry D.  
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Miller, Jerry  
Miller, John  
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MILLER, RICHARD RALPH  
MILLER, ROBT. CHAS.  
Miller, Wm.  
Mills, J. M.  
MILLS, JOHN LINCOLN  
MINNEAR, CARL THOS.  
Minsky, Morris  
Miskovitz, John J.  
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Mitchell, Black Panther  
Mitchell, Bub  
Mitchell, Chell  
Mitchell, Frank C.  
Mitchell, Fred C.  
Mitchell, G. L.  
Mitchell, John C.  
Mitchell, John H.  
Mitchell, Larry C.  
Mitchell Sr., L.  
Mitchell, Margie  
Mitchell, Mark  
Mitchell, Millard J.  
Mitchell, Ruby  
Mitchell, S. E.  
Mitchell, Tennis  
Mitchell, Tom  
MOBERLY, GLENN  
Moberly, Lew  
MOELLER, CLELLAND E.  
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Mollison, Henry  
Monroe, Tex  
MONTELLO, JAS. THOS.  
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Moore, Patrick H.  
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Moore, Thomas  
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Morgan, Robert  
Morgan, W. E.  
Morquart, Hugo  
Morrow, Tom & Alice  
Morton, V. O.  
Morrow, R. S.  
MORSE, DAVID STORIA  
Mosley, Paul Thos.  
MOSLEY, WILLIE LAWSON  
Muller, Joe & Babo  
Muller, Joe  
MUNCY, MARSHALL BAILS  
Murphy, D. G.  
Murphy, Henry  
Murphy, Walter  
Murphy, Morland  
Murray, Ginger  
Murray, John W.  
MURRAY, THOS. E.  
Myers, Harry  
MYERS, LUCKY VEE  
Nabor, Bert  
Nansen, Jean  
NAUGLE, MICHAEL ANDY  
Nelson, Albert  
Nelson, Mrs. James  
Nelson, Katherine  
Nelson, Little Bob  
Nelson, Morris  
Nelson, Vick C.  
Nelson, Vivian  
NEWCOMER, LEWIS EDW.  
Newton, Bill  
Newton, Mrs. Vera  
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Virginia Lee  
NICKEL, LAWRENCE EDW.  
Nickerson, S. W.  
Nix, Bill  
Nixon, Carl  
NIXON, PAUL EDWIN  
NOLEN, ELMER HOLLEEN  
Nolta, Irvin  
Normandin, Gerrad  
North Coast Shows  
Norton, David J.  
Norton, Mrs.  
NORTON, RALPH JAS.  
O'Brien, Talor Jack  
O'Brien, Jimmy  
O'BRIEN, MICHAEL  
O'Hagan, Patty  
O'Neil, Frank J.  
O'Mally, James  
O'Neil, Sally  
ODAS, JOS. FRANCOIS  
Oderkirk, C. J.  
Ogle, G. W.  
Ogelsby, F. W.  
Ogliore, John  
Oliver, Mrs.  
Oliver, Mrs. Polly  
Olliver Sisters  
OLLIVIN, EDWIN H.  
Omalley, Doc  
Omatta, Mike  
Onyx the Clown  
Orman, Frank A.  
Ortugas, Leonard  
OSBOURNE, PAUL JENNINGS  
Ostvig, Orrin M.  
Overman, Walter  
OWENS, CHAS. H.  
OWENS, GER-ALD RUFUS  
Page, Al.  
Page, George  
Page, Mrs. Ida  
Bella  
PAGE, PAUL EDWARD  
Paine, Doris May  
Painter, Al  
PALMER, CHESTER C.  
Palmer, Dorothy  
Paradis, Geo.  
Parish, Frank  
PARK, GEORGE  
Parker, Bob K.  
Parker, Glen  
Parker, Mrs. Henry L.  
Parker, Roy  
Parrott, James  
Parrow, Mrs.  
Partello, Dr. E. F.  
Pasci, Johnny  
Passo, Jimmy  
Pavullo, Dominick  
PATRICK, ROBT. WILSON  
PATRICK, RYAN  
PATTISON, JAS. RUDOLPH  
PATTON, ERNEST  
PATTON, JAS. CUMFORT  
Paul & Quita  
PAUL, RAYMOND LANCELOT  
Paulert, Albert  
Pauli, Mazie  
PAYETTE, RAYMOND  
PAYNE, WM. GREER  
Pearl & Griffin  
Pearman, Mike  
Peaso, John L.  
Pelkey, Burton  
Penguin, H.  
PENNINGMAN, THOS. P.  
Peoples, Wilbern  
Peppers, Billie  
Permerter, Joe  
PERRY, GENE  
PERRY, ROBERT  
Peters the Great  
PETERSON, GLENN F.  
Petrella, Louis  
Pettersen, L. W.  
Phillips, Harold R.  
Phillips, Ernest  
PHILLIPS, RAYMOND R.  
Phillips, David  
Phillips, Frances  
Pilot, Alexander  
Pickering, Valere  
Pickert, Rolly & Verna  
Pickett, Wm.  
Piercy, H.  
Piercy, Ralph J.  
Pierson, Oscar  
Pinusnik, Max  
Plada, Herman  
Poling, Mrs.  
Charles  
POMPONENI, ANTHONY  
PONTIUS, KENNETH WM.  
Pool, Forest  
POO'REE, ROSCOE  
Poplin, Chas. M.  
Porter, Baby John  
PORTER, CLYDE ROGER  
Posey, Bob  
Postir, J.  
Powers, Bernadette  
PRESNELL, ALEXANDER  
Preveau, Mona  
Prichard, Mrs.  
Helen  
Priddy, F. M.  
PURCELL, WALTER ROBT.  
PURSCH, ELMER  
Purvis, Cecil  
QUINN, CYRIL E.  
Quinn, J. P.  
Rae, Don  
RANA, BILL  
Rainey, F. R.  
Rainey, Phil  
Rain-in-Face, Chief  
RAMEY, HARRY E.  
Ramson, Jack  
RAPER, ARNOLD  
Rasmussen, Leroy  
Ratazel, Enoch  
Ray, Arthur  
Ray, Kay Miss  
Ray, R. E.  
Ray, Joey  
RAYBURN, HAROLD MAROUS  
Raymond, Mrs. W. D.  
Rea, Russell E.  
Read, Russell Roy  
REAVES JR., JESSE D.  
Rector, Richard  
Red, Toronto  
REDD, WM. ROBERT  
Reed, Gabe  
Reed, James H.  
Reed Jr., Wm. H.  
REED, ROSS E.  
Rees, Mathew A.  
Reese, Shiangli  
Rees, Harry  
Reeves, Buddy  
Reeves, Glen C.  
REEVES, JAS. LELAND  
Reeves, John  
Reid, Fred  
Reid, Laura  
Remosa, Chester  
Renfro, James  
Herbert  
Renfro, Toby  
Reno, Maxine  
Renben, Ben  
Reynolds, Fizie  
REYNOLDS, GERALD G.  
Reynolds, Jackie  
Reynolds, Ray A.  
Rhinehart, Miss  
Ollie  
Rhoades, Dusty  
Rhoades, Thomas  
Rhoads, Dude  
RIBBONS, ALBERT E.  
RICE, CLAUDE HENRY  
Rich, Betty  
Rich, Ernie  
Rich, Marilyn  
Richards, R. W.  
Richburn, Malin C.  
RICHMAN, ALBERT  
Rieton  
Riggs, John Luther  
Riley, Clair S.  
Riley, F. J.  
Riley, Frank  
Riley, Harry  
Riley, Mike  
Rimmer, Bill  
Rinehart, Jack  
RIPLEY SHOWS  
Ristick, James  
Ristow, Otto  
RITCHIEY, VERNON DEAN  
Rivers, Curley  
Rives, Harry  
Roark, Mrs. Chas.  
Roberts, R. C.  
Roberts, Dorothy  
Roberts, Fats  
Roberts, Frank  
Red  
Roberts, G. S.  
ROBERTS, GERALD H.  
Roberts, J. H.  
Roberts, Kermit  
Whittie  
ROBERTS, STEVE  
Robertson, Richard  
Robinson, Alma  
ROBINSON, ANDREW  
ROBINSON, RALPH JAS.  
Roby, Will  
Rocco, Phil  
Roehfort, W. T. D.  
Rockhold, Blaine  
Rodgers, Patrick  
ROGERS, CLIFTON REED  
ROGERS, COLON JAMES  
Rogers, Frank  
Rogers, Harry  
Rogers, Mervin  
Red  
ROGERS, WM. HERBERT  
Rollet & Dorothea  
Romo, Betty  
Rooks, Alben  
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Broken  
Roper, Fred  
Rorabaugh, O. A.  
Rose, Martin R.  
Ross, C. D.  
Rosenberger, Bert  
ROSENTHAL, SAMMY  
Ross, Chas.  
Ross, Geraldine  
Ross, Hal J.  
Ross, James C.  
Ross, Jack  
Ross, Little Stanley  
ROTH, CLARK H.  
ROURKE, ELLIS FRANCIS  
Rowland, Oliver A.  
Royal, Mrs. R. G.  
Rucker, Henry  
RUCKER, JOHN H.  
RUDER, CLEVE  
Rudford, Doc  
Ruhl, Warner H.  
Rule, Craddock  
RUMBLEY, WALTER E.  
Rusa, Vera Marie  
Russell, James  
Rusty  
RUSSELL, ROBT. CLAYTON  
Ruth, Ted  
Ryan, Ed  
Ryan, J. M.  
Ryan, Geo.  
RYAN, JOS. JOHN  
RYAN, PATRICK  
Rydders, Max  
Rymer, Rubin  
SADLER, ELLIS D.  
SALTZER, ALBERT W.  
Sammons, Floyd  
Samuels, Leroy & Roberta  
Sanders, Geo.  
Sandmann, Mrs. Kay  
Sapp, Francis H.  
Saucier, Arlo  
Sauthier, Sie  
SAWYER, HUGH TOM  
Saylor, John T.  
Schafer, Pat  
SCHALASKY JR., JOE  
Schlichting, Jack  
Schmuck, Carl R.  
SCHUEMAKER, HOYT W.  
SCHULTZ, STANLEY NORMAN  
Schwartz, Herman  
Schwartz, Ted  
Schworm, Oliver  
Scotfield, Ed  
Scott, Gilbert  
Scott, Harold L.  
Scott, Harriett  
SEABROOK, THAD  
Sechrest, Claude & Irene  
Seigrist, Joe  
Sells, Bobby  
Sells, Jackie  
Scribner, Ted  
Serf, Edwin  
Sewell, Dave  
Seymour, Doc  
Shaffer, Jack  
Shand, Terry  
Shanks, DeWitt  
SHAPIO, HAROLD H.  
Shardella, C. Edw.  
Sharkey, Russell  
Sharp, Curtis  
Sharpless, Gladstone  
SHAW, FRANK WEST  
Shaw, Jack  
SHAW, WM. MILTON  
Sheaks, Floyd W.  
Sheffield the Magician  
Shelton, Pearl  
Sherman, Bo  
Sherman Jr., Carl  
L.  
SHERWIN, LAWRENCE  
Sherman, Joseph  
Shields, Perl  
Shingledecker, Tom  
Shirley, Marion C.  
Sholla, Anderson  
Shore, Nig  
Shore, Mrs. Peggy  
Showalter, Harry  
Edw.  
Shrouse, Robt. J.  
Shultz, Charley  
Shumaker, Hoyt  
Shurmon, Oddis  
Sickels, Ma  
Sietz, Bruce  
Siever, Mrs. Olga  
B.  
Signor, Mrs. Art  
Silverlake, Mrs. Bernice  
Silverlake, Mrs. Billie  
SIME JR., GORDON P.  
Simmons, Alx  
Simmons, Margie  
Simon, Al P.  
Simon, Lee  
Simond, Willie  
Simons, Homer H.  
SIMONS, LEON J.  
Sims, Doyle Jas.  
Sineley, W. E.  
Sink, F. J.  
Sisco, Mrs. Mildred  
Sissene, Samuel  
Sky Laris, The  
Skyles, Herbert E.  
Skyrockets, The  
Slidden, F. E.  
Slower, Wm.  
SMALES, ARTHUR L.  
Small, Shirley  
SMITH, BARNETT K.  
Smith, Billie Russ  
Smith, Bud  
SMITH, ED ANDER  
Smith, Eva Lee  
Smith, Faith  
Smith, Fannie  
SMITH, FRANK CARL  
Smith, Fred H.  
SMITH, GLEN EDW.  
Smith's Gr. Show  
SMITH, HENRY R.  
Smith, Joseph  
Smith, Leroy  
Smith, Margaret  
Smith, Paul  
Smith, Pearl  
Smith, Pistol Pete  
Smith, Prevost  
SMITH, ROLLA OTIS  
Smith, Robt. Guy  
Smith, Roy & Shirley  
SMITH, SIDNEY S.  
SMITH, URAL CHESTER  
Smith, Vivian  
SNELL, LAWRENCE R.  
Snider, E. P.  
SOBEL, HAROLD  
Sothern, Georgia  
SPARKS, CHAS. ADDISON  
Sparks, Elaine  
Spencer, Jack  
Sperry, Chas. H.  
Spithove, Marnice  
SPURLOCK, JAS. O.  
Stack, Frank  
STACK, PORTER GRAY  
Stafford, Gordon  
STALLARD, CHAS. PAYETTE  
STAMEY, JACK DURAND  
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Stanko, Mitch  
Stanley, Jos.  
Stanley, Mrs. Rosa  
Stanley, Stephen  
Stanley, Steve J.  
Stanton, Dr. L.  
Starek, Nick  
Starre, Belle  
Stebbler, Johnnie  
STEEL, STARR  
Steele, Raymond  
Red  
Stein, Chick  
Steir, Henry  
STEIN, SAM  
Steinfeldt, Walter  
Stephens, Elmer  
STEPHENS, OLYSSES  
STEPHENSON, GEORGE  
Sterchl, Mrs. Artie  
Sterchie, E. B.  
Stevens, Homer G.  
Stevens, Johnnie F.  
Stevens, Wallie  
Stevens, Marge  
STEVENS, LLOYD T.  
Stewart, Eddie  
STEWART, JACK ALEX  
STEWART, VINCENT DAVID  
Sticker, Carleen L.  
Stine, Lee  
Stinson, Billy  
Stipanovich, Milton  
Stirk, Mrs. Geo  
STOCKTON, FRED TAYLOR  
Stoddard, Doc  
Stuber, John R.  
Stone, Gen. B.  
Stone, Phil  
STRATTON, WM. H. LOUIS  
Stratton, Louis  
Strauss, Moses  
Stringberg, Mrs. Florence S.  
Stringfellow, Kyle & Mazie  
Struble, Mary S.  
Stuart, John H.  
Student, Wm.  
Stultz, Thomas  
Sullivan, Mrs. Rosalind  
Sunbrock, Larry  
Sundstrom, John E.  
Sutton, Anna  
SUTTON, KENNETH  
SUTTON, WILLIE W.  
SWAIN, SAM LEE  
SWEAT, FERMAN ANCEL  
Sweet, Joseph  
SWISHER, GERALD E.  
SWOOD, BOOTS W.  
Sylvester, Frank  
SYLOW, JAMES  
Sylvons, Bert  
Taber, Harry B.  
Taishoff, Sol  
Talbot, George  
Talley, Ken E.  
Tally, Hanny & Murtle  
TARA, WM.  
Tariach, Leo  
TARNOWSKI, JOHN E.  
Tarr, Ernest  
TAUBER, SIDNEY  
Taylor, Albert  
TAYLOR, CLARENCE L.  
TAYLOR, HENRY CLARENCE L.  
Taylor, Iris  
Taylor, Miss Jay  
Taylor, John & Joe  
Taylor, Mrs. Katherine  
Taylor, Rosemary  
Taylor, Russell R.  
Taylor, W. A.  
Taylor, Wallace  
Telford, Ted  
Temple, Ray  
Tennis, Frank  
Terrill, Emory  
CHESTER  
Thoits, Beverly L.  
THOMAS, ARTHUR  
Thomas, Charlie  
THOMAS, JAMES  
Thomas, James A.  
Thomas, Olive  
Thomas, Tommy  
Thompson, Mrs. M.  
Thompson, Pauline  
Thompson, Richard D.  
Three Person, Charlie  
Thright, Jone  
Thunder-Cloud, Chief  
TIDMORE, NAT CLARK  
Tidwell, Temmy  
Tinius, C. F.  
Tom, Walter  
Tomson, Wanda  
Timsch, Frankie  
TIPTON, GEO. EDW.  
TORNOWSKI, JOHN E.  
Totter, Joe  
TOWNSEND, CLIFFORD LEROY  
Trayke, Mrs. Irene  
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TRIMUAR, WM. HOWARD  
Truxel, Bill  
Trueblood, Marvin  
Tubbs, Walter S.  
Tucker, Tommy  
Turner, Bedelle  
TURNER, CHAS. LEWIS  
Tyski, Walter  
TURNER, WALLIE  
Tyson, Thos. Leroy  
Unger, Helen  
VanDee, Dutch & Helen  
VanDELINER, LAWRENCE A.  
VanVlaenderen, George  
VAN HOUSEN, E. LAWRENCE  
Vactor, Van  
Vagge, Milo  
Vail, Frank  
VALEZ, JAMES HOIT  
Valentine, Howard  
Valenzia, H. E.  
Vance, Louie  
Blackie  
VanderKoor, H. E.  
Vann, Mrs. Dan  
VARNER, GRANT EUGENE  
Vexen, Ernest  
Toby  
Vawter, Junior  
VERNON, LLOYD GEOFFREY  
Verwey, Leslie  
Vest, Graham L.  
Vickey, L. H.  
Victory Players  
Vigus, Clarence  
Vital, Joe  
VOGSTEAD, KENNETH  
Vohn, Bill  
VonKiesdorff, Mrs. Eva C.  
VOYLES, DOUGLAS WAYLAN  
Waldron, Frank  
Waligorski, Mrs. Lucille  
Walker, George  
Walker, Mrs.  
WALKER, JAKE  
Walker, James C.  
Walker, Margie  
WALLACE, CECIL EUGENE  
Wallace, C. B.  
Walker, Anna  
Walley, E. S.  
Walters, Walter  
Wardman, Lloyd  
Ward-Bell Troupe  
WARD, CASIUS AL  
Ward, Erma  
Ward, Jack  
Ward, R. T.  
Ward, Mrs.  
Margaret G.  
Warren, Hugh C.  
Warren, Joe  
Warren, Johnnie  
Bright Eyes  
WASHBURN, BERNARD CARL  
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Waters, Mrs. Jennette  
Watkins, Bayliss  
Fred  
Watkins, Ira M.  
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Wayoff, Bill  
Wayner, Robert  
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Weaver E. W.  
Webb, Chink  
Weber, Mrs. Jackie  
Weber, Melba  
Webster, Gene  
Webster, James H.  
Weeks, D. A.  
WEINMANN, LAWRENCE  
Weiner, Sam  
Weinstein, Julian P.  
Welch, Charles  
WELLS, ALBERT  
Wells, Harry  
Wells, J. C.  
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Wells, Willie  
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Wendler, Joan  
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White Hawk, Billy  
Whiteman, Peggy  
Whitmore, Buster  
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WHITSETT, GEO. WIGGINS, J. K.  
Wilke, Clyde  
Wilkey, Mrs. Lola  
Willard, Chl  
WILLARD, FRANK DAVID  
WILLARD, VERNIE CLYDE  
WILLIAMS, JAMES  
William, Robert  
Wilhelm, Bud  
Williams, Mrs. Alice  
Williams, Barney  
Williams, Earl  
WILLIAMS, JOSEPH WARD  
Williams, Louise  
Williams, Max  
Happy  
Williams, Pat  
Williams, Mrs. Ruth  
Williams, Steve  
Pipe  
Williams, Tex.  
Slim  
Williams, Walter  
Williams, Wilbert  
Williamson, Harold  
Al  
Willis, F. M.  
Willa, Joe  
Wilner, John  
WILSON, ALFRED JONES  
Wilson, Blanche  
Wilson, Carolyn  
WILSON, CLARK DOUGLAS  
Wilson, Clifford  
Wilson, Dianne  
Wilson, Doc  
(Talker)  
Wilson, Doris  
Wilson, Dutch  
WILSON, FRED  
Wilson, Harry JNO.  
Wilson, James  
Biago  
Wilson, Jim  
(Life Show)  
Wilson, Mrs. Max  
Wilson, Mrs. May  
Lawrence  
Wilson, Pete  
(Chew Tobacco)  
Wilson, Mrs. Wm. M.  
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Winkler, Carlton  
Winters, Sally  
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Abbott, Tom  
Aderables, Thos  
Aldridge, S.  
Alessi, J. J.  
ALLEN, JAMES  
Allis, Frances  
Dancers  
Arakai, Mrs. Tan  
Avon Sisters  
Babbette, Miss  
Babbitt, James & Styles  
Baker, Barbara  
Baker, Jim  
Bengals, Two  
Bergan Sisters  
Barr, Robert  
BARTH, BENJAMIN  
Behrends, Albert  
Bell, Ernie  
Blake, Mr.  
Blue Mountain  
Bower, Nan  
Broadbent, Betty  
Broell, Harold  
Brooks, Kathryn  
Brunner, Hugo  
Bryan, Kenneth  
Burke, Carol & Co.  
Burke, Norman  
Burns, Bill  
Burns, Stanley  
Byron, Dick  
Caden, G. L.  
Carlyle Sisters  
Carr, George  
Carroll, Adrenne  
Carter, Grace  
Casey, Jack  
Thomas  
Chase, Frank H.  
Christie, Harriet  
Clayton, Frank  
(Clayton & Phillips)  
Clemens, John & Peggy  
Conroy, Torchy  
Cooke, Welby  
Cordero & Ellsworth  
Corey, Ralph  
Cortez & Happy  
CORTEZ, GENE  
Couture, Marion L.  
Davenport, Delbert  
Essex  
Deane, Doris  
Dean, Jay  
Dean, Myra  
Decker, Steve  
Delabate, Ernie  
Delasato, Peto  
DeLKey & Felicia  
Demarest, W. T.  
Dobbs, William  
David  
Dooley, Wayne  
Drake, Lynn  
Edwards & Arden  
Evens, A.  
Evelyn & Low  
Fauci Bros.  
Farber, Harry  
Fate, Sally  
Faulkner, Louise  
Fleming, Max  
Foster & LaSalle  
Foster & Smith  
Fussone, Will  
Gardner, Avon  
Gardner, Hazel  
Geddis, George  
Gladmore, Johnny  
Gordon, Buster  
Grant, Mary  
Gray, Bee-Ho  
Greene, Harry A.  
GUTHRIE, JOHN J.  
Hamilton, G. Starr  
Harbin, Howard  
HEAGNEY, PAUL GEORGE  
Hearo, John Chino  
Hess, Yana  
Roth, Harry  
HILL, Herman  
Holloway, Chuck  
Howard, Sam  
HURD, JAMES M.  
Hurd, James M.  
Jacks, Two  
Jackson, Andrew  
Jackson, Benny  
Janis, Madeline  
Johnson, Kathleen  
JOSWIAK, WALTER WILLIAM  
Kellam, Corly  
Keller, Fred  
Kelly, J.  
Kelsey, Alan Henry  
KERNAN, WALTER  
King, "Shackles"  
Handcuff  
Knapp, Glyn  
Knight, Don  
KORYTKA, MARTIN  
KRAMER, DON  
LaFlour, Arthur  
LaVerne, Robert J.  
LAND, CHARLES  
Langendorfer, Helen  
Lasher, Hazard  
(Bud)  
Ligg, Charles  
Fenwick  
LINDSAY, FRED A.  
Levon, Doree  
Lord, Eddy  
Lorraine, Ida  
Lugana, Jimmie  
LUKAS, GEORGE  
McCann, Eleanor  
McFarlan, Donald  
McKeo, Jack  
McWilliams, Paul  
Mack, Boots  
Mack, Abby  
Madison, Herman  
"Trixie"  
Malone, Margaret & Co.  
Mancini, Agnes  
Mange, Peter  
Marchand, Bob  
Markeo, Thomas  
MacLowe, Don  
Marston, Kathleen  
MASILEK, PHILIP  
FRANCIS  
Maynard, F. O.  
Meyers, Lillian  
Mickus, Frances  
Andrew  
Miller, C.  
Milton, Frank  
Murphy, William  
O'Dell, Larry  
O'Sullivan, Burns  
Overbeck, Cornelis  
V.  
Patterson, Robert B.  
Payase, James  
Plybon, Ann  
Pottor, Albert E.  
Prudhomme, Arthur  
Ramey, Renee  
Randerson, Lucille  
REDMOND, WM. H.  
Reese, Marian  
Rhoades, June  
Richter, Arthur  
Ring, Joe  
(Kangaroo)  
Roberson, Jimmie  
AY.  
Rochnes & Branno  
The  
Rogers, Harley  
ROMANO, ERNEST (DE TROTTO & MIMI)  
Roth, Harry  
See LETTER LIST on page 56)

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



# Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### TRADE STIMULATORS

Letters that reach our desk indicate we can't write on this subject too often. The operation procedure on Trade Stimulators is quite different from that of a regular card deal and apparently it doesn't take the newcomer long before his curiosity is aroused sufficiently for him to begin asking questions about it.

The trade stimulator deal differs from the regular salescard deal in that the former offers a customer the privilege of buying a valuable piece of merchandise at its low wholesale cost instead of requiring a purchase in the hope of winning that merchandise. There is a sharp distinction here, and methods of operation are therefore necessarily different.

As the trade card's main job is to stimulate sales, the customer must purchase a predetermined quantity of goods out of the storekeeper's stock before he obtains the privilege of buying the premium offered. The amounts of the individual purchases are punched out on the border until the card shows the patronage required, usually from \$2 to \$5, but in some cases as high as \$25. When the card is completed the customer turns it in and with an additional cash payment receives the premium.

Manufacturers have found that the trade-card plan of merchandising has opened a wide and lucrative market for the sale of products, and operators have developed a volume premium business along the same lines.

The trade card offers many advantages to the retailer. It stimulates loyalty of patronage. It promotes buying from practically his entire line which presumably carries normal profits. It is at once a concrete, easily visualized, good form of advertising, arresting the attention of everybody who enters the store or sees its display in windows. It gives the dealer the boost of bargain advertising without cutting prices on regular stock.

It gives the retailer a powerful and independent advertising mechanism that not only pays its own way but usually yields a small margin of profit, also providing the usual profits on store-wide sales. It rewards old and faithful customers in a manner very agreeable to them, as well as bringing many new faces into the store, attracted there solely by the sensational bargain offered as the trade-card specialty. It increases turnover.

One trade-card promotion may follow another in rapid succession, always giving something new, thus investing the store with the atmosphere of real news for customers.

As a matter of general policy the trade card should carry a picture of the premium offered, describe it in good sales talk, give the expiration date for the offer and add: "How to get one: Have all your purchases, not in violation of the law, punched on this card. When punched out (\$2 in purchases) it is yours for only . . ."

Among the items which have been successfully merchandised with this plan are household utensils, clocks, electric irons, bed lamps, dolls, electric shavers, silver service, dishes and many more.

Studying the deals put out by others should help the newcomer in getting up profitable deals of his own.

HAPPY LANDING.

## Merchandise Is Plentiful, N. Y. Supply Houses Report

NEW YORK, March 28.—An erroneous impression about the availability of merchandise for the current season has been making the rounds in the industry. Pessimists in the field have been saying that priorities and shortages have hit merchandise producers and users hard. The gloomy rumors of a business collapse this season, however, do not have any foundation in fact.

A survey of New York manufacturers, jobbers and distributors of items used in the concession, bingo, salesboard, pitch, demonstration and premium fields brings out the fact that there is no shortage of merchandise nor will there be a shortage this year. Curtailment of production of merchandise items of certain types is to be expected, but manufacturers are adjusting themselves to the current conditions, and there is a tendency to use non-essential materials and simplify production as much as possible.

Judged by the reports of leading houses in diverse lines in the city, we can assure our readers that with the exception of articles composed of rubber or metal there is no immediate lack of supply. As a matter of fact, since reclaimed rubber is not yet on the restricted list, some manufacturers are experimenting with this product to take the place of rubber stocks appropriated by the government.

It is apparent from the survey that the people identified with the merchandise field, as a result of the war and war conditions, have come to believe that there is going to be a great difficulty in obtaining merchandise. This attitude has been brought about to some extent by the reports from Washington clamping down on one raw material after another. In actual fact the merchandise field has not been as hard hit as rumors would have it. True enough, some prices have been advanced but not to the extent of making the cost of goods prohibitive.

According to Karl Guggenheim, general merchandise jobber, comparing values with merchandise formerly imported, our country is doing wonders in regard to producing goods to take their place. Guggenheim advises, of course, that foresighted users lay in a good supply of stock now.

Reporting on individual items, Guggenheim states that there is a big demand for knives. They are plentiful and orders are being filled at slight advances over last year's prices. He reports that the cheaper clocks are becoming extinct, but the better types are available at reasonable prices. Notions and giveaway articles made in United States, while obtainable, are higher priced. On the other hand, glassware can be had in any quantity desired and at reasonable prices.

Guggenheim reports that canes are cheap and plentiful, as are all types of plastic goods. Fountain pens and pencils can be had in quantity now but may be scarcer after a while. Dolls, felt hats, pennants, hat bands, paper hats, noise-

makers, party favors, serpentine and similar items are waiting for customers, according to Guggenheim. Fair stocks of cheap jewelry are on hand but fading fast. And if you deal with the right house and have the money it is still possible to obtain your full quota of blankets, pillow cases and towel sets. Lamps are also reasonable but minus brass sockets now, Guggenheim claims.

Discussing the current situation, Guggenheim states that the problem confronting the carnival and park concessionaires is not so much the obtaining of suitable merchandise but how to overcome the handicap of conditions brought about by the present and future regulations regarding blackouts, rationing of power, gas, auto tires and transportation facilities. In Guggenheim's opinion, the consumption of luxury goods has taken a drop since the first of the year. Therefore, he points out, a lot of dealers have plenty on the shelves anticipating higher prices (which do prevail in goods on priority lists) and they are now willing to let go at reasonable prices.

Ben Rubin, of J. R. Specialties, was extremely optimistic about merchandise prospects for the current season. Specializing in items for pitchmen, he went on record to say that there is more than a plentiful supply of these items on hand.

Incidentally, the balloon situation shapes up well, according to Raymond Warny, of Toy Balloon Company, who is well known in the trade and regarded as a key man in this industry. Warny states that there are plenty of balloons on the market and there will be no shortage this season. He points out that this favorable situation was brought about by the fact that the government cannot use rubber already processed to make balloons.

Leonard Herskovitz, of Imperial merchandise, is another who reports there is plenty of merchandise on hand. He is particularly strong on lamps and glassware and states that the latter will assume increasing importance as the stock of metal items declines. Leather goods and all other types of concessionaire merchandise can be had at this time, Herskovitz reports. J. G. Margolis reports that leather wallets, dresser sets, lamps and traveling kits can be obtained and he does not anticipate any immediate curtailment of production of these items.

Jerry Gottlieb, who states he received a lot of advance orders, reports he is well stocked with all lines of merchandise with the exception of metal cooking utensils. The latter are being replaced by enamelware and Pyrex items. Gottlieb, who also carries stuffed specialties, including dolls and animals, says there will not be a shortage of these items.

David Jacoby, of Mills Sales, always has plenty of merchandise for all fields and scoffs at the rumor that there is a shortage of merchandise at this time. He said he is busy filling orders as soon as they come in. Jacoby has always been (See MDSE. IS PLENTIFUL on page 52)

## BINGO BUSINESS!

By JOHN CARY

IN THE WAKE of the return of bingo to Allentown, Pa., by virtue of a court decision ruling there was nothing illegal in the pastime, a correspondent reports that many new cities are being opened up to the game. The latest city in this territory to permit its citizens to play bingo is Lehighton, Pa. The town council there, at a recent meeting, sanctioned bingo games for the first time. For the time being at least such games are restricted and must be conducted by local organizations or churches.

PORTABLE BINGO APPARATUS for carnival men has been in heavy demand, according to Carl T. Blume, Reinhold Studio, Revere, Mass., designer and builders of bingo equipment. He says the portable units are in use by some of the most successful men in the business. In addition, the firm manufactures a complete line of equipment, including hand cages, lay-down boards, motor cages, blowers, flashboards, ball viewers, etc.

BINGO OPERATORS need not fear any actual shortage of merchandise items for the time being at least. Another story elsewhere on this page reports that merchandise is plentiful with the exception of certain metal items. However, as in all other fields, bingo operators must adapt themselves to changing conditions. The popularity of the game is increasing, and farsighted operators are making plans to offer merchandise items that have not been hard hit by priorities.

AN EMPLOYEE party was given by Metro Manufacturing Company to celebrate one of the biggest years in the firm's history. Sid Finkelstein, George Shonfeld and Harry Shonfeld presided at the affair which was in the nature of a combination housewarming and a thank-you gesture to the employees for their co-operation in producing the firm's complete line of bingo supplies and equipment. The party was not given earlier in the year because Metro was in the midst of rush orders and also had to get set in its new quarters.

## Fighting Mac On Mdse. Items

NEW YORK, March 28.—The entire nation has acclaimed Gen. Douglas MacArthur for his brilliant defense in the Philippines and now the Far East looks forward to the inevitable U. S. offensive. It was only natural that novelty merchandise items, bearing the likeness of the fighting general, would make their appearance. A steady flow of items has already been put on the market and the demand by the public has been tremendous, it is reported. The items include buttons, placques, banners, badges, display cards, portrait pictures and special embossed portrait pictures.

A local newspaper, in a special promotion, has been flooded with requests for Gen. MacArthur buttons. He is truly the man of the hour and the merchandise fraternity will be able to garnish plenty of shekels this coming spring and summer season handling the diversified items now on the market—and those that will appear soon.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	\$5	\$7.50
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A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.



# 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.

## Military Pillow Tops

A line of particular appeal for army camp, resort and fair workers are the pillow top patterns offered by Military Promotions. The firm has one of the largest selections of pillow tops for all promotions. Army, Navy, Marine and Air Corps camp names and insignia are available; as well as special pillow tops for resorts, fairs and other outdoor events. The pillow tops are velvet embossed, have a rayon front and back and come with a two-inch fringe. They are available in assorted colors. In addition, the firm has stock patterns for the home reproducing insignia with a floral design bordering the word sweetheart, with appropriate sentiments. Each pillow top comes in an individual mailing box.

## MacArthur Picture

One of the most recent additions to the line of General MacArthur items is a picture of the fighting soldier by Don Shepherd, reproduced on 30 point etching stock in color. The item, a product of J. & G. Promotions, has already created considerable comment, it is reported. Pitchmen, routemen and salesmen are said to be making profits with this timely number. Everyone is a prospect for the general's picture and this item, coming with hanging tab on the back, does full justice to America's No. 1 hero. The firm also puts out a line of six other fast-selling patriotic numbers that have sold well to homes, taverns, barbershops, restaurants, banks, etc.

## MacArthur Items

Liberty Products, pioneer manufacturer of patriotic banners, quick to note the demand for pictures of General MacArthur, has both a banner and a window display picture showing the General at his characteristic salute. The banners are manufactured of the usual satin, fringed, tasseled, etc., and the window cards, size 10x13, in four colors, are printed on heavy stock.

## Braided Belts

Agents, pitchmen and demonstrators report that the braided cowhide belts offered by the Danforth Company make and keep new customers, according to a firm executive. The belts, made of real cowhide, have a new type of elastic construction. This feature is said to make for greater wearing comfort. Belts are available in black, tan and novelty black-and-white.

## Lucayan Shells

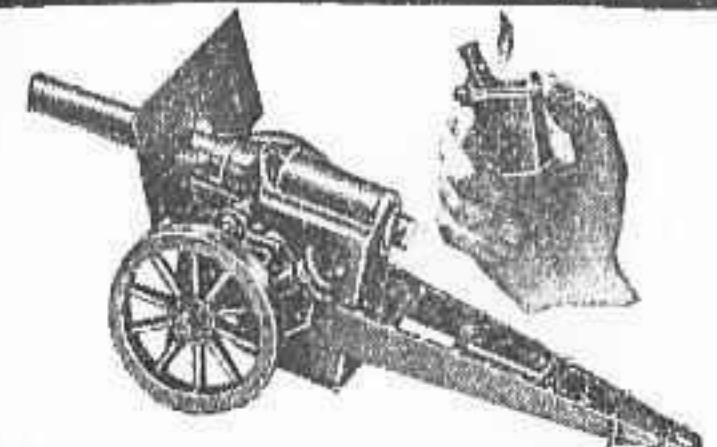
The four-piece costume jewelry set made of Lucayan Princess love shells, advertised in the Spring Special of *The Billboard*, drew orders the day after the appearance of the issue, according to Paul Lewis, of World Wide Service. It appears that these shell items are slated for popularity with salesboard operators and specialty workers.

## Kenrock

Kenrock, the new American Made Pottery manufactured by the Kenrock Company, is of stone composition (which means no breakage) and has a high luster. It is light in weight and comes in assorted colors. Being far more attractive than foreign made plaster, Concessionaires and operators of slum stores will find this superior merchandise will give them no kick-backs, the company declares.

## Action Flag

A new innovation in action flags has been introduced by Alco Mercantile Company, according to their announcement. They have a lighted American flag waving against a sky background. The number is said to possess plenty of action, appeal and attention value. The



**PRIZE AND PREMIUM USERS!!  
A NEW AND TIMELY ITEM!**

The U. S. 75 Model Cannon Table Lighter. Reproduced in every detail of an actual army cannon. Has removable semi automatic lighter unit. Rich bronze finish. Size overall: 8 1/2" long, 3 1/2" high. Ship wt. 1 1/2 lbs. Retail value \$8.95.

No. B19J67—Ea. \$3.15. Lots of 3, Ea., \$2.98. 25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail. Catalog Sent on Request.

**JOSEPH HAGN CO.**

Wholesale Distributors Since 1911

217-223 W. Madison Street CHICAGO

# BINGO SUPPLIES

**JOBBER'S WRITE FOR**

**FREE CATALOG**

- Floor Model Bingo Blowers
- Electric Magnifying Viewers
- Table Model Bingo Blowers
- Rubberized Bingo Chute Cages
- Electric Flash Boards
- Rubberized Throw Ball Cages

And every other item jobbers want and need . . . the most complete Bingo line!

"If it is Bingo Equipment or supplies—

**Metro MUST Have it!"**

**METRO MFG. CO.** 127 W. 25 St. New York City

**STYLES THAT SELL!  
Sterling Silver  
BRACELETS - NECKLACES**



Complete line of best selling numbers

Send \$2.25 For Six Samples. All Different.

Vogue Jewelry Co. (of New York) 219 W. 7th St., Los Angeles, Calif.

**PATRIOTIC  
BUTTONS  
PENNANTS  
FLAGS  
PINS**

Write for Money-Saver Listing on Over 65 Profit Makers Today!

**LEVIN BROTHERS**

Established 1886. Terra Haute, Indiana

**REMEMBER PEARL HARBOR!**



**NEW!  
NEAT!  
TIMELY!  
FAST SELLING!  
LAPEL PIN**

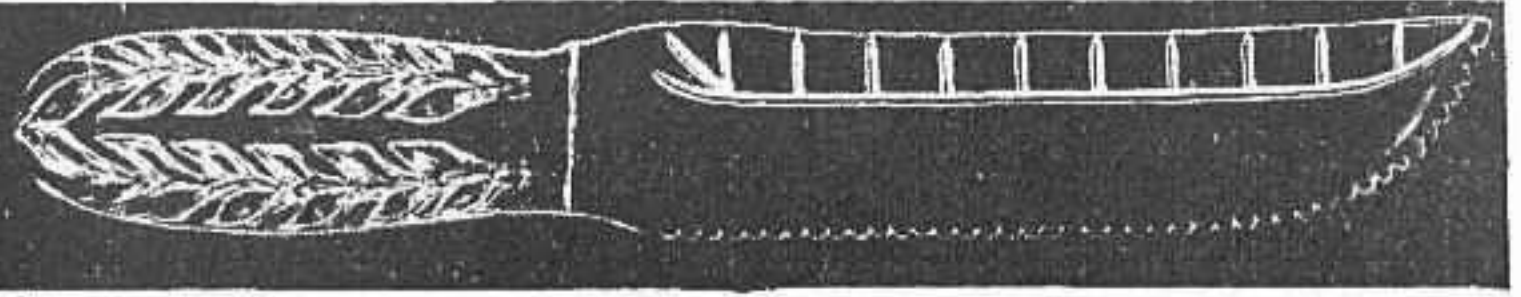
**BE FIRST—**  
Send 25 Cents for Sample and Wholesale Price List.

**APEX NOVELTY COMPANY** CINCINNATI, O. BOX 245

**ELGIN, WALTHAM, BULOVA**



Renowned Guaranteed **MEN'S WRIST AND POCKET WATCHES** Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. **LOUIS PERLOFF** 737 Walnut St., Philadelphia, Pa. **STARTS AT \$3.95**



**ATTENTION!!**

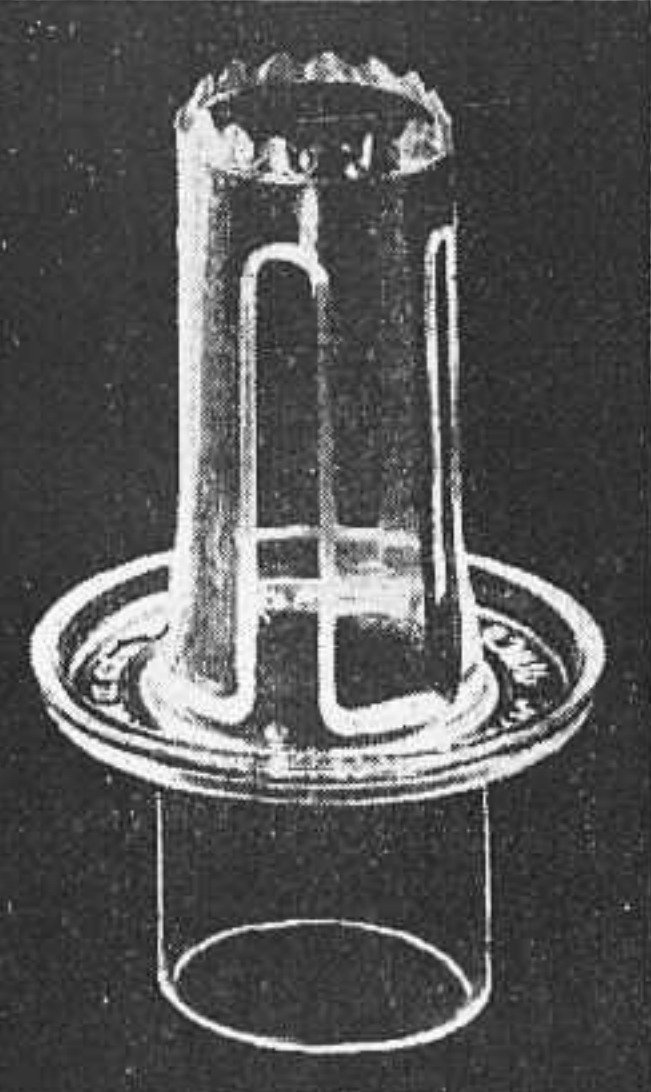
**PLASTIC KNIFE — JUICER  
GADGET WORKERS**

Read this ad—Act Quick—Put Dollars in your pocket.

We are now operating our own plastic molding plant, and passing the savings on to you.

For next 30 days our FULL SIZE Plastic Knife with a NEW RAZOR SHARP BLADE — Sold until now at \$18.00 gross. Individually boxed—\$12.00 gross) **NOW \$11.00 Per Gross**

The LARGE SIZE Juicer —big enough around to ACTUALLY CORE APPLES. Don't confuse this with smaller juicers now on the market. **ONLY \$6.50 Per Gross** (Individually boxed)



ACTUAL SIZE

Orders shipped day received. 25% deposit with order, balance C. O. D.

**NU-DELL MFG. CO.** 511 W. HURON ST. CHICAGO, ILL.

SAMPLES OF BOTH ITEMS 25c

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
*Today's Big Money Maker!*



Complete outfit costs about \$60. That's all you require to start This Big Money Business.

Takes and Finishes Black & White, or Sepia Photographs IN ONE MINUTE.

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information.

**P. D. Q. CAMERA CO.** 109 E. 35th St., Dept. BB-4, Chicago, Ill.

**NOW!**  
Smash hits for "MUGGERS." Snappy, smart, colorful post-cards for mounting. 1 1/2 x 2 in. and 2 1/2 x 3 1/2 in. photos. Send \$1.00 for liberal supply.

**FORE-GROUNDS**  
7 "HOT" numbers. Comic billboards. 36x48 in. Adds \$\$\$ to your profits. DETAILS FREE.

**GENTLEMEN, IT'S HERE!  
FLAG, SAILOR and CANNON**

Everyone will want one, it's made to keep. For homes, stores, offices and taverns. Board Operators—Your season's work all wrapped up in this outstanding item—a natural.

**DON'T WAIT—START NOW. THIS IS IT.**

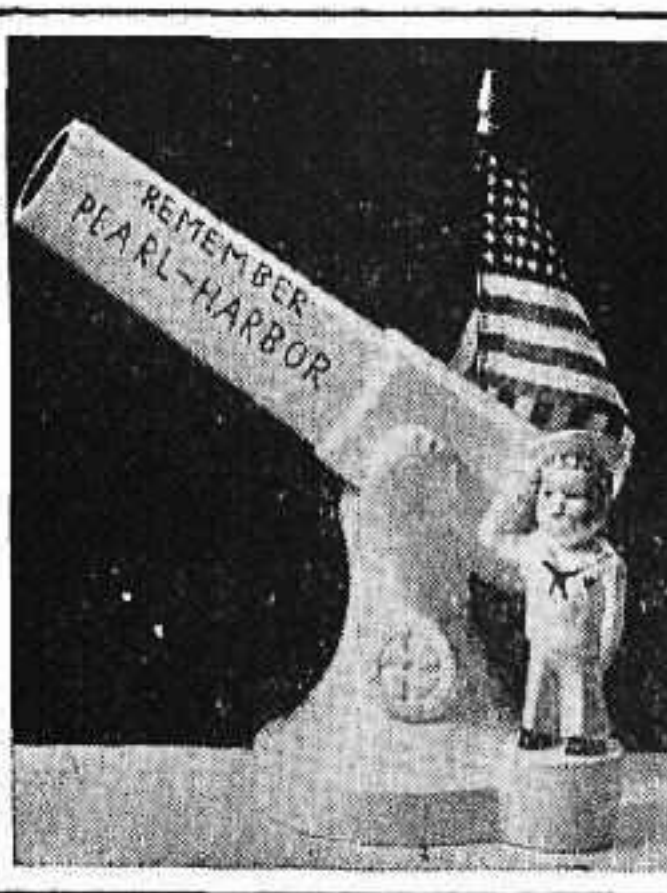
Sizes 10x11 inches, 12 to Carton. Priced Per Dozen, \$4.50; Per Gross, \$50.00.

**Sample Postpaid \$1.00 Each**

Send Money Order, Check or Stamps. We Carry a Complete Line of Premium Merchandise. Always First With the Latest.

**"THERE IS NO PRIORITY RATING ON OUR FRIENDLINESS"**

**WISCONSIN DELUXE CORP.** 1902 No. Third Street MILWAUKEE, WIS.



**CASH IN ON THIS 1942 PROFIT MAKER!  
SPORTSMAN'S SPECIAL  
CASTING OUTFIT**

**... Astoundingly Low Priced**

Outfit consists of a sturdy green enameled metal tackle box containing 1 three-piece rod, 1 spool silk line, 1 level winding reel, 1 plug, 1 wobbler, 1 fish knife, 1 scaler, 1 leader and 1 stringer. A winner for salesboard purposes!



Send for Free Copy of Our New 1942 Sporting Goods and Salesboard Catalog. **GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.



### MIGHTY VALUES

RAZOR BLADES, 3 qualities, 100 Blades . . . . .	\$0.85
MacARTHUR BUTTONS, The man of the hour, Large size, 3 colors, The best grade, Pins inserted, 100 Buttons . . . . .	1.05
ASSORTED WAR SLOGAN BUTTONS, 100 Buttons . . . . .	1.05
SERVICE BANNERS, Rayon satin gift spear tips and tassels, 7x9 inches, Dozen . . . . .	.78
WALL PLAQUES, Patriotic subjects, 2 grades, Dozen . . . . .	1.80
VICTORY PINS, Gift, What a seller, Gross . . . . .	1.45
SHOE LACES, Paired, banded and boxed, Gross Laces . . . . .	.74
SEWING THREAD, 100 yard spools, 5 Dozen Spools . . . . .	.80
MEN'S POCKET COMBS, 5 inches, Good seller, Gross . . . . .	2.95
FLY RIBBON, Full length, 100 Reels . . . . .	.95
MACHINE OIL, 4 oz. bottles, Gross . . . . .	4.50
MERCURIOCHROME, 100 size bottles, Gross . . . . .	3.95
IODINE, 10c size bottles, Gross . . . . .	3.50
12 5-Grain Aspirin Tablets in Litho. Tins, Gross Tins . . . . .	1.99
8 FIRST AID BANDAGES in handy folder, Gross Folders . . . . .	2.35
STYPTIC PENCILS, labeled, for razor cuts, Gross . . . . .	.75
PETROLEUM JELLY in jars with litho. cap, Gross . . . . .	3.95
PERFUME, Extra special value, Gross Bottles . . . . .	4.20
ELECTRIC LIGHT BULBS, Fine grade, Clear or frosted, 15 to 60 watts, Dozen . . . . .	.84
LIGHT BULBS, 75 and 100 watts, Dozen . . . . .	.90

All orders must be accompanied by deposit or full payment. 26 years of value giving in Novelties, Nettions, Gifts, Premiums and Sideline Merchandise. 192-page catalog sent with shipment.

### MILLS SALES CO.

Our Only Mailing Address OF NEW YORK INC.  
 701 BROADWAY, New York, N. Y.  
 WORLD'S LOWEST PRICED WHOLESALE

### MAN'S WRIST WATCH



American made in 6/0 fine size, Chromium plated case, Curved back, Silvered dial, Unbreakable crystal, Leather strap or link bracelet.

BB705—Each Singly . . . . . \$2.05  
 In Lots of 50—Each . . . . . \$1.95  
 Send for New Catalog.

### ROHDE-SPENCER CO.

223 W. MADISON CHICAGO, ILL.

### TROUPERS!

BE LUCKY! WEAR A GUARANTEED GENUINE 4 LEAF CLOVER CHARM

AMERICA'S Most Beautiful PATRIOTIC GOOD LUCK CHARM WITH A GENUINE 4 LEAF CLOVER on one side, sealed in Crystal Clear Plastic—on other side an AMERICAN FLAG SHIELD IN FULL RED, WHITE AND BLUE COLORS with the Patriotic Slogan "I AM LUCKY, I AM AN AMERICAN," for use on Necklace, Charm Bracelet, Watch Fob or Chain, Key Ring or as a Pocket Piece. You will be PROUD TO OWN ONE, and it is JUST THE Thing to Send THAT BOY IN THE SERVICE. Quantity Limited, so Don't Wait. FRONT Rush Order Today. Cash or Money Order. No Stamps. MAILED AT 50c EACH, PREPAID.

PATRIOTIC CLOVER SALES CO.  
 Dept. B-2 Bellerose, L. I., N. Y.



### PARK, CARNIVAL, BEACH, RESORT

#### CONCESSIONERS

MAKE "ACME" YOUR HEADQUARTERS. EVERYTHING YOU NEED—WHEN YOU NEED IT—PRICED RIGHT.

New Bingo Novelties—New Plaster Items—Blankets—Clocks—Chrome—Lamps—Dolls—Enamelware—Glassware—Silverware—Tinware.

### A BIG VARIETY OF PATRIOTIC ITEMS

BANNERS—PILLOWS—TAPESTRY—WALL DECORATIONS—BUTTONS—PINS—PLASTER ITEMS—PENNANTS—JEWELRY. WRITE TODAY FOR FULL INFORMATION AND LISTINGS.

State Your Business or What Concession You Operate.

# ACME

### PREMIUM SUPPLY CORP.

3333 LINDELL BLVD. ST. LOUIS, MO.

### ★ PATRIOTIC

and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.

- ★ PEARL HARBOR STICKERS—per 100—\$1.50.
- ★ FLAG SETS FOR AUTO, BICYCLE, WINDOW—With Suction Cup, 3 Flags, \$1.00 Doz. Sets, 3 Flags with Metal Holder, \$2 Doz. Sets, With 5 Flags, \$2.50 Doz. Sets.
- ★ PATRIOTIC BROOCHES & BUTTONS—Big Variety—80¢ per Dozen.
- ★ PENCIL FLASH LITE—\$2 doz.
- ★ SUN GLASSES—MOTH CAKES—New Spring Items for Wagon Jobbers, House Canvasers, Premium & Salesboard Operators. Free Catalog. Write.

CHAMPION SPECIALTY CO., 814-P CENTRAL ST., KANSAS CITY, MO.

### U. S. FLAGS

Gilt Spear Head

6"x4" Doz. 40¢
18"x12" Dz. \$1.00
30"x18" Dz. \$2.75
36"x24" Dz. \$3.50

Include Dep. & Postage on all Mail Orders. CITY, MO.

flag comes in realistic colors and the item weighs only three pounds complete with 60-watt Mazda bulb, 5-foot cord. Item is all ready to plug in and set up. Each flag comes individually packed with instructions. The manufacturer states item has underwriter's approval. A cardboard shadow box with imitation walnut grain frame is provided. Size of item, 16 1/2 by 12 1/2 by 8 inches.

### Plastic Products

It is reported that plastic products are growing in importance and Plasticraft Specialties has a number of attractive novelties that have eye-appeal as well as practical value. The firm offers a modern plastic toast rack that holds six slices of toast; a fountain pen desk set of ultra-modern design, and a combination ashtray pen desk set that has plenty of flash. These plastic items and others put out by the firm have flashy, colorful appeal that really will draw crowds to concessions. A folder of the firm's complete line is available for the asking.

### Jewelry Items

A line of attractive and timely bracelets, pins, tie holders and other jewelry items are offered by American Jewelry Manufacturing Company. The firm claims that the new finish they are putting on their jewelry items is genuine 14K gold electroplated. They claim that they have received many compliments from customers on their items. This firm also sells engraving machines and wire workers' tools and supplies of the best kind, they state.

### MDSE. IS PLENTIFUL

(Continued from page 50)  
 noted as a shrewd buyer and knows the proper channels to go to in order to secure merchandise.

N. Waldinger, of Associated Pen Manufacturing Company, announces that plunger-type pens are still plentiful, as well as automatic pencils and the popular combination sets. He, too, has been shipping out orders without delay. Saul and Phil Goldfarb, speaking for Goldfarb Novelty Company, voice the opinion that as far as their firm is concerned they will have ample merchandise for the circus and carnival trades.

Jack, Julius and Bernie Epstein, of Epstein Novelty Company, dealing in circus stuff, report that souvenirs, novelty hats, badges and other pitch items are being supplied by the firm without any delay.

While this picture only covers reports from New York supply houses, the opinions are all uniform in that they stress that a shortage does not and will not exist this season. It stands to reason that the same situation holds true in the rest of the country. The reporting firms do a nationwide business and they certainly have their fingers on the pulse of events in the merchandise field.

Taking up the matter of spring and summer business by operators, it appears that they are stocking up in anticipation of a better-than-average season, which would tend to show that they are optimistic on the business outlook for the coming season. While all types of merchandise is being stocked,

# PIPES

FOR PITCHMEN & BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

DOC MORGAN . . . ace exponent of the pitch, tells from Miami that he recently played in the States after a successful stand in South America.

BECAUSE they come in contact with people in all walks of life, pitchmen should be the best judges of human nature.

W. HARRY (DOC) HERBERT . . . scribbles from St. Louis after a lengthy silence: "Have been buried in the wilds of North St. Louis for about eight years, suffering from arthritis. I'm feeling much better at present, however. Knights of the tripe and keister have been scarce here this winter. Met Sizz Cummins and some of the old-timers last fall at this city's five and dimer, and they were getting some folding dough. Mystic Skidmore has a government job, as has the Great Omar. Celebrated my 83d birthday recently."

E. B. (GOLDEN WEST) GRAHAM . . . has been pitching med in a window of the Thrift Payless Drug Company, Phoenix, Ariz. Doc has shown his wares daily since October, 1941, and is booked in the same spot until May 1.

WHY be the teacher if you don't want the umpchay to be educated?

THE MIGHTY ATOM . . . according to Harry Greenfield in New York, is operating two pitch stores in the Borough Hall sector of Brooklyn, and to good business. Greenfield says he saw Sol (The Fighting Lecturer) Addis, Jack Kahn and Jerry Francheni in a huddle in downtown New York swapping pipes and discussing the good old days when the big town was wide open. "The boys looked happy anyhow," says Greenfield.

LITTLE SAMSON . . . world's strongest little man, has joined George (Mechano) Stevens, opening two new stores with El-Vin Tonic. Mechano pitched on the northside of Cincy all week with James (Doc) Bennelli. He doubled with Samson at Norwood, O.

PERSISTENCY is the key to the successful worker, and turndown after turndown can't whip the pitchman who is imbued with courage.

"MY OLD PARTNER . . . John C. Moldenhouse, better known as Hopps, passed away in Milwaukee in February," writes B. Glauner from Detroit. "I worked with Hopps off and on for 33 years. He was a good worker and a man liked by everyone in the pitch business. It's a good man who has passed—a man who harmed nobody and owed nothing to anyone." Glauner re-

ports from supply houses show that operators are also going in heavily for souvenir items. View folders and post cards, perennial favorites, will be one of the sales leaders this year as in seasons past. Tropical shell items, which came into prominence not so long ago, have increased concessionaires' takes before, and a wide variety of items is now available.

Shell items that are plentiful include lamps made in attractive designs which always catch the feminine eye. Ash trays made from the shells are also popular, as well as the variations of jewelry made possible thru use of the shells. The lamps and ash trays are trimmed and hand painted and they never fail to draw for souve workers.

There are many other traditional items that are reported available in sizable quantities. Among these are lapel buttons, the long list of patriotic red-white-and-blue merchandise and the new war items now appearing. At the moment there seems to be a swing to MacArthur buttons and pennants, with indications that many more items featuring a likeness of the general will soon appear.

From present indications none of the boys need suffer because of any shortage in merchandise. There are enough items on hand to catch the fancy and appeal to the patrons who will be flocking to carnivals, fairs and seaside and mountain resorts when the weather turns warmer. And it goes without saying that operators everywhere will be in a position to garner in plenty of dough before the season winds up.

ports Detroit has 175,000 idle auto workers. "However," he adds, "pitching will be good here in another three months."

A HAS-BEEN pitchman can make his come-back much easier if he does his shouting after and not before he makes the grade.

BOB POSEY . . . pens from Osceola, Ark., that he saw Shorty Treadway in "Ole Mississippi" working soap and that he is looking fat and prosperous. Posey is working northward and reports money not easy to get along his route. Reminiscing, he asks: "Where is Bert Doto? Do you remember when Jim Osborne worked tire patches? When Skippy Davis was the sharpener king? When Carl Krueger worked Oriental oil and tied himself in a knot? When Doc Maxey had a big show? When Frank (Doc) Hale worked the main street in Fort Wayne, Ind.? When the jockey lots were the best spots?"

T. D. (SENATOR) ROCKWELL . . . scribbles from San Francisco that he was closed out from one of his spots by a dog fight. "Have been closed up for a lot of different reasons in many places," he says, "but never in my life did the dogs get me." Seems that he was working a swell doorway selling razor blades when a blind man with a big police dog flopped down alongside. Then along came a woman with a terrier. The resulting dog fight pushed the Senator right out of the spot. Rockwell signs his note: "Still the Razor Blade King—dog fight or no."

IT HAS never done any harm to pat a pitchman on the back after he's put over a "red one." After all, we're all looking forward to that red spot. That's what really keeps us in the game. To some it is like trying to find the end of the rainbow.

MUST BE GOOD TIMES . . . Jack Gilbert, pitchman, and Fred King, showman, are now operating a tavern in Baltimore. They declare that business must be good, inasmuch as the boys are coming in with plenty of lines and spend freely. "No one comes in on the nut any more," they say by way of verification.

ANN MAE NOELL . . . in Bedford, Va., sends in her first pipe in months—"in spite of the fact that it has been an eventful winter." Reports seeing E. S. Holland and being his guest at the Ringling show, also saw Morris Kahntroff working in Augusta, Ga. In Florida she met Harry E. Moore, who had the truck section of his Famous Pet Show with him. Later she ran into the Ed Bennetts on their way to Florida and made the acquaintance of Mr. and Mrs. Harry Busch. "What's become of E. J. Franklin, Doc Raggett and all of the

### MacARTHUR BUTTONS



MILLIONS BEING SOLD!

Printed in Red, White and Blue with picture of MacArthur. WIRE ORDERS FOR IMMEDIATE SHIPMENT.

100 . . . \$1.10 1000 . . . \$10.00

### BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

### ELGIN • GRUEN \$2.95

### BULOVA

Start at

Take advantage of these re-conditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

### STAR WATCH CO.

Wholesale Jewelers  
 124 S. 8th STREET, PHILA., PA.



### Make More Money

U. S. DEFENSE BOND ALBUM  
 Sells on Sight!  
 Protects Postal Saving Stamps, All-in Registration Books, Rationing Cards, etc. Sample 10¢—\$6.00 per 100.  
 FRANK BONOMO, 208 Melrose St., Brooklyn, N. Y.





others," she asks. Ends her letter by reporting that Sam Dock had nice winter quarters at Glen Burnie, Md., and that her outfit is "in the pink" for the coming season.

**REESE S. BAIN** . . . his wife and son, age 7, made the front page of *The Fort Worth Press* March 19 with a story about young George Bain pitching Chinese coin and block puzzles. Story runs for about half a column. Father Bain's letter, accompanying the clip, reports that the three have been

working the Houston Stock Show and the Houston Flower Show. He reports they were both red ones. At the time of writing they were at the Fort Worth Stock Show and experiencing good results. Bain writes: "Sent along the clipping, feeling that it would interest you. We thought that George might be one of the youngest pitchers on record—he is rather young to get up and pitch."

A pinball game has anywhere from 10 to 20 lures in the way of special scores, free plays, etc., selling the game. A pitcher should be able to put out as many attractions as a mechanical device.

**A. L. CLARK** . . . comes in with orchids for the Lampton Reid Company, Magnolia, Miss. Says they fixed him up with a stock of goods and furnished him with a store to pitch in for three days. "Why can't other large concerns co-operate with pitchers the same way," he asks.

**POP ADAM** . . . has popped again, according to a pipe from Houston, Tex. It's another girl for Pop. Mother and daughter are at the Memorial Hospital, Houston, and reports are that Mom and future cake decorator are getting along fine.

**CHARLES GOLDBERG** . . . has drawn No. 5000 in the Selective Service draft, according to a pipe from Budda in New York City.

**HARRY ACKERMAN** . . . acc gyroscope man, is recuperating from a serious illness.

**MURRY KRAMER** . . . is working Grand Store on 121st Street, New York, with eucalyptus oil to nice passouts. White Eye, king of the umbrella men, is also working the street.

**BALDY AL** . . . is working radio plugs in New York. Harry the Painter and John Grossman are also working radio plugs to good business.

**THE N. Y. SUPREME COURT** . . . has ruled that the New York City bill introduced to prohibit selling on the streets is unconstitutional.

**SEEN BY BUDDA** . . . in New York: Tumbling Block Stim, Pollack Meyers, Bimbo, James Gallagher, Carnegia and Bob Hazeltown.

Any pitcher can make a red one pitching water on the Sahara Desert—not one could do a dime's worth trying razor blades on bearded Sikhs. Strike a happy medium with a good spot and don't expect a red one every day.

**AMONG PITCHMEN** . . . represented at the Northwest Builders, Home and Flower show at the Minneapolis Auditorium week of March 21-28 were Jim and Maybelle Garrett, Mr. and Mrs. Harry Clark (Lady Beth), Big Al Ross and Andy Melford. Jim and Maybelle Garrett report they are doing well there with their hand analysis machine at a dime a copy. They came in from Grand Rapids, Mich., where they played to big biz at the home and builders' show. From Minneapolis they trek to Washington. Jim and Maybelle would like to read pipes from Doc Bailey and Don Ensley.

**Pitchdom Five Years Ago**

Clarence (Kid) Smith, stick solder and run-mender worker, was in one of Cincinnati's 10-cent stores demonstrating egg colorings. . . . Lew Green was in Salineville, O., readying his Golden Gift Show for an early opening. . . . George Phillips was in Kalispell, Mont., scoring with windshield flukem. . . . Imperial (Calif.) Fair proved to be the biggest thing since the bridge went out for Hap E. Hughes. . . . Dorothy Sullivan was going strong with her curler demonstration in a chain store in Belleville, Ill. . . . Ray Herbers was working Florida territory to fair business. . . . Irving Cronin was still working the dots and dashes in Pittsburgh. . . . Harry H. Walker was working coils, pens and razor strops in Canada to fair returns. . . . H. Tenney, of paper note, was still going strong and eating regularly in Eureka, Calif. . . . Charles (Yiddel) Gameiser was wintering in West Palm Beach, Fla. . . . Johnny Eggert, former road man, was settled in West Palm Beach, Fla., where he was operating a large trick and novelty store. . . . F. B. and Loraine Hulin were in St. Louis readying a new outfit with plenty of

flash for their tour of the New England fairs, Bob (Blades) Cook was in Houlton, Me., framing a new-type sharpener to spring with his blade demonstration. . . . Ralph Ruhl was in Canton, O., working solder, horn nuts, penny machine and flukem to satisfactory business. . . . Tom Kennedy was corraling some real dough with horn nuts. . . . Mr. and Mrs. Sid Goodman were working mags in St. Louis to okay turns. . . . Fred Miller rambled into Pittsburgh from St. Louis and was getting the gelt with watches and blades. . . . Ted McFarland, erstwhile pitcher, was writing sheet in Pittsburgh and adjacent territory. . . . Vince Boggs, penny engraving machine worker, is reported to be getting his share of the gelt with that item. . . . Court week in Many, La., proved a winner for J. W. Keon. . . . That's all.

**Old Hoss Blankets**

By E. F. HANNAN

ONE of the oldest concessions is the blanket wheel. In the old days it was a much-sought privilege at most fairs because all that stood between the blanket man and good business was poor attendance. The first man I saw set up a blanket layout was Harry (Doc) Cushing, who carried his stock over the road with a one-horse hitch. He made his headquarters at the old Rockingham Hotel at Bellows Falls, Vt.

Cushing got into blankets by running chuck-luck and paddle games. He found that a whirl for a premium was easier to get away with than a whirl for cash. Every spring he drove to a New Hampshire blanket mill for his stock, loaded his rig and went forth. Between fairs Cushing sold his wares to country stores and to individuals. Around the Lake Champlain section of New York State there are old-timers who still remember "Old Hoss Blankets."

At a fair in Westport, N. Y., Cushing encountered a stranger who turned out to be Jim Farley, big-time employment agency man in the days before labor was organized. Farley told the story later of how Cushing wanted to bet him a dollar that a certain horse would win that day. Farley had listened and said: "If that horse wins I'll buy you out of blankets; that's what I think of that horse." The horse won, Farley kept his word, and Cushing learned later that Farley was the owner of the animal.

There has never been any let-up in the blanket business, and the right sort of set-up still garners its share of the coin.

**Events for Two Weeks**

- March 30-April 4
- FLA.—Miami. Moose Indoor Show, 28-April 4.
  - GA.—Dublin. Livestock Show, 2-3.
  - IND.—Hammond. Sportsmen Show, 29-31.
  - LA.—Delhi. Fat Stock Show, 30-April 4.
  - Shreveport, N. W. Dist. 4-H Livestock Show, Fairgrounds, 3-4.
  - MASS.—Springfield. Dog Show, 4.
  - MISS.—Hattiesburg. Livestock Show, 2-4.
  - N. M.—Albuquerque. Dog Show, 3-4.
  - TENN.—Knoxville. Dog Show, 1-2.
  - Kingsport. Dog Show, 31.
  - Nashville. Dog Show, 3-4.
  - TEX.—El Paso. Dog Show, 31-April 1.
  - ALA.—Birmingham. Dog Show, 12.
  - Montgomery. Fat Cattle Show, 7-8.
  - CALIF.—San Bernardino. Dog Show, 12.
  - COLO.—Denver. Dog Show, 10-11.
  - FLA.—St. Petersburg. Festival of States, 5-11.
  - Wauchula. Cucumber Festival, 6-11.
  - GA.—Atlanta. Dog Show, 9-10.
  - MINN.—Minneapolis. Sportsmen's Show, 4-12.
  - MISS.—Forest. Livestock Show, 6-8.
  - N. M.—Santa Fe. Dog Show, 6-7.
  - N. Y.—Buffalo. Shrine Circus, 6-11.
  - O.—Chardon. Maple Festival, 8-12.
  - Cleveland. Legion Rodeo, 8-14.
  - Toledo. Dog Show, 11-12.
  - S. C.—Florence. Fat Stock Show, 7-8.
  - TENN.—Chattanooga. Dog Show, 6-7.
  - Columbia. Mule Day Rodeo, 4-7.
  - TEX.—Dallas. Dog Show, 11.
  - Pt. Worth. Dog Show, 12.
  - WIS.—Marinette. Smelt Carnival, 10-12.

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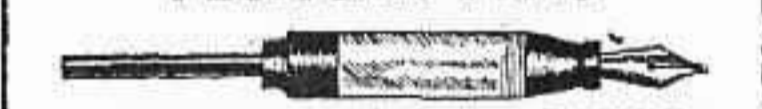
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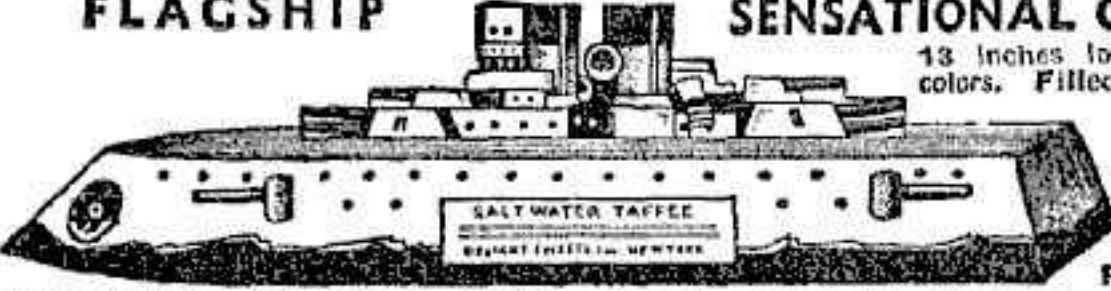
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**J. J. PAGE SHOWS**  
Opening Johnson City, Tenn., Saturday, April 18.  
WANT legitimate Concessions of all kinds. Reasonable rates. WANT Ride Help for Ride-O, Ferris Wheels, Tilt-a-Whirl, Merry-Go-Round, Chairoplane and Kiddie Ride. Good opening for sober and reliable Electrician to join at once. Buster and Helen Hayes want Talkers and Grinders, and other useful show people in all lines, including Geek. WANT Musicians and Performers for Colored Minstrel Show. Can place Shows not conflicting with what we have. Roy Carey wants Concession Agents.  
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Everybody Address: J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN.  
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For Jefferson Beach, Detroit's Million Dollar Amusement Park. All Season's Work in One Spot. America's Greatest Defense Area. Opening May 8th. DWARFS, FAT BOY, FAT GIRL, ALLIGATOR-SKIN GIRL, MAGICIAN WHO LECTURES, FIRE-EATER, TATTOOED WOMAN, AND OTHER ACTS. BUTTONS, answer. MARIE AND SON, answer.  
Write Flexible FREDDIE JONES, 484 Brainard St., Apt. 38, Detroit, Mich.

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Add: CHARLES GERARD, 1545 Broadway (Rm. 404), New York City

**CALL—ROYAL EXPOSITION SHOWS—CALL**  
Opening at Greenwood, S. C., uptown, Saturday, April 11th, thru Saturday, April 18th. All people contacted answer this call. Bill Spence, Jack and Jewel Mezer, Shorty and Louise Parton, Bill Dillard, Little Mose, Tom Stamos and others, acknowledge. Want small, neat Cookhouse; American Palmistry, small Penny Arcade, Long Range Gallery, Diggers or Merchandisers, Kiddie Auto Ride and one only Animal Show with neat frameup. This show will make 4 weeks in south, then jump directly to coal fields for the season until fairs. No racket whatsoever tolerated. Free gate, and we have our own power plants. Address this week, Brunson, S. C.; then Greenwood, S. C.

**CRESCENT AMUSEMENT COMPANY WANTS**  
CONCESSIONS: BINGO and Diggers (first ad in 3 years). Only interested in party with first-class equipment that will contract for season with deposit. Ball Games, Coca-Cola Bottles, Devil's Bowling Alley, Sno-Balls, small Cookhouse or Sit-Down Grab. Sell exclusive on Long or Short Range Lead Gallery. Want Percentage Agents for Pill Joint, Pan and Penny Pitches (no lush hounds). Ride Help that drives semi-trailers preferred. Married if wife works Penny Pitch. FREE ACTS: Want two High Acts for Galax, Va., week June 29th-July 4th. Independent Shows with own outfits. Will furnish top for Penny Arcade.  
Address: L. C. McHENRY, Mgr., Rock Hill, S. C., this week.

**PALMETTO STATE SHOWS**  
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PALMETTO STATE SHOWS, GRANTS PARK, CHARLESTON, S. C.

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

**ROUTES**  
(Continued from page 14)  
Price, Sammy (Cafe Society Downtown) NYC, nc.  
**R**  
Rabold, Rajah (Glenn Rendezvous) Newport, Ky., nc.  
Radcliffe & Rogers (Oriental) Chi, t.  
Rae, Jimmy (Palmer House) Chi, h.  
Ramon & Jo Ann (Jimmy Kelly's) NYC, nc.  
Rasha & Mirko (Le Ruban Bleu) NYC, nc.  
Reed, Billy (Slapsy Maxie's) Hollywood, nc.  
Ryan, Sae (Newman) Kansas City, Mo., t.  
Rhythm Rockets (Capitol) Washington, t.  
Richman, Rhoda & Ralda (Capitol) Lynn, Mass., 30-April 2, t.; (Capitol) Pawtucket, R. I., 3-4, t.; (Paramount) Newport 5, t.  
Richman, Harry (Royal Palm) Miami, nc.  
Richey, Jean (Suns Souci) Havana, Cuba, nc.  
Ringo & Harris (Cora & Irene's) NYC, nc.  
Robbins, Julie (Palmer House) Chi, h.  
Robinson & Martin Dancers (Leon & Eddie's) NYC, nc.  
Robinson, Al (Village Barn) NYC, nc.  
Rodriguez, Estelita (Copacabana) NYC, nc.  
Rolando (Havana-Madrid) NYC, nc.  
Rose, Harry (Bali) Phila, nc.  
Royal Rockets, 3 (Lotus) Washington 30-April 11, re.  
Russell, Bill (Park Central) NYC, h.

**S**  
Sablon, Jean (Palace) San Francisco, h.  
Sans Souci Dancers (Tower) Kansas City, Mo., t.  
Schenk, Al (Kalin's) Phila, re.  
Scott, Hazel (Cafe Society Uptown) NYC, nc.  
Scott, Margaret (Belmont-Plaza) NYC, nc.  
Sebastian, John (Drake) Chi, h.  
Seller, Jay & Lou (La Conga) NYC, nc.  
Shadrach Boys (Queen Mary) NYC, re.  
Sherman Bros. & Tessie (Candee) Syracuse, N. Y., nc.  
Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
Small, Mary (Strand) NYC, t.  
Smart Girls, Three (Newman) Kansas City, Mo., t.  
Sanborn, Fred Pansy (Stanley) Pittsburgh, t.  
Spivack, Eli (Russian Kretchma) NYC, nc.  
Stanley, Irene (Le Poissonier) NYC, nc.  
Southern Sisters (Earle) Washington, t.  
Stirling & Rukia (Algo) Toledo, O., h.  
Stone, Al (Band Box) Hollywood, nc.  
Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.  
Sullivan, Maxine (Ruban Bleu) NYC, nc.  
Sullivan, Joe (Cafe Society Uptown) NYC, nc.  
Sumner, Helen (Ivanhoe) Chi, re.  
Suns, Three (Piccadilly) NYC, h.  
Swan, Lyda (Russian Kretchma) NYC, nc.  
Swann, Russell (Plaza) NYC, h.

**T**  
Tamiris, Helen (Rainbow Room) NYC, nc.  
Tanya (Jimmy Kelly's) NYC, nc.  
Tapps, George (Strand) NYC, t.  
Tarasova, Ntina (Castro Russe) NYC, nc.  
Therrien, Henri (Latin Quarter) Miami Beach, Fla., re.  
Thomas, Danny (5100 Club) Chi., nc.  
Thompson, Arlene (Queen Mary) NYC, re.  
Thornton, Hal (Cafe Howard) Bridgeport, Conn., nc.  
Thorson, Eric (Leon & Eddie's) NYC, nc.  
Thurston, Rose (Alicia) Detroit, nc.  
Towns & Knott (Village Barn) NYC, nc.  
Trio Mexico (El Chico) NYC, nc.  
Trio Tschiteco (Havana-Madrid) NYC, nc.

**U**  
Upp, Odessa (WDAN) Danville, Ill., 1-11.

**V**  
Vallec, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
Valley & Lynne (Clover) Portland, Ore., 1-11, nc.  
Van, Gloria (State) NYC, t.

**W**  
Wade, Bill & Betty (New Yorker) NYC, h.  
Wade, Stuart (Waldorf-Astoria) NYC, h.  
Walders, Darlene (Oriental) Chi, t.  
Walker, Buddy (Latin Quarter) Miami Beach, nc.  
Walkmirs, The (Chicago) Chi, t.  
Walzer, Oscar (Fifth Avenue) NYC, h.  
Watson, Billy "Beef Trust" (Colonial) Utica, N. Y., t.  
Wayne, Frances (Kelly's Stable) NYC, nc.  
Wayne, Iris (Bali) Phila, nc.  
Weissmuller, Don (La Martinique) NYC, nc.  
Wesson Bros. (Rumba Casino) Chi, nc.  
Whalen, Maurice & Betty (Leon & Eddie's) NYC, nc.  
White, Jack (18 Club) NYC, nc.  
White, Jerry (Bill's Gay '90s) NYC, nc.  
Whyte, Una (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Williams, Bob (Paramount) NYC, t.  
Williams, Hermanos, Trio (State) NYC, t.  
Williamson, Herb (Log Cabin) Sault Ste. Marie, Mich., c.  
Wilson, Charlie, Trio (Le Poissonier) NYC, re.  
Wood, Kirk (Leon & Eddie's) NYC, nc.  
Wood Trio (Del Rio) Washington, re.  
Woodd, Napua (Lexington) NYC, h.  
Wyse, Ross (Diamond Horseshoe) NYC, nc.

**Y**  
Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.  
Yost's, Ben, 6 Mimic Men (Glenn Rendezvous) Newport, Ky., nc.

**CARNIVAL**  
(Routes are for current week when no dates are given. In some instances possibly)  
Alamo Expo.: San Antonio, Tex., 4-11.  
All American Expo.: Gulfport, Miss.  
Baysinger, Al: Poplar Bluff, Mo., 2-11.  
Bill Joy: Grantville, Ga.  
Blue Ribbon: Columbus, Ga.; Ogdartown 6-11.  
Bowen's Joyland: Stockton, Calif.  
Bremer's Consolidated: Mena, Ark.  
Buckeye State: Port Gibson, Miss.; Forest 6-11.  
Bullock Am. Co.: Sumter, S. C.  
Central Am. Co.: Beaufort, S. C.  
Convention: Gaffney, S. C.  
Cotton States: Hickman, Ky.  
Crafts 20 Big: San Diego, Calif.  
Denton, Johnny J.: Savannah, Tenn.  
Ebersole's: Malden, Mo., 4-11.

Evangeline: Mansura, La.  
Four Star Expo.: North Little Rock, Ark.  
Franks Greater: Macon, Ga.  
Frisk Greater: Paragon, Ark.  
Fuzzell's United: North Little Rock, Ark.  
Gold Medal: Columbus, Miss., 4-11.  
Golden Arrow: Glenwood, Ark.  
Golden State: San Gabriel, Calif.  
Great Lakes Expo.: Sheffield, Ala.  
Greater United: Bastrop, Tex.  
Hamilton Am. Co.: Uniontown, Ala.; Tuscaloosa 6-11.  
Heth, L. J.: North Birmingham, Ala.  
Hottle, Buff: New Orleans, La., 30-April 11.  
Jackson Am. Co.: McCall, S. C., 3-11.  
Jones, Johnny J., Expo.: Augusta, Ga., 4-11.  
Lang, Dee: Texarkana, Ark.; Fort Smith 6-11.  
Lewis, Art: Norfolk, Va., 8-11.  
Liberty United: Columbia, S. C.  
Marks: Newport News, Va., 1-11.  
Mighty Monarch: Hinesville, Ga.  
Moore's Modern: Parma, Mo., 4-11.  
Nail, C. W.: Delhi, La.  
Ozark: Hope, Ark., 4-11.  
Palmetto State: Charleston, S. C.  
Pan-American: Anna, Ill., 4-11.  
Patrick's Greater: Monterey, Calif.  
Prel's World's Fair: Fayetteville, N. C.; Camp Lee, Hopewell, Va., 6-11.  
Reynolds & Wells: Durant, Okla.  
Rogers Greater: Helena, Ark.  
Rogers & Powell: Hattiesburg, Miss.  
Royal Expo.: Brunson, S. C.; Greenwood 6-11.  
Santa Fe Expo.: Mercedes, Tex.  
Scott Expo.: Atlanta, Ga.  
Scottie's Attrs.: Waskom, Tex., 1-15.  
Sheesley Midway: Anniston, Ala.  
Shugart, Doc: Avery, Tex.  
Southern States: (Fair) Wauchula, Fla., 6-11.  
Sparks, J. F.: Ensley, Ala., 4-11.  
Strates, James E.: Washington, D. C., 8-18.  
Texas Kidd: Elgin, Tex.  
Tidwell, T. J.: Odessa, Tex.  
Victory United: Pryor, Okla.  
Wallace Bros.: Corinth, Miss.  
Ward, John R.: Baton Rouge, La.  
West Coast: Emeryville, Calif., 30-April 5; Sacramento 7-12.  
Wolfe Am. Co.: Toocoo, Ga.  
World of Fun: Spartanburg, S. C.  
World of Today: Wichita Falls, Tex.  
Wright's United: Great Falls, S. O.  
Zeiger, C. F., United: Nogales, Ariz.; Lordsburg, N. M., 8-11.

**CIRCUS**  
Autry, Gene, Flying A Ranch Rodeo: (Arena) Cleveland 9-15.  
Hamid-Morton: Buffalo 6-11.  
Polack Bros.: El Paso, Tex., 7-13.  
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York 9-May 10.  
Russell Bros.: Riverside, Calif., 31-April 1; Pomona 2; Los Angeles 3-12.

**MISCELLANEOUS**  
Birch, Magician: Conroe, Tex., 1; Lufkin 2; Trinity 3; Jacksonville 6; Nacogdoches 7; Carthage 8; Tyler 9; Longview 10.  
Campbell, Loring, Magician: W. Chester, Pa., 1; Phila 2-3; Atlantic City 4; Glen Mills, Pa., 5; Morgantown 6; Red Lion 7; Carlisle 8.  
Daniel, B. A., Magician: Kokomo, Ind., 31-April 1; Greentown 2; Portland 3; Bluffton 4.  
DeCleo, Harry, Magician: Marysville, O., 30-April 4.  
Henry, Art & Marie: Dallas, Tex., 1-3; (Shrine Circus) El Paso 7-14.  
Lady Crystal, Mentalist (Hotel Anderson) Anderson, Ind., 1-5.  
Long, Leon, Magician: Harlan, Ky., 30-April 4; Lynch 6-8.  
Marquis, Magician (Mary Ann) Burgettstown, Pa., 1; (Penn) Uniontown 2-3; (Basle) Washington 4; (Temple) Bellair, O., 6; (Monroe) Woodfield 7; (Roxy) Caldwell 8; all theaters.  
Miller's, Irving O., Brown Skin Models (Palace) Memphis, Tenn., 1-4.  
Myhre's Entertainers: Edna, Kan., 30-April 4.  
Neff, Magician & Wonder Workers: Boothwyn, Pa., 1; Farmington, W. Va., 7; Wheeling 8; Weirton 9; Coraopolis, Pa., 10.  
Rickett's Dogs (school show); Cornelia, Ga., 1-15.  
Slout, L. Verne, Theater Workshop: Samson, Ala., 1; Quitman, Miss., 3.

**ADDITIONAL ROUTES**  
(Received Too Late for Classification)  
Dixiana Tent Show: Rumbert, S. C., 30-April 4.  
Dunedin, Myrtle (Tic Toc Club) Montreal, Can., 30-April 4.  
Munro & Adams (Jimmie's Club) Miami, Fla., 30-April 4.  
O'Nells, The (Sky Way Club) Jacksonville, Fla., 30-April 4.  
Roberts, Jack & Renee (Commodore Hotel) Rome, N. Y., 30-April 4.

**MID-WAY OF MIRTH SHOWS**  
Opening April 4th, Elsbury, Mo. (Two Saturdays). Want Corn Game, Grab, Picture Machine, Agent for Scales, Stock Concessions, Shows with own outfits, Girl Show and Athletic; have outfits for same. Ride Help who drive semis. Winter quarters on Route 61, ten miles north of Troy. Wette or Wire Elsbury, Mo.

**AT LIBERTY**  
Experienced Manager, Assistant or any official capacity for Circus, Carnival or Park. Not in present draft age.  
BOX D-196, care The Billboard, Cincinnati, O.  
**GEORGE CLYDE SMITH**  
Want for the season of 1942: Ride Foremen for Ferris Wheel and Chair-o-Plane, also Second Men Ride Help or Assistants. Address all communications to F. J. THAL, 7851 South Lincoln Ave., Tyrone, Pa.



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## The Billboard

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\$8.00  
\$10.00

**ONE YEAR**

**TWO YEARS**

**THREE YEARS**

**AFTER APRIL 30**

\$7.50  
\$12.50  
\$16.50

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**WANT**  
Cookhouse, privileges in tickets. Good proposition. Also want Ride Help in all departments. Address this week, Hinesville, Ga.  
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Want for Southwest Mississippi Stock Show, Hattiesburg, week of Mar. 30, and Natchez Flower Carnival following, week Apr. 3. Monkey Show, Snake Show, Illusion, Athletic. Must have own outfit and transportation. Minstrel People, Concessions of all kinds, Seales, Fish Ponds, Corn Game, Stock Joints. Drivers for trucks, Ride Help, Agents. Good route, good rubber; come on.  
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11 Fairs and 2 Outstanding Celebrations Contracted  
On account of draft can place CIRCUS SIDE SHOW with or without own outfit. Also Man to operate MOTOR DROME, Drama in A-1 condition. Must have 1 or 2 motor cycles. Have complete outfit for EXPOSE SHOWS, want capable man to operate same. Jimmy Doss, let me hear from you at once. Have good proposition for you. Can also place one or two NOVEL GRIND SHOWS.  
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Can place A-1 MECHANIC for Chevrolet trucks. Top salary.  
WANT Merry-Go-Round Foreman. Also Foremen for Loop-o-Plane and Chair-o-Plane. TOP SALARIES.  
Want Workingmen for Rides and Shows.  
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Want A-1 Billposter with car or truck.  
CAN PLACE COOK HOUSE AND GRAB. REASONABLE PRIVILEGE IN MEAL TICKETS. Will book Pop Corn and Candy Apples.  
CAN PLACE FOLLOWING CONCESSIONS: Long Range Shooting Gallery, Photo Gallery, Hoopla, Pitch-Till-You-Win, Penny Pitches, Ball Games, Palmistry, all Grind Stores and one and two choice Stock Wheels.  
Can place capable, reliable Second and Banner Man. Contact Neil Berk, General Representative, care Show, Salisbury, N. C.  
Can place sensational Free Act. Must be outstanding. Want A-1 Press Agent. Also Man with Sound Car or Truck.  
All address **WILLIAM GLICK, Mgr., Ideal Exposition Shows, Yadkin Hotel, Salisbury, N. C.**

**JONES GREATER SHOWS**  
WANT—Opens Saturday, April 18—WANT  
Rides: Roll-o-Plane, Whip, Tilt or Octopus, Live Pony, Drive Yourself Cars. Shows: Want good Feature Show. Concessions: Want Penny Arcade, American Palmistry, Pan Game, Pea Pool, Cane Rack, Watch-La, Cigarette Gallery, Pitch Till Win. Help: Want Electrician join at once. Ride Help that drive. Address: **PETE JONES, 727 6th Ave., Huntington, W. Va.**  
P.S.: Miller E., write.

**MUSICIANS WANTED**  
Enlarging Russell Bros.' Band. Sousaphone, Trumpets, Trombones, double Drummer. Other Musicians, keep in correspondence if out of draft. Will wire tickets, Union scale. Riverside, Calif., Mar. 31st and April 1st; Pomona, 2nd; Los Angeles, 3rd to 12th, inclusive. Wire or write  
**EDDIE WOECKENER, as per above route**

**American Carnivals Association, Inc.**  
By MAX COHEN

ROCHESTER, N. Y., March 28.—Certificates of membership for 1942 are being forwarded and any members not receiving them should communicate with this office promptly. We have been requested by the Federal Social Security Board to notify the membership that a questionnaire will be forwarded to each man registered under the Selective Service System soon for the purpose of detailing his occupational skills. Registrants who encounter difficulty in filling out the questionnaire are urged to ask their employers to assist them. A detailed instruction sheet for employers can be obtained by contacting the director of the Social Security Board's Information Service at Washington.  
The Department of Commerce has furnished this office with results of a survey in Pennsylvania, Delaware and New Jersey, setting forth various factors and their effect on business in that area. We also have a survey on the Richmond area, which includes the District of Columbia, Maryland, North Carolina, South Carolina and Virginia, and all except seven Northwestern counties of West Virginia. Member shows contemplating playing that area can obtain much valuable information from these surveys. The information is on file in this office and is available upon request.

**Peggy Forstall Is Hostess At Party in Mountain Home**

LOS ANGELES, March 28.—Peggy Forstall played host to a number of friends at her home in Big Pine Mountains recently. Guests included Martha Levine, Ruby Kirkendall, Inez Walsh, Edith Bullock, Mora Bagby, Nina Rodgers, Peggy Michell, Margaret Brady and Lucille King. Group motored from here in two cars and Lucille King was placed in charge of refreshments. After a spa-

ghetti dinner in Peggy's spacious dining room some of the guests took hikes, while other played cards.

One of the highlights was the midnight luncheon. All arose at 9 o'clock the next morning and after breakfast the more experienced hikers took to the hills again, while the rest remained indoors for some story telling. In the afternoon following a tasty luncheon the rest of the hikers started for the hills. Upon their return all joined in the story telling and card playing.

**Pleasureland Prepping for Tour in Detroit Quarters**

DETROIT, March 28.—Plenty of activity prevails in local quarters of Pleasureland Shows, operated by Ray E. Myers and H. G. Hockett. A large crew is painting ride equipment, and shows recently took delivery on three semis. Ride engines and other motors are being overhauled and Reed McDonald is superintending construction work on two new fronts for Hawaiian and Victory Follies shows.

Oscar Mallory is expected in soon with his new cookhouse. Mrs. Glenn Hockett has been visiting her mother after wintering in the South. Mrs. Kitty McDonald is working in local niteries until shows open. Myers and Hockett returned this week from a successful booking trip, and Al Grennan came in from the South to assume his special agent and publicity chores. Recent visitors included William G. Dumas and V. L. Dickey, Happyland Shows.

MRS. EARL PURTLE, feature rider of her husband's Lion Motordome on World of Mirth Shows, is convalescing in Stuart Circle Hospital, Richmond, Va., after undergoing an operation with pneumonia setting in. She expects to be able to join the show when it opens late in April.

**Truck and Trailer Legislation**

**Non-Rubber Bill in Pa.**

HARRISBURG, Pa., March 28.—Legislation has been introduced at a special session of the General Assembly authorizing the State Secretary of Revenue after consultation with the Secretary of Highways, to adopt rules and regulations relative to use of Pennsylvania highways by motor vehicles, tractors, trailers or other equipment which cannot be fitted with rubber tires or treads because of rubber shortage.  
The bill, H. B. 56, has been referred to the House Select Committee on Special Session legislation.

**Los Angeles**

LOS ANGELES, March 28.—Reports from shows in this area are that business is good despite cool nights. Mike Krekos' West Coast Circus Shows got underway in Oakland (Calif.) last Saturday with one of the biggest opening day's shows have ever known. Elden Frock left Tuesday with the Fiesta Circus Shows. Bill Meyer is in charge. Russell Faulkner is headed for a lieutenantcy in the army.

Nick Saad reports that Main Street novelty business is good. He's using radio to advertise the spot. Hollywood Towers left this week to join Rubin & Cherry Exposition, where he will have a grab stand. Tom Hughes pens from Hazlehurst, Miss., that he is en route home. Draft board duties are keeping Ross Davis busy.

Bill Groff will open his new show soon. Line-up includes Marion DeSilva; James A. Scruggs, ham and bacon, and Candy Adams, ball games. Ross Ogilvie, midget, worked in an RKO picture. Frank (Overland) Murphy leaves soon for Foley & Burk Shows. Clyde Gooding and Sam Miller are slated to join Foley & Burk soon.

**LETTER LIST**

(Continued from page 49)  
Roy, Wilma  
Rushin & Norman  
Russell, Bessie  
St. Claire, Irene  
Savault, S.  
Savault, Tex  
Savage, Jean  
Searles, Flora  
Sheridan, David  
Sherman, Bernard  
Stanley, Charles  
Sterling, Edith  
Stewart, Gus  
Talley, Leah  
Townsend, Frieda  
Thompson, Charles E.  
Trippiano, Rocco  
Twist, Egan  
Vau Wagoner, Tex  
VANGI  
Walsh, Billy  
Ward & Bodee  
Watts, Charles  
Wells, Bart  
Wells, Jack E.  
Westerburg, Harry  
Woodbury, Hugh

**MAIL ON HAND AT CHICAGO OFFICE**  
12th Floor Ashland Bldg., 155 No. Clark St.,

Anderson, Mickey  
Arlea, Bea  
BENDICK, JOHN  
BINGAMAN, CLARENCE PAUL  
Birch, Thomas  
BLACKWELL, HUBERT  
Boyd, Lavern  
Brenner, Roy  
Broadwell, Mrs. D. M.  
Brown, Buddy  
Buckle, Ed.  
Burns, Hazel  
Caldwell, Lucille  
Carr, Maxine  
Carroll, Bob  
Carroll, Miss Maxine E.  
Carter, Mr. E. J.  
CARTER, THOMAS  
Chaney & Harley  
Chester, Bruce  
Claire, Rosita & Hans  
Copas, Lloyd  
CORLEY, MR.  
COX, JOHN A.  
Darnell, Hank  
Daniels, B. A.  
Day, Ruth  
DeLaney, J. D.  
Denares, Buck  
Dicke, A. K.  
DOERING, HERBERT  
Douglas, Thomas  
Doyle, Frank  
Dyer, James L.  
Dyre, Tony  
Egan, Joseph T.  
Essee, Dick  
Evans, Miss  
Felds, Miss Gabby  
FOGLESONG, Francois  
FREDERICK E.  
FRICHTO JR.  
BERT CHARLES  
FUNDEBURG, QUINTON  
Gabbard, Rusty  
Garrett, Sam  
Geraghty, William P.  
Gomez, Augie  
Goodnight, Miss Leola  
GREENE, KENNETH A.  
Griffin, John  
Grist, Phinkey  
Gunn, Mr. & Mrs. Geo.  
Haggerman, Art  
Haley, Bill  
Halstead, Jim  
HARRISON, ELBERT  
Hartford, Larry  
Hartford, Norman  
Hawaiian Joe  
Henderson, Hank  
Hinkstead, Jim  
Joy, Billy  
Kerrigan, Jerry B.  
Kozak, Walter  
Krupman, R. H.  
Kula, Paul  
Lamb, Viola  
Layne, Burt  
Lee, Bob  
LEE JR., HARRY  
Lee, Rex  
Les & Poppy  
Lewis, Robert  
Lifton, Abe  
Littlejohn, Frank  
Lofton, Carey  
Lyons, James  
McAry, Harry  
McBee, Bess  
McBee, Lloyd  
McCarthy, Hazel  
McKIDDIE, JASPER  
Mack, Cuban  
Maack, Gus  
Marchand, Tom  
Morgan, Robert  
Mason, Charles  
Mathews, Whitely  
MATHISON, CHARLES ALLEN  
Mosely, Herman  
Myles, Phyllis  
Nanderl, Bob  
North, Vera  
Norton, Al

O'Hara, Eddie  
Oczvirk, Louis  
Osborne, S. P.  
OVERLAND, LEO  
Owens, Tom  
Parry, Tom  
Potts, W. W.  
PRUYN, SAMUEL ROBERT  
Reeves, H. N.  
Rice, Mr. & Mrs. C. B.  
Robbins, Gale  
Rosen, Herbert  
Ross, Lanny  
Ryan, Dick D.  
Sadowski, Irene  
Setzer, W. W.  
Simmons, Chic  
Simpson, Harry  
Smith, Jack  
Sounay, John  
Spinks, H. G.  
Starna, Harry  
Steel, Gene  
Stewart, H. A.  
SUTTON, WILLIE WILSON  
Stute, Bill  
Tenter, Jaqueline  
Thompson, Wanda  
Tyler, Ken  
Valentine & Mrs. Roy  
Voisine, Hugh  
Wagner, Clarence  
Wallin, Chet  
Waterbury, Ted T.  
Waters, William  
Wayne, Ann  
Weyler, Ann  
Wheatley, Arthur  
Wilbur, Whitey  
WILCOX, LAWRENCE WOOD  
William, Marvin  
Wingfield, Harry  
Zeltman, Hilda

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Frye, James G.  
ALEXANDER, TED S.  
Anderson, Alfred L.  
Adler, Joe  
ANGELL, HOWARD WILLIS  
Beem, Johnny  
"Ringstock"  
Berry, Jack  
Bills, E. F.  
Bing, Bernice  
Blake, Ken  
Boyles, Johnny  
Brady, Mrs. Ruth  
Brooks, Johnny  
BURNS, WILLIAM JOS.  
Carter, William  
Carvel, Thomas  
CATHERWOOD, SAMMIE G.  
CASSIDY, PATRICK  
Cawthorne, Wild Bill  
CHASTAIN, WALTER CHARLES  
Chavanne, Mrs. James  
CLARK, CHARLES J.  
Clark, I. J.  
COWERT, CECIL EMANUEL  
Curley, Frank P.  
Culler, Mrs. Rose  
Darling, Happy  
DAVIDSON, GEORGE E.  
Davis, Mr. & Mrs. Graham  
DeLa Wezely, Miss Zeloka  
DeRancey, J. L.  
DeVoe, Ramon  
Desinto, Florence  
DIXON, JACK CLAUD  
DOLAN, WILLIAM K.  
DUNN, JEFF  
Dunnello, George  
Ellis, John  
EUBANKS, JOHN M.  
Ferguson, Pete  
"Pineapple  
"Whin"  
Finney, George  
Miller, B. E., 5c  
Fisher, A. H.  
Francis, Clifford  
FRID, ROLAND EDWARD  
Gable, Earl E.  
Gillis, Clarence  
Golden, Miss  
Haley, H. D.  
HALL, EDWARD THOMAS  
Hall, Red  
HALL, RICHARD LEE ROY  
Halstead, William L.  
Hammons, Cherokee  
HARRIS, DONALD CURTISS  
Harris, W. R.  
Henderson, Herman  
Holdorf, K. M.  
HOWARD, FLOYD T.  
Howard, Johnnie  
HUMPHREY, CHARLES H.  
IVEY, ROBERT CLIFTON  
Jackson, Fred  
Kennedy, Irish  
Khan, Ramon Ali  
Kramer, Ray L.  
KRESSELY, ERNEST J.  
Kreus, F. H.

Kyle, Miss Bee  
Leonard, Harry  
LOPEZ, JOSE CELESTINO  
McAllister, Roy  
McGregor, Harold  
Mansar, Shady  
Marquette, Alfred  
Martin, Mrs. Les  
Martin, Lon  
Martin, Terry  
MEADOWS, JERRY  
Merritt, Bennett  
Miller, A. B.  
Miller, LeRoy  
Morlock, R. W. (Bob)  
Nelson, Lolla  
Novak, Anderson  
O'Byard, Pat H.  
O'Brien, Danny  
O'Brien, Robt. L.  
Obely, Lawrence Albert  
PATTERSON, GUY  
Pearce, Harry "Pep"  
PETTY, ROY BRADLEY  
Pike, Blackie  
Ray, Ralph (Ky.)  
REDMAN, AGE REED, ALBERT LAWRENCE  
Robertson, Leo  
ROSE NEWBELL EUGENE  
Ross, Ray R.  
Sable, Miss Agnes  
Sewell, Dave  
Stekels United Shows  
SMITH, DAVID ANDREW  
Spain, Mrs. Leo  
STELL, EDGAR STEPHENSON, RALPH T.  
STRAHL, JOHN EDWARD  
Swain, Robert  
Tabun, Cecil  
"Joe Myers"  
Treadway, Aubry N.  
Tucker, W. J.  
TYLER, FINIS DAVID  
VELIE, GORDON  
Sutton, Geo. A.  
Thomas, Art  
Walker, Ralph  
WARMOUTH, ALFRED T.  
Warnick, Marvin (Butch)  
Waters, J. A.  
Wecker, W. B.  
Wells, E. W. (Slim)  
Wheeler, Buddy & Jimmie  
Whitner, L. H.  
Wilson, Margaret  
WILSON, ROY O.  
Wilson, Mrs. Sylvia A.  
WILSON, WILLIAM MAX  
Wilts, Cash  
Wordell, Mrs. Lucille  
Young, Miss Millie  
Bea



Claude Ellis's

# The Editor's Desk

CINCINNATI

WITH cancellation of some State fairs, managers of district and county fairs in the territory affected have a job laid out for them. It is that of attempting to take up the slack, pull whopping gates at their smaller annuals and present programs that will justify the attendance of the fairgoers who have thought of the State events as their first choices. How many more State fairs are to be canceled is, of course, in the enigma brackets at this time. But it will behoove every fair board to make special efforts this season to offer the best that it can procure in exhibits and attractions. Numerous smaller boards may yet be called upon to fill the void that will be created if added large fairs are called off because the plants are needed for war use. At this writing major ones that will lapse this year are the State annuals in Sacramento, Calif.; Springfield, Ill., altho the fair may be switched to another city; Columbus, O.; Indianapolis and Syracuse. Already smaller fairs in the areas adjacent to these are planning additional displays and more intensive advertising. Soon after Pearl Harbor it was announced from Washington that the army had no intention of using fairgrounds to any great extent for troop training or quarters. Military authorities contended that such plants were not suitable and that they preferred to pick their own sites and erect appropriate structures. Now it appears that the fairgrounds to be taken over will be used largely for such purposes as storage and munitions assembly. That hundreds of plants are not suitable even for such use is apparent. Secretary of Agriculture Claude R. Wickard has been on record since early February as saying that fairs are a "powerful force in America's war effort" and that they should be continued. Canada lost out on some annuals because of urgent need for space. There is nothing to indicate that fairdom is to fall on its face. State authorities and some officials of the canceled fairs are to be commended for having already declared their intention of lending all possible support and aid to make bigger and more attractive those annuals that do go thru.

SCORCHED-EARTH policy was used by some first-in showmen long before the Russian Bear reshaped it.

SUGGESTIONS are still coming in that modern war shows would be mid-way top-money getters. With no desire to discourage any who wish to invest in such an attraction, it must be pointed out that there are reasons why a half-framed show would not give the operator anything like the much-touted grosses that followed the last world conflict. The public today has seen newsreels and photos and heard descriptions of the mightiest fighting equipment ever built. The day has passed when the exhibition of a few steel helmets, a gas mask of 1918 vintage and a few German bayonets and Lugers would draw even flies. What would pull now are a shot-down enemy bomber, powerful anti-aircraft searchlights, Flying Fortresses and tanks. It is obvious that such specimens are not now available. This modern public might even expect to hear General MacArthur lecture the exhibit!

RISE from canvasman to assistant manager, step by step, has entailed stepping on a lot of toes.

OVER-ADVERTISING the patriotism of a show may lead natives to believe that, like ye ladye of olde, "She doth protest too much." Co-operative action will count more than all the words that could be shouted from the housetops. Overdone wartime music should be taboo. The national anthem should be played at the beginning or the end of performances. But a steady grind of martial music on every organ, turntable and by bands all over lots would keep uppermost in the minds of patrons that which many of them came out to forget for one night.

RECOGNITION: Manager of a small family vaude and picture show longed for and boasted of the day when his

show and title would be among America's best known. His letterheads carried such lines as "Home Offices," "Cable Code," "Bank References" and "Foreign Offices." He always referred to his show as "The coming big one." One night while playing a far-inland crossroads he rushed into the top, shouting, "We are made! Our fame is spreading!" Rushing everyone to the front, he proudly pointed at an old man with a bucket on his arm, peddling tamales. "Look!" he yelled. "This show is now so big that trailers are following it!"

ANCIENTS measured wealth by the number of slaves and beasts of burden they owned. But none of them ever advertised "1,000—People and Animals—1,000!"

## GAINESVILLE POSTPONED

(Continued from page 38)

show's canvas would be used to house hundreds of army camp workers during the construction period, and the opening of the season may await the coming of the soldiers in the fall. Decision of the State rationing board that truckers may not buy tires to be used in hauling show equipment precludes the possibility of out-of-town dates for the duration of the tire rationing program. The show is hopeful of playing one or two engagements in Gainesville each season and makes several out-of-town dates by rail.

Dock Dudley, county highway patrolman here, who is well known to outdoor showfolk, recently underwent an operation for the removal of his left eye. He is now able to be at his office after an illness of eight weeks.

## STRONG CB AUSPICES

(Continued from page 38)

was host to the presidents of the clubs at its cookhouse in quarters and they were conducted on a tour of inspection. Mayor's wife christened new Chinese water buffalo in the zoo, which made front pages in Louisville papers. Harry Thomas is handling radio and press publicity for circus and auspices until arrival of J. D. Newman and his press agents about April 5.

Leonard Traube's

# Out in the Open

NEW YORK

A declaration of faith, reprinted from The Billboard of November 12, 1938, the initial column of the writer when he rejoined the staff after an employment excursion into another field.

I AM glad to be back. An excursion into endeavors from the inside looking out is hardly calculated to misfit one for endeavors from the outside looking in, since no reporter, if he writes objectively and as a completely disinterested party, is ever more than a lay observer. This is as it should be.

Sometimes, however, a little learning is truly a dangerous thing, at least for one who functions in the trade-writing bracket. He should know enough to discuss problems and issues in the field, but not too much about those fields from actual experience as a worker in it, because his views may tend to be conditioned by his experiences.

This probably sounds screwy and self-consciously highfaluting, but isn't it possible that his experiences encircled a small and limited circumference, or were the wrong experiences for him to have had, or, if he has been connected with public relations in any way, made of him a special pleader, thus single-tracking him?

These may seem like a complicated set of views, but they do define the feeling of one who humbly respects the writing craft, particularly the so-called specialists thereof, peopled as it is by those whose neutrality is regarded—or should be regarded—as unquestionable.

It is when their neutrality is subject to survey and scrutiny that they suffer in prestige and their readers decline. This, too, is as it should be. Writers should be free, untrammelled, unfettered, disinterested, objective—I wish I knew of more words, because the point cannot be emphasized too strongly.

Their reports or their views should add up, logically. They themselves should not be subject to the whims of readers or advertisers, of whatever class or station in life.

THE BILLBOARD derives its strength and influence not so much from the

fact that it is a devoted friend of show business and its workers, but more because it is an enemy of those in the industry who perform a disservice to it and in it.

For two years, as an "outsider," I have learned to revitalize my respects for "The Authority" and to become more religiously devoted to it. If this seems like a bow to the bossmen, I regret it, for that is not my intention. It is a sincere and honest confession, a crystallization of my "philosophy," to use a word that frightens me by its very sound.

There are many shams and myths in show business in the realm of practices and practitioners. I have always tried to make these shams and myths focal points, training whatever guns happened to be at my disposal toward a critical analysis of what makes them tick and how they could be made to untick.

I shall continue to do so with the kind permission of sponsors and listening audience.

## DAILEY SPRING BIZ FAIR

(Continued from page 38)

Snyder. Saddles and trappings for horses and elephants were made by a Yoakum leather company.

Big show uses a 90-foot round top with three 40-foot middle pieces. Brilliant color scheme under the top, multiplicity of electrical effects and comfortable seating arrangements impress patrons on arrival. Menagerie combined with the side show uses a 60-foot round top with three 30-foot middles and 150-foot banner line.

Under direction of Equestrian Director Leo Snyder, acts are presented simultaneously in three rings except during two feature numbers. An eight-horse Liberty act, presented by Hazen King, and Norma Dailey, 11-year-old entertainer, are well accepted by audiences. Unusual drill by six registered Shetland ponies shares honors with the high school horses.

### List of Personnel

Personnel follows: B. C. Davenport, manager; Mrs. Eva Davenport, secretary; Butch Cohn, treasurer; H. H. Fitch, legal adjuster; R. M. Harvey, general agent; Harry Doran and Walter Lawrence, brigade agents; Leo Snyder, equestrian director; Harry Fohlfing, boss property man; George Sweet, boss mechanic, with three assistants; Johnny Simms, steward; John Jones, electrician and radio; John Parsons, reserved seat tickets; Raymond Frigole and Roy Beavers, elephants; Arthur Hart, front door; Walter Schuyler, wardrobe; Billie Ralls, side show tickets; Charley Smith has big top with 24 men; Dutch Leblair, side show-menagerie boss canvasman; Mr. and Mrs. Fred Bradd, lunch stand; Joe Levine, sweets; Ray Morrison, popcorn; John Hicks, high pitch privilege; French Moore and Johnny Stevens, concessionaires, and Bertha Drane, purchasing agent and press.

A partial list of persons in the dressing tent includes Hazel King, Leland Snyder, the Aerial Lakes, the Aerial Sweets, Billie Gillam, Virginia Smith, Freda Hurd, Norma Davenport, Betty Sweet, Cliff Kerrick, Lou Gish, K. Robinson and Annabel. Lois Leblair and Mrs. Leo Snyder, reserved seat gates. Lively 30-minute concert is produced by Tiger Bill and Company.

Payday comes every day on the show, every person being paid in full every night. There is no holdback. Workingmen are paid \$1 a day.

Nat Green's

# The Crossroads

CHICAGO

BILL ANSON, who used to emcee Barnes-Carruthers grandstand shows and is now a prominent personage on the radio, is one of the authors of a new song, *War Clouds*, which is getting quite a plug on the air. . . . Dan DeBaugh, manager of the local Ringling office, celebrated a birthday last week (23).

Mike Michaels, announcer on the Clyde Beatty show, and Mrs. Michaels have been in Chi for a week. Mike has been working on a program for the show.

Omer J. Kenyon writes from Ottawa, where he has been working on the second annual Shrine circus for Hamid-Morton, that he expects to return to Milwaukee shortly. Kenyon did a great job at Rose's State Fair Park in Milwaukee a couple of years ago and doubtless will handle the same job this season.

Happy Kellems, who will be clowning at the Chi Stadium circus shortly, believes he has a real hit in Betty, Queen of the Spiral Tower. According to Happy, she's the only girl doing an act of the sort today.

CHICAGO lakefront activities of the summer season are beginning to take definite shape and, while none of them are ready for definite announcements, it looks as tho there will be plenty doing thru June, July and August. Legion show, which has become an established attraction, will be held as usual, with plenty of war trimmings. Gene Autry's Flying A Ranch Rodeo probably will come in along in midsummer. It is assumed that the Ringling show will play its usual stand south of Soldier Field and perhaps make it two weeks, and a huge war show is being

considered. Latter appears to depend upon whether the necessary tanks and other material can be assembled here. Meanwhile there is activity among carnival agents whose shows will play rings around Chicago's suburbs. Hammond, Gary, Indiana Harbor, Cicero, Niles, Aurora, Waukegan and many other nearby towns have been contracted for early-season shows and are expected to be good money spots.

TENT rep shows readying for the season see a profitable year ahead—if they can get people. The draft has made serious inroads on experienced people available for rep. Leading men are especially hard to get, and the newcomers who might fit into the picture are, as a rule, unwilling to work for the relatively low salaries tent shows offer. "The radio," said a well-known rep show owner, "has given these newcomers an exaggerated idea of their worth. Probably they are worth the \$15 to \$40 a show that they are paid on the air, but few of them have any conception of rep show work and would be worth little to us until they had served a season's apprenticeship. The salaries we offer seem small to them, but they do not take into consideration that we offer them a job where, if capable, they can work an entire season at a salary that will at least give them a comfortable living. The work is not difficult once the rep show formula is learned. But not all performers are fitted for tent show life. They must have the trouper's spirit and be willing to put up with minor inconveniences."

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# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 155 N. Clark St.,  
Chicago, Ill.

## Many Questions

A lot of questions are being asked and rumors come and go about the prospects that new taxes and new legislation affecting coin machines will come before Congress soon. Much publicity has been given to the fact that the government will need more and more revenue to carry on the war. It is expected that every possible source of revenue will be considered, including the increase of taxes on many items already taxed.

Rumors have spread about new proposals to tax coin machines or to increase present taxes.

In order to prevent undue alarm in the trade and also to promote as much unity as possible, The Billboard will undertake to do as good a job of reporting as can be done on any new federal tax proposals and discussions. Many of the rumors cannot be reported because they would only cause unnecessary confusion and alarm and there are also certain political precautions that must be observed concerning legislative information. At times there will be news that we do not feel it advisable to report until we have information on details.

As this is being written, it is reliably reported that no discussions on new legislation affecting coin machines have yet been officially announced, except some mention of coin box telephones. Rumors and unofficial discussions may happen any time, of course.

The big question that has come up in coin machine circles in many places is that perhaps the industry, thru some of its organizations, should take the initiative and seek new legislation which would be more representative of the wishes of the trade than was the federal excise tax passed on coin machines in 1941. About this it can be said that it is hardly possible to get all divisions and factions of the industry together and get them to agree on any comprehensive law that would be fair to the industry in all its branches and also prove a good revenue source to the government.

As to the 1941 federal excise tax on pinball games and gaming devices, time has already proved that it has many weaknesses. Altho the coin machine fee was one of the two excise taxes that came up to revenue expectations, it is well understood that the collection of the tax has been a headache to the Internal Revenue Department. If the Internal Revenue officials were in the business of promoting legislation it goes without saying that they would like to see the tax on coin machines repealed.

For a permanent tax policy, it would be much better to leave coin-operated amusement machines as a source of revenue to State and city governments. It is impossible to legalize amusement games by federal statute so that all the local reform crusades against such devices would be avoided. As long as amusement games are subject to local political whims, then the games can hardly be a good source of revenue to the national government. The amusement games industry would like very much to have a national tax policy which would stabilize the games industry, but that

is impossible under our system of local government.

The 1941 federal tax on coin machines really brought havoc to the business in many places. Certain unfortunate points in the law gave partisan groups just the information they wanted—such as requiring the publication of the retail establishments that had machines.

For the general information of amusement games operators in all parts of the country, it can be said that present plans of the manufacturers of games include the simple policy of seeking clarification of some of the rulings on amusement games that have proved to be unworkable or unfavorable. This seems to be a wise policy and seems to have the approval of the largest number of trade leaders.

There are reports that this group and that group is going to seek new legislation, or modification of present tax law, and a lot of this may happen. If new legislation is proposed, then the industry will have to rally for its own protection as best it can.

There is general agreement, gained from experience during the past several months, that the coin machine industry has had too much representation at Washington. This is true of all industries; and along with them the coin machine industry has had too many people going to Washington to represent some special interest or group within the industry. Confidential reports have indicated recently that government officials have grown somewhat impatient with the coin machine industry as a whole. Various groups thinking of sending somebody to Washington should keep this in mind and duly consider all angles. Many government departments and officials in Washington were at first very favorable toward the industry. For a small industry, it received some favors that should be appreciated. It is good policy to try to preserve that favorable opinion as long as possible.

It is almost a certainty that new excise taxes will be placed on such merchandise items as candy, gum and soft drinks and an increase in the tax on cigarettes. The vending machine trade will be vitally concerned in these taxes and the national association will naturally have representation in Washington when hearings on such taxes are held. But there is little the vending machine trade can do in such a situation—the real issue will face the confectionery, beverage and tobacco industries.

The rationing of trucks, tires, autos and gas is something that will affect every operator directly. Operators will need some agency thru which they can speak. Large State and city organizations of operators are already making plans to present their case in time. That operators will need one agency or spokesman is something of great importance. As the government completes its plans for various rationing schedules, the proper procedure for the operating profession will become more evident.

These are some of the problems that increase with the reality of war. The industry will need to keep uppermost its willingness to co-operate with the government in fighting the war and must also be prepared to make many sacrifices, just as other small industries have to make them.



# GETTING A NEWS BREAK

## Newspapers Give Varied Treatment to WPB Orders

Editors and columnists also pay their personal respects to industry—front pages and financial pages mirror attitude towards industry

NEWSPAPER publicity given to the WPB orders stopping the production of various types of coin machines by May 1 took many varied turns and some papers made editorial comment. Columnists also added their bit. Those partisan newspapers that crusade against amusement machines to embarrass political administrations naturally hailed the government order as the end of a "corrupt era" of some kind. Some of these outbursts were almost humorous in their enthusiasm for what they consider may be the end of a business. Some newspapers gave the story front-page treatment, while others published the news on the business page. The appearance of the story on the business or financial page may be considered as a favor to the industry.

Some of the varied examples of newspaper comment are published in full as follows:

### New York Times, March 19

When *The New York Times* devotes space on its editorial page to pinball games it is considered somewhat of an event for the industry. The editorial is favorable to the extent that it suggests somewhat humorously that if all the energy used by players in playing pinball were devoted to winning the war, then the war would be won.

"PINBALL STRATEGY. The WPB has finally cracked down on pinball. No more of those machines to be manufactured after May 1. The reasons given are the usual ones: the saving of copper wire, etc.; shifting of the industry's production facilities—and they are considerable—to the manufacture of Signal Corps radios and other military materials. But in the present instance the production saving is overshadowed by the effect on the consumer. For the labor and material applied in the manufacture of pinball machines are as nothing compared to the time, energy and dexterity devoted every day to outwitting the machine by the customer in the cigar store.

"Pinball has developed its own breed of strategists, masters of the maneuvers that cause bells to ring and lights to flash. Those who say the American is temperamentally impatient need only watch the infinite pains taken by the practiced pinball expert in measuring the initial impetus and tilting and jarring the table to guide the little ball thru the score-making alleys. When all the pinball factories are switched to the production of war materials, that production will doubtless be aided to the extent of some millions of dollars a year. But the real goal is at the consumer's level. If all the ingenuity normally applied by the pinball enthusiasts to circumventing that device is likewise diverted 100 per cent to the war effort, why, the war's as good as won."

### The Des Moines Register, March 19

*The Des Moines Register* (March 19) gave an original treatment to the story by localizing it to the coin machine business as seen in Des Moines. The story was given good space on the front page and in many ways is favorable to the industry. The writer of the story takes at least two jabs at pinball games, apparently expressing his own personal feeling on certain points.

In one place the writer says of free-play games: "The machine figures to pay off either in free games or cash only about 10 to 15 per cent of the time." Such a statement shows knowledge of pinball games equal to the knowledge the average person has of a life insurance policy. By manipulating percentages a life insurance policy can be made to appear as a gigantic racket, or it can be made to appear as a good investment.

As a final P. S. to the article, the writer in the *Des Moines* paper also takes a stab

at the games by saying that the money players spend on pinball in Des Moines in one week would buy an anti-aircraft gun. Yes, and the money spent on movies or ice-cream sodas in one week would also buy more war material than pinball fan money. Maybe the writer of the article prefers ice-cream sodas to pinball, but some people like pinball games. The article in *The Des Moines Register* is so original in its contents that we are reprinting it in full, as follows:

### The Story:

PINBALL GAME ADDICTS FACE A SACRIFICE (?). The war has spread threatening clouds over a business that takes at least \$20,000 to \$25,000 a week in Des Moines.

It is the highly publicized pinball game business—a business that blankets the city like a two-foot snow.

It is virtually impossible to arrive at



## BRIEFS OF THE WEEK

### Marriages

Oscar Waxman, Raymond Rosen Company, Philadelphia, to Jeanette Zimmerman on March 22 in Philadelphia.

Sidney Levin, Hy-G Amusement Company, Minneapolis, to Irene Danzky, St. Paul.

Ralph Tuttle to Betty Fletcher at Yuma, Ariz., on March 15. Both are employed by A. J. Fox, San Diego, Calif.

### Births

A daughter to Mr. and Mrs. Ben Hausman on March 6. Hausman heads the Maryland Novelty Company, Baltimore.

A son to Mr. and Mrs. William F. Copeland. Father is partner in C & H Novelty Company, Canton, O.

### Personnel

Harry Lasky has been assigned the Atlantic City and Southern New Jersey territory for the Raymond Rosen Company, Philadelphia.

Mike Freedman has joined Joseph F. Freedman's, Harrisburg, Pa.

the exact number of pinball machines in Des Moines or to determine how many nickels are dumped into them.

### At Least 1,000 Machines

But a survey of a sample number of places that maintain pinball devices indicates there are at least 1,000 machines in the city and that the average weekly "take" is between \$20 and \$25 per machine.

The war production board now has ordered a complete shutdown May 1 in the manufacture of pinball games, juke boxes, weighing machines, slot machines and other such amusement devices.

Obviously, that order won't cause an immediate stoppage of pinball activity in Des Moines, but the 30 to 35 men in the city who own and lease the machines already are beginning to wonder about the future—and what is going to happen to a highly profitable business.

### Like New Gadgets

The success of pinball machines depends to a large extent on their newness. Experience has proved that the pinball playing public demands frequent changes in machines and likes new gadgets and scoring methods.

The pinball machines do not stand up very well under the constant use they receive in most places from morning to night.

You can find a pinball machine in Des Moines without half trying. Rare is the beer tavern without one or more. Most drugstores are not considered fully equipped without a machine or two. In small cigar stores you sometimes have to push thru pinball players to get to the counter.

### Hotel Lobbies

Hotel lobbies invariably include players hopefully watching the little pinballs bob from post to pocket with bells jangling.

Unlike the notorious and illegal slot machines, sometimes called "one-armed bandits," the pinball machines often are played just for the fun of it with the player entertaining no serious hope of profiting from payoffs for high scores.

Some places, in fact, adhere strictly to the inevitable "for amusement only" stickers on pinball machines and refuse to interpret each "free game" as a 5-cent

reward.

But the odds, nevertheless, are stacked highly against the player.

The machine figures to "pay off" either in free games or cash only about 10 to 15 per cent of the time.

The pinball business provides employment for several score persons in Des Moines. It requires repairmen and collectors in addition to the men who lease the machines.

The lessor of a pinball machine generally figures that it must provide him a return of \$1 a day or it isn't worth keeping at a given location. The receipts of a machine are split 50-50 between the operator and the man who maintains it in his place of business.

Thus, \$12 or \$14 a week is the minimum "take" of a machine in Des Moines.

Pinball machines reportedly cost \$75 each. Music or juke boxes cost much more—about \$375 each. The juke boxes, of which there are probably about 500 in Des Moines, also constitute a big business.

They probably will survive the war better than the ever-changing pinball machines.

The legal status of pinball machines in Iowa has not been finally determined—that is, on the basis of no cash payoff. During the last Democratic State administration Attorney General John H. Mitchell held in an opinion that pinball machines had the same legal status as slot machines and were, therefore, illegal.

District courts in Iowa have not upheld this legal opinion generally, altho the State Supreme Court now has before it test cases on pinball machines.

Pinball machine operators like to make a very clear distinction between themselves and slot machine operators, altho the majority of both types of machines are made by the same Chicago firm.

"The pinball operators' association," said the association attorney recently, "has nothing to do with slot machines—those one-armed bandits. The pinball men are all nice fellows and they have a nice clean business. And they will cooperate with the war effort 100 per cent, too."

P. S. — A 37 mm. anti-aircraft gun could be paid for with the money spent in Des Moines this week playing pinball machines.

ness and has entered a defense industry.

Charles Starler has taken over the Coin-o-Matic Vending Company, Detroit.

Meyer Saperstein has taken over Reliable Vending Company, Detroit.

### New Firms

Kirschberger Corporation, Brooklyn, granted charter of incorporation. Stockholders: Michael Kirschberger, George Medl and Anna Kirschberger, all of Brooklyn.

Franklin Cigarette Service Corporation, New Rochelle, N. Y., granted charter of incorporation. Stockholders: Bernard M. Kaufman, Mildred L. Strauss and Florence Patton.

Bork Manufacturing Company, 72 Washington Street, New York. Al Borkin, president.

Gem Amusement Corporation, New York, granted charter of incorporation. Stockholders: William D. Sullivan, Samuel Lonstein and George F. Pavarini.

### In Chicago

Mr. and Mrs. Sidney Levin honeymooning. Levin is with Hy-G Amusement Company, Minneapolis.

Wally Johnson, F. C. Hayer Company, Minneapolis.

Joe Frank, Automatic Sales Company, Nashville.

Don Leary, Minneapolis.  
Phil Moses, Minneapolis.

### In New York

Milt Soffer, Cincinnati.  
Art Nyberg, Baltimore.

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.

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Argentino	44.50	Roxy	9.50
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Blondie	17.50	Sky Blazer	44.50
Big Chief	24.50	Spot Pool	49.50
Dixie	17.50	Stratoliner	19.50
Duplex	29.50	Sluggo	24.50
Double Play	29.50	Show Boat	44.50
Flicker	24.50	Stars	19.50
Fleet	19.50	Silver Skates	29.50
Five & Ten	79.50	Snappy '41	44.50
Horoscope	39.50	Sun Beam	22.50
Home Run, '42	79.50	Ten Spot	34.50
Hi-Hat	34.50	Twin Six	39.50
Jungle	54.50	Tox, Mustang	49.50
Legionnaire	39.50	Towers	59.50
Majors '41	34.50	Velvet	19.50
Miami Beach	42.50	Venus	64.50
Metro	15.50	West Wind	34.50
Powerhouse	15.50		

**BUY THIS COMPLETE LOT OF 19 GAMES FOR ONLY**

**\$575.00**

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|-----------------|-----------------|
| 1 Victory       | 1 Ten Spot      |
| 1 Knock Out     | 1 Duplex        |
| 2 Bosco         | 1 Play Ball     |
| 1 Tox, Mustang  | 2 Silver Skates |
| 2 Spot Pool     | 1 Four Roses    |
| 1 Super Chubbie | 1 Formation     |
| 1 Jungle        | 1 Champ         |
| 1 Sky Blazer    | 1 Leader        |

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Evans Galloping Dominos	..... 65.00
Evans Galloping Dominos (Late Head)	..... 160.00
Evans Bang Tails (Late Head, 5 & 25¢ Play)	..... 185.00
Evans Rolletto Junior (Late Head)	..... 185.00
Exhibit Races	.....\$80.00
Jennings Liberty Bell	... 40.00
Keene Track Time	... 75.00
Keene Triple Entry	... 175.00
Bally Fair Grounds	... 40.00
Bally Fleetwood	... 30.00
Bally Preakness	..... 23.00
Bally Carom	..... 18.50
Western Derby King	... 55.00
Western Center Smash	... 12.50
Western Flying High	... 12.50

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Argentino	.....\$45.00	Victory	.....\$72.50
Do Re Mi	..... 36.50	Sluggo	..... 27.50
Four Roses	..... 21.50	Venus	..... 69.50
Five & Ten	..... 77.50	Zombie	..... 19.50
Jungle	..... 52.00	Towers	..... 57.50
Majors '41	..... 36.00	Bandwagon	..... 17.50
Miami Beach	..... 32.50	Play Ball	..... 17.50
Monicker	..... 62.00	Flicker	..... 17.50
Repeater	..... 26.50	Big Chief	..... 17.50
Target Skill	..... 32.00	South Paw	..... 39.50
Seven Up	..... 24.00	Knockout	..... 72.50

- Gun Club
- Showboat
- Super Chubbie
- Ten Spot
- Star Attraction
- Snappy

- ABO Bowler
- Belle Hop
- Horoscope
- Legionnaire
- Zig Zag

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Big Parade	.....\$89.50	Super Chubbie	\$49.50	Stars	.....\$39.50	Do Re Mi	.....\$65.00
Knockout	..... 89.50	Target Skill	45.00	Sun Beam	45.00	Four Diamonds	59.50
Spot-a-Card	79.50	Gold Star	39.50	Snappy	55.00	Legionnaire	59.50
All American	39.50	Play Ball	44.50	Speed Ball	49.50	Paradise	39.50
Big Chief	39.50	Victory	89.50	Velvet	45.00	School Days	39.50
Double Play	49.50	Air Circus	89.50	Zombie	39.50	Stratoliner	39.50
Hi Stepper	49.50	Attention	38.50	Anabel	39.50	Sport Parade	39.50
Metro	39.50	Champ	59.50	5-10-20	89.50	Star Attraction	65.00
Seven Up	44.50	Four Roses	39.50	Home Run	99.50	Score a Line	39.50
Sea Hawk	45.00	Jungle	65.00	Big Time	39.50	Lone Star	39.50
Show Boat	49.50						

Send order and 1/3 deposit for prompt shipment. All games in good condition packed in new cartons.

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**MEN & MACHINES**



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**On a Bike With an Ascot Tie**

Harry Moseley, the "cunnel" from down Richmond (Va.) way, came to Chicago this week on one of his periodic treks; but it wasn't for coin machines that Harry was searching. It was (of all things) bicycles. It seems Richmond's busy populace became bicycle conscious and local stocks were exhausted. So Harry hopped Chiwards, eager to help out his home towners and put an extra dollar or two in his pocket too. Harry didn't bother to check in at a hotel, after all it would be only a matter of minutes to line up a few bike manufacturers and place an order for one or two hundred. Then he could spend the afternoon kibitzing with his coin machine pals and hop the train back to "00" the same evening.

So Harry took a cab to bike manufacturer No. 1. "None available," was the answer to his first question at the information desk. Ditto at manufacturer No. 2. By noon Harry had gone thru the manufacturers and was half down the list of wholesalers in the Chicago Classified Telephone Directory. By 3 he was making the rounds of Sears-Roebuck, Marshall Field and other large State Street department stores. Still no bicycles!

By this time Harry's hat was askew, his ever plentiful supply of choice Virginia seegars was almost exhausted, his dreams of becoming the "bicycle king of the South" were dimming fast. Now it had become a grudge fight. He had to have at least ONE bike to keep face in his home town.

So on and on he went—soon he was on lower State Street going from one door to the next. "Any bicycles?" "Any bikes?" was the constant query. Finally, he got to a spot where three bells hung overhead.

"Bikes?" Harry queried hastily.

"One," was the reply, "but it's sorta old fashioned."

"How much?" Harry quipped.

"Sawbuck," was the reply.

"Ship it express collect to 00 Broad Street, Richmond, Va."

"Don't you want to see it?" asked the puzzled clerk.

"No time, gotta get the train," Harry yelled as he hit the street and lit out for the station.

Now here's where the part of this story begins that will be news to Harry. Seems as tho the proprietor of the three-ball shop got kinda skeptical of having

the shipment picked up in Richmond, and thru some devious way got wind of Harry's connection with the coin machine business—and called *The Billboard* for a report on him. In the course of the conversation it came out that the bike Harry is getting is an old high-boy, with a 10-foot wheel before and a 2-footer behind that some ex-vaudeviller left on "deposit" in the three-ball emporium when the Palace shut down a decade or so ago.

Won't Harry look dapper pedaling down Broad Street with Ascot aflow in true Gay 90 style?

**Phonos for Soldiers**

Soldiers in the vicinity of Detroit are having the time of their lives with the phonos Jim Passanante, genial head of J & J Novelty Company, Detroit, has donated to various USO units in the Greater Detroit area. Jim decorated the boxes in a flashy red-white-and-blue color scheme and sent them to the camps with his compliments. More phonos are now in his workshop that soon will be doing patriotic duty in other areas.

**General MacArthur**

By MAC CHURVIS

Grand National Sales Company

Last night I came face to face with a great man. I watched, with bated breath, a short resume of General MacArthur's rise to leadership unfold on the silver movie screen. I was thrilled. I wondered how many other folks saw that picture and felt as I did. What a man! What a soldier! What a leader!

Persistency is written all over his face—a blue-white flawless diamond. When those keen eyes of his look straight at you they seem to say: "I will go over the wall or under the wall; if I cannot do either, I will go thru it!"

General MacArthur has the tenacious persistency of a whole litter of year-old bull pups. He doesn't know, or understand, failure. On, on, on, ever forward, never stumbling, eager to carry the fight to the enemy—General MacArthur, a man whom I would follow into the very bowels of hell at the command.



VICE-PRESIDENT JAMES BARRON, of the J. P. Seeburg Corporation, addresses Seeburg employees on the occasion of the presentation of the U. S. Treasury Department Minute-Man Flag to the firm and its employees. Ninety-six per cent of the Seeburg employees are participating in buying Defense Bonds. (MR)



"KING"

"tops 'em all"

FREE PLAY PIN GAMES

Table listing various pin games and their prices, including All American, Alps, Anabel, Avalon, Bandwagon, Belle Hop, Blondie, Big Chief, Big Parade, Big Show, Big Time, Big Town, Bosco, Bowling Alley, Box Score, Broadcast, Cadillac, Capt. Kidd, Circus, Clover, Commodore, Contact, Cowboy, Crossline, Dixie, Double Play, Do Re Mi, Dude Ranch, Duplex, Fair, Fantasy, Flash, Fleet, Follies, Four Roses, Formation, Fox Hunt, Glamour, Golden Gate, Gold Star, Hi Dive, Horoscope, Jolly, Jungle, Klax, Knockout, Landslide, Leader, Lucky, Majors, Merry Go Round, Metro, Miami Beach, Monicker, Mr. Chips, Mystic, New Champ, Nippy, Ocean Park, Oh Boy, Paradise, Polo, Punch, Rebound, Roxy, Salute, School Days, Score-a-Line, Score Card, Sea Hawk, Seven Up, Sky Blazer, Sky Line, Sky Ray, Snappy, South Paw, Speed Ball, Spot-a-Card, Spot Pool, Sports, Sporty, Sports Parade, Spot-a-Card, Stratoliner, Summertime, Sun Beam, Target Skill, Ten Spot, Texas Mustang, Three Score, Thriller, Topper, Towers, Victory, Vogue, Wildfire, Wow, Zig Zag, and Zombie.

Shellac Order Is Planned by WPB

WASHINGTON, March 28.—To ensure adequate shellac for military needs, a limitation order is being prepared which, while it will curtail several civilian uses, will also assure adequate supplies for essential civilian needs. Gunther H. Schmitz, chief of the natural resin and wax unit of the protective and technical coatings section, announced recently.

Shellac plays an important part in the production of protective coatings to prevent fouling, corrosion and deterioration of military and naval equipment from woodwork to artillery shells. Its civilian uses range from sizing for felt hats to coatings on some medicines, breads, phonograph records, etc.

Correction, L-21-a

In our publication of WPB Order L-21-a, in The Billboard, March 28, 1942, page 101, an error occurred in paragraph (2)-(iv) in the clause "semi-processed parts of finished parts." This should read, "semi-processed parts OR finished parts."

FINAL CLOSE-OUT!!

All Games Crated Ready For Shipment

Table listing various games and their prices, including 2 Bowlways, 2 Haroscopes, ABC Bowler, Leader, All American, Big Chief, Stratoliner, Wild Fire, Anabel, Flicker, Metro, Short Stop, Powerhouse, Rotation, Roxy, Brito Spot, Double Feature.

PREFER TO SELL COMPLETE LOT FOR \$300

All Orders 1/2 Cash, Balance C. O. D.

STAMFORD NOVELTY CO. 1437 NELSON AVE., NEW YORK, N. Y.

MILLS PHONOGRAPHS

THRONE OF MUSIC \$149.50 EMPRESS 179.50

WANTED—One-Ball Free Plays.

ROY MCGINNIS COMPANY 2011 MARYLAND AVENUE BALTIMORE, MD.

A REAL BUSINESS FOR ONE LUCKY OPERATOR COMPLETE TROPICAL DRINK STAND VERY REASONABLE PRICE

Used only one season. New Hobart Crusher, 5 Stainless Steel Containers, Motors, Agitators, Sterilizer, Tanks, Sinks, Ice Boxes, Cash Register, Etc. A MARVELOUS OPPORTUNITY FOR BIG, STEADY PROFITS! WRITE OR PHONE QUICK! YORKVILLE AMUSEMENTS 168 E. 86th St. NEW YORK Tel.: ATwater 9-2640

JACK FITZGIBBONS' SALE

PERFECTLY RECONDITIONED GAMES READY FOR OPERATION (INCLUDE FREE PLAY EQUIPMENT)

Table listing various games and their prices, including Anabel, A.B.C. Bowler, Air Circus, All American, Argentine, Attention, Air Force, Belle Hop, Big Parade, Big Time, Bosco, Broadcast, Bola Way, Big Chief, Big Show, Blendie, Barrage, Bandwagon, Boomtown, Capt. Kidd, Champ, Click, Cross Line, Cadillac, Clover, Defense, Do-Re-Mi, Duplex, Dixie, Dude Ranch, Doughboy, Entry, Drum Major, Five & Ten, Flicker, 4 Diamonds, Four Roses, Formation, Fleet, Gun Club, Gold Star, Hi-Hat, Hi-Stepper, Home Run, Horoscope, Hi-Dive, Jungle, Jolly, Knock Out, Leader, Lucky, Legionnaire, League Leader, Majors '41, Metro, Miami Beach, Monicker, Mustang, Mystic, Merry-Go-Round, On Deck, Play Ball, Pan American, Playmate, Powerhouse, Paradise, Punch, Pursuit, Red, White, Blue, Repeater, Spot-A-Card, Super Chubbie, Speed Demon, Skyline, Short Stop, School Days, Sea Hawk, Seven Up, Silver Skates, Show Boat, Sluggo, Sky Blazer, Sky Ray, Snappy '41, South Paw, Sport Parade, Spot Pool, Star Attraction, Stars, Stratoliner, Sun Beam, Three Up, Target Skill, Topic, Twin Six, Ten Spot, Trailways, Towers, Venus, Victory, Valvet, West Wind, Wild Fire, Zig Zag, and Zombie.

1/3 Cash With Orders, Balance C. O. D. Give 2nd and 3rd Choice. Full Cash All Orders, \$25 or Less.

O. K. MACHINES, INC.

JACK FITZGIBBONS, Bally's Eastern Regional Director, MANAGER Reply Care THE BILLBOARD, 25 Opera Place, Cincinnati, O.

AMERICAN VENDING CO. MILTON GREEN, Pres.

Announces its removal of our main offices from New York and New Jersey to

924 HOGAN STREET, JACKSONVILLE, FLORIDA PHONE 5-3889

On Hand for Immediate Shipment

\$79.50 EACH | \$65.50 EACH | \$55.50 EACH | \$45.50 EACH | \$35.50 EACH | \$25.50 EACH

Table listing various games and their prices, including Victory, Big Parade, Five & Ten, Spot-a-Card, Home Run, Venus, Knockout, Jungla, Bosco, Click, Capt. Kidd, Spot Pool, Mustang, Argentine, Monicker, Zig Zag, Horoscope, A. B. C. Bowler, Hi Hat, Snappy, Major, Four Diamonds, Belle Hop, Miami Beach, Ten Spot, Sun Beam, Valvet, Attention, Repeater.

Phonographs

Table listing various phonographs and their prices, including WURLITZER 500, 24A, 616 Side & Grills.

Factory Distributors — Ready for Delivery

Genco—Play Ball & Defense, Chicago Coin—Hockey & Yanks, D. Gottlieb & Co.—Keep Em Flying & Liberty.

ATTENTION, FLORIDA OPERATORS

See what you buy. Come in and get acquainted. Will accept trades on any type of Coin Machine.

WANTED Cash Paid for Arcade Legal Equipment and Guns

We also have in stock a complete line of PINBALL PARTS, ARCADE EQUIPMENT, late model PHONOGRAPHS AND CONSOLES. Write for prices. One-third Deposit With Each Order, Balance C. O. D.

Phonograph and Console Specials

Table listing various phonographs and consoles and their prices, including 2 Rock-Ola Spectravox and Playmasters, 1 Rock-Ola Super Rockolite, 1 Rock-Ola Master Rockolite, 1 Rock-Ola Master Walnut, 4 Rock-Ola Deluxe, 1 Rock-Ola Monarch, 2 Wurlitzer 616, 2 Rock-Ola Standard, 4 Bally High Hand, 8 Silver Moon Totalizers, 12 Jumbo Parades, Animal Reels, 1 Jennings Free Play Mint Vender, 50 Mills Free Play Mint Venders, 8 Super Bells, 1 Bally Big Top, 2 Waiting Big Games with Totalizer, 2 Waiting Big Games 119.50, 2 Super Bells, Brand New.

H. G. PAYNE COMPANY

312 BROADWAY

NASHVILLE, TENNESSEE

Giving Them Away—New, in the Original Crates

10 new Bally Hi Hands, F. P. and cash special, \$209.50; 5 new Bally Club Bells, with mint vender, \$314.50; 1 new Bally Club Bell, lever handle, special, \$304.50; 1 new Keeney Super Bell, F. P. and cash, special, \$269.50; 1 new Bally Sun Ray, console, F. P. and cash, special, \$234.50; 2 Bally Club Bells, 25¢ slot, special, \$324.50; 25 new Mills B. & G. Vest Pocket, special, \$45.00; Scientific Batting Practice, get our price; Scientific new Baseball and Basketball Arcade Machines, get our price; Chicago Coin Hockey, Genco Playball '42, Keeney Submarine, Bally Torpedo Gun, Bally King Pin Bowling Alley, GET OUR SPECIAL PRICE.

USED CONSOLES—5 Bally Club Bells, used one month, special, \$250.00; 2 Bally Club Bells, touch button, used one month, special, \$275.00; 1 Pace Saratoga, combination F. P. and cash, \$165.00; 10 Bally Hi Hands, \$150.00; 10 Mills Vest Pockets, Green, \$20.00; 10 Mills Vest Pocket, B. & G., \$37.50; 15 Mills Chrome 1¢ Plus, almost new, \$35.00. A full line of used Arcade Equipment, Parachute, Chicken Sam, Evans Super Bomber, Microscope, Junior Moving Picture Machines, Exhibit Post Card Venders, Western Baseball. A full line of late used Pin Games. Write for price list. Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO. 419 MARKET ST., PHILADELPHIA, PA. Phone: MARKET 4641

FREE PLAY BUYS TO OPEN YOUR EYES

Table comparing prices for various games, including All Amer., Amor, League, Big Chief, Blondie, Band Wagon, Broadcast, Bosco, Big Parade, Crossline, Capt. Kidd, Champ, Chevron, Do-Re-Mi, Duplex, Dude Ranch, Formation, Flicker, Four Roses, 3 4 Diamonds, 3 Punch, 3 Fleet, 4 Follies, 8 Gold Star, 3 Glamour, 7 Hi Hat, 4 Horoscope, 6 Jungle, 3 Landslide, 10 Leader, 5 Metro, Mr. Chips, Pan American, Paradise, 3 Parado, 4 Punch, 2 Rotation, 5 Star Attrac., 7 Sea Hawk, 9 Spottem, 6 Showboat, 12 Stars, 4 Spot-a-Card, 5 Sky Blazer, 3 SportParade, 8 Seven Up, 4 Sky Ray, 2 Schooldays, 5 Sun Beam, 8 Stratoliner, 3 Sporty, 6 Silver Skates, 2 Sara Suzy, 4 Ten Spot, 8 Victory, 4 Wings, 7 West Wind.

EVANS COIN MACHINE EXCHANGE CO.

225 N. WATER ST. (Ph. BRoadway 8807) MILWAUKEE, WISC.

"IT'S LIKE ROLLING '7s' WHEN YOU DEAL WITH EVANS"

10 TABLE MODEL 41 WURLITZERS \$110.00 EA.

New Condition. 1/3 Cash, Bal. C. O. D. WINGTON AMUSEMENT CO. 9 N. 6th St. RICHMOND, VA.

THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in nickels per minute — new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$2.00.

Blackstone Coin Packer Co. 208 King St., Madison, Wis.





# MUSIC MERCHANDISING

## 1942 Outlook Bright For Phonograph Operators

Play will continue big, operators feel—leaders expect WPB order to be modified soon to permit manufacture of parts—minor headaches being ironed out

CHICAGO, March 28.—Publication of the War Production Board order to cease the manufacture of automatic phonographs on May 1 was greeted by operators with almost audible sighs of relief. "Well, it's here," was the usual remark. The possibility of such an order has been dangling over the industry like the "sword of Damocles" ever since Pearl Harbor. Everyone knew it "had to come" and lived a life of indecision and uncertainty constantly aggravated by a daily fresh crop of rumors and counter-rumors awaiting its arrival. As soon as the order became definite the trade felt as if it had just had a gnawing tooth extracted.

### Operators Optimistic

Operators as a whole feel sure that demand for music on automatic phonographs will reach new highs this year. With no new equipment available, it is thought that competition for choice spots will be lessened. Many who have purchased new equipment "well" more than "wisely" in recent years face the best opportunity they've ever had to pay off their notes and put their business on a solid financial basis.

### Headaches Too

Of course, there are some difficulties already rising on the horizon. The tire and possible gasoline rationing programs are one. Shortage of skilled servicemen and mechanics is No. 2. Operators already are meeting these, however, by eliminating or swapping locations in out-of-the-way districts. Routes are being reassigned so that both man power and rubber can be conserved. To cope with service problems some operators are pooling their resources and setting up centralized service centers. Some cities where wide-awake phonograph associations are functioning are lining up such moves thru the association.

### WPB Order

Chief worry, however, is fear of a possible shortage of parts and supplies, inasmuch as the WPB order specifically curtailed the manufacture of these. Industry leaders point out, however, that this is the usual course followed by WPB, namely, to curtail at first all manufacturing and then to later issue orders permitting the manufacture of replacement parts. This procedure has already been followed in the radio, electrical washing machine and other fields. Distributors and jobbers in these and other large fields recently were granted permission to obtain spare parts and supplies and given instructions as to how much repair work they could do. Undoubtedly, it is felt, similar orders will be issued soon to cover the coin machine trade.

### Record Situash Okay

Only other sore spot in operator minds is an uneasiness that the supply of good hit records may be affected by raw material shortages. Record companies, however, assure trade leaders that stock supplies of raw shellac are ample. Present difficulty of some operators to obtain new hits in sufficient quantities for all machines is due principally to the fact that record sales are soaring to unprecedented heights. As a result, manufacturing facilities of the disk firms are taxed to the utmost. In many cases ship-

ping difficulties have also held up deliveries of disks to distributors.

### No Cause for Gloom

All in all, prospects for the phonograph operators are brighter than in most any field of business today. Need for entertainment—especially music—is certain to be more acute during the months ahead. With judicious care most equipment now in operation can be expected to last for the duration. Need for something new in equipment will be met by turning of attention from new equipment to new replacement cabinets, wall speakers, etc.

## North Dakota To Make Tax Refund

BISMARCK, N. D., March 28.—Music-box operators in North Dakota will get a refund totaling \$1,507.50 from the State as result of a recent State Supreme Court ruling holding that the amusement machine tax could not be justly applied to music boxes.

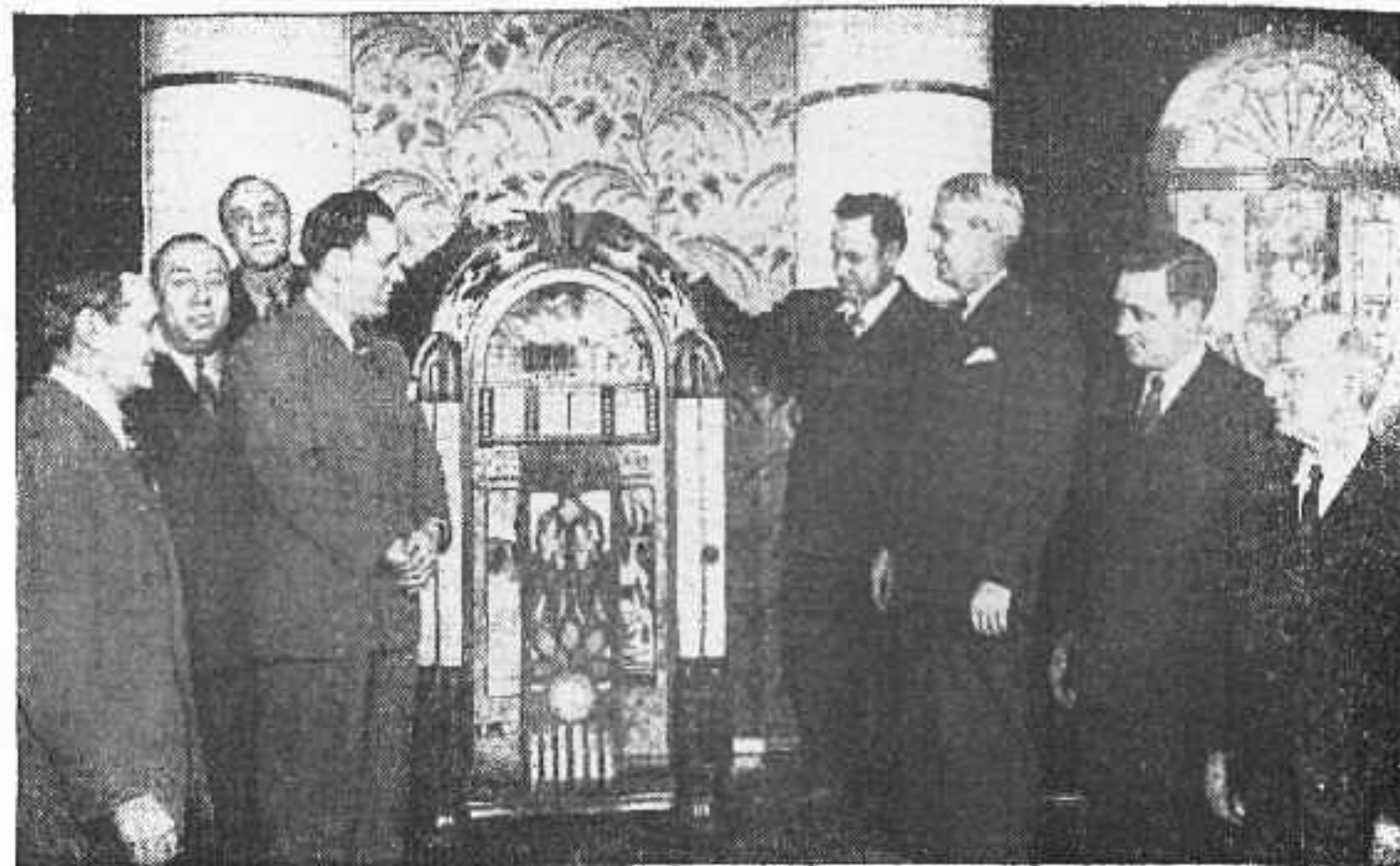
The office of the attorney general, which has supervision over the collection of taxes on amusement machines, is making preparations to mail the refunds to the operators immediately.

The refunds are on taxes paid prior to the decision. Assistant Attorney General Pearce said the office was issuing 17 vouchers to the operators who had paid cash for their licenses and that the vouchers, in turn, would be paid by the State auditor.

The \$1,507.50, Pearce said, does not include a number of checks issued in payment for licenses which were not deposited by the department pending disposal of the case. The checks will be returned to those who issued them.

The Supreme Court held that the law was valid on the licensing of other amusement machines and devices, including electric ray guns, pinball machines and other miniature games, but did not apply to music boxes because in their operation there is no element of chance or skill.

The law provides for a license of \$10 on the first 1-cent machine and \$2 for each other machine controlled by an operator, \$25 on the first 6-cent machine and \$7.50 on each additional nickel machine controlled by one operator.



ARTHUR FREED, CHICAGO SIMPLEX DISTRIBUTING COMPANY, says: "Our showrooms are filled with music merchants when we show the Wurlitzer Victory Model." Left to right are Art Freed, Joe Peskin, Louis Koren, Dan Palaggi, Angelo Angeleri, Bob Cooper, Larry Cooper and B. C. Waters. (MR)

### Fires Enthusiasm

To the Editor: On behalf of the association and myself I wish to express sincere thanks for the plaque received a few days ago which was awarded the association for outstanding public relations work in the phonograph division.

I think this a fine work and it certainly does fire the enthusiasm of our members for even greater accomplishments in 1942.

Also, I would like to extend our appreciation to the judges and others who were connected with the awarding of these prizes.

Louise Early, Secretary,  
Arkansas Music Operators'  
Association.

## Mich. Phono Assn. Continues "Bomb Tokyo" Campaign

DETROIT, March 28.—United Music Operators of Michigan held a meeting Tuesday evening (24) in their clubrooms at Convention Hall. The meeting was devoted chiefly to immediate industry problems.

Immediate problem facing the group here, according to discussion at the meeting, is the matter of records, with marked difficulty reported in getting an adequate stock of records of desired numbers.

Center of association activity continues to be the Bomb Tokyo campaign, which was recently reported in these columns in detail. Campaign is continuing steadily and operators report good daily contributions for the purpose of "buying a bomber." The UMO has pledged to match dollar for dollar all the money collected in cannisters placed atop each machine. The campaign is tied in with the association's No. 1 theme song, *Bomb Tokyo*.

## Pa. Phono Assn. Banquet To Honor Manager Jack Cade

PHILADELPHIA, March 28.—Characterizing the new spirit of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey is the decision of the board of directors not to cancel the annual banquet. "Since the uplifting of morale is most essential in such times of stress and emergency," said Jack Cade, business manager, "I am delighted to be able to announce that the Phonograph Operators' Association has decided to hold its annual banquet this year. Because of unrest and adverse conditions confronting everybody, there is need for operators to get together in order to surmount the situations they will have to meet this year. The banquet will symbolize unity here and at the same time light the path for the music operators' associations thruout the country."

The affair will mark the fifth annual banquet of the association. Date and place have not been decided upon as yet. Last year the event was held on April 20 at the Club Ball, one of the town's top night clubs.

While the affair will be in the form of a testimonial in honor of Cade in recognition of his services to the music machine industry, the banquet will emphasize in its theme and functioning the patriotic spirit of the times. The patriotic angle will be stressed in all the promotion and arrangements. It is planned to make the banquet an all-industry event.

## Sam Lucas Joins With Tri-Way Products

NEW YORK, March 28 (MR).—Sam Lucas, Detroit, is now with Tri-Way Products Company, Inc., manufacturer of the Singing Picture illuminated auxiliary speakers, according to a firm announcement.

"Sam will cover the States of Ohio, Michigan and Indiana, acting as our personal representative in that territory," Tri-Way executives state. "He will work with operators and distributors in setting up Singing Pictures."

"We received many inquiries from this area and found it necessary to have someone represent us there. Sam knows what music operators need and is prepared to work closely with them. He has spent a week in New York City familiarizing himself with the speakers and what they can do for operators."

## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 55.



# AMERICAN FOLK RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money-making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1564 Broadway, New York City.

### News Notes

After a run at the Grace Hayes Lodge, Texas Jim Lewis and his crew have moved on to the Golden Gate Theater, San Francisco. . . . Columbia reports that among its best selling folk records are a couple of Gene Autry disks—*Be Honest With Me, What's Gonna Happen*

*to Me?, There'll Never Be Another Pal Like You and Tears on My Pillow* being the four tunes involved—and also Roy Acuff's *Wabash Cannon Ball* and Bob Wills's *New San Antonio Rose*. . . . Since the success scored by pop bands with *Deep in the Heart of Texas* and *Sweethearts or Strangers*, there are indications that a flood of country-type tunes may be recorded by name maestri in the pop field. Several are in the lists of pops this week. . . . Newest Decca releases are Texas Jim Lewis on *Big Bad Bill* and *My Bear Cat Mountain Girl*, and Patsy Montana and Her Partners on *Deep in the Heart of Texas* and *I'll Wait for You*. . . . Okeh releases ready for shipment from Birdgeport April 3 will be Gene Autry on *I Hang My Head and Cry* and *You'll Be Sorry*; the Prairie Ramblers on *Nellie's Not the Same Nell Now* and *You Were Right and I Was Wrong*, and Texas Rangers on *Pull Out the Stopper* and *I Wonder Why*.

### Week's Best Releases

**Light Crust Doughboys (Okeh 06621)**  
*Little Bar Fly* and *The Bartender's Daughter*

A couple of tunes cut to order for tavern locations. Both have excellently delivered vocals by J. B. Brinkley, and both are fitted with amusing lyrics and catchy tunes. *Fly* has a swingy rhythm and some swell guitar work in its instrumental interludes. *Daughter* is a pretty, catchy tune, a nice instrumental chorus with fiddle leads dividing its vocal sections. A perfect coupling for tavern spots.

**Claude Casey and His Pine State Playboys (Bluebird B-8958)**  
*Let Me Hear You Say "I Love You"* and *Why Did Things Happen This Way?*

*Love You*, on the A side, is taken in a heavy semi-bounce rhythm that is held steadily thruout the side, with vocals leading off and ending. Band chorus between has nice fiddle and guitar leads. *Ballad on the B side* turns into a vocal duet, the dance rhythm is carefully maintained. It's a sweet tune, and is given excellent treatment. Duet yodeling starts it off and ends it. *Face-up side* depends on locality; B is more appealing, with A primarily for dancing.

**Jimmy Wakely (Decca 6029)**  
*Fort Worth Jail* and *Sailing on a Dream*

Nice variety here, with first choice depending on local tastes. Both numbers are sold on Wakely's pleasant and highly appealing baritone, backed by ensemble vocalizing as well as nice band work. *Jail* has a fine muted horn intro, and alternate vocal sections are taken by solo voice and ensemble, with wah-wah-muted horn and clarinet highlighting instrumental interludes. *Dreaming* is a lovely turn-of-the-century-styled ballad with schmaltzy words and tune to fit, with Wakely again doing an excellent job.

**Karl and Harty (Okeh 06622)**  
*You Let Me Down and Truck Drivers' Sweetheart*

A swell recording finely done by the male duo, with backing of extraordinarily full and rich guitar tones. *You Let Me Down*, a sweet ballad tune with rich country flavor, is nicely delivered, with fiddle obligato setting off the vocal. *Sweetheart*, a swingy, slow ballad, tells the saccharine story of the angel of a roadside restaurant, and has real folk flavor. A nice coupling.

**Roy Hall and His Blue Ridge Entertainers (Bluebird B-8959)**

*I Wonder If the Moon Is Shining* and *I Wonder Where You Are Tonight*

Pleasant pairing of a couple of

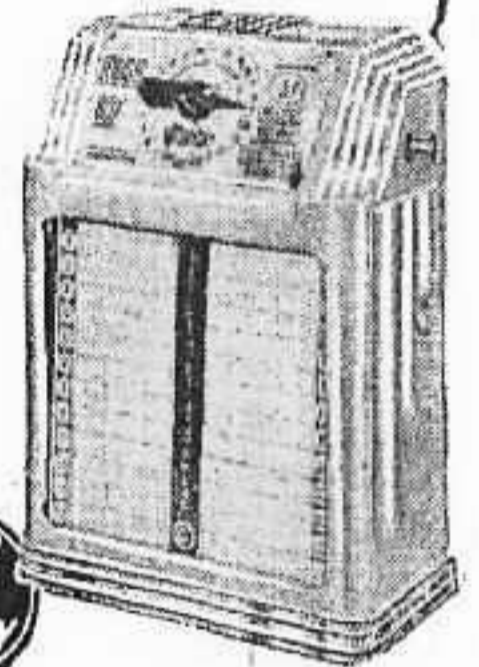
TO KEEP AHEAD  
KEEP IN TOUCH WITH  
YOUR BUCKLEY DISTRIBUTOR!



MAX AND HARRY HURVICH  
OF BIRMINGHAM, ALA.

SAY:

"In our estimation the finest music moneymaker is Buckley Music System with Direct 'Touch-To-Touch' Action. Every installation we have made has proven perfect in every regard. Profits have doubled and tripled. Service overhead has gone 'way down. Locations are pleased and impressed. Operators are jubilant. We only wish we had 10,000 more Buckley Music Systems right this minute to take care of every one of our customers. There is something so attractive about the illuminated Buckley Wall and Bar Boxes that everyone instantly remarks about their outstanding beauty. And as far as utility and moneymaking power are concerned—they remain unequalled."



WHEN YOU THINK  
OF MUSIC—THINK  
OF BUCKLEY FIRST!



BUCKLEY MUSIC SYSTEM INC • 4225 W. LAKE ST • CHICAGO

## PHONOGRAPH CLEARANCE

<b>SEEBURG</b>	Regal Marbledge . . . \$165.00	Tone Column . . . . \$150.00
Super Hitone, RC . . . \$435.00	<b>WURLITZER</b>	Super "40" . . . . . \$225.00
Concert Master . . . 300.00	Wurl. 600 Marbledge \$165.00	Deluxe "39" Marbledge 165.00
Commander, RC . . . 295.00	Wurl. Counter Mod. 61 85.00	Rockola Wallboxes . . \$24.50
Classic Marbledge . . 195.00	Wurl. 24 Marbledge . . 95.00	Seeburg Selectomatics 12.50
Vogue Marbledge . . . 175.00	Wurl. 616 Marbledge . 72.50	Seeburg Playboy . . . . 39.50
Crown Marbledge . . . 175.00	<b>ROCKOLA</b>	28-Wire Cable at 20c Per Ft.
Concert Grand	Spectrovox Combina-	
Marbledge . . . . . 175.00	tion, F.S. . . . . \$300.00	

One-Third Deposit—Balance Sight Draft.

**SHAFFER MUSIC COMPANY** | **SHAFFER MUSIC COMPANY**  
514 South High St. Columbus, Ohio | 446 Virginia St., East, Charleston, W. Va.

## FOR SALE — USED PHONOGRAPHS

1 ROYAL SEEBURG . . . . . \$129.50	2 16-Record ROCK-OLAS. Each . . \$69.50
1 51 WURLITZER COUNTER MODEL 69.50	3 616A WURLITZERS. Each . . . . 79.50
5 600 WURLITZER KEYBOARDS . . . . \$175.00	

1/3 Deposit With Order, Balance C. O. D. All Prices Quoted F. O. B. New York.  
**NOONAN AMUSEMENT COMPANY**  
254 West Fordham Road (Phone FOrdham 4-2144) New York City

"wonder" ballads. A side, okay for dancing, features vocal duet with heavy rhythmic backing, interspersed with instrumental choruses in which the fiddle takes some nice licks. B side has steel guitar backing for solo vocal on a soft and lilting ballad, with vocal duet on the choruses. Good work thruout, with the B side probably the more appealing.

**Buddy Jones (Decca 6030)**

*Don't Say Goodbye If You Love Me* and *Everyday Blues*

Fiddle introduces the very pretty tune on the A side, and Jones's vocal gives it fine effect, aided by swell work from steel guitar and piano. It's a sweet ballad taken at a fast, foot-tapping clip. *Filpover* is a blues tune but by no means in the accepted blues tradition. It's taken at a much faster clip than most blues, featuring Jones's fast rhythmic vocal and hot fiddle and piano work. A nice recording.

## MUSIC OPERATORS

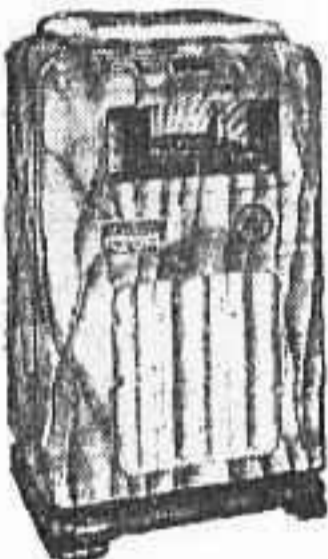
We Have a Large Quantity of  
**WURLITZER "600" AND "500" TOP CORNER CAPS**  
Write, Wire, Phone For Prices  
**ACME SALES CO.** 625 10th Ave. NEW YORK, N. Y.

## FOR SALE

24 Koenee Wallboxes and two Twelve-Record Rockolas equipped with adapter and mounted in metal cabinet. Price complete—\$400.00.  
P. O. B. Boston. One-third dep., bal. C. O. D.  
**Atlas Coin Machine Co.**  
780 Commonwealth Ave. BOSTON, MASS.

Buy U. S. Defense Savings Bonds and Stamps.

## WURLITZER 16 Record MARBLGLO



Complete, Ready to Operate, Money-Back Guarantee. \$119.50

61 Wurlitzer, Counter . . . . \$ 89.50
71 Wurlitzer, Counter Mod. 139.50
Rockola Imperial 20s . . . . . 89.50

### MISCELLANEOUS

Battling Practice, Floor Sample \$139.50
Ace Bombers, Like New . . . . 189.50
Electro Hoists . . . . . 89.50
Ten Strikes . . . . . 74.50
Merchantmen . . . . . 79.50
Square Bells . . . . . 89.50
Tommy Guns, Perf. Cond. . . . 94.50
Mutoscope Fan Fronts . . . . . 95.00
Shoot the Chutes . . . . . 99.50
Buckley DeLuxe Diggers . . . . 129.50
Radio Rifle . . . . . 149.50
Love Testers, Like New . . . . 179.50
Drivemobiles, Like New . . . . 199.50

NEW KEENEY SUBMARINES  
While They WRITE  
Last

1/3 Deposit With Order

## GERBER & GLASS

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## USED PHONO NEEDLES RE-CONDITIONED

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

### NEEDLES RE-SHARPENED

1-10 . . . . . 15c per needle
10-50 . . . . . 12 1/2 c per needle
Over 50 . . . . . 10c per needle

## Re-Sharp Needle Service

P. O. Box 770 Fort Dodge, Iowa  
A Precision Service

110 12, 25CEA, - 13 TO 99, 23C EA. - 100 UP, 20C EA.  
MIRACLE POINT  
Quality has no substitute  
Miracle Point Needles  
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

## WANTED

500 USED SEEBURG WALLOMATICS FOR CASH  
Send Serial Numbers and Price  
**ATLAS COIN MACHINE CO.**  
780 Commonwealth Ave. BOSTON, MASS.





# NEW VICTOR RECORDS

Popular hits—of all types—  
for relaxation and enjoyment of  
your customers.



## Morale-Building War Ballads HAL McINTYRE'S

"The Mem'ry of This Dance"—  
No. 27840\*

"She'll Always Remember"—  
No. 27805\*



## The Latest in Swing

### ARTIE SHAW'S

"To a Broadway Rose," Coupled  
With "Deuces Wild"—No. 27838

"Just Kiddin' Around"—  
No. 27806



## Nickel-Nabbing Novelties

### WAYNE KING'S

"Angeline," Coupled With "Until  
the Stars Fall Down"—  
No. 27837\*

"Deep in the Heart of Texas"—  
No. 27808\*

★ **KEEP 'EM PLAYING** ★  
Any Bonds Today?  
Barry Wood—27478  
Remember Pearl Harbor\*  
Sammy Kaye—27738

\*Vocal Refrain

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 ●

**SOMEBODY ELSE IS TAKING MY PLACE...** BENNY GOODMAN (Peggy Lee).... Okeh 6497  
RUSS MORGAN (Morganaires)..... Decca 4098  
VAUGHN MONROE (Vaughn Monroe) Bluebird 11454

This ballad with the 1915 air about it grabbed off top rating in several more towns this week, which was sufficient to boost it up here. Altho Goodman is the strongest, Morgan, who composed the song, and Monroe are also doing very well. Figures to be around for a spell and should continue improving for at least another two or three weeks. Another possibility clicks.

**BLUES IN THE NIGHT...** (8th week) WOODY HERMAN (Woody Herman).. Decca 4030  
DINAH SHORE..... Bluebird 11436  
JIMMIE LUNCEFORD (Ensemble)..... Decca 4125  
CAB CALLOWAY (Cab Calloway-Palmer Brothers)..... Okeh 6422

**DEEP IN THE HEART OF TEXAS**..... (5th week) ALVINO REY (Bill Schallen-Skeets Herfurt)..... Bluebird 11391  
BING CROSBY (Woody Herman-Muriel Lane)..... Decca 4163  
HORACE HEIDT (Ensemble)..... Columbia 36525

**I DON'T WANT TO WALK WITHOUT YOU...** (4th week) HARRY JAMES (Helen Forrest)..... Columbia 36478  
DINAH SHORE..... Bluebird 11423  
BING CROSBY..... Decca 4184  
GUY LOMBARDO (Carmen Lombardo) Decca 4104

**MOONLIGHT COCKTAIL..** (3d week) GLENN MILLER (Ray Eberle-Mod-ernaires)..... Bluebird 11401  
TOMMY TUCKER (Don Brown-Voices Three)..... Okeh 6526

**A STRING OF PEARLS...** (3d week) GLENN MILLER (No Vocal)..... Bluebird 11382

## ● COMING UP ●

**A ZOOT SUIT.....** KAY KYSER (Sully-Trudy-Jack-Max) Columbia 36517  
BOB CROSBY (Nappy Lamare)..... Decca 4169  
ANDREWS SISTERS..... Decca 4182

Pulled out of last week's temporary slump and begins to look like it can make the grade after all. It should be remembered that this is BMI's No. 1 song at present, and plenty of pressure is on for air plugging. As has been proven more than once, it's air time that makes the phono hits.

**HOW ABOUT YOU? ....** TOMMY DORSEY (Frank Sinatra).... Victor 27749  
EDDY DUCHIN (June Robbins-Johnny Drake)..... Columbia 36501

Is on the machines almost everywhere and is one of the best nickel magnets almost everywhere. Just a little more play here and there and this ballad will move up into Going Strong. Dorsey is practically all alone in a majority of the locations, but Duchin is doing well enough to deserve listing.

**MISS YOU .....** DINAH SHORE..... Bluebird 11322  
BING CROSBY..... Decca 4183  
FREDDY MARTIN (Clyde Rogers) .. Bluebird 11286

This heavily plugged revival, mentioned in Possibilities some time back, got a terrific hypo this week and passed a large number of newer tunes to attain this high listing. Is mentioned as a top draw in some of the richest machine areas and at its current clip might get there.

**EVERYTHING I LOVE. ...** GLENN MILLER (Ray Eberle)..... Bluebird 11365

Still in fourth place, no stronger and no weaker than it has been for the past three weeks, this tune has quite a bit of life left in it. Almost all hope for Going Strong ranking is gone, but as long as it can do the job it is doing right now it has to be listed right here.

**I SAID NO! .....** ALVINO REY (Yvonne King)..... Bluebird 11391  
JIMMY DORSEY (Bob Eberly-Helen O'Connell)..... Decca 4102

Last week we played a prelude to Taps for this novelty and fully expected to move it down below this time. Its downward progress slowed considerably, however, and it retained enough strength to stick right here. This amounts only to a reprieve, however. The song will never make Going Strong unless the networks change their mind about allowing plugs for it.

**SKYLARK .....** GLENN MILLER (Ray Eberle)..... Bluebird 11462  
DINAH SHORE..... Bluebird 11473

This beautiful Johnny Mercer-Hoagy Carmichael tune, a former Possibility, began to show its hand this week and collected enough locations to move in here. It is one of the finest songs of the year and apparently is finding favor with the box patrons. Miller and Shore lead at present, but others can be expected to break in.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

**THIS IS NO LAUGHING MATTER .....** (9th week) CHARLIE SPIVAK (Stardusters)..... Okeh 6458  
GLENN MILLER (Ray Eberle)..... Bluebird 11369  
JIMMY DORSEY (Bob Eberly)..... Decca 4102

Another go around for this one.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

**PART TWO** of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.



# NEW BLUEBIRD RECORDS

to provide much-needed enter-  
tainment during the war period



## Morale-Building War Ballads

### GLENN MILLER'S

"She'll Always Remember"—  
B-11493\*

"Dear Mom"—B-11443\*



## On the Novelty Side

### SHEP FIELDS'

"Breathless," Coupled With  
Irving Berlin's "I Threw a  
Kiss in the Ocean"—B-11497

"Jersey Bounce"—B-11490



## Head-of-the-Class in Sweet Music

### VAUGHN MONROE'S

"Sleepy Lagoon," Coupled With  
"A Fireside Chat"—B-11496\*

"Tangerine"—B-11433\*



## Country Ballad Style

### DICK TODD singing

"I'm Thinking Tonight of My  
Blue Eyes," Coupled With "I  
Told You So"—B-11494

"It Makes No Difference Now"—  
B-11142

## WATCH! "SKYLARK"

Skyrocket to success!  
Glenn Miller's Recording is  
B-11462\*  
Dinah Shore's Vocal Version is  
B-11473

\*Vocal Refrain

## BUY DEFENSE BONDS

Keep Your Coinograph  
cashing in with the latest

**VICTOR-BLUEBIRD  
RECORDS**





**"WE MUST BE VIGILANT"**

(American Patrol)

*the Spirit of America!*



**PHIL SPITALNY and his HOUR OF CHARM ALL-GIRL ORCHESTRA**

Phil Spitalny has taken the "American Patrol" march and whipped it into one of the greatest vocal and orchestral arrangements to come along since coin machines were invented. With new lyrics and a terrific "All-Girl" treatment, WE MUST BE VIGILANT will have your machines running as long as the nickels hold out. It's a sock profit maker of the first order.

order

**COLUMBIA**  
**36550**



**Industry Mentions**

**Magazines --- Newspapers --- Radio**

The "My, How Times Have Changed Department" copied the following advertisement from Sears & Roebuck catalog No. 112. The catalog was not dated, but from its contents it appeared to have been issued in about 1901 or 1902. "A coin in the slot talking machine—\$20. The Automatic money-maker. We are often asked for a cheap but reliable coin-actuated talking machine for stores, offices or counter work, in response to which we have prepared the cheapest rollable coin in the slot machine ever offered. Furnished for either pennies or five-cent pieces. No. 21t20 automatic coin in the slot Graphophone, former price \$50 to \$75. . . . Price \$20. No better investment can be made than by putting a few of these machines in stores and other public places on shares, giving the proprietor of the store part of the proceeds. \$20 is the price of the coin in the slot Graphophone without records. Standard high-grade records, your own selections to use with this machine, per dozen . . . \$3.60, each 30 cents."

verted 100 per cent to the war effort, why, the war's as good as won.

We don't know how true it is, but the following appeared in Bert Vincent's column, "Strolling," in *The Knoxville (Tenn.) News-Sentinel* March 6. "You maybe have seen these juke boxes in taverns, restaurants and other places, and know how the name of the songs are on small cards on the front. Well, two women were in a booth at the Bus Terminal eating place here, and one kept looking at those song titles, and finally said: 'I don't like the way they have the dinner menu fixed in this place. I can't even read it from here.'"

A girl sports writer, Jeane Hofman, of *The Philadelphia Evening Bulletin*, when interviewed on the type of stories she intends to write about the baseball clubs in training, said that she plans on varying the traditional accounts of who won with a series of stories on the brighter side of a ball player's life away from the diamond and the dressing room. "Something like a piece on who is the best pinball player on the club," she said.

Pinball games as recreation for the "little fellow" were championed in the "Round the Town" column of Sam Bushman in *The Philadelphia Morning Journal* March 22. Bushman, a stout defender of the amusement, often reporting on his own proficiency at playing the games, wrote: "It may be all right for the judges of the Superior Court to confiscate pinball machines because of so-called gambling, but we have a right to ask if these same judges don't play golf and bet on each hole, or gamble in the stock market or play bridge and bingo for prizes. Pinball is just as much a recreation for the little fellows as golf is for the judges. Why not ask the courts to abolish bingo or prohibit stock market gambling? The American people all love to gamble. Income taxes could be reduced materially if the government would conduct a national lottery. At least we would have fun handing over the dough to Uncle Sam."

A cigar smoker defended pinball games in a letter to the public's column in a Los Angeles newspaper when he said: "A radio commentator complains that pinball machines and movie houses are still running and thinks that they should join in the war effort. How surprised he would be if someone popped up with the idea to have all the cigar smokers quit smoking and buy Defense Bonds with the millions spent on cigars. As he plugs cigars, he wouldn't then have anything else to do and it would allow him to join some war effort himself. (Signed) T. W. (cigar smoker.)"

Editorial comment in *The New York Times* on the WPB order stopping the manufacture of pinball machines also remarks on the infinite pains taken by the practiced pinball expert in measuring the initial impetus and tilting and jarring the table to guide the little ball thru the score-making alleys. It, says the editorial, the ingenuity normally applied by the pinball enthusiast to circumventing that device is likewise di-

The Billboard says:

"RIGHT IN TUNE WITH THE REQUIREMENTS OF THE MUSIC BOXES"



**"IN CASE OF AN AIR RAID"**

(TAKE SHELTER IN MY ARMS)  
REVERSE SIDE  
**"WE'RE IN IT—LET'S WIN IT"** on

**STANDARD RECORD T-2051**

PLAYED BY  
**HAROLD GRANT**  
AND HIS ORCHESTRA

WITH THE  
**"GOOD-FELLOWS"**

SEE YOUR LOCAL JOBBER OR WRITE TO

**STANDARD PHONO CO.**  
168 WEST 23 STREET, NEW YORK, N.Y.





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together  
FOR THE FIRST TIME!

These Outstanding BLUEBIRD Artists



Dinah Freddy

SHORE AND MARTIN

and his Orchestra

with

their sensational recording of . . . .

"I LOOK AT HEAVEN  
WHEN I LOOK AT YOU"

(a popular version of "GRIEG'S CONCERTO  
in A MINOR")

backed by

"I CAN'T GIVE YOU ANYTHING  
BUT LOVE, BABY"

on

BLUEBIRD RECORD No. B-11487

A MUST for Every Music Machine Location!

# 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.

**JERSEY BOUNCE** . . . . . BENNY GOODMAN . . . . . Okeh 6590  
SHEP FIELDS . . . . . Bluebird 11490  
MILT HERTH . . . . . Decca 4285  
JAN SAVITT . . . . . Victor 27809

Some phonograph operators are already predicting great things for this swiny jump tune, and the list of bands, putting it on wax is increasing daily. With all of this evident reaction on the boards it is really just a confirmation to list it here. It should rise fast, too, since it has practically no competition in the field of bounce.

**I LOOK AT HEAVEN** . . . . . DINAH SHORE-FREDDY MARTIN  
(Dinah Shore) . . . . . Bluebird 11487

Teaming of Miss Shore and Freddy Martin and band on the same disk was nothing short of inspirational at this time when both are top draws in the music world. Tune is adapted from Grieg's *Concerto in A Minor*, which maestro Martin recorded on his own recently, but on this disk has a set of lyrics and a pop title. Miss Shore's vocalizing is plentiful and sock entertainment on this side. She sings the oldie *I Can't Give You Anything But Love* on the reverse side.

**ONE DOZEN ROSES** . . . . . CONNEE BOSWELL . . . . . Decca 4280  
ART KASSEL (Gloria Hart-Trio) . . . . . Bluebird 11486

A lilting and cute one-step tempo with a nice set of lyrics is displayed by this number. There is every reason to believe that it will be a good item for the coin phonographs. It offers a welcome distinction from the raft of super-sweet ballads that are always around. The two disks out on it so far give the song a zestful treatment.

**ME AND MY MELINDA** . . . . . JIMMY DORSEY (Phil Washburn) . . . . . Decca 4263  
VAUGHN MONROE (John Turnbull) . . . . . Bluebird 11483  
GENE KRUPA (Johnny Desmond) . . . . . Okeh 6619  
JAN SAVITT (Joe Martin) . . . . . Victor 27822

Since listing this one here last week a couple more disks have appeared on the song. It's worth a repeat notice here because it is a definite standout item. The operators should watch it closely now, too, since it is already enjoying a good amount of plugging over the air waves. Plenty of disks to choose from and probably more on the way.

## 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.

**'TAIN'T NO GOOD** . . . . . JIMMY DORSEY (Helen O'Connell-Phil Washburn) . . . . . Decca 4262

Combining the characteristics of the jump rhythms and jive music, this ditty about a fussy old gent up Harlem way listens as a likely to repeat the play of a *Yes, Indeed* in the music machines. Jimmy Dorsey has taken both sides of the disk to cut the song. For the phonographs the B side, which adds Helen O'Connell for the singing, is the dominant one.

**I CAN'T GIVE YOU ANYTHING BUT LOVE** . . . . . DINAH SHORE-FREDDY MARTIN  
(Dinah Shore) . . . . . Bluebird 11487

This side brings together a sure-fire box-office success in which the phonograph operators are bound to share considerably. It's Dinah Shore singing to the accompaniment provided by Martin's band, and the selection is still as big a favorite today as it was in an earlier day. Song is just right for Miss Dinah's stylings and she packs a pile of feeling and lilt into it.

**DON'T TELL A LIE ABOUT ME, DEAR** . . . . . HORACE HEIDT (Charles Goodman-Donna and Her Don Juans) . . . . . Columbia 36548

A smooth and mellow fox trot which packs all the appeal of the *It's a Sin To Tell a Lie* song rage of another year is offered here by Horace Heidt. A down-to-earth story with a simple melody to match it, it's the kind of a song that catches hold with the first listen. And to make it more effective the entire side is turned over to the singers, who do a good job on the vocalizing.

**MY LITTLE COUSIN** . . . . . VAUGHN MONROE (Marilyn Duke) . . . . . Bluebird 11488

This Americanized version of an old Jewish folk song promises to make the phonograph meters click as merrily as *Bei Mir Bist Du Schoen*. The Monroe gang gives it a righteous rhythmic boot and Miss Duke's vocalizing polishes off the side. It's the melody more than the lyrics that counts with this tune, and the Monroe musicians make the most of it. Plattermate, *Commodore Clipper*, is also an attractive dish for the phonographs.

**JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND** . . . . . TOMMY TUCKER (Don Brown) . . . . . Okeh 6620

If nothing else this ballad comes as a most timely release. With the American boys quartered on the Erin sod the song strikes home. And there is a strong touch of the Kilarney in the music as well as in the words, all of which makes it a likely contender for phonograph play, especially at locations where the wearers of the green predominate.

**SWEETHEARTS OR STRANGERS** . . . . . GUY LOMBARDO (Kenny Gardner-Lombardo Trio) . . . . . Decca 4264

This classic from the hillbilly country shows promise of hanging on for a long time to come. The Lombardo version, emphasizing the dance style, is designed to corner some of the coins coming the song's way.

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.



# 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

Harry James had to turn down last Saturday's (28) Coca-Cola award, which would have made his third time on that show. Reason for the turn-down was that the maestro had to hop a train for the Coast two days before to start work on his picture. . . . Leo Reisman got Avon Long, who plays the role of Sportin' Life in "Porgy and Bess," to record some of the songs from the show with the maestro for a Decca album. . . . Alvino Rey and his band and the King Sisters will play for the Ohio State Coin Machine Operators' Convention in Cleveland April 25 to 27. . . . Sabby Lewis band gets its first recording date this week. It's with Decca. . . . Benny Goodman, who incidentally did get married last Friday (20) in Las Vegas, is losing his trombonist, Cutty Cutshall, to the U. S. Navy. . . . Victor has gotten out a new promotion piece idea for operators. It's a gummed sticker for the back-bar in the locations; one-half of its plugs the latest disk on the phonograph while the other half is left blank for the bartender or soda man to write in the bar special. . . . Universal has recalled the Andrews Sisters to the Coast for three more films. Gals will first take a quick run into New York this week to wax some disks for Decca before leaving for California. . . . Ella Fitzgerald will leave her band around

July 1 and step out as a singer with instrumental backing from a trio called the Three Keys (piano, guitar and bass). She has already cut records for Decca with the new combo, but they will not be released for another month. . . . Artie Shaw may wind up with a 1-A classification before he has a chance to re-organize his band, according to latest reports. . . . The Duke Ellington-Orson Welles script, "It All Came True," is scheduled for the RKO cameras about April 1. Ellington wrote the complete musical score and he and his band will be in the picture, which deals with Negro music.

## Release Previews

Happy Jim Parsons, who recently signed with the Standard label, has cut his first disks for them, *Johnny Private* and *The Saga of Susie Brown*. . . . *Tune Town Shuffle* and *Coming Out Party* have been waxed by Vaughn Monroe for Bluebird and by Count Basie for Okeh. . . . Rene Musette orchestra's latest Standard cuttings have included *Notes to You*, *Snooperman*, *Tap the Barrel Dry* and *Happy Pappy*. . . . Vera Barton, songstress being given a build-up by CBS, has waxed *Just a Moon Ago*, *Mean to Me*, *I Threw a Kiss in the Ocean* and *Just a Baby's Prayer at Twilight* for Victor.

## 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:

### CHARLESTON, W. VA.:

Dear Mom. Sammy Kaye.

This sentimental war song is hitting the high spots on the music machines here now. Operators rank Kaye's version

as sixth among the top money-making disks on their machines. Operators also report that the plays on such records come mostly from the civilian population. The soldier boys go more for the regular popular songs and dance numbers, the operators say.

### SPRINGFIELD, ILL.:

1942 Turkey in the Straw. Carson Robison.

Just what the title implies, and from the looks of the reports here the record will be a popular number in machines throught the country. The new and dressed-up version of the old *Turkey in the Straw* has a zippy treatment by Robison and new lyrics which fit in with a country at war. Operators who haven't already done so should give this one a check.

### INDIANAPOLIS:

Who Wouldn't Love You? Kay Kyser.

A peppy little ballad that has caught on big in the coin phonographs in this territory. It's fairly recent, and from the success it is enjoying here there is every reason to believe it may catch on in other territories. Kyser's name is a puller in itself, and the whistling and singing choruses on this recording make it a distinctive item.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended March 28 and the week before, ended March 21, see the Music Popularity Chart in the Music Department in this issue.

## Why Gamble Your Record Investments Against 30 to 1 Odds?

Of 3000 songs published annually, only 100 attain "hit" rating. Robbins Music Corporation eliminates the guess-work in your record selections by publishing only those songs that have survived the "acid-test." Why gamble? Select your songs THE ROBBINS WAY — proven the most consistent and infallible.

*Play Safe!*

FEATURE THESE NEW ROBBINS HITS  
Acclaimed by Top Radio Stars  
and "The Billboard"

"... a standout ballad that will have no trouble ascending the heights... the plugging it will get should send it up the line fast."  
— Says THE BILLBOARD

## THE LAMPLIGHTER'S SERENADE

Lyric by Paul Francis Webster Music by Hoagy Carmichael

BING CROSBY—Decca 4249  
JAN GARBER—Elite\*  
HORACE HEIDT—Columbia 36536  
WOODY HERMAN—Decca 4253  
FRANKIE MASTERS—Okeh\*

GLENN MILLER—Bluebird 11474  
GERTRUDE NIESEN—Decca\*  
LEO REISMAN—Decca\*  
FRANK SINATRA—Bluebird\*



"The first good novelty song with a war theme... a natural money-maker... Operators should get on this one fast."  
— Says THE BILLBOARD

## DON'T SIT UNDER THE APPLE TREE

(WITH ANYONE ELSE BUT ME)

By Lew Brown, Charlie Tobias and Sam H. Stept

ANDREWS SISTERS—Decca\*  
LES BROWN—Okeh\*  
BOB CROSBY—Decca\*  
FOUR KING SISTERS—Bluebird\*

ART JARRETT—Victor 27851  
KAY KYSER—Columbia\*  
GLENN MILLER—Bluebird 11474  
THE JESTERS—Decca 4281

\* Soon released

Artists' names listed alphabetically

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The 4 KING Sisters

LATEST BLUEBIRD RELEASES

B11472 WHEN THE  
ROSES BLOOM AGAIN  
backed by HEY, ZEKE!

B11431 ARTHUR  
MURRAY TAUGHT ME  
DANCING IN A HURRY  
backed by 'TIS AUTUMN

Personal Management JACK EGAN  
Direction MUSIC CORP. OF AMERICA

2 POPULAR HITS!

CONTINENTAL RECORD CO., INC.

"I'LL FIND MY WAY" (F.T.)

"NIGHT-TIME" (F.T.)

Gene Kardos & Orch.

C-3000

1841 BROADWAY, NEW YORK, N.Y.

TOP MUSIC PUBLISHERS 343 W. 87 ST. N.Y.C.

CATCH THE NEW . . . . .  
JOHNNY LONG HIT  
BREATHLESS

DECCA No. 4191



Personal Management—Jack Philbin  
Direction—GENERAL AMUSEMENT CORP.



**VAUGHN MONROE (Bluebird 11488)**  
*My Little Cousin*—FT; VC. *Commodore Clipper*—FT.

This is one of the best doubles coming from the Monroe camp in many a week. *My Little Cousin* has jumping jazz rhythms set to an old Jewish folk song, and promises to catch on as did *Bei Mir Bist Du Schoen*. While the adapters might have done better in transposing the original lyrics, Marilyn Duke does well here by the story set, and the Monroe gang gives it a rhythmic boot that goes far in making it a contagious item. Dedicated to the New York hostelry housing the band all season, *Commodore Clipper* is a lively riff tune designed by Arnold Ross and Vaughn. It's a swiny opus thruout, teeling off with peppery fingerings of the pianist for the opening chorus. It's still softly modulated for the second chorus, featuring the tenor sax on the releases, with the band building the instrumental big for the all-out chorus.

While Benny Goodman has the jump on "My Little Cousin," Monroe's jump version is designed for a fancy fling in the music boxes. Equally effective for the phonos is his "Commodore Clipper" swing side.

**GUY LOMBARDO (Decca 4264)**  
*Deep in the Heart of Texas*—FT; VC. *Sweethearts or Strangers*—FT; VC.

In the standard style long identified with the Lombardo clan, these two songs, already well established with the record buyers, are taken in stride. A bright and medium tempo is taken for both. Heavy emphasis is placed on the lyrics, Guy giving two choruses on each side to Kenny Gardner and the Lombardo Trio.

Save for his most avid fans, there is little chance of Guy Lombardo's overtaking the lead piled up by others for "Deep in the Heart of Texas." However, considering the fact that "Sweethearts or Strangers" is a free-for-all in the dance version and the song itself shows no signs of diminishing in popularity, Lombardo's entry looms as a phono fave.

**TOMMY TUCKER (Okeh 6620)**  
*Johnny Doughboy Found a Rose in Ireland*—FT; VC. *I'll Pray for You*—FT; VC.

Another doubling of war ballads. The A side is right up there with the news-

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 21)

paper headlines, the first bit of musical inspiration based on our new A. E. F. quartered in Ulster. There's no mistaking the Irish character of the music, with the Tucker men ringing in a bit of an Irish reel to bridge the two vocals by Don Brown, whose smooth baritone makes it easy to overlook the absence of an Irish tenor. Plattermate, one of the more popular war ballads of the day, is taken at a more moderate tempo. Again the voices predominate, band bridging with a trombone interlude to open the second chorus. Don Brown, Amy Arnell and the Voices Four all share in the singing, made more attractive by a shower of celeste figures.

Because of the topical interest, "Johnny Doughboy Found a Rose in Ireland" is a cinch to attract phono attention. And "I'll Pray for You" is a polished entry for any location.

**JAN SAVITT (Victor 27822)**  
*Tomorrow's Sunrise*—FT; VC. *Me and My Melinda*—FT; VC.

For these two new songs, Jan Savitt turns in smartly styled and highly rhythmic versions. Applies a bouncy beat for both, with the band tones well modulated in ensemble playing to make the melodic content of the tunes stand out. The Edgar Leslie-Violinsky ballad on the A side is taken at a moderate tempo, and Irving Berlin's pop entry on the B side is given a slightly faster beat. It's ensemble playing thruout, band cutting it clean, with Joe Martin turning in perfect vocals to fit the middle choruses on each side.

Nothing sluggish about Jan Savitt's playing of these two new songs, making them both bright and just right for phono play. "Me and My Melinda" gets the face-up nod, but only because of the weight of the composer credits.

**MARY SMALL (Decca 4268)**  
*She'll Always Remember*—FT; V. *On the Shoulder of a Soldier*—FT; V.

The popular radio song lady makes her disk bow with this doubling, bringing to the waxed full-voiced and straight-forward balladeering. Apart from the advantage of voice, Miss Small has excellent song selection for her first two sides. Both are war ballads, and both sung with sympathetic understanding. The A side is the already familiar mother song. The B side is a new one that has all the song qualities to reach the favored circles. It's also a song of farewell. Harry Sosnick's orchestra, as ever rich in strings, makes the fetching background for the two vocal choruses bridged by short instrumental interludes.

Considering her radio popularity, Mary Small brings an established name to the music machines. And she should pull strong at camp locations in view of her many appearances at army camps and consistent plugging of the service on her air shows. While "She'll Always Remember" is the more popular of the two ballads, "On the Shoulder of a Soldier" has a definite appeal.

**FRANKIE MASTERS (Okeh 6608)**  
*Here's to You, MacArthur*—FT; VC. *The Yanks Are Comin' Again*—FT; VC.

A grand salute to the famous general on the A side; the title alone is enough to attract attention. Taking it in 4/4 march tempo, Masters gives it a spirited rendition, the maestro and the Masters Voices providing the vocal salute. Similar in style and in treatment is the plattermate. Stacking up with the average Tin Pan Alley outpourings of such songs, *The Yanks* is about on par—and that ain't good.

If nothing more than because of its title with the hero's name, "Here's to You, MacArthur" is certain to attract nickels, for its first time out at least.

**HORACE HEIDT (Columbia 36536)**  
*The Lamplighter's Serenade*—FT; VC. *The Caissons Go Rolling Along*—FT; VC.

Particularly pleasing effects are achieved by Horace Heidt for the sweet and slow *Serenade* on the A side. The band remains in the background and the treatment of the song is turned over entirely to Larry Cotton and whistler Fred Lowery. Plattermate is the famous artillery song, and the band boys, both

instrumentally and vocally, give a rousing and spiritual salute to that branch of the service.

With the tunes greatest in demand being those that are in keeping with the times, "The Caissons Go Rolling Along" is a sure bet for the music boxes.

**PHIL SPITALNY (Columbia 36550)**  
*The Vigilantes*—V. *America, the Beautiful*—V.

The patriotic fever rages high for these two sides, sung in concert style by Phil Spitalny's Hour of Charm All-Girl Orchestra. *The Vigilantes* is easily recognized as that fine old marching song. *American Patrol*, to which appropriate and topical lyrics have been set. The more tender feeling is injected in the familiar hymn on the B side, with Vivien the lead voice. As ever, the musical maids are in excellent voice, and this couplet is a desired addition to the folio of patriotic platters.

While this disk is designed more for home turntables, "The Vigilantes" side, because it's the familiar "American Patrol" music, is definitely worth a test spin in the music boxes.

**ART KASSEL (Bluebird 11486)**  
*One Dozen Roses*—FT; VC. *I Hung My Head and Cried*—FT; VC.

The smooth and satiny Kassel rhythms as applied here make for a double-header. *One Dozen Roses* is a rhythmic and rolling ditty, plenty on the cute side and plenty contagious to make for hitdom. Kassel paces it in a medium tempo, the band playing it softly, with two vocal refrains handled expertly by the Kassel Trio and then later Gloria Hart joining the male voices. Tempo is slowed down a bit for the sob sister on the B side, which is a song from the wide-open spaces. After a starting band chorus, he turns it over to Harvey Crawford and the male trio to apply tender voice to the Jimmie Davis-Cliff Bruner heartthrob.

With country tunes catching on with the public like a prairie fire, here are two sides that are definite coin magnets. For more popular appeal it's "One Dozen Roses." And where the out-and-out Western song in dance style curries favor, "I Hung My Head and Cried" is right there.

**FRANKIE MASTERS (Okeh 6625)**  
*Now and Forever*—FT; VC. *I Do*—FT; VC.

Two new ballads are dressed up in soft and gentle musical hues by Frankie Masters for this pairing. *Now and Forever* was pulled out of Tschalkovsky's *Sixth Symphony (Pathetique)*. Both the classical theme and the song story are too pensive and sober to strike the fancy as some of the old master's earlier song hits have. Masters gives it a smooth and acceptable dance setting at a moderate tempo, making it easier to take, and Phyllis Myles handles the vocal well. *I Do* is a new love ballad in the more popular vein. Most of the side has the plaintive singing of Miss Myles. Taken at a slow tempo, and the rhythm section is restrained thruout, with muted trumpets and celeste weaving the background.

Phono possibilities for either depends largely on public acceptance of the songs themselves. While the Tschalkovsky tag isn't strong enough to carry "Now and Forever," the fact that the song is being used in "The Outlaw" movie gives possibilities of picture tie-ups. "I Do" carries the stamp of the Fitch Bandwagon.

**COUNT BASIE (Okeh 6626)**  
*Blue Shadows and White Gardenias*—FT; VC. *'Ay Now*—FT; VC.

The Count has been concentrating on tempering his righteous jazz with the smoother ballad selections on his recent record issues. Here again he proves that his hot horns can be toned down to make a slow and smooth melody sound as it should. It proves that the Basie gang is as flexible in its musicianship as all the others on top of the ork whirl. The A side is the familiar lush ballad from the *Song of the Islands* picture. Saxist Earl Warren

sings the middle chorus, and those sax voicings behind the vocal are the development of a definite and highly commercial sweet style for the band. Plattermate is in the approved Basie groove, only this stomper is cut so groovey by the jive-gutteral talkings of Harry Nemo that it loses its value except for those most scholarly in such goings-on. It's Nemo's song, and the Neem is so much on the beam it's doubtful whether even he can dig out his fast double-talking. Save for a short band passage, with the Count fingering the ivories, it's all the Neem working himself into a lather. The cats up Harlem way may say "I hear you talkin'." But not many others.

If the "Blue Shadows" song builds, Count Basie's entry is just right to keep it going in the music boxes. The "Ay Now" side is for operators of race locations, where they like phono music to click fast and furious.

**VICTOR MILITARY BAND (Victor 27824)**

*The Marine's Hymn*—FT; VC. *The Caissons Go Rolling Along*—FT; VC.

Leonard Joy, the label's recording chief, waves the baton over a large military brass band to give a stirring and rousing salute to both the marines and the artillery. The Four Clubmen blend their male voices well in singing the songs. It's a fitting addition to the recorded library of military marches.

Everybody loves a parade; that's the impression conveyed by this record. Since the marches are the hymns of branches of the armed forces, either side is fitting for the phonos.

**RAY NOBLE (Columbia 36546)**  
*Goodnight, Sweetheart*—FT; VC. *The Very Thought of You*—FT; VC.

In the nostalgic manner of Ray Noble's old band, the maestro has re-waxed two old favorites identified with and written by him. Sides also introduced Snooky Lanson, a capable newcomer, for the song selling in the baritone register. Both taken in slow tempo, and styled for cheek-to-cheek dancing, and Noble makes each worth remembering. *Sweetheart* gets under way with a piano introduction, with Lanson singing the opening chorus. Nice balance of reeds, brasses and strings backs the vocal and carries the band chorus. *The Very Thought of You*, Noble's theme, has the piano picking up the melody, cross-hands, right from the edge, the band joining in to complete the chorus. Lanson vocals the second refrain to take it out.

Both songs figured high in public favor an earlier day, and, with the evergreens always good for a spin in the music boxes from time to time, either side is effective for such play.

**Operators!**  
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Studio Bldg. Portland, Ore.



**TRADE SERVICE FEATURE**  
**PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS**

Listed below are: (1) Films to be released within the next two weeks which feature tunes that have been or are scheduled to be waxed by recording companies; (2) the national release date for each film; (3) the recordings of the film tunes, as well.

**The Shores of Tripoli**  
 (20TH CENTURY-FOX)

John Wayne-Randolph Scott  
 Release Date: April 9, 1942

- RECORDINGS:**  
 "The Marine's Hymn"  
 Kate Smith (Columbia)  
 Gene Krupa (Okeh)  
 Richard Himber (Victor)  
 Victor Military Band (Victor)  
 Tony Pastor (Bluebird)  
 Tyrone Power (Victor)

**"Mayor of 44th Street"**

Latest dope on RKO's *Mayor of 44th Street* is that the film, starring Freddy Martin's orchestra and Joan Merrill, will be released on or about May 8. Line-up on tunes and recording artists stands as follows: *Tonight We Love*—Freddy Martin (Bluebird), Jane Froman (Columbia), Xavier Cugat (Columbia), Tony Martin (Decca) and Joe Reichman (Bluebird); *Breeze on Lake Louise*—Freddy Martin (Bluebird) and Joan Merrill (Bluebird), and *Heavenly, Isn't It?*—Freddy Martin (Bluebird) and Joan Merrill (Bluebird).

**Warner Musicals**

Look for bigger and better commercial tie-ups with the machines via Warner films. Company has reshaped its production schedule to include at least six filmicals for next season's release. Move fits in with trade feeling that wartime customers, primarily escapists, desire nothing better in the way of cinema entertainment than a relaxing musical. Since nearly all filmicals rest on the laurels of their featured songs, operators can expect Warner, as well as all other picture companies, to develop to a new peak the music machine as an exploitation outlet for filmusic.

**"Always in My Heart"**

Latest to record the title tune from Warner's *Always in My Heart* is Jimmy Dorsey (Decca). Other versions include Glenn Miller (Bluebird), Jan Savitt (Victor) and Carmen Cavallaro (Decca).

**"Bless 'Em All"**

The hit-parade song in England, *Bless 'Em All*, mildly spotted in United Artists' *To Be or Not To Be*, has been waxed by

Guy Lombardo (Decca) and the Jesters (Decca).

**"Song of the Islands"**

Count Basie (Okeh) has newly recorded *Blue Shadows and White Gardens* from 20th Century-Fox's *Song of the Islands*. In connection with the film, we repeat that elaborate posters boosting *Song of the Islands* recordings have been prepared by Decca and Victor. Designed primarily for retail record dealers, these might prove effective for machine display. Ask your Victor dealer or contact the nearest Decca branch office. Remember, over 20 record sides have been waxed of *Islands* tunes.

**Heart of Texas**

Slightly belated comes the announcement that Universal plans to produce a film entitled *Deep in the Heart of Texas* for August release. Title tune, of course, will get prominent featuring.

**"What To Do"**

*What To Do*, from Universal's *What's Cooking* has been given a fresh Bluebird treatment by Bob Chester's crew.

**Don't forget!**

Complete information on picture releases, recordings of film tunes and all coin machine-motion picture exploitation is presented to operators in *Picture Tie-Ups*.

Suggestions for improved service will be gratefully received. Send them to *Picture Tie-Ups* Editor, *The Billboard*, 1564 Broadway, New York.

**Philadelphia**

PHILADELPHIA, March 28.—William L. King, head of Quaker Vending Company and president of the Phonograph Operators' Association, reports the purchase of two music machine routes.

Jack Cade, business manager of Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey, is up again after a sick spell.

Answering the plea of Jack Cade and William L. King, of the local music machine operators' association, operators contributed several thousand records in the scrap record drive conducted here for the benefit of United Charities.

Music machine operators attended two movie previews the past week to get a first listen at the screen songs. The previews were for *The Mayor of 44th Street* and *Song of the Islands*. The previews were held at the private screening rooms



JOHN GALLAGHER, STATE DEPUTY ADMINISTRATOR of the Treasury Department, Chicago, compliments Mills Novelty Company on its efforts to promote the sale of bonds. Jim Mangan, ad manager, displays one of the signs furnished customers in the big bond drive launched by Mills. About \$2,000,000 worth of bonds were purchased by Mills customers. (MR)

of the picture exchanges and each showing was attended by a big turnout of music operators.

Sidney Myers, who operated a music machine route under his own name, has given up his concern for the duration.

Ed Hughes, of the Raymond Rosen Company, has joined the Army. Harry Lasky takes over his post.

Jack Beresin, head of Berlo Vending Company, is enlisting the support of the machine industry in the \$50,000 annual maintenance campaign of the Deborah Sanitarium. Beresin is serving as chairman of the campaign.

Sam Litt, who operates a music firm under his own name, has increased the number of locations.

**Detroit**

DETROIT, March 28.—Roy Small, conciliator for United Music Operators, is in Florida for a brief vacation. Genevieve Koniarz handles the office in his absence.

Ray Meeuwenberg is adding a large number of new venders to his route.

Charles Starler has taken over the Coin-o-Matic Vending Company.

Walter and Mrs. Hodges have just returned from several weeks in Florida.

George Corbetts is expanding his music route with installations of Seeburg remote consoles and wallboxes.

Meyer Saperstein has taken over the Reliable Vending Company.

Bud Langler, mechanic for American Novelty Company, a lieutenant in the army now, is among the heroic defenders

**Attention: Harry Lavine**

An important radiogram has been received from overseas for Harry Lavine, who is supposedly located in Los Angeles. If in Los Angeles, Lavine may contact The Billboard office at 416 West 8th Street, Sam Abbott, manager.

Otherwise, a wire directed to W. W. Hurd, The Billboard, 155 North Clark Street, Chicago, will bring to Harry Lavine the portent of the radiogram.

of Corregidor Island, American employees have learned.

Joe Besk, apprentice mechanic for American Novelty Company, who left to join the artillery service, is now stationed at Seattle. His uncle, John Van Zoren, is now with American Novelty.

Max Berdis, music operator, who is also a foreman at the Ford Motor Company, is leaving to enlist in the army.

F. Codling, music operator of Berkley, Mich, is also joining the army.

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**ALL OTHER RECORDINGS OF**  
**'SLEEPY LAGOON'**

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**THE ACE VERSION**  
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**AS RECORDED FOR**  
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THE WURLITZER VICTORY MODEL is the center of attraction at the Mayflower Distributing Company's Pittsburgh headquarters. Looking it over are, left to right, Zanot and Dolza, of Huey, Pa.; Jackie Fields; A. W. Copers, Butler, Pa.; James Filaglia, Uniontown, Pa.; Wurlitzer Assistant Sales Manager John Schwartz and Ed McDevitt, Bradford, Pa. (MR)





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# MERCHANDISE MACHINES

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## Nickel Bottle of Pop Due To Vanish Soon in Wake of Taxes

Likely price under proposed excise levies is 6c—sugar shortage helps

NEW YORK, March 28.—In a special review of the soft drink supply, by John W. Pacey, *The Wall Street Journal* (21) warns that a price increase on soft drinks is sure to follow the passage of the excise tax and that nickel pop will vanish. That hallowed American institution, the nickel bottle of pop, is slated to disappear as soon as Congress gets around to passing the new excise taxes proposed by the Treasury. Six cents is a likely wartime price.

Thinning profit margins and limited production (the sugar shortage) make it impossible for the soft drink companies to absorb the tax. The result will be an odd price, but the beverage makers are sure it will not cause any damage to their market.

They have been watching the experience of Canadian beverage companies in tacking two cents in taxes on their nickel drinks. Sales across the border slumped for a while but now are better than ever.

### Concerned Over Color

What has the pop makers really concerned is the possibility that some of their best sellers may wind up as colorless as water. Corn sugar burned over vats puts color, and some of the distinctive flavor, in several types of soft drinks, including root beer. Severe rationing of this commodity is almost certain to develop as a sideline of the general sugar shortage. Artificial coloring, and a slight change in taste, is a possible answer. But it's a hard choice for companies which pride themselves on the all-natural contents of their products.

The Charles E. Hires Company, Philadelphia, for instance, has hammered away at generations of American pop-guzzlers that its product contains only real flavors and products. It isn't likely to break away from this policy without a struggle.

(Corn sugar companies think that strict rationing of their product will be an inevitable result of the general sugar shortage. Recently, they were asked by government officials to furnish production figures and other data. Rationing, the corn refiners expect, probably will follow along the general lines adopted for corn and beet sugar.)

### Cut 50 Per Cent in Last War

Rationing or curtailed production is an old story to America's soft drink makers; in the last war they were cut to 50 per cent of the previous year's output.

Currently, the soft drink industry along with other industrial sugar users is rationed for March as in February on the basis of 80 per cent of the amount of sugar used in the corresponding 1941 month.

There are many other factors which the soft drink industry and root beer

manufacturers in particular watch. Large quantities of vanilla beans are used in root beer manufacture by Hires, which takes about 25,000 to 30,000 tons a year out of the normal world supply of about 950,000 tons. A chemical substitute is "vanillin." The world crop of vanilla beans is now down to 300,000 tons mostly from Mexico, South America and Tahiti, with Java and certain French islands cut off by the war.

### Licorice Hard To Get

Licorice, coming from Spain and Russia, is almost impossible to get. There is a substitute called "anise," but it comes from war-locked China.

Sassafras comes from Honduras and the American continent. Native roots such as sassafras and birchbark, while available in sufficient quantity, present another problem. Gathering has fallen off with a resultant increase in price. Sassafras normally sold at six cents a pound now is up to between 20 and 22 cents.

There is no difficulty yet in respect to glass for bottles, altho Hires, which sells a distilled water in five-gallon glass jugs, finds the government taking these over as containers for acids and chemicals.

## Doehler Plant on 70% War Work

NEW YORK, March 28.—The Doehler Die Casting Company, once well known in the coin machine industry, is now working on the basis of approximately 70 per cent war work, H. H. Doehler, chairman, informed stockholders in the annual report. The company expects to be over 90 per cent within the next 60 days, he stated. The conversion created no disturbing factors in 1941 and will be completed without interruption in the near future, he declared.

Net profit for the year, after all deductions, was \$1,297,707, equal to \$4.63 per share. This compares with \$1,032,504 earned in 1940, or \$3.68 per share. Net sales in 1941 totaled \$22,138,457, as compared with \$14,974,209 in the preceding year.

Taxes for the year totaled \$2,823,308, as compared with \$1,161,762 in 1940. Of these amounts, federal excess profits taxes rose from \$375,000 in 1940 to \$1,735,000 in 1941, and were an important factor in reducing the profit-percentage in spite of the larger volume.

## Dispensers, Inc., Uses Root Beer for Coke Sub

BALTIMORE, March 28.—Dispensers, Inc., operators of bulk beverage venders, have found it necessary to substitute root beer for Coca-Cola. Notices have been pasted on the machines stating: "Because of sugar restrictions we find it impossible to dispense Coca-Cola thru this machine and are substituting root beer. We trust our customers will find this substitute satisfactory."

## Query Issued on Peanut Freight Rate

RICHMOND, Va., March 28.—The Virginia State Corporation Commission recently asked peanut farmers of the State for their comments regarding a possible move to procure lower freight rates on raw peanuts.

In a letter addressed to Virginia peanut producer and shipper interests, H. E. Ketner, commerce counsel for the commission, said he was informed that the government has called upon farmers to increase their production of peanuts from an acreage of 1,984,000 to 5,000,000. The acreage increase in Virginia will be from 141,000 in 1941 to 316,000 for 1942.

Ketner said that it had been suggested to him that something should be started toward the establishment of lower freight rates on unshelled peanuts destined to oil producers for crushing.

He said that the suggestion is that lower rates should apply only on farmers' raw stock peanuts, in the shell, in bulk and in carloads destined for oil purposes. Present rates would continue to apply on nuts which are to be used for other purposes.

The counsel said his action would be guided by response he receives in answer to his letter.

## Canadian Pepsi-Cola Trade-Mark Upheld

OTTAWA, Ont., March 28.—The Judicial Committee of the Privy Council, the highest court in the British Empire, March 19 handed down a unanimous decision in favor of the Pepsi-Cola Company of Canada, holding that the trade-mark "Pepsi-Cola" does not infringe the mark "Cola-Cola."

The decision upheld a 1939 judgment by the Canadian Supreme Court dismissing the Coca-Cola Company's action against Pepsi-Cola on the basis of infringement of registered trade-mark.

The hearing had been conducted for over a week and after hearing argument by counsel for the Coca-Cola Company, the Privy Council did not believe it was necessary to hear argument of counsel for the Pepsi-Cola Company, and the appeal was dismissed.

The council also ruled that the plaintiff should pay the costs of the appeal.

## Candy Venders Replace Candy Shop in Theater

BALTIMORE, March 28.—Installation of candy vending machines in the Stanley Theater, one of Baltimore's largest movie houses, was accomplished only after removal of a candy company shop which adjoined the theater. Because of the next-door shop the theater management steadfastly refused to permit installation of venders.

The shop was closed because of the sugar situation. The theater management then sought candy venders, and the Berlo Vending Company, Baltimore, was the successful applicant.

**Vending-Arcade Machines**

TAX FREE. Leading money makers for Candy Nuts, Gum, \$4.75 up.

Ten View 5c PEEK SHOW, \$25.50.

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1c or 5c VIEW A SCOPE, \$24.50.

Silver King Nut Vendors, \$7.85.

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One-third deposit with orders. Send full amount and save C. O. D. charges. Send for list of other Vending Machines.



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1938—8 Col., \$30.00; 6 Col., \$25.00; 5 Col., \$22.50; 4 Col., \$20.00; 15c or 20c coin slots. All machines slug proof and with stands. Reconditioned like new. 1/3 down, balance C. O. D.

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NEW

PIKES PEAK . . . . . \$20.00  
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A. B. T. POOL TABLE . . . . . \$12.50  
A. B. T. MODEL "F" . . . . . 17.50  
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## The Billboard Subscription Rates Upped

Only 30 days remain to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6 1/2 cents a copy. A convenient order form is printed on page 55.

**BALL GUM**

3/8" -- 13,000 Balls \$15.75  
1/2" -- 15,500 Balls \$15.75

Full Cash With Order, Freight Paid. Price Subject to Change Without Notice.

**ADDITIONAL INCOME**

5 Lb. "SILVER KING," \$7.95  
10 lb. \$10.00  
10 lb. \$7.50

FREE View-a-Scope or "Peep Show" only \$24.50 each. 10 pennies from most players. 1c per Photo graph, 10 Pictures.



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# VENDER SUPPLY NOTES

## Modify Ceiling on Cigarette Prices

WASHINGTON, March 28.—The Office of Price Administration recently disclosed its reasons for continuing ceilings over cigarette manufacturers' prices at levels of December 26.

At the same time the OPA issued an amendment to the cigarette schedule (No. 62) allowing manufacturers to revise any temporary sales promotion programs and to adjust prices in the event that the internal revenue tax is raised.

The OPA's cost and profits study, embracing accounts of eight companies producing approximately 95 per cent of all domestic cigarettes, disclosed that:

1. Average net income (before taxes) of five of the leading manufacturers rose from 17 per cent of the average book value of their invested capital in the pre-war years 1936-'39 to over 21 per cent in 1941.

These firms were: American Tobacco Company, Liggett & Myers Tobacco Company, P. Lorillard Company; Philip Morris & Company, Ltd., Inc., and R. J. Reynolds Tobacco Company.

2. Current cigarette sales are running 20 per cent above the corresponding levels of 1941 and indications are that, because of the increase in national income and enlargement of the armed forces, this rate of increase probably will continue.

3. Manufacturers' 1941 profit margins averaged 55 to 60 cents a thousand on standard price cigarettes.

4. While cost of producing and selling standard price cigarettes is from 10 to 16 cents a thousand above the average cost last year, more than half of those higher costs will be offset by the considerably greater volume of sales.

"It thus appears from the figures of the manufacturers investigated, which constitute about 95 per cent of the industry, that, in spite of the recent cost increases, the cigarette industry will continue to make very substantial profits," the OPA said.

OPA's ceiling was imposed last December 30 to cancel an increase of from \$6.53 to \$7.10 a thousand, announced by the American Tobacco Company on its leading brand, and which OPA believed would be followed by other manufacturers and would result in an advance at the retail level.

The Coca-Cola Company announced recently that this year's total sales had not dropped much below the same period last year. March reports, however, are expected to show a bigger drop. The company stated that it had plenty of materials but that transportation was a problem. The large number of men and women in war production plants was said to be a ready-made market for soft drinks.

Business and trade publications recently carried considerable news bearing on the price of cigarettes. The OPA, in its latest report on cigarette costs and retail prices, has issued an order which will permit manufacturers to adjust their prices if an increase in federal taxes is made. The OPA report discussed several trade practices in the cigarette industry, making suggestions as to the fairness of some of these to the trade and the public.

Prospect of a federal excise tax on candy is causing operators to inquire of candy manufacturers if they will make a special bar to retail at 5 cents when the retail price on standard-size bars goes above a nickel. Candy manufacturers are considering the idea.

The War Production Board on March 18 announced formation of a confectionery section within the food supply branch to assist the candy and chewing gum industries with raw material problems incident to the war program.

John M. Whittaker, formerly vice-president of the Daggett Chocolate Company, has been appointed chief of the section.

The first comprehensive, factual analysis of measures that have been taken by various companies to adjust their operations to the critical problems in packaging, packing and shipping—that of shortages in the basic materials—will be presented at the annual Packaging Conference of the American Management Association, to be held concurrently with the Packaging Exposition at the Hotel Astor, New York City, April 14 to 17 inclusive.

A drop of 20 per cent in the production of chewing gum this year was forecast March 18 by Philip K. Wrigley, president of the William Wrigley Jr. Company, Chicago, manufacturer of chewing gum. "The necessity of putting sugar, one of our principal ingredients, on a quota basis will prevent us from increasing our sales volume beyond the quota allowed, which at present is 80 per cent of 1941 production."

Peppermint oil, important in the

manufacture of candy, may be used as a source for menthol, according to an announcement that the Vicks Chemical Company has placed an order with a refiner for menthol to be extracted from domestic peppermint oil. Menthol, heretofore imported from China and Japan, is widely used as a medicinal chemical. According to trade estimates, it would take 1,000,000 pounds of peppermint oil to yield the 500,000 pounds of menthol used last year. Farmers in Indiana and Michigan grew nearly 80 per cent of last year's crop of peppermint oil.

The cigarette industry has been told by the War Production Board that the outlook for future purchases of cellophane for wrapping cigarettes is none too good.

Philip Morris cigarette sales for February are reported by *The New York Journal of Commerce* to have approximated 1,400,000,000 cigarettes, a gain of 22 per cent over February, 1941.

Mars, Inc., Chicago candy bar manufacturer, relinquished sponsorship of the quiz show *Dr. I. Q.* March 30.

Consolidated net income of Bunte Bros., makers of candy bars, for 1941 was the largest since 1936.

**MARKET IN BRIEF**  
NEW YORK, March 26.—Peppermint oil (dollars per pound): Natural, \$5.40 to \$5.75; U. S. pharmaceutical, \$5.90 to \$6.

**NUTS**  
**CHICAGO SPOT MARKET**  
**PEANUTS**  
Virginia and North Carolina

	Cents per lb. in bags
Jumbos	10.00 @ 10.25
Fancies	9.75 @ 10.00
Extra large	14.25 @ 14.50
Medium	14.25 @ 14.50
No. 1 Virginia	14.25 @ 14.50
No. 2 Virginia	12.75 @ 13.00
Southeast	
No. 1 Spanish	13.75 @ 14.00
No. 2 Spanish	12.50 @ 12.75
No. 1 runner	13.25 @ 13.50
No. 2 runner	12.00 @ 12.25
Texas	
No. 1 Spanish	.....

### The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., March 28.—City market buyers are less active at this time. Present high levels are causing them to hold back in the hope of a possible downward movement.

Also, in common with other commodities, it now costs more to ship peanuts by rail. Effective March 18 an Interstate Commerce Commission order provided for an increase of 3 per cent in rates on raw peanuts in the shell and 6 per cent in rates on peanuts shelled or converted in any manner.

Farmers, likewise, have not been hauling peanuts to market in quantity during the past week. Market prices are steady, but millers had bought so much prior to this time that they are finding it desirable to catch up with orders on hand before buying actively again. Leaders in the industry advise, however, that farmers' stock peanuts are cleaning up so rapidly that there are not as many peanuts in sight at the present time as are usually available in August.

Best Jumbos will bring 7½ to 7.55 cents per pound delivered and best Bunch nearly as much. Occasional remaining lots of farmers' stock peanuts of the Spanish type are selling at \$3 per bushel.

The cool weather in the Southeastern States is delaying planting operations of new crop peanuts. Some planting has been done in Florida, but farmers in South Georgia are late in getting their land in shape to plant. Farmers' stock Spanish in the Southeast are selling lightly at \$160 to \$165 per ton and Runners at \$140 to \$145 per ton delivered. The Runner price is largely nominal and farmers' stock Spanish in the Southeast still unsold are extremely rare.

## Personal Property Tax Valuation

The Associated Operators of Los Angeles County (Calif.) recently mailed a schedule of coin machine valuations for personal property tax assessments to its members. The schedule is to be used for valuing machines on location. Due to the completeness of the list, it is reprinted here for general reference purposes:

**Coin Operated Slot Vending and Amusement Machine Schedule**  
**Computed in Assessed Values**

	Assessed Values
<b>1942:</b>	
Automatic Phonographs—Console, 20 to 24 Records.....	\$ 175
(Includes Adapter. Add \$5.00 for each Coin Bar or Wall Box)	
Automatic Phonographs—Counter, 12 Records.....	80
<b>1941:</b>	
Automatic Phonographs—Console, 20 to 24 Records.....	110
(Includes Adapter. Add \$5.00 for each Coin Bar or Wall Box)	
Automatic Phonographs—Counter, 12 Records.....	50
<b>1940:</b>	
Automatic Phonographs—Console, 20 to 24 Records.....	75
(Includes Adapter. Add \$5.00 for each Coin Bar or Wall Box)	
Automatic Phonographs—Counter, 12 Records.....	40
<b>1939:</b>	
Automatic Phonographs—Console, 20 to 24 Records.....	45
(Add \$15 for Adapter. Add \$5 for each Coin Bar or Wall Box)	
Automatic Phonographs—Counter, 12 Records.....	25
<b>1938:</b>	
Automatic Phonographs—Console, 20 to 24 Records.....	30
<b>1937 and Prior:</b>	
Automatic Phonographs—Console, 12 to 16 Records.....	20
(The above assessed values include records.)	
<b>Candy Vending Machines—</b>	
Cigarette Type	
5 to 9 Column Machine.....	30
4 Column Machine, Old Type.....	15
Gum-Mint Machine, 5c.....	4
Double Column or Bowl Machine.....	4
Single Column or Bowl Machine.....	2
Single Column or Bowl Machine.....	1
<b>Cigarette Vending Machines—</b>	
6 Column Machine (Sold new, subsequent and during 1936).....	22
7 Column Machine.....	22
8 Column Machine.....	30
9 Column Machine.....	33
10 Column Machine.....	33
11 Column Machine.....	33
12 Column Machine.....	35
15 Column Machine.....	35
6 Column Imperial (Sold prior to 1936).....	22
Old 4, 5 and 6 Col. Machines sold prior to 1936, except 6 Col. Imperial.....	10
<b>Gum Vending Machines—</b>	
Counter Type.....	5
Bowl Type.....	2
Bowl Type, Old.....	1
<b>Peanut Vending Machines—</b>	
Triple Column or Bowl Machine, Triselector Type.....	10
Double Column or Bowl Machine.....	4
Single Column or Bowl Machine.....	2
Single Column or Bowl Machine, Old Type.....	1
(The above assessed values include merchandise.)	
<b>Marble Games.....</b>	15
<b>Weighing Machines—</b>	
Toledo, Large Type.....	40
Ordinary, Ticket and Large.....	25
Pedestal, Old Small Non-Ticket Type.....	10
<b>Claws—</b>	
Large, \$35 plus \$10 Merchandise; Total.....	45
Small, \$20 plus \$10 Merchandise; Total.....	30

## Court Says Cola Is Generic Term

WILMINGTON, Del., March 28.—Dismissal of a complaint by Coca-Cola Company against Nehi Corporation in the Chancery Court of Delaware was disclosed recently. Coca-Cola sought to halt use by Nehi of the names "Royal Crown Cola" and "RC Cola" claiming unfair competition and seeking damages. Chancellor William Watson Harrington held that the term cola has become generic for a well-known type of soft drink and dismissed the complaint.

## Small Bottlers Getting More Vender Business

BALTIMORE, March 28.—Sugar restrictions are making it possible for smaller soft-drink bottlers to sell their products in locations heretofore served entirely by the large bottlers. This includes vending machine operations.

The large bottling concerns have found it necessary to limit sales of their products and, in many instances, to dispense with the servicing of venders. Operators of beverage vending machines have turned to smaller bottling firms and in that way are able to keep their operations up to par.

Operators are not choosing the product they want in their machines. They take what they can get. Whatever soft drink is available is the one that is vended.



# THEY'LL GO FAST! SO STOCK UP NOW!

Manufacturers of Coin Operated Equipment Must Cease Manufacturing May 1st. Fortunately We Have a Large Stock of Used Equipment. This Used Equipment will Undoubtedly SELL FAST. WE DO NOT EXPECT TO REPLACE THIS STOCK. WE ADVISE YOU TO PROTECT YOUR OPERATING BUSINESS IN THE FUTURE BY BUYING NOW!

SEEBURGS		ROCKOLAS		Counter Model 61	
12 Rec. A, B or C.	\$ 49.50	12 Record	\$ 29.50	24-A	\$ 109.50
Model H Multi-selector	79.50	Imperial 20	69.50	Counter Model 71	139.50
20 Record Rex	109.50	Imperial 20, Illuminated Cabinet	89.50	600 Model	169.50
Royal	119.50	1939 Table Model & Stand	79.50	500 Model	199.50
Gem or Casino	159.50	Monarch	99.50	800 Model, Walnut	299.50
Regal or Plaza	169.50	1939 Deluxe	189.50	750 E Mod., Walnut	349.50
Crown	179.50	1939 Deluxe with Adaptor & 4 Keeney Boxes	249.50	Wurl. Adaptor with 7 Keeney Boxes	150.00
Mayfair, with Keeney Adaptor, 1 Speaker & 4 Keeney Boxes	300.00			Twin 12 in Steel Cab. with Speaker	119.50
R. C. Envoy	319.50	<b>WURLITZERS</b>			
Major E.S.R.C.	339.50	P-12	\$ 44.50	Reg. Dance Master	\$ 29.50
Colonel E.S.	339.50	P-12 in Illum. Cab.	59.50	Do Re Mi	39.50
Colonel E.S.R.C.	359.50	616	59.50	Zephyr, Multiselector	39.50
		Counter Model 51	39.50	Throne of Music	129.50
				Empress	189.50

EXTRA EQUIPMENT		NEW AND LIKE NEW COUNTER GAMES	
Keeney Wall Boxes	\$ 20.00	Wings	\$ 6.50
Keeney Adaptor for Seeburgs	29.50	Liberty	12.50
Seeburg Melody Parade, Wireless Bar Box	9.50	Yankee	6.50
Seeburg Playboy	49.50	Marvels	12.50
Wurlitzer Adaptor with Seven Seeburg Boxes	150.00	Penny Pack	4.00
		Rex	6.50
		Reel 21	6.50
		Non Coin Operated Marvels or American Eagle	24.50
		Fire & Smoke	\$19.50
		American Eagle	12.50
		New V	12.50
		Lucky Smoke	6.50
		Whirlwind	4.00
		American Flag	6.50

LEGAL EQUIPMENT		FREE PLAY CONSOLES, ETC.	
Texas Leaguer	\$ 29.50	Jennings Mint Vender	\$ 69.50
Ten Strike	79.50	Mills Mint Vender on Stand	89.50
Keeney Air Raider	149.50	Mills Jumbo Parade	109.50
Evans Play Ball, Baseball Game, Like New	249.50	New Keeney Twin Bells, Nickel or Nickel and Quarter	Write
International Traveling Crane Digger	69.50	Mills Owl, Like New	\$99.50
			\$44.50
		<b>AUTOMATIC PAYOUT, CONSOLES, TABLES, ETC.</b>	
		Jennings 5c Cigarola	\$79.50
		Jennings Good Luck	49.50
		Jennings 5 & 10c Cigarola	99.50
		Liberty Bell, Console	22.50
		Preakness	22.50
		Hey Day, Table	17.50
		1939 1-2-3 Payout	29.50
		Vest Pocket, Green	29.50
		Vest Pocket, Blue & Gold	\$37.50
		Double Header, Table	29.50
		Jumbo, Cash & Check	109.50
		Derby Day, Console	17.50
		Exhibit Silver Balls	59.50
		Tan Foran	17.50
		Pace Maker, Table	39.50
		Paces Races, Brown	149.50

Terms: 1/3 Deposit, Balance Sight Draft.

## SOUTHERN AUTOMATIC MUSIC COMPANY

"The House That Confidence Built"

542 S. Second St., Louisville, Ky.

531 N. Capital Avenue  
Indianapolis, Ind.

312 W. Seventh St.  
Cincinnati, Ohio

425 Broad Street  
Nashville, Tennessee

### JOBBER!! ONLY A FEW LEFT!!

BETTER GRAB THESE QUICK!	ORDER ONLY FROM LIST!!
<b>\$49.00 EACH</b> Jungle Bosco Spot Pool Capt. Kidd Tex. Mustang	<b>\$39.00 EACH</b> Heroscope Super Chubbie Legionnaire A. B. C. Bowler Bola Way Star Attrao.
	<b>\$34.00 EACH</b> Ten Spot Air Force Majors '41
	<b>\$29.00 EACH</b> Sky Ray Miami Beach Baker Defense Belle Hop Silver Skates Pan American
	<b>\$19.00 EACH</b> Zombia Duplex Big Chief Stars Cross Line

**CONSOLES:** SUPER TRACK TIMES, Only Used 3 Months, LOOK LIKE NEW \$225.00

NEW JERSEY OPERATORS: We will buy your Pin Games—Cash Waiting! COMPLETE LINE OF NEW AND USED CIGARETTE MACHINES!  
Terms: 1/2 Deposit, Balance C. O. D., Give 2nd and 3rd Choice. Full Cash Orders for \$20.00 or less.  
PETE HAGEDOORN, Prop.

**JERSEY SPECIALTY CO.** ROUTE 23, NEWARK-POMPTON TURNPIKE, SINGAC, N. J. Phone: Little Falls 4-0784.

### FREE PLAY GAMES for Immediate Delivery

ABC Bowler \$42.50	Click \$65.00	Knock-Out \$70.00	Spot Pool \$51.50
Anabel 17.50	Cross Line 20.00	Leader 17.50	Sun Beam 30.00
Argentine 37.50	Clover 64.50	Legionnaire 47.00	Sky Blazer 43.00
All American 18.00	Da-Re-Mi 34.50	Landslide 17.50	Sluggo 25.00
Alr Force 56.00	Drum Major 22.50	Majors '41 35.00	Score-a-Line 22.00
Attention 22.50	Dup'x 22.50	Miami Beach 36.50	Stars 25.00
Dbie, Feature 15.00	Double Play 32.50	Monicker 60.00	Sky Line 17.50
Band Wagon 19.00	Dixie 18.00	New Champ 59.00	Texas Mustang 47.50
Belle Hop 39.50	Flicker 22.50	Polo 23.50	Topic 75.00
Big Chief 19.50	Four Roses 24.50	Play Ball 22.00	Towers 62.50
Big League 18.00	Four Diamonds 41.00	Power House 18.00	Target Skill 29.50
Big Show 17.00	Five & Ten 77.50	Seven Up 27.50	Ten Spot 35.00
Bola Way 40.00	Formation 19.00	Sea Hawk 28.00	Venus 70.00
Boom Town 28.50	Gold Star 22.00	Silver Skato 29.50	Wild Fire 26.50
Big Parade 70.00	Gun Club 44.50	Star Parade 27.00	Velvet 21.50
Broadcast 25.00	Hi Hat 33.00	Star Attraction 40.00	Yacht Club 48.00
Bosco 60.00	Hi-Stepper 28.00	Spot-a-Card 58.00	Zig Zag 40.00
Cadillac 20.00	Home Run 72.50	Stratollner 24.00	Zombia 21.50
Champ 49.50	Heroscope 37.50	Super Chubbie 39.50	
Captain Kidd 55.00	Jungle 57.50		

H. BETTI & SONS, 1801 Manhattan Ave., Union City, N. J. Phone Union 3-8584

## West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, March 28.—Penny arcades at beach spots are doing a good business and the buying of equipment is about 10 weeks ahead of any past year. Down at Mission Beach near San Diego the Penny Arcade there is going great guns.

Music machine men are doing good business, with the year definitely pointed out as the year for operators. Soldiers and sailors in town for the week-end are proving good patrons of the machines. The trend is to hillbilly tunes and a number of them are now being placed in machines. Patriotic numbers are getting good play, and with feeling running high here against the Japs, tunes that lambast the Nips are getting exceptionally good play.

### Badger Opens Doors

With completion of remodeling and with new equipment and furnishings installed, Badger Sales Company officially opened its doors Thursday (26). Operators visiting the spot described it as one of the most modern and up-to-date showrooms in this section. William R. Happel Jr. personally showed the visitors around and was gratified by approval of the new Charm Cabinet, several of which have just arrived on the West Coast for their initial showing. Firm has one of the most complete stocks of reconditioned phonographs in the West. . . . Dick Parina, R. A. Parina & Company, DuGrenier distributor, is expected to visit his brother Tony when he returns from New York. . . . Charles Figge continues to click with candy vending machines and is adding machines to his airplane factory locations. . . . Louis Sallee, Long Beach, Calif., has missed several PCSA meetings but is expected to attend the last session before the club goes on a summer meeting schedule.

### Mohr Plans Trip

Mac Mohr has been pushing Evans bowling alleys and has several placed in top spots. He plans a trip thru his territory in the interest of this item as well as the lines manufactured by Daval and Baker. . . . Clark Shaw, Long Beach, Calif., made his usual visit to Los Angeles to talk things over with coin machine men. . . . Leon (Hi-Ho) Silver, vending machine operator, reports that the advent of warm weather has boosted the take of his peanut and gum machines at street car transfer points. . . . Paul Gerber, operator of the Sportland in Ocean Park, was in the city Thursday and was hailed on his way to town by William R. Happel Jr., Badger Sales Company. . . . A. M. Keene, Taft, Calif., has cut down on the number of visits to Los Angeles and is spending more time building up his Keenomatic business. Keene vows he's not cutting down on his trips to Mexico. He makes several during the year. . . . Charles Washburn is back from a swing thru Arizona and Eastern California. . . . Earl Fraser, formerly serviceman with Southwestern Vending Machine Company, reports that army life is agreeing with him. He's in the air corps. . . . Mac Sanders' victory garden, on late reports, is not doing so well. The birds are dive-bombing at his beets and carrots. . . . Paul Blair and Mrs. Blair, he of Exhibit Supply, made a trip to San Diego, Campo and then to Palm Springs. . . . Murray Hofberg is back in town after a swing thru the Palm Springs section. . . . Jack Lipps, Lipps & Lorenz, reports that his arcade at Camp Elliott is packing them in. . . . Al Berman, Arcade Exchange, is in Los Angeles following a trip to Bakersfield, Calif.

### McCreary Burns Oil

L. B. McCreary, Los Angeles manager for E. T. Mape Music Company, is back at his desk following a trip south. He's burning the midnight oil getting things in order for more business. He's ably assisted in the office by Geraldine Douglas, who took over the office management when Walter Huber was transferred to San Francisco as assistant to Vance Mape. . . . Ed Mape is expected in Los Angeles from San Francisco soon. . . . Judy Deats, California Music Company, has been on the sick list. . . . Peggy Ales, California Music Company, was entertained recently at the Trianon by Bob Crosby and his orchestra. . . . Johnnie Winn, Long Beach, Calif., made one of his frequent trips into Los Angeles to see a few broadcasts and visit with his friend Spike Jones of the City

Slickers. . . . Texas Jim Lewis and his Lone Star Cowboys recently closed 10 weeks at Grace Hayes's Lodge in North Hollywood. Lewis and his boys went into the Golden Gate Theater in San Francisco for a limited engagement. . . . Jim Alle, Los Angeles operator, reports that his Seeburg Hi-Tones are getting the business. . . . Jack Gutshall, Jack Gutshall Distributing Company, is looking forward to the fishing season.

### Simmons at His Desk

W. E. Simmons, Packard, is back at his desk in Hollywood following a trek in the surrounding territory. . . . Mario Castagnaro, of Techniprocess, reports that his company will soon go into production on another series of movies to be released thru APD. . . . Sam Coslow has signed Buddy Clark, radio singer, for a series of RCM Soundies. Clark has been featured on the Lucky Strike Hit Parade and some of the other big network shows, and is also known to coin machine operators thru his Bluebird records. . . . Vic Ralston, Standard Phono, and Walt Stichel, of Leo Meyberg, local Victor distributor, were seen in a huddle during lunch hour recently. . . . Bud Parr is rigging up rod and reel in anticipation of the coming fishing season. He takes some great jaunts and likes fishing off the Mexican coast. . . . Music machine business is going good in Exeter, Claude Tomlinson reports. . . . Fred Gaunt, Trojan Novelty Company, continues to cover the beaches during week-ends to see what's clicking in the arcade equipment line.

## The REVOLUTIONARY SPIN-N-WIN!

WATCH FOR OUR NEWEST ORIGINAL CREATION:

SPIN-N-WIN

GAMES TO BE DISPLAYED IN THE APRIL 11TH ISSUE OF THE BILLBOARD

ALL SALESBOARD AND FORMER JAR DEAL OPERATORS, WRITE AT ONCE!



NOEL'S Gay Games INCORPORATED  
Muncie, Indiana

**REEL BARGAINS**  
In Used Automatics and Free Play Games  
Save Money! Get Our Latest Complete Low Price List Before Buying Elsewhere!  
**REEL DISTRIBUTING CO.**  
4935 Fountain Ave. ST. LOUIS, MO.



## Associated Operators Busy During March

Among the activities reported by Associated Operators of Los Angeles are special contributions and contacts with various civic and military organizations. Letters of thanks received by Curley Robinson from various organizations indicate how much gifts are appreciated by service organizations. From the California State Guard comes the following letter:

"It has been brought to my attention thru Sergeant John Blewett that you have made generous gifts to the enlisted men's recreation room in the Armory of the California State Guard.

"Such interest as shown by your association has done much for the morale of the State Guard. Please accept my most sincere thanks on behalf of the enlisted personnel of the California State Guard."

The military organization expressed gratitude in the following letter:

"This is to acknowledge receipt of recreational items, including 2 pinball machines, 2 volley ball nets, 2 ping-pong sets, 1 badminton set, 12 checker boards, 12 playing card sets.

"I wish to express my appreciation for the equipment given to this battery. I assure you that this donation will be used to the greatest advantage and was more than appreciated by all members of this command."

The association's office reproduced a copy of a newspaper article which recently appeared in newspapers all over the country under the heading "Presi-



PART OF THE CROWD OF OPERATORS WHO ATTENDED the open house, March 9, at the showrooms of General Music Company, Los Angeles. William Corcoran, Horace Heidt and Ernie Brennan are left to right in the foreground. (DR)

dent Backs Recreation Need." The article is intended to inspire operators to appreciate the value of their amusement business and to show them how the industry might eventually build up its own publicity values.

### Interest in Crippled

In the official letter of the association to its members on March 17 there was the following paragraph:

"May we direct your attention to the Crippled Children's Society of Los Angeles County and its worthy purpose. This organization assists in bringing to neglected physically handicapped children timely social, legal, surgical, medical, mechanical, educational, vocational and other necessary aid, invoking and stressing the application of the laws of our State in the procedure. This is made possible thru the State-wide sale of Easter Seals by voluntary contributions from individuals and business firms and by membership returns. By buying these seals you will help a neglected or indigent crippled child."

In material sent to its membership recently the Associated Operators also made photostatic copies of letters from an official of a certain reform organization who had taken upon himself to write the heads of police departments condemning pinball and other amusement games. One of the letters was especially strong against arcades seemingly because children seemed to like these arcades so much. The letters have been mailed to the membership and to influential persons as a part of the public relations program of the association.

cessfully opened up new spots.

"Archie Berger, Philadelphia, also reports the speakers have been responsible for opening some of the finest clubs in Pennsylvania and have proved extremely useful to operators in getting these spots. A Southern operator says he not only obtained a location in the famed taproom of one of the State's finest hotels but that the owner of one of the leading department stores, seeing the American flag model there, asked the operator to arrange a display in his store. A phono was used with the speaker to stimulate the sale of Defense Stamps and Bonds.

"Operators now featuring Singing Picture speakers tell us they have been approved by the public and location owners everywhere."

## Chicken Sam Operators "HIT THE DIRTY JAP"

CHANGE OVER UNIT NOW READY FOR DELIVERY

Unit consists of entirely new molded Jap figures. (This is not a remolded or cardboard figure.) Flashy new scenery processed on heavy cardboard furnished with each unit. Your present Chicken Sam or Jailboard may be changed over in few minutes.

**This Is Red Hot—Order Now and Cash In \$15.00**

Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C.O.D. (Payment in full with order will save C.O.D. fee.)

Samples Sold With Money Back Guarantee If Not Satisfied

BONA FIDE DISTRIBUTORS, WRITE. Manufactured Exclusively By **HAROLD W. THOMPSON** (Seeburg Phonograph Distributor) 415 Carolina St., San Antonio, Tex.

## ARCADE MACHINES WANTED

Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and lowdown.

**FRANK SWAN**  
146-39 60th Ave., Flushing, L. I.

## WANTED FOR CASH

Chicken Sams, Rock-Ola World Series, Sky Fighters, Ace Bombers, Air Raiders, Hockeys and everything in Arcade Machines. Write, wire to get quick action!!

GIVE BEST CASH PRICE!  
**LOUIS NELSON**  
2041 63RD ST. BROOKLYN, N. Y.

## LANE JASPER

Or anyone knowing his present address or whereabouts. Please contact:  
**McCALL NOVELTY CO.**  
3147 Locust St. ST. LOUIS, MO.  
(Phone: Jefferson 1644)

## Detroit Coin Firm Expands Quarters

DETROIT, March 28.—In one of the first expansion moves by any local distributor since the war began, Sam Liebers, United Coin Machine Exchange, has taken over an additional building. The new building triples his storage capacity and will be operated in conjunction with the old store which adjoins the new. Offices remain in the older building and the new space is now being used for storage and display of used machines.

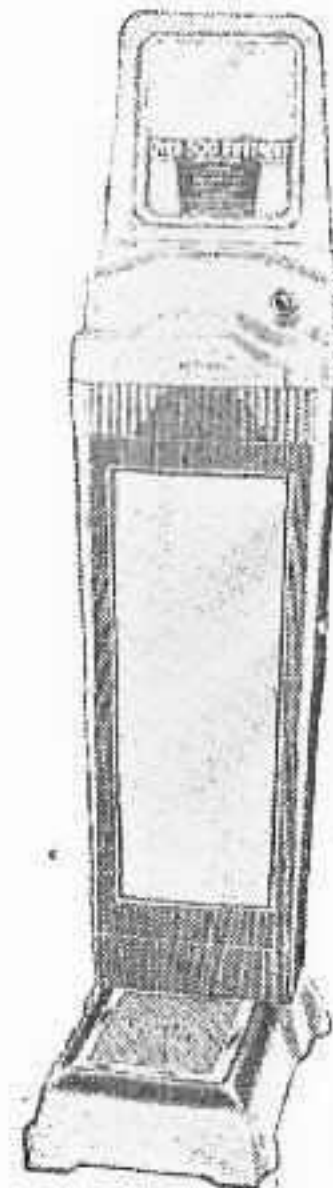
## Singing Pictures Bring Ideas

NEW YORK, March 28 (MR).—Tri-Way Products Company, Inc., manufacturer of Singing Picture Illuminated auxiliary speakers, reports receiving suggestions from column regarding methods used to feature these units.

"One of the first ideas received was from Joe Calcutt, Vending Machine Company, Fayetteville, N. C., who reported he found Singing Picture excellent for use with Mills Panorams. The patrons can see the movies and hear the music with greater clarity regardless of where they are seated.

"Another suggestion tendered by Barney (Shugy) Sugarman, Runyon Sales Company, Newark, N. J., stated that operators are using small and large models of the picture speakers to obtain locations where automatic music was never before featured. He claims that in almost every case operators have suc-

## IMPROVED SCALE



Operates Automatically No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

**WATLING MFG. CO.**  
4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

**A BUCKET FULL OF PROFITS**

**JUMBO DIE CUT!**

Colorful slot symbols! Surprise tickets! \$15 top award! 75 Winners! Single Step-up Jackpot! Hurry, Order Now!

**No. 1000 OLD OAKEN BUCKET "A"**  
(5c Play—Special-Thick—Slot Symbols)

1000 Holes  
Less 30 Holes (15 Surprise Tickets take 2 punches)  
Takes in 970 at 5c.....\$48.50  
Pays Out ..... 22.29  
AVERAGE PROFIT .....\$26.21

**GARDNER** 2301 ARCHER AVE. CHICAGO, ILL.

## JOBBER — DISTRIBUTORS

WRITE FOR QUANTITY PRICES ON BRAND NEW MACHINES IN ORIGINAL FACTORY SEALED CRATES

### CONSOLES

Keeney Super Bell  
Keeney 2-Way Bell  
Keeney 4-Way Bell  
Bally Club Bells  
Bally High Hands  
Pace Saratoga, F.P. & P.O. Comb.  
Pace Saratoga, F.P. & P.O. Comb. with Phono

### ARCADE MACHINES

Chicago Coin Hockey  
Keeney Submarine  
Scientiffo Batt, Practice  
X-Ray Poker  
Toxas Leaguer  
Scientiffo New Baseball  
New Basketball

**600** Reconditioned Consoles and Free Play Games ON HAND! You can depend on Low London's TRUE-VALUE Buys! WRITE FOR LIST!

All Latest Releases of All the New Pin Games on Hand! Write for Prices!

WRITE, WIRE OR PHONE QUICK!

**LEADER SALES CO.** 141 N. FIFTH ST., READING, PA. All Phones: 4-3131



# CLOSER TO WAR ORDERS

## Government's Moves May Bring War Orders Closer to Coin Machine Plants; Funds Also

CHICAGO, March 28.—Soon after the War Production Board had issued its orders which will bring a stoppage to production of most types of coin machines by May 1, other developments were revealed which may speed up the assigning of war orders to coin machine plants. These developments include the new plan to decentralize the WPB, the move to make government loans easily

available to small firms, and the announcement of new equipment which will enable small factories to turn out bullet cores in large quantities.

The move to decentralize WPB, regarded here as of major importance, calls for 13 regional offices and will establish within each area complete control over priorities, conversion to war production, subcontracting aids and

other features of the general WPB Washington headquarters, but on a scale designed to be definitive within the area as well as comprehensive in dealing with localized problems.

The 13 areas will be directed from Chicago, Cleveland, Detroit, Minneapolis, Kansas City, Dallas, Denver, San Francisco, Seattle, Atlanta, New York, Philadelphia and Boston.

In confirming the plan, James S. Knowlson, director of industry operations, announced appointment of directors for the first three regional offices to be established. The other offices will be set up as soon as their directors can finally be determined.

Named were Orville H. Bullitt for the Philadelphia region, Ernest Kanzler to head the Detroit sector and John C. Virden to control the Cleveland area.

Decision still had not been reached on a director for the Chicago region.

Under the decentralization move, the 120 field offices of WPB will be allocated among the 13 regions as branches of the headquarters to which they are assigned.

**Boundaries of 13 Districts**  
Boundaries of the 13 regions were drawn, WPB said, after careful study of industrial and trade areas, ordinance districts and existing regions of other government agencies.

Following are the territories under jurisdiction of the various regional offices:

Atlanta—Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Florida.

Boston—Massachusetts, Connecticut, Rhode Island, Vermont, New Hampshire, Maine.

Chicago—Illinois, Indiana, Iowa and the portion of Wisconsin lying south of a line running diagonally northeast from the junction of Wisconsin, Iowa and Minnesota to Marinette, Wis.

Cleveland—All of Ohio except the Toledo area, Kentucky, West Virginia, the western tip of Maryland and Western Pennsylvania, which includes Pittsburgh, Johnstown and Erie.

**Three States Included**

Dallas—Texas, Louisiana, Oklahoma.  
Denver—Colorado, New Mexico, Utah, Wyoming.

Detroit—Lower peninsula of Michigan and the Toledo area in Ohio.

Kansas City—Missouri, Arkansas, Kansas, Nebraska.

Minneapolis—Minnesota, North Dakota, South Dakota, northern portion of Wisconsin (north of boundary line for

**Authority Localized**

The regional directors, under the plan as described by Knowlson, will be given "as much authority as possible." Spokesmen of the agency said it was planned that these officials in fact would be directors of all war production activities in the area assigned to them.

Each will be responsible directly to Donald M. Nelson, WPB chairman, altho the Division of Industry Operations, thru its field operations bureau, will be the connecting and managerial link with the regional organizations.

As time goes on, Mr. Knowlson emphasized, it is expected that more and more WPB activities actually will be directed in the field, in accordance with over-all WPB policy.

This was taken to mean that at first priorities decisions and other major determinations within each sector might not be made with complete independence of Washington, but that in future the director, within the framework imposed by each general WPB order, would make as to all matters within his region the final decisions.

Intra-regional matters, national and complete industry policies, of course, will be made in Washington. But the tremendous load of routine, red tape and administrative detail now conceded to be holding back clear-cut action by the huge war agency will in the main be lifted from Washington.

Knowlson explained that special representatives of certain branches in Washington will be assigned to field work either in or thru the regional offices, wherever a concentration of a particular industry or some specialized problem justifies their assignment.

"We want to bring WPB service close to home for both manufacturers and the various district procurement officials," Knowlson stated.

"We believe the increased effectiveness resulting from creation of this regional set-up will save much time and expense for business men, because they will be able to get more of the answers near by and not have to come to Washington. War production problems in the areas to which they are to be assigned will get broad management experience and sound judgment."

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Chicago region) and upper peninsula of Michigan.

New York—New York State and portion of New Jersey north of Trenton.

Philadelphia—Pennsylvania, except the portions included in the Cleveland region, Delaware, Virginia, the portion of New Jersey south of and including Trenton, all of Maryland except the western tip flanked by Pennsylvania and West Virginia.

San Francisco—California, Arizona, Nevada.

Seattle—Washington, Oregon, Idaho and Montana

**Bullets in Chicago Area**

A plan to make Illinois an arsenal of America, with small business producing the war materials, was outlined recently by Thomas N. Wynne, Chicago manager of the contract distribution service of the War Production Board.

"Production of .30 and .50 caliber bullet cores will start within a few days in small machine shops and garages," he said.

These "cores" are the armor piercing metal inside the bullet casing. The .30 caliber bullets are for field rifles and .50 caliber bullets are for machine guns, he said.

Small business was brought into the production picture by the introduction of a simple low-price lathe now being produced by an Indiana company. (The name of the company was withheld for military reasons.)

These machines will replace expensive and complicated machine lathes (multiple spindle automatic screw machines) formerly used exclusively in armament production.

"These lathes will be single purpose—making only .30 and .50 caliber cores—and will be set up for the duration, saving costly and time-delaying changes necessary with the other machines, Wynne said.

**Machines Easy To Operate**

These machines are simple to operate, compact in size, he said, and can fit in an average size room and can be operated by women or handicapped workers. A few hours' instruction is all that is needed.

Two large "prime" contractors have already been secured by the contract distribution service and they will assist small business to secure metal for the bullet cores.

In addition, Thomas E. Courtney, head of the Northern Illinois Finance Corporation at De Kalb, has arranged to buy a quantity of these machines and will resell them, without profit, on the installment plan to small business.

"These machines will produce 23,000 bullet cores a week, and the machines can be produced at the rate of 100 per week," Wynne explained, "thus the possibilities of this plan are endless. We are going to ask small business to operate these machines 24 hours a day, seven days a week."

**Loans to Small Firms**

President Roosevelt on March 26 issued an executive order under which the army, navy and United States Maritime Commission may make or guarantee loans to provide working capital for armament contractors or subcontractors. He said the "full production of the nation's smaller businesses is essential to victory."

Donald M. Nelson, War Production Board chairman; Robert P. Patterson, under-secretary of war; James V. Forrestal, under-secretary of the navy, and Rear Admiral Emory S. Land, war shipping administrator and chairman of the Maritime Commission, joined in the statement that the order "will speed greatly the war production of small business and subcontractors generally."

The action was regarded as breaking an important bottleneck within the federal government itself affecting the participation of little companies. The White House said in a formal statement that the order was "aimed at curing a situation which has interfered with all-out participation of many small business enterprises in war production."

**Operators, Attention For Quick Sale**

One brand-new Cherry Bell, drill proof, 5c play, serial No. 480,800. Three 5c Blue Fronts, serial No. over \$325,000. One Cherry Bell, 5c, serial No. over 400,000. One 10c Brown Front, serial No. over 400,000. Two 25c Blue Fronts, serial No. over 350,000. Slightly used Safe Stands for each machine. Will sell individually \$800.00 for entire lot if sold at once, or \$300.00 deposit with order. Reference: Mills Novelty Co., Merchants Trust & Savings Co., Muncie, Indiana.

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| Bally Long Acres     | Evans Jackpot Domino    | Mills Vest Pockets |
| Chicago Coin Hecker  | Mills Four Bells        | Mills Jumbo Parade |
| Keeney's Super Bells | Mills Three Bells       | Mills Safe Stands  |
| All Models           |                         |                    |

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| 1 Bally Mascot              | \$22.50 | 2 Viewscope 1c Picture Machine       | \$20.00  |
| 1 Bally Speed Ball          | 39.50   | 1 Western Tot                        | 5.00     |
| 4 Bally Spitem              | 19.50   | <b>CONSOLES</b>                      |          |
| 1 Chicago Coin Sport Parade | 42.50   | 1 Evans '37 Reg. Domino, #2521       | \$ 69.50 |
| 1 Chicago Coin Commodore    | 27.50   | 1 Evans '38 Reg. Domino, #2655       | 99.50    |
| 1 Keeney Red Cap            | 27.50   | 1 Evans '39 Reg. Domino, #2971       | 125.00   |
| 3 Keeney Super Six          | 29.50   | 2 Keeney Triple Entry, 332-589       | 149.50   |
| 1 Gottlieb Sea Hawk         | 45.00   | 1 Keeney '38 Skill Time              | 117.50   |
| 5 Bally Flicker             | 30.00   | 4 Keeney '38 Kentucky Slant Head     | 125.00   |
|                             |         | 1 Mills Jumbo Parade, CP, 8644       | 109.50   |
|                             |         | 1 Mills Jumbo Parade, CP, 3050       | 99.50    |
|                             |         | 2 Mills Four Bell, Straight 5c, FS   | 475.00   |
|                             |         | 2 Mills Four Bell, Straight 5c, 2307 | 445.00   |
|                             |         | 1 Mills Three Bell                   | 900.00   |
|                             |         | 2 Mills Square Bell, CP              | 69.50    |
|                             |         | 1 Pace Race, JP, 6088, 25c Play      | 239.50   |
|                             |         | 1 Pace Race Red Arrow, 6182, 25c     | 239.50   |
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| 8 Groetchen Yankee                             | \$ 7.50 |
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| 1 Daval Penny Pack Divider                     | 9.50    |
| 1 Mills O.T., Light Cabinet, 5c Play, Like New | 35.00   |
| 1 Gottlieb Deluxo Grip Toster, Long Base       | 14.50   |
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| 1 Mills 5c Cherry Bell Mystery Payout, Single JP, #408712                         | \$110.00 |
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| 1 Mills 5c Blue Front GA Double JP Vender, #311231                                | 65.00    |
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| 1 Mills 5c War Eagle Double JP Vender, #363122                                    | 45.00    |
| 2 Mills 5c Blue Front GA Double JP, #370887-368031                                | 75.00    |
| 1 Mills 5c Red Front, Single JP, Future Pay Vender, #427316                       | 142.50   |
| 1 Mills 25c Blue Front, GA, Double JP, #383962                                    | 82.50    |
| 1 Mills 25c Lyon Head, Double JP, #370099   | 49.50    |
| 4 Jennings 5c Chief, Single JP, #373912-124746-221777-120268                      | 67.50    |
| 1 Jennings 5c Century, Single JP, #116733   | 45.00    |
| 2 Watling 5c Rotator Vender, No JP, #89734-88713                                  | 20.00    |
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| 10 Keeney Super Bells, 5c Play, Like New                           | \$229.50 | 5 Mills Jumbo Parade, CP, Latest Model, Perfect | \$137.50 |
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| 14 Bally Grand Stands, Perfect                                     | 79.50    | Groetchen Columbia, Rear Pay                    | 67.50    |
| 9 Buckley Steel Cabinets, Brand New, for Sterling Phonographs      | 32.50    | Groetchen Columbia Jackpot                      | 59.50    |
| 5 Double Safes, Revolve-a-Round Base, Brand New, for Slot Machines | 99.50    | 10 Check Separator Gold Award Columbia Bells    | 82.50    |
| 50 Mills Safe Stands, Brand New                                    | 13.50    | Bally High Hands, FS                            | 189.50   |
| 5 Mills Folding Stands, Brand New                                  | 5.50     | Evans Jackpot Domino, FS                        | 450.00   |

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*	*	*	*	*	*	*	*	*	*
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SPECIAL PRIZE FOR EACH  
OF LAST THREE PULLS!

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EVEN  
NUMBERS  
WIN!

LAST PULL PRIZES ARE  
IN ADDITION TO  
EVEN NUMBER AWARDS

**ASTOUNDING MERCHANDISE**

**Yankee  
Trader**

Pocket  
Knives

Fountain  
Pens

Smoking  
Pipes

Sporting  
Goods

Silk  
Neckwear

Men's  
Jewelry

Cigarette  
Holders

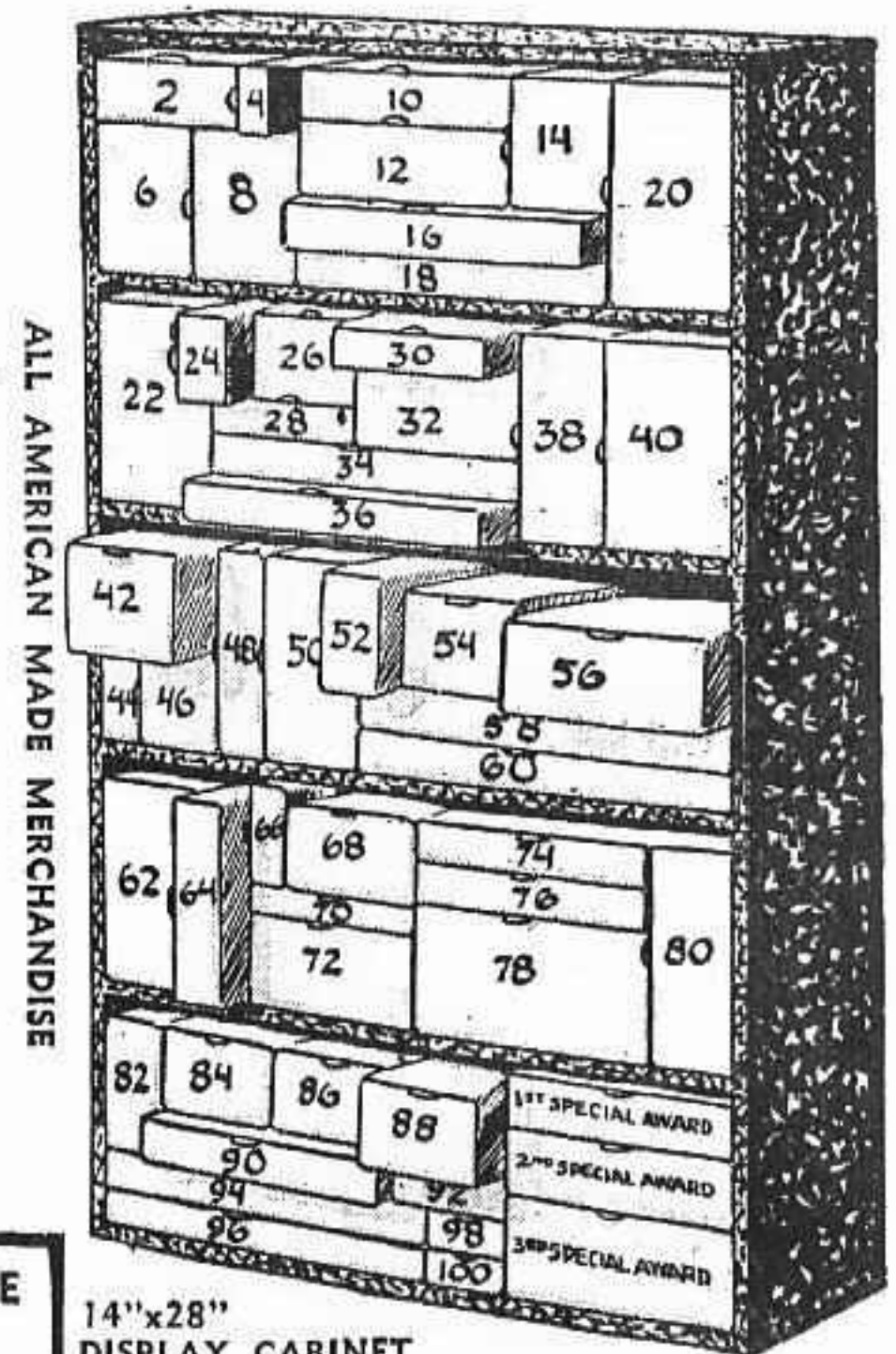
Unique  
Personal  
Articles

**50 WINNERS  
PLUS 3 SPECIAL PRIZES  
FOR LAST 3 PULLS**  
**ALL EVEN NUMBERS WIN  
ARTICLES OF GREAT VALUE**  
**53 DIFFERENT ARTICLES  
IN EACH UNIT**  
(No Two Articles Alike)

**YANKEE TRADER  
SALESBOARD**

HAS 100 PULLS—NUMBERED FROM 1  
TO 100. NUMBERS 1 TO 30 CONSUMER  
PAYS RETAILER SAME AMOUNT AS  
NUMBER HE PULLS. ON NUMBERS 31  
TO 100 CONSUMER PAYS RETAILER 30c.

**53** ARTICLES OF GREAT VALUE.  
EACH IN SEALED AND  
NUMBERED CARTON.



ALL AMERICAN MADE MERCHANDISE

14"x28"  
DISPLAY CABINET  
RED LEATHERETTE COVERED

### 1-UNIT OF YANKEE TRADER

CONSISTS OF

LEATHERETTE BOUND Y. T. SALESBOARD  
(100 PULL TABS NUMBERED 1 TO 100),  
OUTSTANDING LEATHERETTE COVERED DIS-  
PLAY CABINET PACKED WITH

**53** INDIVIDUALLY SEALED AND  
NUMBERED PACKAGES.

**EACH CONTAINING ARTICLE  
OF EXTRAORDINARY VALUE**

GENTLEMEN—

THIS IS JUST REAL MERCHANDISE—WITH THE  
SPEEDIEST TURN-OVER OF ANY PRODUCT I HAVE  
EVER MADE OR EVER HEARD OF. YOU NEED YANKEE  
TRADER RIGHT NOW. **SIDNEY C. ANSCHELL.**

### 1-UNIT OF YANKEE TRADER

RETAILER TAKES IN ..... \$25.65

RETAILER PAYS OPERATOR ..... 18.50

RETAILER'S PROFIT ..... \$7.15

**COST TO OPERATOR ... \$12.50**

**OPERATOR'S PROFIT ... 6.00**

#### Coin Machine Operators

You can add some thousands of dollars to your income  
in a minimum length of time by placing Yankee Trader  
in your regular locations. You will be astounded by  
the tremendous results achieved!

#### Punchboard and Money-Board Men

Here's a proposition that you can place in every  
tavern and cafe in your territory. The turnover is  
almost immediate and the profits enormous — NOW  
WHEN YOU NEED PROFITS.

## We Guarantee the Sale of Yankee Trader

EITHER COMPLETE OR PARTIAL UNITS ACCEPTED  
BACK AT ANY TIME FOR FULL REFUND

**INSTANTANEOUS SHIPMENTS!!**

20% DEPOSIT REQUIRED WITH ORDERS, BALANCE C. O. D.

**ALL SHIPMENTS BY PREPAID EXPRESS**

PER UNIT  
**\$12.50**

IN LOTS OF  
5 OR MORE

SAMPLE  
**\$13.50**

**YANKEE TRADER, INC.**

1136 BELMONT AVENUE  
CHICAGO, ILL.



# EASTERN FLASHES

By JOE ORLECK and BEN SMITH

With the weather changing to fine spring days, many New York coinmen took trips to surrounding cities. A large number of out-of-town visitors are in the city visiting along Coin Row

### Coming and Going

Art Nyberg, the popular Baltimorean, was on the street in the company of Dave Stern, the latter from Elizabeth, N. J. Art visited everyone in the city (or intended to).

Harry Pearl and Archie Kass, from Newark, rushing around on Coin Row decked out in resplendent spring finery.

Harry Rosen returned from Florida rested and ready for action.

Seymour Pilch, who has been traveling

for George Penser, returned to his office on West 47th Street.

Milt Soifer was in from Cincinnati looking around his old stamping grounds on the Row and greeting his old pals.

### Munves Reports Activity

Joe Munves, back in the city after a two-week drive along the Eastern Coast, from Florida to Boston, reports that coinmen in the many cities he visited are doing a fine business. Arcade operators expect a banner season, Joe reports.

### Fast Flashes

Lee Rubinow, president of the New York music machine operators' association, is scientifically melting off 10 pounds per week. Lee is down from 315 to a slight 240.

Leo Willens and Murray Wiener, U-Need-a-Pak executives, represented their firm at the Massachusetts CMA banquet.

Arcade men still dropping into Scientific Machine Corporation's offices to place orders for equipment for early arcade installations this spring.

Bert Lane returned to his Seaboard Sales offices recently from Florida, well rested and tanned. Bert can now handle the consistent demand for Genco's Play Ball personally. Since the game was okayed here the demand has been extremely brisk.

The coming of spring has made Dorothy Levine, Sam Sacks's secretary, more cheerful than ever.

### Board Parley

Al Tabakoff, Globe Printing Company president, had an important get-together recently with a number of his operator customers who came to his office from many parts of the country. Suggestions were made on types of boards to be created for 1942 promotion by the operators, and the firm intends to follow up the ideas advanced.

### Here and There

Ben Schillinger, covering New York and New England States for Consolidated Manufacturing Company, Chicago.

Ed Meserole, Treasure Mint Company, reports his Defense Bond promotion is clicking in the New York metropolitan area.

Al Borkin, Bork Manufacturing Company, is getting set at his new quarters and will soon be ready to make an announcement to board operators.

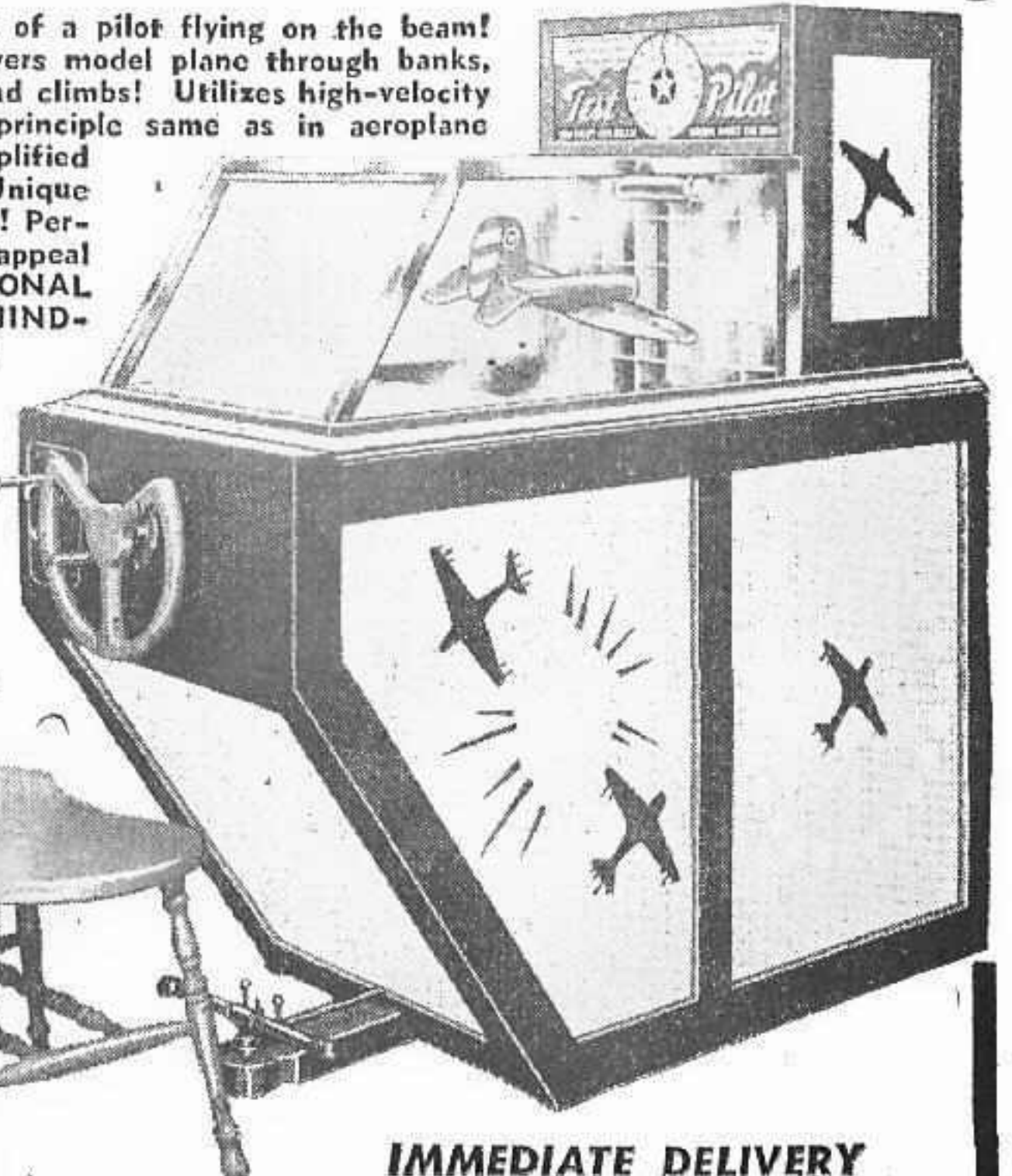
THE SUPREME ACHIEVEMENT OF THE INDUSTRY!

# TEST PILOT

EXCITING REALISM! TIMELY! RADICALLY NEW!

All the thrills of a pilot flying on the beam! Player maneuvers model plane through banks, turns, dives and climbs! Utilizes high-velocity wind tunnel principle same as in aeroplane tests!

Simplified mechanism. Unique scoring device! Perfect player appeal ... EDUCATIONAL ... for AIR-MINDED America! LOCATION TESTED... MECHANICALLY PERFECT!



Size: 60"x62" x26"

IMMEDIATE DELIVERY

While limited quantity lasts. 100% LEGAL

\$345.00 Complete With Stool TAX FREE

AEROCRAFT CO. 4630 N. HERMITAGE AVE. CHICAGO

TAKE OUR TIP . . . THIS IS IT! . . .

Player Actually Pilots Model Plane!

# TEST PILOT

IMMEDIATE DELIVERY \$345.00

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE.

(Phone: ARMitage 1434)

CHICAGO

We Recommend

EXCITING! REALISTIC! TIMELY!

# TEST PILOT

Get On The Beam! Order Today! Immediate Delivery, \$345.00

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD.

(Phone: BUCKingham 6466)

CHICAGO, ILL.



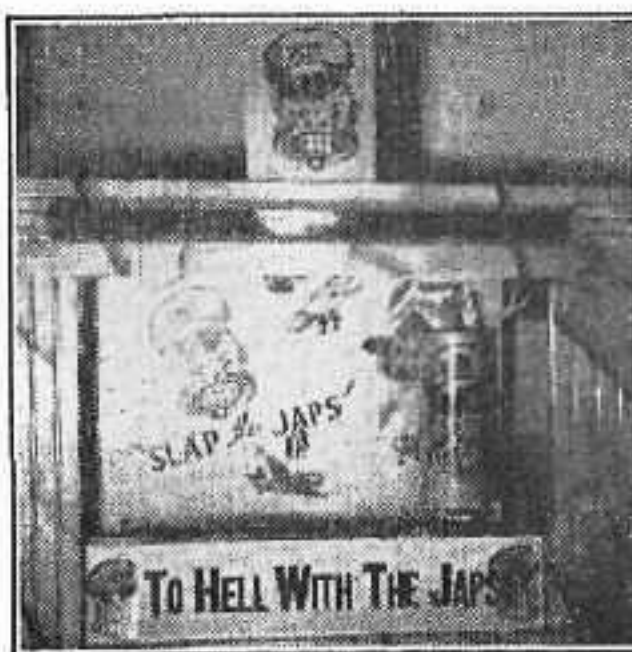
## ...KEEP 'EM FIRING...

A complete "Jap" changeover, consisting of 6 pieces attached on location in 5 minutes "does the trick." The increase in collections will amaze you. Just as good as placing a new \$300 machine. Beautiful, colorful "art" in 4 colors throughout the entire ensemble. Satisfaction guaranteed. Also changeovers to "Jap" guns for Shoot the Chutes, Jailbirds. Write about other makes. Deliveries immediately on the above.

Terms: Cash with order.

\$6.00 Each; Lots of 5, \$5.00 Each

Larger Quantities, WRITE.



THE BEVERATOR COMPANY CAMBRIDGE, OHIO

# SKEE BALLS

WILL PAY CASH

For New or Used Wurlitzer, Genco, Bally, Chicago Coin and Keeney—8, 9, 10, 12 or 14 ft. Wire collect—quantity, condition and price. Immediate reply guaranteed. Will arrange for shipping uncrated if necessary.

WE HAVE ON HAND:

Evans 10 Strikes . . . . . \$ 45.00  
Batting Practices . . . . . 105.00  
Will Consider Trade-Ins.

UNITED COIN MACHINE EXCHANGE  
3101-3111 Brooklyn Ave., DETROIT, MICH.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

### OLIVE'S SPECIALS FOR THIS WEEK

DON'T OVERLOOK THESE MACHINES. SOLD ON MONEY-BACK GUARANTEE.

#### FREE PLAY

JUMBO PARADE . . . . . \$119.50  
JUMBO PARADE, Factory Rebuilt 142.50  
SILVER MOON . . . . . 142.50  
ONE-TWO-THREE 1940 . . . . . 90.00

#### PAYOUTS

JUMBO PARADE . . . . . \$112.50  
JUMBO PARADE, Factory Rebuilt 132.50  
GOOD LUCK . . . . . 30.00  
TRACK TIME 1938 . . . . . 97.50  
TRACK TIME 1937, Rebuilt . . . . . 42.50  
BANG TAILS 1938 . . . . . 72.50  
SUGAR KING, Slightly Used . . . . . 75.00

#### COMBINATION

FREE PLAY—PAYOUTS  
BALLY CLUB BELL, Like New . . . \$289.50  
BALLY HI HAND . . . . . 195.00  
KEENEY SUPER BELL . . . . . 237.50

#### ARCADE EQUIPMENT

SKY PILOT, Baker . . . . . \$125.00  
SEEBURG RAY-O-LITE GUN . . . . . 30.00  
RADIO RIFLE . . . . . 15.00  
ANTI AIRCRAFT, Black . . . . . 37.50  
DON'T FAIL TO WRITE FOR OUR LIST OF SLOTS AND FREE PLAY GAMES.

Every Machine we ship is sold on a Money-Back Guarantee.

Terms: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.  
2825 LUCAS AVE. ST. LOUIS, MO.  
(Phone: Franklin 3620)

### MILLS 4 BELLS

\$300.00

KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts., Philadelphia, Pa.  
Baltimore Office:  
631 W. North Ave., Baltimore, Md.

# MILLS

THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.

MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

## SLAP the JAP

"REMEMBER PEARL HARBOR"

### "HIT HITLER" "MUSS UP MUSSOLINI"

Our three FAMOUS conversion units for Chicken Sam and Jail-Bird Machines. Each unit consists of an entirely NEW molded figure (not a card-board cut-out). Complete with twelve-color "Blitz" war background set. May be installed by anyone in a few minutes. "Slap the Jap" unit has an eye catching, vivid sign, "SLAP THE JAP," REMEMBER PEARL HARBOR, for top of machine. Operators have reported up to 100% increase in play with these revamps installed. ASK ANY PURCHASER!

CASH IN NOW!

Contact your distributor immediately or write or wire us. Distributors, write for details. All three ORIGINAL units manufactured exclusively by

MODEL DISPLAYS CO.

P. O. BOX 2764

SAN ANTONIO, TEXAS



\$16.50

Each  
F. O. B. San Antonio, Texas.  
50% deposit with order.

Sample sold with FULL money-back guarantee if not completely satisfied.



**JUST A LIMITED NUMBER CAN BE MADE—AND THEN—**

*No More.*

**SO GET YOUR ORDER IN NOW!**

Chicago Coin's  
**ALL STAR HOCKEY**

MADE TO LAST  
for YEARS—  
100% SKILL—100% FUN

**BIG PROFITS**

**CHICAGO COIN MACHINE CO. INC.**  
1725 W. DIVERSEY CHICAGO

Buy  
**U. S. BONDS**  
and  
**STAMPS!**



**Buckley Trading Post Set for Biz**

CHICAGO, March 28 (MR).—Pat Buckley, president of Buckley Music System, Inc., and Buckley Manufacturing Company, announces his companies will be devoted 100 per cent to defense manufacturing by May 1. "For many months our staff of engineers have analyzed our equipment and facilities and presented this information to various government purchasing agencies," says Buckley. "We have handled different items so that our entire organization has gradually been trained and converted from the coin machine field to the making of defense products. We are going into the manufacturing of defense products so that we will be contributing our share to the government."

Buckley stated that thru the firm's connections with distributors and operators everywhere they have developed a customer's idea founded on requests and suggestions from many coin machine men.

"This new development is to be known as the Buckley Trading Post. We do a country-wide business and come in contact with music and machine equipment users everywhere and feel that this is a timely idea. To start off, we have asked every coin machine man in the country to make a list of his "wanted to sell" and "wanted to buy" equipment. The Buckley Trading Post staff is already working with many of our own customers and seeks to expand the scope of this business by getting additional "wanted to buy" and "wanted to sell" lists.

**Coinman, in World War I, Enlists To Fight Again**

LOS ANGELES, March 28.—Sam Oser, popular coin machine operator and member of the board of directors of the Associated Operators of Los Angeles County, has enlisted in the army and is now stationed with Company C, 52d Medical Training Br., 3d Platoon, Camp Berkeley, Texas. Oser is 50 years old and this is his third war.

Oser first entered the service of his country when he was stationed with General Pershing on the Mexican border as a sergeant major. When World War I came along he served in France. Recently he gave up his business here and enlisted for the duration of World War II.

Oser's father enlisted when he was 50 years old to serve in the Spanish-American War.

**TAX FREE COUNTER SENSATION!**



**KICKER and CATCHER**

100% MECHANICAL  
100% LEGAL! 100% SKILL!  
The all-time all-skill counter hit!  
Service-free mechanism—no batteries . . . no wires!

**NO TAX TO OPERATE**

Penny Play  
**\$29.75** Ea.  
F. O. B. Chicago

**BAKER NOVELTY CO., Inc.**  
1700 Washington Blvd. CHICAGO

**PULL TAB SHEETS**

Each sheet contains numbers concealed under the pull-offs and they run from one up according to the size, thoroughly mixed. The players select the names they desire which are on the sheet and pull the tab off, recording their names in the spaces provided for this purpose. After all tabs are pulled, the seal at the top of the sheet is opened and the winning name revealed.

Sizes in stock for immediate delivery are as follows:

80 No. Yellow	9"x6 3/4"	\$48.60 Per 1000
85 No. Red	8"x7 1/4"	42.95 Per 1000
100 No. Yellow	9"x8"	57.75 Per 1000
120 No. Red	8"x9 1/2"	55.88 Per 1000

When necessary you can make up booklets for fund raising campaigns by adding one or more pages.

**CHAS. A. BREWER & SONS**

Largest Board and Card House in the World  
6320 HARVARD AVE. CHICAGO, U. S. A.

**STIRLING VALUES**

- 10% DISCOUNT ON 5 OR MORE ASSORTED
- 15% DISCOUNT ON 25 OR MORE ASSORTED
- 20% DISCOUNT ON 50 OR MORE ASSORTED

1 Air Circus \$89.50	3 Horoscope \$44.50
3 A.B.C.	8 Jungle ... 59.50
Bowler ... 49.50	7 Knock Out 89.50
1 Argentine, 49.50	3 Legionnaire 44.50
5 Big Parade 74.50	2 Monicker ... 59.50
1 Bosco ... 59.50	2 Mustang ... 59.50
1 Bola Way, 49.50	1 Sky Blazer 49.50
2 Capt. Kidd 49.50	6 Spot Pool, 54.50
6 NewChamp 49.50	3 Twin Six ... 49.50
1 Gun Club, 49.50	1 Venus ... 84.50
1 Home Run, '42 ... 79.50	8 Victory ... 74.50

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: BIGLOW 8-0757

This space is donated to remind you to BUY UNITED STATES SAVINGS BONDS AND STAMPS



PRINTING COMPANY  
1023-25-27 RACE ST., PHILA., PA.

**LIBERTY \$99.50**

- Flickers factory rebuilt by Bally mechanics.
  - New playfield and backboard glass design.
  - Plunger and coin chute resilvered.
  - Cabinet repainted.
  - Packed in new crates.
  - Legs refinished. ● Renamed Liberty.
- IDEAL NOVELTY**  
2823 Locust ST. LOUIS, MO.

**WANTED WURLITZER SKEE BALLS**

WILL PAY GOOD PRICE  
WILL BUY FROM ANY PART OF THE COUNTRY  
WRITE, WIRE OR PHONE  
**RALPH D. WALTERS**  
1816 E. 30TH ST., CLEVELAND, OHIO  
Tel.: Main 8461

**BARGAINS FROM DAVE MARION**

- 15 Mickey Mouse 1¢ Pinball, Porcelain Finish, Like New, A-1 Condition ... \$4.00 Ea.
  - 8 Brand-New Rotary Merchandisers, Original Crates, Never Unpacked ... \$275.00
  - Vest Pocket, Reconditioned, A-1 ... \$20.00 Up
  - 10 Gottlieb DeLuxe Grips, A-1, Repainted \$14.50
  - 5 Mercury DeLuxe, Latest Model ... 12.50
  - Liberty Bell or American Eagle ... 12.50
  - Sport Page, Factory Reconditioned ... 67.50
  - Defender ... \$112.50
  - Drive-Mobile ... 189.50
  - Kicker & Catcher 12.50
  - Super Grip ... 45.50
  - 10¢ Pace Bantam 15.00
  - 1¢ Little Duke ... 12.50
- 1/3 Deposit—Draft or Money Order.  
Write for Complete Bargain List.  
**MARION COMPANY,** Wichita, Kansas.

Game rotates under glass top while players sit with drinks, food, etc. Perfect for territory closed to free play games. Wonderful for clubs, etc.

**ALL FREE PLAY, PERFECT CONDITION, CAREFULLY PACKED**

Click ... \$69.50	PHONOS—A-1 condition, carefully reconditioned—like new.
Sky Blazer . 45.00	Mills Throne of Music \$139.50
Belle Hop . 44.50	Rockola Standard. 141.75
Double Play. 34.50	Wurl. 500 Kbd. ... 219.50
New Champ. 60.00	Rockola Super Rockolite. 229.50
Jungle .... 54.00	Keeney Submarine—Write for Price.
Speed Ball . 35.00	
Spot a Card 70.00	
Tax, Mustang 65.00	
SuperChubbie 47.50	

*"America's Phonograph Trading Center"*  
**NATIONAL NOVELTY COMPANY**  
101 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

**QUALITY SPEAKS FOR ITSELF**

PAYOUTS	ONE BALL FREE PLAY	FIVE BALL FREE PLAY
Four Bells ... \$349.50	Dark Horse ... \$114.50	Commodore ... \$14.00
Big Top ... 117.50	Record Time ... 104.50	Spotter ... 14.00
Paces Reels, 5¢ ... 117.50	Sport Special ... 94.50	Supercharger ... 14.00
Paces Reels, 25¢ ... 117.50	Grandstand ... 89.50	Lucky ... 14.00
Jumbo Parade ... 109.50	1940 Mills 1-2-3 ... 89.50	Topper ... 14.00
1938 Tracktime ... 89.50	1939 Mills 1-2-3 ... 44.50	O'Boy ... 14.00
Paces Races, Brown ... 149.50	1938 Mills 1-2-3 ... 22.50	Pickens ... 14.00
Paces Races, Black ... 79.50	Sport Page ... 44.50	Follies ... 14.00
Derby Day, Slant Top ... 34.50	Gold Cup ... 44.50	Punch ... 14.00
Derby Day, Flat Top ... 29.50	Victory ... 37.50	Vogue ... 14.00
1938 Kentucky Club ... 47.50	5-10-25¢ Blue Fronts, over 420,000 ... 100.00	Chevron ... 14.00
Hawthornes ... 47.50	1/3 Deposit With Order—Balance C. O. D.	Scoop ... 14.00

**MODERN AUTOMATIC EXCHANGE, INC.**  
2618 CARNEGIE AVENUE CLEVELAND, OHIO



**BRAND NEW MILLS JUMBO.** Combination Mint Vender Free Play \$229.50 Cash and Check Payout

**Guaranteed Like New MILLS Late Model Four** \$299.50 Bells, Cash and Check.

**MILLS Late Model Jumbo** \$110.00 Parade, Cash-Check Mdl.

**MILLS THREE BELLS**

Write for Prices. COMPLETE STOCK OF MILLS NEW SLOTS on Hand for Immediate Delivery

We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Watling. Write for Price List and Circulars.

**SICKING, INC.**  
1401 Central Pky., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.

**Atlas Inventory Shows Large Stock**

CHICAGO, March 28 (DR).—End of the month inventory of Atlas Novelty Company stocks shows plenty of all types of equipment ready for operators' opening of summer resort locations, say officials of the firm.

"Bell machines, amusement and arcade equipment, pay tables and consoles are being reconditioned so that they will be ready for operators' demands. Advance preparations made by us long ago will help us give operators the best service possible," stated Eddie and Morrie Ginsburg.

"Anticipating a brisk demand during the coming months," they continued, "our entire sales and buying force have been on the lookout for good machines."

**100 Percenter**

CHICAGO, March 28.—The name of the Groetchen Tool Company, a coin machine manufacturing firm, appears on a government list of companies in the Chicago area which have been awarded certificates of participation showing that their employees are 100 per cent enrolled for victory thru the government pay-roll deduction savings plan for buying Defense Bonds.

**BARGAINS**

- |                      |   |
|----------------------|---|
| ABC Bowler . \$69.50 | Bolaway . . . \$79.50                   |
| Big Chief . . 34.50  | Capt. Kidd . . 64.50                    |
| Jolly . . . . 17.50  | Jungle . . . . 69.50                    |
| Score Card . 17.50   | Mustang . . . 74.50                     |
| Boom Town . 34.50    | Argentine . . 69.50                     |
| Gold Star . . 24.50  | Sport Parade. 44.50                     |
| Mystic . . . . 34.50 | Rotation . . . 14.50                    |
| White Sails . 12.50  | All American. 34.50                     |
| Masot . . . . 19.50  | O'Johnny . . . 17.50                    |
| Hold-Over . 17.50    | Ten Spot . . . 54.50                    |
| Sea Hawk . . 44.50   | Seven Up . . . 39.50                    |
| Stratoliner . 39.50  | Jennings Fast Time, F.P. . 84.50        |
| School Days . 39.50  | Buckley Digger 99.50                    |
| Paradise . . . 39.50 | Mills Blue Front, Dble. J.P. Slot 54.50 |
| Spot-a-Card . 79.50  |   |
| Short Stop . . 19.50 |   |

**Central Amusement Co.**  
205 Linden Ave. MEMPHIS, TENN.

**SLOTS**

ALL LATE MODELS Thoroughly Reconditioned—Like New

Mills 5¢ Gold Chrome Bells . . . . .	\$174.50
Mills 5¢ and 10¢ Blue Fronts . . . . .	94.50
Mills 5¢ Chrome Bells . . . . .	169.50
Mills 5¢, 10¢ and 25¢ Brown Front . . . . .	89.50
Gold Award . . . . .	119.50
Mills 5¢, 10¢ and 25¢ Melon Bells . . . . .	89.50
Mills Futurity, 5¢ . . . . .	64.50
Mills Roman Head, 5¢ . . . . .	49.50
Mills 5¢ War Eagle . . . . .	99.50
Mills 5¢, 10¢ and 25¢ Cherry Bells . . . . .	89.50
Jennings Chief, 5¢, 4 Star . . . . .	89.50
Pace Deluxe, DJP . . . . .	77.50
Columbia Bells . . . . .	74.50
Columbia Cigarette Reels . . . . .	

Free Play Silver Moon Totalizers (Like New) \$119.50

**WE BUY, SELL AND EXCHANGE**

3147 Locust St. ST. LOUIS, MO. THE CALL NOVELTY CO.

**Last Call!**

**BATting PRACTICE**

FEW LEFT — FIRST COME, FIRST SERVED

**SCIENTIFIC MACHINE CORP**  
21 STEUBEN ST. BROOKLYN, N.Y.

**BARGAINS FOR SALE**—Kneeny's Super Bells, payout free play with mint venders, \$195.00 each; Bally High Hands, payout free play mint venders, \$150.00 each; Jennings Silver Moon Totalizers, payout free play with mint venders, \$120.00 each; Pace's Ruda, payout free play mint venders, \$150.00 each. These machines are practically new. Twenty-five per cent deposit with order.

**ROBT. PLATT** Pittsburgh, Pa.  
2827 Beechwood Blvd.

**ARCADE MACHINES FOR SALE**

**FLOOR MACHINES**

1 Mutoscope Liberty Striker . . . . .	\$40.00
1 Mills Owl Lifter . . . . .	40.00
1 Calico Uncle Sam Gripper . . . . .	40.00
1 5¢ Palmist with 3000 Cards . . . . .	40.00
1 Chinese Fortune Teller . . . . .	25.00
1 Mutoscope Old Mill . . . . .	15.00
1 Pee Basket Ball . . . . .	15.00
1 Advance Flashy Shooker . . . . .	15.00
1 Select Height Scale . . . . .	15.00
1 Buckeye Weight Scale, Slanting Dial . . . . .	10.00
1 Mutoscope Hurdle-Hop . . . . .	10.00

**COUNTER MACHINES**

4 Cattle Drops with Pictures. Each . . . . .	\$25.00
3 Mills Drops with Pictures. Each . . . . .	25.00

Every Machine Mechanically Perfect and Refinished.

**DE VAUL'S AMUSEMENTS, Nedraw, N. Y.**

**OPERATORS -- DISTRIBUTORS**

**"BRAND NEW" GAMES**

Made Out of Your Old Games

**INVESTIGATE NOW!**

Operators, Ask Your Distributor

Distributors, Ask Us

**SULLIVAN-NOLAN ADV. CO.**

527 W. CHICAGO AVE.

CHICAGO

15 CONVOYS—22 TEN STRIKES—6 RAPID FIRES  
8 ANTI-AIRCRAFTS—3 RAYOLITES—12 MODEL F TARGETS

Kentuckys	Flashers	Seven Flashers	High Hands	Mills O.T.'s
Santa Anita's	Track Records	Sport Events	Jumbo Parades	Sugar Kings
Sport Kings	Pimlicos	Bally Victories	Parlays	War Eagles
Grand Nationals	'41 Derbys	Gold Cups	Paces Races	Columbias
Grand Blands	Club Troubys	One-Two-Threes	Square Bells	Vest Pockets
Thistle Downs	Blue Grattes	Club Bells	Saratogas	and
Hawthornes	Mills Owls	Rollers	Dark Horses	MANY OTHERS
Sport Pages	Record Times	Big Tops	Blue Fronts	

Immediate Delivery: Fairmounts—Longacres—Club Bells—Defense—Sky Chief—Keep 'Em Flying.

Wire, phone or write for our complete list.

**GRAND NATIONAL SALES CO.**  
2300 ARMITAGE AVENUE (All Phones: Humboldt 3420) CHICAGO, ILL.

**Music Operators ACT TODAY!**

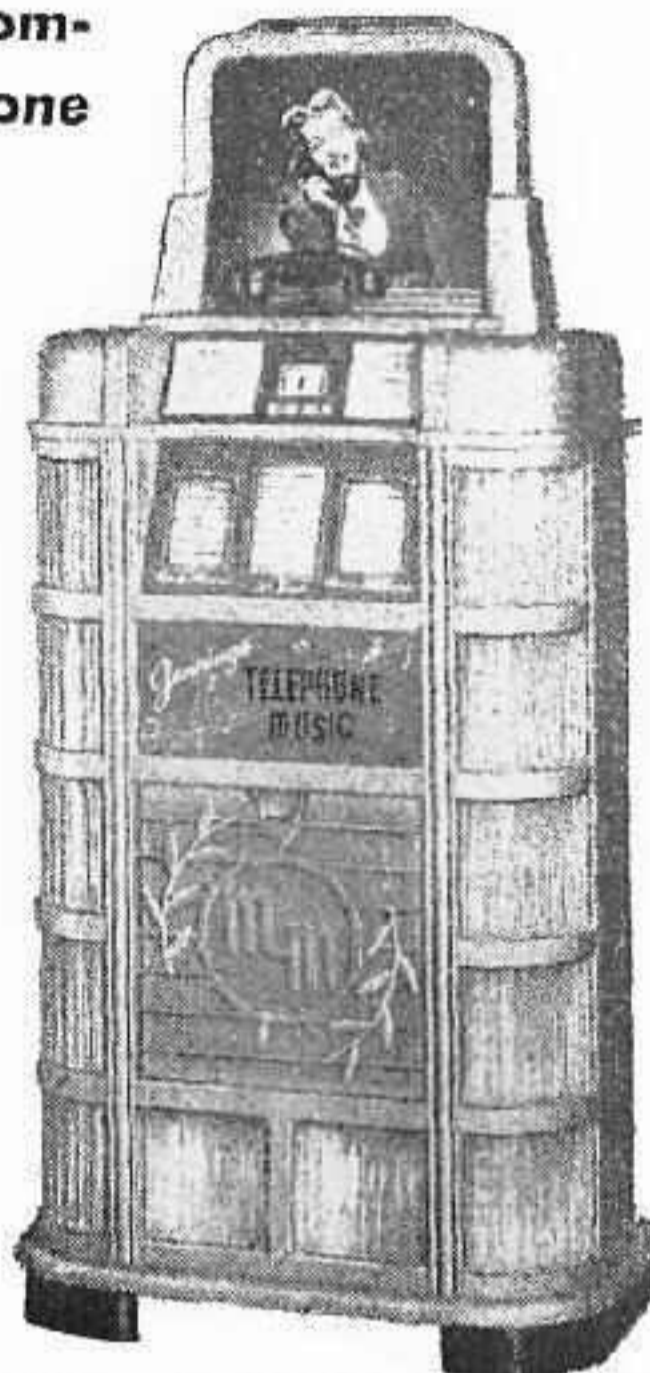
**ENJOY SECURITY AND FANCY PROFITS NOT ONLY FOR THE DURATION BUT FOR YEARS AND YEARS . . . . .**

**Final Clearance of a Few Complete Sets of Jennings Telephone Music and Accessories**

Music operators with GOOD equipment have nothing to worry about. There is nothing in the music field that equals the quality, dependability and earning power of Famous Jennings Telephone Music.

To clear our floors immediately for Defense Work, we will sacrifice remaining equipment at tremendous discounts. Several complete sets, ready for installation, are available; also a number of Girard turntables, speakers, amplifiers, cabinets, etc.

**DON'T WRITE! WIRE IMMEDIATELY FOR PRICES AND COMPLETE INFORMATION. ADDRESS: TELEPHONE MUSIC DIVISION.**



**O. D. JENNINGS & COMPANY**

SINCE 1906  
RATED AAAI

4309-4339 WEST LAKE STREET · CHICAGO, ILLINOIS

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|-------------------------|------------------------|-------------------------|-------------------------|
| Attention . . . \$39.50 | Dough Boy . . \$18.50  | Mascot . . . . \$17.50  | Sea Hawk . . . \$49.50  |
| Anabel . . . . 24.50    | Dude Ranch . 32.50     | Mr. Chips . . . 17.50   | South Paw . . . 64.50   |
| Argentino . . 79.50     | Dixie . . . . . 31.50  | Metro . . . . . 39.50   | Snappy . . . . . 59.50  |
| ABC Bowler . 69.50      | Do-Do-Mi . . 69.50     | Now Champ . . 69.50     | Star Attraction 62.50   |
| Barrage . . . . 39.50   | Duplex . . . . 41.50   | Mystic . . . . . 38.50  | Salute . . . . . 38.50  |
| Big League . . 14.50    | Follies . . . . 16.50  | Monicker . . . . 94.50  | Sun Beam . . . 47.50    |
| Big Chief . . . 37.50   | Four Diamonds 54.50    | Miami Beach. 52.50      | Seven Up . . . 47.50    |
| Boom Town . . 34.50     | Flicker . . . . 39.50  | Pan American 49.50      | Sky Blazer . . . 69.50  |
| Broadcast . . 39.50     | Gun Club . . . 72.50   | Play Mate . . . 19.50   | Sky Ray . . . . 54.50   |
| Big Parade . . 99.50    | Gold Star . . . 34.50  | Polo . . . . . 27.50    | Ten Spot . . . . 59.50  |
| Belle Hop . . . 52.50   | Glamour . . . . 24.50  | Power House . 22.50     | Twin Six . . . . 57.50  |
| Bolaway . . . . 82.50   | Headliner . . . 14.50  | Repeater . . . . 29.50  | Texas Mustang 72.50     |
| Brite Spot . . 17.50    | Horseshoe . . . 54.50  | Super Charger. 14.50    | Topic . . . . . 99.50   |
| Band Wagon . 29.50      | Hi Hat . . . . . 59.50 | Sperty . . . . . 14.50  | Ump . . . . . 34.50     |
| Clover, F.S. . . 84.50  | Knockout . . . 99.50   | Sparky . . . . . 29.50  | Victory . . . . . 99.50 |
| Crossline . . . 34.50   | League Leader 32.50    | Sky Line . . . . 31.50  | Wild Fire . . . 47.50   |
| Capt. Kidd . . 74.50    | Leader . . . . . 32.50 | Stratoliner . . 44.50   | Wow . . . . . 34.50     |
| West Wind . . 62.50     | Zombie . . . . . 36.50 | Zig Zag . . . . . 59.50 | 5 & 10 . . . . . 99.50  |

**ARCADE EQUIPMENT**

Batting Practice . . . \$139.50	1 Magic Heart . . . \$159.50
Texas League . . . . 29.50	6 Cockeyed Circus with Stands . . . . . @ 39.50
3-Way Grippers . . . 17.50	Sky Fighter . . . . . 189.50
10 Exhib. Card Vendors, Cards & Stands . . . 32.50	Drive Mobile . . . . 189.50
Speed Bicycles . . . . 135.00	Anti-Aircraft . . . . 42.50
Punching Bag . . . . 185.00	Exhibit Diggers . . . 49.50
Radio Rifles . . . . . 89.50	Single Grippers . . . . 9.50
Ramasees . . . . . 137.50	Exhib. Chinning Mach. 129.50

**ONE BALLS**

Sport Special . . . . \$ 94.50	Blue Grass . . . . . \$159.50
Record Time . . . . 104.50	Mills Owl . . . . . 97.50
Dark Horse . . . . . 129.50	Mills 1940 1-2-3 . . . 94.50

One-Third Deposit With Order, Balance C. O. D.

**EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Ave., Chicago, Ill. HUMBOLDT 6288**

★ **Civilian DEFENSE** ★

**PATRIOTIC! NEW! NO TAX!**

**"HELP SELL DEFENSE STAMPS"**

New Jitter Pin Arrangement!  
WINNERS RECORDED!  
AUTOMATIC TILT! **\$13.50 EACH**

F.O.B. Cleveland. 1/2 Cash Deposit With Order.

Write Your Distributor or Factory Today.

**"Send for 'Civilian Defense' Operations Plans"**



MFG. BY **ATLAS GAMES**  
6121 LORAIN AVE. CLEVELAND OHIO



**YOU'LL BE IN BUSINESS FOR**  
*Years!*

With the World's  
**GREATEST MONEY MAKERS**  
Keeney Consoles!

Buy them  
**NOW-**  
while you  
**CAN!**

**KEENEY'S SUPER BELL Console**

3-way convertible—free play, cash or check payout. 5c chute, 25c at extra cost. Also available with mint vender at additional cost.

**Convertible 2 WAY SUPER BELL**

Convertible—free play, cash or check payout. 5c chutes, 25c chutes at small additional cost.

**4 WAY SUPER BELL**

Greatest of all consoles, 4 chutes, 4 can play. 1, 2 or all 3 row appeal. Order yours today.

**ALL CONSOLES AVAILABLE WITH SKILL FIELD AT EXTRA COST**  
Keeney's Sensational

**SUBMARINE GUN**

Actually shoots ball-bearing bullets in rapid fire action.  
**GET YOURS NOW!**  
Immediate Delivery

**J. H. KEENEY & CO.** NOT INC.  
The House That Jack Built  
6630 S. Ashland Ave., Chicago, Ill.

\*\*\*\*\*  
**BUY U. S. DEFENSE BONDS and STAMPS!**

★★SPECIAL NOTICE!★★

On April 30, the Coin Machine Industry will be completely shut down for the duration of the war. No one can predict how long the war will last. The survival of our industry depends upon the operators' ability to keep their machines in operating condition. Whether or not we will be allowed to service or supply parts for the duration is questionable. The smart operator and distributor will buy sufficient supplies to carry him through.

Be wise and act quickly!

**D. GOTTLIEB & CO.** 1140-1150 N. Kostner Ave. Chicago, Illinois

**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

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

**Monarch's Motto, "Keep 'Em Going"**

CHICAGO, March 28 (DR).—Roy Bazelon, Monarch Coin Machine Company, reports that every effort is being made to continue Monarch sales and service at a high level of efficiency.

"Conditions with which we are all familiar have affected all branches of our industry," he said, "and business as usual is not only impossible but unpatriotic. However, we must protect our interests as best we can and Monarch will do all possible to help the operator maintain his operations in a profitable manner.

"The large stock of equipment we have gathered over a long period of time and recently increased in view of the present emergency is at the disposal of Monarch customers, and we do not intend to take advantage of operators by shooting prices to unfair heights. In the new equipment field we are buying as much as is permitted so that our customers may obtain reasonably prompt deliveries on orders.

"Arrangements have been made to provide a 'keep 'em operating' service that will enable commens to keep all their equipment in working condition. As far as future conditions will permit we will be amply supplied with both material and trained man power, which will be offered to operators at reasonable prices."

**Operators Say:**



— A Superlative Die Cut

**THUMBS UP ...**

Leading operators everywhere vote THUMBS UP an outstanding money-maker for the big spring season. . . . 1200 RE Holes . . . 5¢ per sale . . . Total average payout \$30.76 . . . Total average profit (including RE Arrangement) \$33.24 . . . THICK DIE-CUT BOARD.

**SUPERIOR PRODUCTS**

14 N. PEBBIA ST. CHICAGO, ILL.



**WANTED A ROUTE OF GAMES OR MUSIC**

State price, income, miles of territory covered, type of games and quantity. Also amount of license fee paid.  
BOX D-172, Care The Billboard, Cincinnati, O.

**This Week's Best Buys!**

- Mills 4 Bell, 4 Nickels, New . . . \$450.00
- Mills 4 Bell, 4 Nickels, Used . . . 309.50
- Mills 4 Bell, 3 5¢, 1 25¢, New . . . 550.00
- Mills 4 Bell, 3 5¢, 1 25¢, Used . . . 369.50
- Keeney Super Bell, New . . . 299.50
- Bally Club Bell, New . . . 295.00
- Watling Big Game, P. O. . . . 114.50
- Mills Jumbo Parade, Late P. O. . . 114.50
- Mills Jumbo Parade, Early P. O. . . 89.50
- Mills Jumbo Parade, Early F. P. . . 89.50
- Jennings Fast Time, F. P. . . . 89.50
- Jennings S. M. Tot., F. P. . . . 179.50
- Jennings S. M. Tot., P. O. . . . 179.50
- Pace Saratoga with Rails, P. O. . . 99.50
- Pace Reels, P. O. . . . 79.50
- Exhibit Tanforan . . . . . 39.50
- Jennings Liberty Bell . . . . . 34.50
- Jennings Derby Day . . . . . 34.50
- Groatchen Sugar King . . . . . 69.50
- Mills Square Bell . . . . . 69.50
- Rays Track . . . . . 74.50
- Paces Races . . . . . 79.50

**PAYTABLES & CONSOLES**

- Turf King, Orig. . . . . \$59.50
- Orate . . . \$239.50
- Turf King, Like New . . . 214.50
- Jockey Club 194.50
- Grand Natl. 89.50
- Grand Stand 79.50
- Pace Maker. 89.50
- Thistledown. 69.50
- Hawthorne. 59.50
- Seabiscuit . . . \$59.50
- Gottlieb Track Record, F.P. 59.50
- Gold Medal or Gold Cup. . . 49.50
- Sport Page 49.50
- West. Seven Flasher, f.p. 59.50
- Falground. . . 34.50
- Preakness. . . 29.50

To Avoid Delay Give Second Choice.

1/3 Deposit, Balance O.O.D.

**MILWAUKEE COIN MACHINE CO.**

3130 W. Lisbon Ave., Milwaukee, Wis.



**DON'T WASTE TIME! GET 'EM NOW!**  
NEW GAMES FOR IMMEDIATE DELIVERY

Keeney Two Way Bell, \$405.00—Four Way Bell, \$485.00—Super Bell, \$295.00—Mills Four Bell, \$550.00—Three Bell, \$575.00—Jumbo Parade Payout, \$175.00—Jumbo Parade, Free Play, \$147.50—Original Chrome Bells, \$185.00—Gold Chrome Bells, \$238.50—Glitter Gold, Q. T., \$84.50—Vest Pocket Bells, \$47.50—Bally Longacre, \$309.50—Pimlico, \$309.50—Hi Hand, \$249.50—Genco Defense, \$164.50—Victory, \$129.50—Chicago Coin Yank, \$164.50—Home Run of '42, \$129.50—Gottlieb Keep 'Em Flying, \$164.50—Five & Ten, \$149.50—Exhibit Sky Chief, \$164.50—Air Circus, \$149.50—Jennings Bobtail Console, Free Play, \$165.00.

**MILLS OWL FIVE BALL FREE PLAY NOVELTY GAME - - \$99.50**

**ONE-BALL FREE PLAY NOVELTY GAMES**

- Bally Longacre. . . \$285.00
- Bally Club Trophy. 249.50
- Bally Record Time. 125.00
- Gottlieb Track Record 84.50
- Bally Pimlico. . . \$285.00
- Bally Blue Grass. . 132.50
- Bally Sport Event. . 99.50
- Mills '39 1-2-3. . . 49.50
- Bally '41 Derby. . \$229.50
- Bally Dark Horse. 120.00
- Bally Victory . . . 44.50
- Mills '41 1-2-3. . . 99.50

**FREE PLAY CONSOLES**

- Bally Hi-Hand . . . \$209.50
- Jennings Bobtail. . 139.50
- Watling Big Game. 114.50
- Keeney Super Bell. \$235.00
- Bally Big Top. . . . 179.50
- Pace '41 Saratoga. 169.50
- Jennings Fastime. . \$104.50
- Mills Jumbo Parade 95.00
- Mills Jumbo Parade, New . . . . . 145.00

Exhibit Rotary Merchandisers, Resprayed, Reconditioned Throughout. . . \$189.50  
Scientific Bunting Practice, Reconditioned, Like New. . . . . 145.00  
Exhibit & Eric Merchandisers Diggers, All Chrome Rebuffed, Marbligo Finish. . . 69.50

**AUTOMATIC PAYOUT CONSOLES**

- Keeney Triple Entry . . . . . \$175.00
- Evans Lucky Lucr. 175.00
- Paces Races, Walnut Cab, J.P. Model, Perfect . . . . . 175.00
- Baker Pacer, Serial 7416 . . . \$249.50
- Mills Square Bells, Factory Rebuilt. . 79.50
- Jennings Good Luck 49.50
- Exhibit Longchamp. 49.50
- Mills Four Bells. . \$289.50
- Evans '39 Dominos 104.50
- Pace '41 Saratoga. 150.00
- Jennings Fastime. 79.50
- Exhibit Tanforan. 39.50
- Mills Track King. . 29.50

**SPECIAL**

Rock-Ola Imperial 20 Phonographs, Liteup Grille and Sides, Thoroughly Reconditioned, 20 Records. Limited Quantity . . . \$99.50

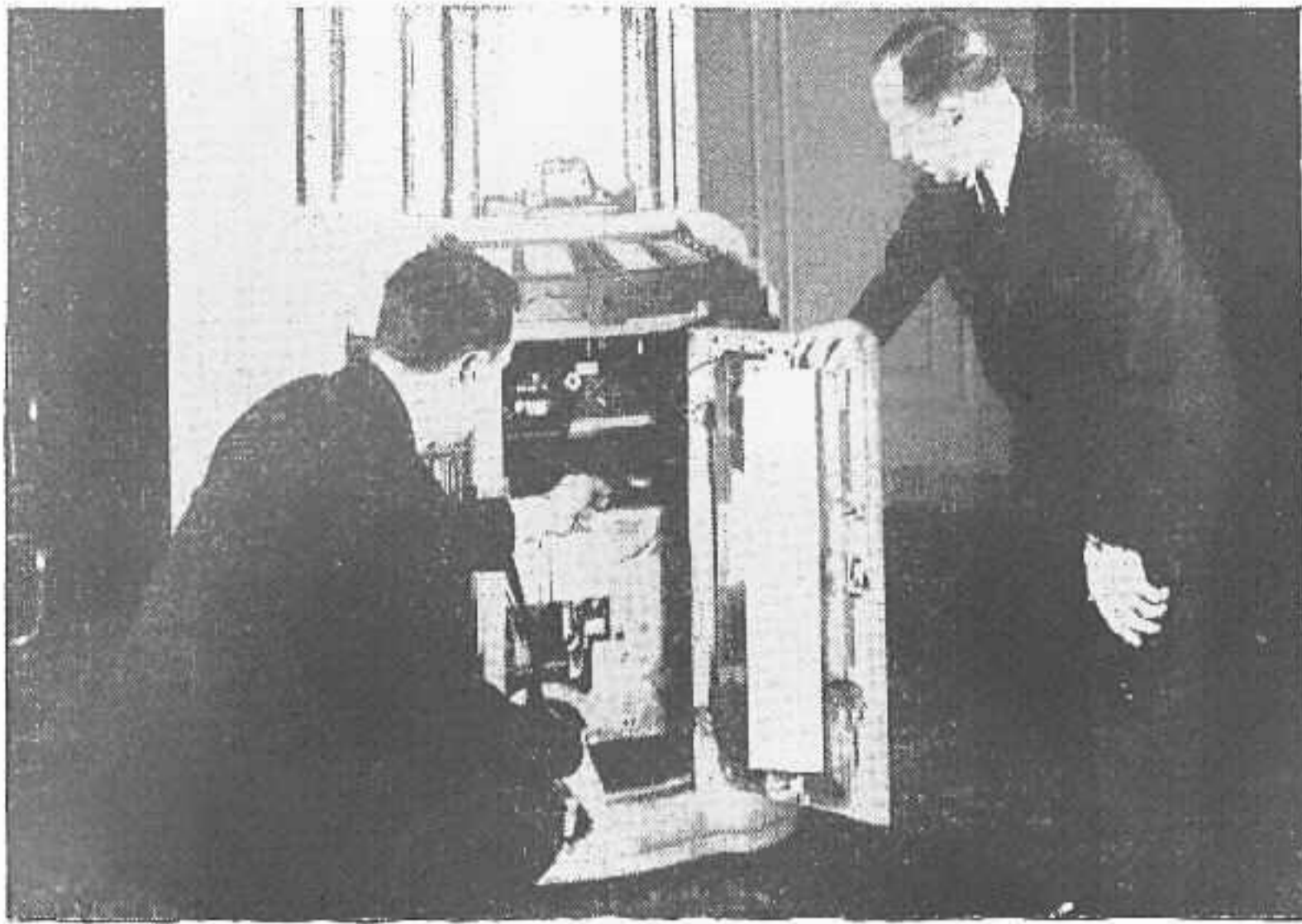
WRITE, WIRE, PHONE FOR LIST OF SPECIAL NEW AND FACTORY REBUILT SLOT MACHINES ON HAND FOR IMMEDIATE SHIPMENT!

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

**MONARCH COIN MACHINE CO.**

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO





BOB DUNLAP AND LEO WEINBERGER inspect the mechanism of the new 1942 Seeburg Phonograph. Dunlap is a representative of the J. P. Seeburg Corporation. Weinberger is an official of the Southern Automatic Music Company and is in charge of that firm's Louisville office. (MR)

### Test Pilot on Beam, Says Aerocraft

CHICAGO, March 28 (MR).—After many months of intensive testing on location, officials of the Aerocraft Company have announced the release of Test Pilot.

According to company executives, Test Pilot has successfully withstood severe tests and has met with the approval of persons interested in flying activities because of its true-to-life action.

"Test Pilot is one of the most unusual games ever presented," they declare. "The play has proved itself to be highly intriguing, with an enduring appeal. Playing Test Pilot the player has actual control of a model plane. He maneuvers the plane by means of foot and hand controls similar to those used in actual planes. The model plane is kept in action by means of the high-velocity

wind tunnel principle.

"The player-pilot endeavors to keep the plane 'on the beam' by use of the wheel and foot controls. As long as the model plane is on the beam a green light flashes and a unique scoring device indicates the score. If the plane is off the beam, a red light warns the player.

"Wing flaps, tail fins and rudder are controlled by the player and he can put the model plane thru such maneuvers as banks, turns, dives and climbs. Both the appeal and mechanical performance of Test Pilot have been thoroughly tested. Simplicity of construction is a guarantee of care-free operating."

Company heads report they have received a great deal of comment on the educational value of Test Pilot. They advise that a limited number of the games have been prepared for release.

Distribution of Test Pilot in Chicago is to be handled by the Monarch Coin Machine Company and by National Coin Machine Exchange.

## THE ANSWER TO YOUR WAR PROBLEMS Buckley's Trading Post

### Operators—Distributors!

Here's the Big Idea for 1942. Sell your idle equipment. Buy the equipment you need now.

Buckley Trading Post brings the seller or the buyer to you. All you do is list the Phonographs—Wall Boxes—Coin Machines—Pin Tables—Consoles—Arcade Machines—Venders—Everything in the line of coin-operated equipment and supplies. The service is free until the sale is made, then only a nominal fee is charged the seller.

Your list of equipment for sale is wanted to submit to "wanted to buy inquiries" from coast to coast being received daily. Your lists of equipment wanted now for operation will bring you a list of equipment for sale in all parts of the country.

Every operator wants this service—it keeps his money invested in money-making equipment. The service of this nation-wide trading organization is yours for the price of a 3c stamp.

Mail—phone—wire your lists today. Buyers and sellers want many makes and models of equipment right now.

## BUCKLEY TRADING POST

4225 WEST LAKE STREET  
CHICAGO, ILLINOIS

## EVANS' TAX FREE GAMES

★ PROFIT-PROVEN WINNERS! ★

### PLAY BALL

Sensational manikin-baseball. Pitcher actually winds up and throws ball through air!

### SUPER BOMBER

New "Bomb a Jap" theme gets nickels! U. S. Bombers blow up Jap warships! Not a gun!

### TEN STRIKE

All-time manikin-bowling favorite, better than ever! New refinements, faster play!

### TOMMY GUN

For defense-minded America . . . smallest, fastest, lightest machine gun thriller!

**BUY U. S. DEFENSE BONDS TODAY!**

**H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO**

WEST COAST Factory Sales Representative    **MAC MOHR CO., 2916 W. PICO BLVD. LOS ANGELES, CALIF.**

## BADGER'S BARGAINS

Due to market fluctuations, we are not listing all prices. A letter to either office will immediately bring our latest prices on all phonographs not priced.

SEEBURG	WURLITZER	ROCK-OLA
2 Seeburg 9800 R.C. . . Write	3 Wurl. Model 850 . . . Write	5 Rock-Ola Spectravox . . . Write
2 Seeburg 9800 E.C. . . Write	2 Wurl. Model 750 . . . \$349.50	2 Rock-Ola Glamour . . . \$275.00
3 Seeburg 8800 E.C. . . Write	2 Wurl. Model 800 . . . 339.50	2 Rock-Ola Universals . . . 89.50
2 Seeburg Colonial R.C. . . Write	5 Wurl. Model 500 . . . Write	5 Rock-Ola Playmaster . . . Write
4 Seeburg Classic . . . \$194.50	4 Wurl. Model 600 . . . 159.50	4 Super Rockolites . . . Write
2 Seeburg Vogue . . . 189.50	5 Wurl. Model 616 . . . 59.50	2 Master Rockolites . . . Write
1 Seeburg Casino . . . 159.50		2 Master Walnut . . . 189.50
3 Seeburg Regal . . . 149.50	4 Mills Throne of Music . . . \$139.50	3 Rock-Ola Deluxe . . . 159.50
5 Seeburg Gems . . . 139.50	3 Mills Empress . . . 179.50	5 Rock-Ola Standards . . . 149.50
2 Seeburg Rex's . . . 94.50		4 Imperials . . . 79.50

Write to the nearest office for our complete, latest price list of Twin 12s, in steel cabinets; Adapters, Speakers, reconditioned Wall and Bar Boxes. All makes.

### BADGER SALES CO.

1612 West Pico Blvd., Los Angeles, Calif.

### BADGER NOVELTY CO.

2546 North 30th St., Milwaukee, Wis.

## BIGGEST SELECTION

## GENUINE VALUES

BELLS	PHONOGRAPHS
<b>FACTORY REBUILT—CLUB HANDLES</b> Blue Fronts . . . \$134.50 5c. \$134.50    5c. \$149.50 10c. 137.50    10c. 152.50 25c. 139.50    25c. 154.50	<b>SEEBURG</b> Colonel-1940, E.S. . . \$294.50 Commander E.S. . . 269.50 Classic-1939, Mar'glo . . 104.50 Vogue-1939, Mar'glo . . 189.50 K-20-20 Records . . . 109.50 Royale 1938 . . . 109.50 Model H-12 Rec., Keyboard . . . 69.50 Model C-12 Records . . 59.50
<b>RECONDITIONED</b> Mills 5c Chroma Bell \$179.50 Mills 5c War Eagle . . . 79.50 Jenn. Club Console, 5c \$189.50 Graetchen Columbia . . 79.50 Pace DeLux Comet . . . 97.50 Jennings Silver Chief 129.50	<b>WURLITZERS</b> 500-1939, 24 Rec. \$189.50 616-18 Records . . . 79.50 412-12 Records . . . 59.50 P12-12 Records . . . 54.50 41-1940 Counter Model . . . 119.50 61-1939 Counter Model . . . 89.50
<b>SKILL GAMES</b> Western's Baseball-'39 Comb, F.P.&P.O. . . \$ 94.50 Batting Practice . . . 159.50 Seeburg Shoot the Chutes . . . 104.50 Keeney Air Raider . . . 144.50 Evans Ten Strike . . . 79.50 Bally Shoot the Bull . . 69.50 Anti-Aircraft, Mar'glo . . 52.50 Chicken Sum . . . 69.50 Jaffbird . . . 89.50 Exhibit's Vitalizer . . . 69.50 Bally Alley . . . 59.50 Skeeballotto . . . 79.50	<b>MILLS</b> Throne of Music . . \$159.50 Empress . . . 189.50
	<b>ROCK-OLA</b> Super 40 . . . \$209.50 Master 40 . . . 197.50 Deluxe Luxury Light-up-1939 . . . 159.50 Standard-1939 . . . 149.50 Monarch-1938 . . . 109.50 Imperial 20, 20 Rec. 109.50

SEND FOR THE NEW PRICE LIST TODAY!

TERMS: 1/3 Deposit, Balance C. O. D.

## Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT  
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY  
PERSONAL  
SERVICE

### WANTED—SKEEBALLS—9 & 12 FT.

25 SKYFIGHTERS . . . \$179.00	Evans & Rock-Ola Ten Strikes . . . \$ 57.50
Rock-Ola 1937 Imperial 20s . . . \$62.50	Scientific Batting Practice . . . 109.50
Evans & Guttileb Skee-Ball-Elites . . . 54.50	Holly Jiggers—Legal Gaunter Game . . . 7.50
Daval 21s, Like New . . . 7.50	Keeney Anti-Aircraft, Black . . . 35.00
Vest Pocket—Chrome . . . 42.50	Keeney Anti-Aircraft, Brown . . . 42.50
Vest Pocket—Blue & Gold . . . 37.50	

**S & W COIN MACHINE EXCHANGE, 2416 Grand River Avenue, Detroit, Mich.**



**THE ANSWER TO YOUR PRAYERS!**

**GENCO'S  
NEW, LEGAL,  
TIMELY GAME  
PLAY BALL**



★  
22 inches  
WIDE  
★  
72 inches LONG  
30 inches HIGH  
★  
Most perfect  
sized roll-down  
action game ever  
built! Beautiful!  
Thrilling! Fasci-  
nating! Timely!  
A N D  
LEGAL EVERY-  
WHERE!!  
★

★  
Here's the game of  
the hour! Right now  
as the Big League  
baseball season gets under  
way... Get under way  
yourself for the biggest  
profits you've ever earned  
with the grandest game  
you've ever operated—  
Genco's Play Ball!!! Thrill-  
ing, timely, legal, roll-down  
action. Three "outs" to a  
game! Singles — Doubles —  
Triples — Home Runs — all  
the play and action of real base-  
ball! Just watch those players run  
around the bases—so lifelike, so  
real, so much better than ever be-  
fore on any game! See the lighted  
scoreboard in action  
draw them to the  
game like flies to  
honey. Watch them  
keep on playing hour  
after hour  
without stop. A  
game for old and  
young alike. A  
game that will  
bring you the big-  
gest, steadiest,  
easiest profits  
you've ever en-  
joyed! Don't  
let another  
second go by  
—rush your  
order right  
this minute.  
★

Be first in your territory with  
Genco's greatest, grandest, legal,  
lifetime game—Play Ball!!!

**GENCO MFG. CO.** 2621-27 No. Ashland Ave. CHICAGO - ILL.

You can ALWAYS depend on JOE ASH—ALL WAYS  
EVERY FREE PLAY GAME THOROUGHLY CHECKED, CONDITIONED LIKE  
NEW WITH COMPLETE F. P. ATTACHMENT, SCORE CARDS, ETC.

GENCO		CHICAGO COIN		EXHIBIT	
Argentine	\$49.50	Bola Way	\$49.50	Big Parade	\$74.50
Bandwagon	24.50	Buckaroo	14.50	Do-It-All	39.50
Big Chief	24.50	Commodore	14.50	Dixie Play	29.50
Big League	14.50	Dixie	19.50	Duplex	24.50
Big Town	14.50	Home Run '42	74.50	Knockout	69.50
Bosco	64.50	Jolly	14.50	Landslide	19.50
Capt. Kidd	49.50	Legionnaire	44.50	Leader	19.50
Follies	14.50	Lucky	14.50	Sky Blazer	49.50
Formation	14.50	Majors	14.50	Stars	29.50
Four Roses	29.50	Majors '41	39.50	Sun Beam	29.50
Gun Club	54.50	Nippy	14.50	West Wind	39.50
Hi-Hat	39.50	O'Boy	14.50	Zombie	24.50
Jungle	59.50	Ocean Park	14.50		
Metro	24.50	Polo	24.50		
Powerhouse	14.50	Roxy	14.50		
Punch	14.50	Show Boat	47.50		
Seven Up	27.50	Snappy '41	49.50		
Slugger	39.50	Sport Parade	29.50		
South Paw	44.50	Sports	14.50		
Ten Spot	37.50	Sporty	14.50		
Victory	74.50	Star Attraction	44.50		
		Stratoliner	24.50		
		Venus	64.50		

BALLY		KEENEY	
Attention	\$24.50	Red Hot	\$14.50
Beauty	19.50	Score Champ	14.50
Broadcast	27.50	Sky Ray	34.50
Cross Line	22.50	Supercharger	14.50
Flicker	24.50	Twin Six	34.50
Lime Light	14.50	Velvet	29.50
Manicker	64.50	Wild Fire	34.50
Pan American	34.50		
Silver Skates	29.50		
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