

The Billboard

25 Cents

The World's Foremost Amusement Weekly

MAY 2, 1942

Vol. 54. No. 18



KATE SMITH RADIO'S FIRST LADY

"Kate Smith Speaks"
Heard Daily Monday Thru
Friday Over CBS

"Kate Smith Hour"
Broadcast Weekly on Friday
Evenings Over CBS

Recording for
Columbia Records

STARTING HER 12TH
CONSECUTIVE YEAR ON
COLUMBIA
BROADCASTING
SYSTEM



THE ONE AND ONLY
**KATE
SMITH**

PRESENTING HER LATEST RECORD RELEASES
ON THE COLUMBIA LABEL

36552 I THREW A KISS IN THE
OCEAN
SOMEBODY ELSE IS TAKING
MY PLACE

36577 ONE DOZEN ROSES
A SOLDIER DREAMS
(Of You Tonight)

36540 THIS TIME
THE MARINES' HYMN

36569 WE'LL MEET AGAIN
THERE ARE RIVERS TO CROSS
(Before We Meet Again)

36511 THE STAR-SPANGLED
BANNER
AMERICA, I LOVE YOU

36514 WHEN THE ROSES BLOOM
AGAIN
SHE'LL ALWAYS REMEMBER

36468 I DON'T WANT TO WALK
WITHOUT YOU
THE SHRINE OF ST. CECELIA

36448 ROSE O'DAY
(There'll Be Bluebirds Over)
THE WHITE CLIFFS OF DOVER

Kate Smith on the Air—CBS every Friday, 8-8:55 p.m. Eastern Time, Sponsored by Grape Nuts and Grape Nuts Flakes. Rebroadcast for Pacific Coast: 12 Midnight, Eastern Time.

Personal Management Ted Collins

RADIO BALLYHOO WINNERS

Exploitation Survey Winners

NETWORK DIVISION—Columbia Broadcasting System.
 CLEAR CHANNEL DIVISION—First place, NBC-KPO, San Francisco; second, WLW, Cincinnati; third place, KOA, Denver.
 REGIONAL STATION DIVISION—First place, WEEL, Boston; second place, KLZ, Denver; KFEL, Denver, and WHBF, Rock Island, Ill., tied for third.
 LOCAL STATION DIVISION—WGKV, Charleston, W. Va.
 CANADIAN STATION DIVISION—CKBI, Prince Albert, Sask.
 ADVERTISING AGENCY DIVISION—Young & Rubicam, Inc.
 PRESS AGENTS' DIVISION—David O. Alber, first; Hal Davis and Les Lieber, second; Tom Fitzdale, third.

Special Awards

KNX, Los Angeles, for the outstanding exploitation idea of the year.
 WSM, Nashville, Tenn., for outstanding exploitation in relation to the war effort.
 WBIG, Greensboro, N. C., for outstanding exploitation in the line of civic service.
 Louis G. Cowan & Company, for outstanding exploitation on a single program by an agency.
 Ralph H. Jones Company, for single outstanding exploitation stunt by an agency.
 William P. Maloney, for outstanding exploitation on a radio personality by a press agent.

Awards Committee

Alton Cook, radio editor *New York World-Telegram*; Ben Gross, radio editor *New York Daily News*; Robert L. Stephens, radio editor *New York Post*; Jo Ranson, radio editor *Brooklyn Daily Eagle*, and E. E. Sugarman, Paul Denis, Eugene Burr and Paul Ackerman, all of *The Billboard*.

Gas Rationing Blues Await Definite Government Orders

NEW YORK, April 25.—Newspaper agitation this week over announced drastic gas rationing had show business in a furore which was considerably calmed down when Petroleum Co-ordinator Harold L. Ickes discredited the report as being "very unfortunate." Original statement, which appeared early this week and came from the office of Price Administration (Leon Henderson), was that motorists would be held to two-and-a-half to five gallons of gasoline per week.

Ickes, in correcting the impression, said, "They are not my figures, and I don't think they came from Leon Henderson . . . but from some poor prophet who went beyond Henderson." Facts of the case, Ickes stated, did not justify such a drastic reduction, altho the object of the government is to conserve as much gasoline as possible.

Ickes, however, confirmed the report that a card rationing system would be put into effect in 17 Eastern States. When the rationing would go into effect, or how much gas would be allowed, still remain major mysteries at present writing. But, with the initial scare at an end, show business is still very much concerned, wondering whether an extra gas allowance would be given traveling shows and bands and how the entertainment industry would be affected by customers' inability to get to theaters.

Show business execs and band agency heads refused to speculate until an actual ruling is reached by government heads. Bus companies, which have been transporting bands on one-nighters, have given preliminary warning that chartered busses may be out of use in the near future. (See *Gas Orders Awaited on page 17*)

CBS, NBC-KPO, WEEL, WGKV and CKBI Winners; Special Awards Given to KNX, WSM and WBIG

NEW YORK, April 25.—Awards Committee of *The Billboard's Fifth Annual Radio Exploitation Survey*, selecting winners in network, station, agency and press agent divisions, has named Columbia Broadcasting System first in network exploitation; NBC-KPO, San Francisco, first in the Clear Channel Division; WEEL, Boston, first in the Regional Station Division; WGKV, Charleston, W. Va., first among local stations, and CKBI,

Prince Albert, Sask., best in the Canadian Station Division. Runners-up in the Clear Channel category were WLW, Cincinnati, second, and KOA, Denver, third; in the Regional Division, KLZ, Denver, second, with another Denver station, KFEL, tied for third place with WHBF, Rock Island, Ill.

Special awards went to WSM, Nashville, for outstanding exploitation in relation to the war effort; to KNX, Los Angeles, for the outstanding single exploitation idea of the year, and to WBIG, Greensboro, for outstanding exploitation in the line of Civic Service.

The Awards Committee, in selecting winners in the various classifications, bore in mind and took into consideration the fact that some stations have at hand excellent material for purposes of exploitation; some stations have poor material; some have good programs; others lack programs and personalities.

Lack of top exploitation material was in no case held against a station in the event the station displayed ingenuity in exploitation.

War Outstanding Theme

Running thru nearly all station entries this year was a new theme—the war effort and radio's contribution to it. In addition, the old stand-bys of the art of exploitation, including straight ballyhoo, stunts, public appearances, merchandising, tie-ups of various types with stores, hotels, etc., were present in their usual number. So, too, were exhibits attesting to stations' efforts in the way of public service, civic aid, etc. Many stations, too, did extensive exploitation in order to acquaint listeners with frequency changes, which became effective March 29, "Radio Moving Day."

From the standpoint of geography, the Exploitation Survey is of absorbing interest. A cursory glance at the winners shows that New York, recognized as the (See *Radio's Ballyhoo Winners on page 4*)

Theatrical War Board Formed

NEW YORK, April 25.—Newly formed United Theatrical War Activities Committee swung into action this week, with James Sauter, executive vice-president of the group, going to Washington to cement contacts with various branches of the government. Committee will serve as a clearing house "for a better and more intelligent service to the war effort," to co-ordinate requests for free talent to the armed forces, government agencies and recognized War Relief agencies.

New committee is an offshoot of the Four A's Talent Co-ordinating Committee, which has been operating since January. Talent union heads, however, felt that it should extend its scope and be represented thru every branch of show business, hence the reorganization. Sauter, publicity director of Air Features, Inc., a subsidiary of Blectett-Sample-Hummert, advertising agency, will be in charge of the group, with offices at 2 West 45th Street to be opened next week.

Committee will function as a regulatory body, clearing all requests for free shows after a check is made thru governmental agencies on the worthiness of the effort, and will even supply talent. First request has come from the Treasury Department to service it with talent the first three weeks in June to cover 142 cities with personal appearances, radio programs and transcriptions. This program will be in co-operation with the (See *War Board Formed on page 17*)

Dunphy Is Amusement Chief

New war production board post filled by New York film production exec

WASHINGTON, April 25.—Christopher J. Dunphy, New York, will assume duties as chief of the Amusement Services Section of the War Production Board here on Monday. It is announced that his section will serve as a focal point to which members of the amusement industry can come with operating problems and that he will determine what should be done, what can be done and then he will recommend action.

Until now the amusement industry has had no permanent representation in the government's war efforts along these lines and his office is expected to serve as a real sounding board for the industry. Amusement Section is one of six being set up in the Office and Service Branch, of the WPB Division of Industry Operations. Nathaniel G. Burleigh heads the branch.

Chief Dunphy's full title is: Chief,

Bulletin

NEW YORK, April 25.—WPB Amusement Chief Christopher Dunphy said before leaving for the post in Washington that he is "at the service" of the Outdoor Amusement Congress and that he "will be pleased" to have a committee from that organization call on him "for any and all assistance." He said that he wanted to "get the feel of things" for a while before conferring with representative groups from show business, but that this needn't take longer than about two weeks.

Amusement Services Section, Service and Distribution Office, Office and Service Machinery Branch, Division of Industry Operations. Unofficially, the following are listed as the purposes and objectives of the Amusements Section:

"It will be primarily a facilitating agency in that it will study carefully the problems of these services (Amusement) (See *Dunphy Amuse. Chief on page 59*)

He will name co-ordinator for outdoor branch—OAC aid will be welcomed

NEW YORK, April 25.—*The Billboard* was the first publication to interview Christopher J. Dunphy, newly appointed boss of the amusement division of the War Production Board, directly following the designation made in Washington on Wednesday. Interview took place the following morning here. The United States Civil Service Commission late last month scouted the show business to obtain the names of "qualified persons for consideration for appointment to the position of Chief of the Amusements Section" of the Nelson-headed agency. Last Friday (17) the USCSC had decided on the man to be appointed and eight days later announced it from Washington following a conference held with the WPB Wednesday of this week.

Dunphy's career since World War I has (See *Dunphy Welcomes OAC on page 59*)

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RADIO'S BALLY WINNERS

War Dominant In Stations' Exploitation

(Continued from page 3)

country's No. 1 radio production center, is far behind hinterland stations in the ballyhoo art. There may be more or less valid reason for this. It has been said, for instance, that New York does not lend itself to circus tricks and assorted forms of horseplay; but even in the more sober forms of exploitation, the outlying stations, by and large, excel the New York outlets.

More Bally To Come

Whereas New York radio falls down in exploitation, it is extremely alert in the matter of publicity—competition for press breaks being maintained at fever heat thruout the year. This yen for publicity, as apart from exploitation, is sometimes advanced as one of the causative factors in New York's desultory performance in exploitation. Whatever the cause—whether it be excessive stress on publicity or simply the fact that New York "ain't that kind of town"—the fact is that many elements within radio realize that exploitation is more important than ever and will continue to increase in importance for the duration of the war at least. Chief reason for this is the threat of newsprint shortage, which will give some anti-radio publishers the opportunity to kick their ether competitors into the ash can. If and when this occurs, stations will be placed in the position of relying more and more on ballyhoo in its various forms to tell their story to the public.

Network Division

Columbia Wins

Awards Committee judged the Columbia Broadcasting System's entry tops in (See Exploitation Winners on page 6)

KATE SMITH

(This Week's Cover Subject)

KATE SMITH is the First Lady of Radio. Now commencing her 12th year as a network star, Miss Smith stands alone in her field. She has been the recipient of more honors than perhaps any other popular performer of the day. An enumeration of the more outstanding tributes paid her is probably the best method of describing her unique place in the heart of the nation. A brief list follows:

- Did a command performance for King George and Queen Elizabeth at the White House . . .
- was chairman of screen, stage and radio activities under NRA . . .
- honorary member of Red Cross, for which she has raised more than \$4,000,000 . . .
- only radio artist ever to be listed among the 10 leading American women by the publication "American Women" . . .
- only private citizen ever awarded the Legion of Valor medal . . .
- only private citizen privileged to use the President's entrance to Union Station, Washington . . .
- won at least four Scripps-Howard and Hearst newspaper popularity polls, and has never been lower than second in the past 10 years . . .
- awarded Patriotic Service Cross by United Flag Association. Only three other women have ever been so honored . . .
- received Drake University medalion for "outstanding contributions to radio and the people."

Miss Smith has won countless more awards and tributes, but the above-mentioned serve to illustrate her stature as a performer and, more important, as a citizen. Miss Smith is more than an entertainer—more than just a top-flight radio and recording artist: she is one of her country's leaders.

Mullin Yanks Out Crystal Ball; Future Looks Okay

NEW YORK, April 25.—Earl Mullin, press chief of the Blue Network, sends a note apropos *The Billboard's* Publicity Survey. Earl, looking into the crystal ball for next year, is full of ginger. He says:

"Certainly was delighted and surprised to see that the Blue Network received 33 votes in *The Billboard* Survey. Think this is particularly significant inasmuch as there was not a Blue in 1941, except as part of NBC.

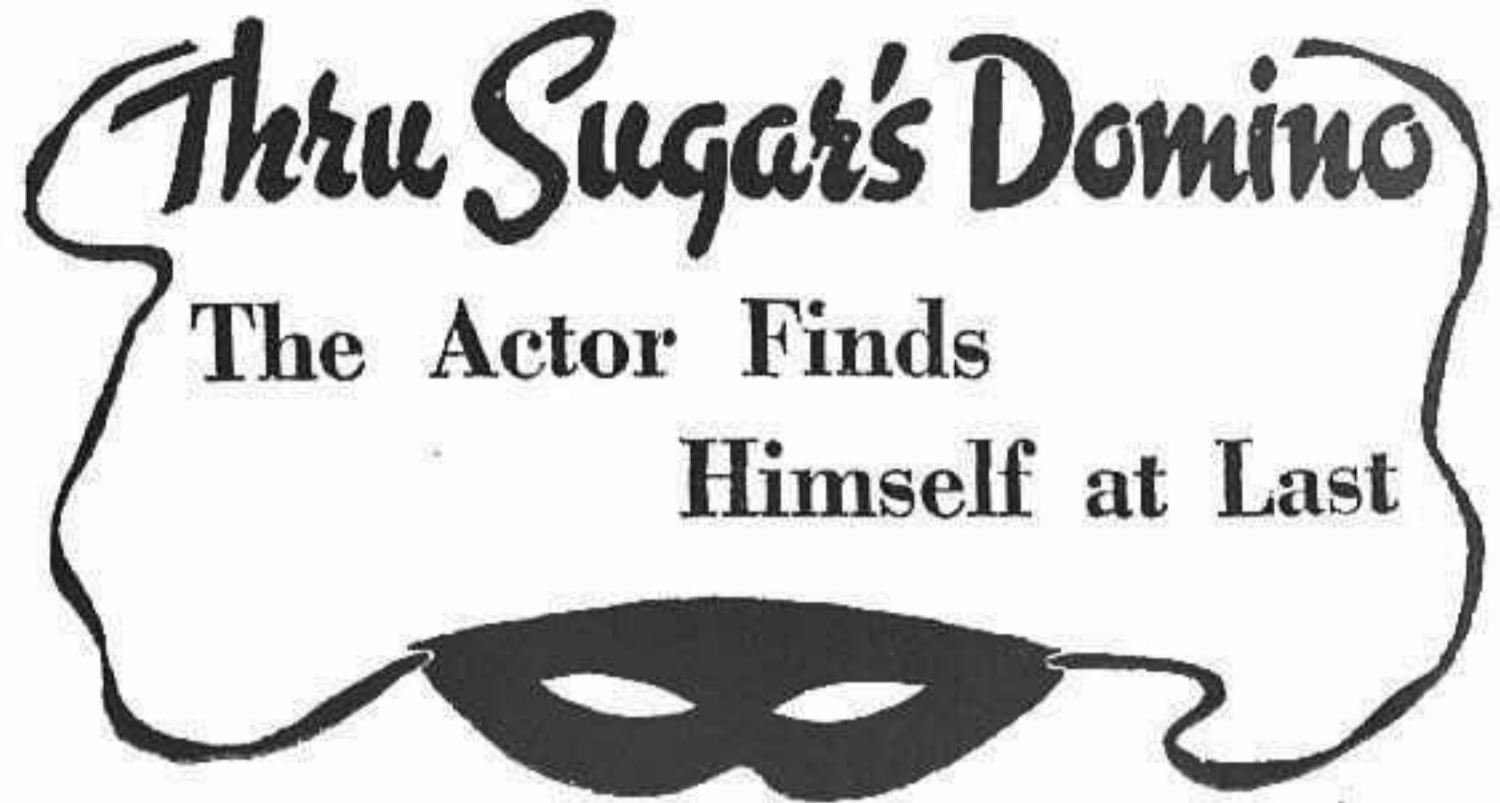
"I once knew a gent who had such terrific hangovers that he could not remember when he felt differently—thought everybody felt that way. Looks as tho that is the way the Blue publicity and promotion socks them. Has made such an impression in the past two months it colors their remembrance of 1941.

"Thanks for the plug. We all feel that getting a vote for a good job when we were just a gleam in papa's eye is quite something. Bear us in mind for next year."

Arbs Favor Levern In AGVA Ice Case

NEW YORK, April 25.—Levern (Busher), formerly featured performer of *It Happens On Ice*, figured in an American Guild of Variety Artists' major arbitration decision this week when she was awarded \$3,925 in back salary after having been discharged last fall allegedly for union activity. Board of arbitration, consisting of J. Wilson Dayton and William J. Graham, bankers, ruled in favor of Levern, whose case was handled by Jonas T. Silverstone, National Counsel of AGVA. Silverstone maintained that she was fired for union activity, while Arthur Wirtz, producer of the show, claimed that she was discharged so that her contract could be rearranged because one of her numbers was being cut from the show.

After months of hearing, arbitrators handed the decision to Levern, calling for back salary from September 20, 1941 to April 23, 1942. While her salary was \$250 per week, a compromise was reached on the final figure. Decision also called for her reinstatement in the show at \$250 per week; but since the ice show



THE actor is beginning to learn. He hasn't made a great advance. But his steps are turned in the right direction. There is hope for him. So accustomed have we grown to chastising the actor in this pillar for his inability to govern himself, as well as protect himself from exploitation by self-seeking outsiders, that on such an occasion as this when we have something praiseworthy to say we are slightly flustered but not less happy about it.

Thru his chosen representatives in the actors' union movement the actor made a move last week that will—if properly administered—accomplish much toward helping Uncle Sam win the war, as well as save wear and tear on the people of the theater who have been and will continue to give of their time and talent to entertain millions of Americans in behalf of projects launched by the numerous governmental and war relief agencies.

The Four A's took the lead in forming the United War Activities Committee, which will co-ordinate requests for free talent from the numerous sources that are deemed worthy of support. The committee, which is operating under the direction of James Sauter, will also perform the function of blasting out of existence the annoyances caused up until now by phonies, morons, cranks and others who have tried to jump on the

is scheduled to close Sunday (26) she will be paid a week's wages in addition to the \$3,925.

Decision was rendered against Wirtz and ice show interests, which includes Sonja Henie as a partner.

dizzy band wagon of free shows to grind their axes. Under the plan set forth at the committee's first meeting the actor will not only slide gracefully out of embarrassing situations involved in unreasonable requests for his services, but he will be in a better position to give of his best for the worthy causes that daily cry for assistance from all Americans, regardless of their trade, profession or business.

In forming the United War Activities Committee the actor has accomplished something along the line of *The Billboard's* crusade for some 10 years. The committee regrettably covers only the field of war relief and governmental agencies. It is working closely with the Theater Authority, which has jurisdiction over the general benefit field. This is as it should be. But it doesn't go far enough, and we wonder as we indite these lines whether we are in order if we push further our penchant of old vintage to put the whole benefit proposition on a sound basis. Our claim is that the Theater Authority is not performing the function for which it was created. No need to detail this now. We have done so often enough to give whatever steady readers we might have a splitting headache. But we must put ourself on record at this propitious time to state that the Theater Authority was organized to suppress and strangle benefits; not to coddle and nourish them. With that off our mind (for the nonce) we express the hope that the Theater Authority may learn much of value from the work of Jim Sauter's committee. Maybe before the war is over or immediately thereafter (See *SUGAR'S DOMINO* on page 17)

Taylor Vote Splits ASCAP

Writers Squawk That New Prexy Is a Front for the Publishers

NEW YORK, April 25.—Deems Taylor's election to presidency of the American Society of Composers, Authors and Publishers here Thursday (23) has set off more excitement along Tin Pan Alley than that bar-and-clef lane has had since ASCAP music was tossed off the radio webs early in 1941. The composer-critic's ascendancy to the chair held by Gene Buck for 19 years is being alternately hailed by the large publisher groups as a "stroke of good business" and condemned by many of the writers' contingent as "another Munich."

For the first time in the history of the Society the voting for the officers by the board directors was done by secret ballot. Gustave Schirmer, pub and ASCAP treasurer, who was re-elected to the

board, this time as a vice-president, proposed the resolution for the secret ballot. Altho a hot discussion followed the proposal, it was voted upon and passed by 16 to 5, the same vote tally that put Taylor in later by just the required two-thirds majority out of the 24 board members. Twenty-one members were present.

George W. Meyer, who was re-elected secretary; Oscar Hammerstein, elected as a vice-president; Taylor himself and Dick Rodgers and Ray Henderson were the writers who, it is understood, added their five votes to the 11 pubs voting for Taylor. Irving Caesar, Oley Speaks, L. Wolfe Gilbert, Fred Ahlert and Gene Buck, voting for himself, were the five votes reportedly cast in favor of Buck.

It was this "sudden" switching of five writer votes into the pubs' camp that threw the election to Taylor. The pro-Buck writers are claiming that subterfuge enters into the writers' bloc being split in this way and back up their claim of an alleged conspiracy by pointing out that the anti-Buck writers for the most part are published by firms whose heads are among the 12 pubs on the ASCAP board.

Move to get Buck out of the picture was started some time ago, but according to board writer-members the pubs were unable previously to muster enough votes to make the two-thirds majority requirement. They charge, too, that this was the reason for ASCAP passing up an election last April. Official reason given by ASCAP was that the BMI-ASCAP battle necessitated a moratorium on the election.

Writer contingent was also aghast at the more or less "honorary" character of Taylor's presidency. He will serve without a salary for his one-year term, while (See *TEMPEST POPS* on page 21)

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Member of Audit Bureau of Circulation.

New Fischer Vauder Packs Talent, But Lacks in Speed and Punch

NEW YORK, April 25.—Encouraged by the surprise click of his *Priorities* two-a-day vaude, Clifford Fischer is doing a quick follow-up with another straight vaude show just two blocks away. The new show opened last night at the 44th Street Theater, which has about the same number of seats, price scale and policy as the 46th Street Theater housing *Priorities*.

The new show is good and bad. The Hartmans, veterans, and newcomer Zero Mostel scored triumphs. William Gaxton and Victor Moore, featured in the show, were entertaining without panicking anybody, and Hildegard again proved she is better in a cafe than on a stage.

Show opens with Phil Romano's pit orchestra chopping its way thru a dull overture. Then the Al White beauties, 12 dancers and six show girls, display nifty legs in a pleasant but unimaginative routine. They paved the way for cute, brunet Miriam Le Velle, who punched across unusual acrobatics. A strong applause winner.

The Bricklayers, novelty in which dogs perform without the aid of visible assistance, had the audience laughing heartily. A refreshing turn. The first of the sketches followed—a professor discoursing on laughter, with Kitty Matern illustrating his points. Amusing in a dry way. L. Metzl and W. Michel are the authors.

William Gaxton did Arthur Pierson's sketch, *Authoritis*, assisted nicely by Peggy French, Jack Tyler and George E. Mack. It's a pleasant affair. Then Victor Moore did his *Change Your Act or Back to the Woods* sketch, which he did from 1902 to 1924. It's still an amusing affair for vaude-wise patrons but it's too slow to really knock over modern audiences. Cute Shirey Paige handles lines well and does a fine toe number in the sketch.

Jack Cole and three girl dancers, in (See *New Fischer Vauder* on page 11)

Show Must Go On, Says OCD

WASHINGTON, April 25.—National Civilian Defense officials this week advised theaters, concert halls and other enclosed amusement places that the safest program for patrons during a blackout or an air raid is to keep the show going. "Continuance of the show will do more to keep an audience calm than anything else," is the suggestion contained in *Suggested Regulations for Theaters*, issued this week in pamphlet form by the Office of Civilian Defense.

The pamphlet was prepared with the collaboration of the industry, and imposes upon theater owners and managers responsibility for the protection of patrons, employees and property.

Instructions in the pamphlet are specifically described as "instructions for blackout accompanying air-raid warning, not for a blackout alone," this because of the fact that a great deal of confusion has arisen where local regulations have prescribed that all persons must go indoors and traffic cease during all blackouts. "During a blackout not accompanied by air-raid warning," the pamphlet points out, "it is important that living conditions, production and traffic should continue at as near a normal pace as is possible. In threatened areas, a blackout might continue for weeks with no air-raid warning."

Theater managements are responsible (See *SHOW MUST GO ON* on page 15)

Tulsa Hey Rube Org Sets Plans

TULSA, Okla., April 25.—Wartime organization of local showmen, Hey Rube, Inc., has been chartered here as a non-profit organization, to act as a clearing house to provide entertainment to the armed forces and to sponsor war benefits.

Initial activity was Saturday at Tulsa Coliseum proceeds of which will go toward financing the local Office of Civilian Defense, with 7,500 people attending at \$1 each. Headline attraction was the Blue Network's *Breakfast Club*, Chicago network program.

Nearly every phase of show business here is represented in the organization. Officers are Glenn Condon, president (Station KTUL); Johnny Mullins, first vice-president (owner of Crystal City Park and Arena Roller Rink); Eddie Qulgley, second vice-president (manager of Coliseum); F. B. Bunch, secretary (president (See *HEY RUBE PLAN* on page 15)

Sound Effect

NEW YORK, April 25.—At one point in John Steinbeck's *The Moon Is Down*, script calls for the sound of feet tramping up a path to the door of the house in which the action is laid. During rehearsals Oscar Serlin, producer, had some of the men in the cast tramp on gravel backstage to create the effect.

That didn't last long, tho. The stagehands' union decided that the tramping was a "special sound effect." Serlin had to hire stagehands to walk on the gravel.

DIANE AND TOMMY

Please Write Chicago, Care B.A.A.C. TOM

Mrs. FDR Claims Chisel

BIRMINGHAM, Ala., April 25.—Mrs. J. W. Luke, local impresario, was sued for \$1,125 in a petition filed in Circuit Court here by Attorney Ben Engel. She is charged with failure to pay Mrs. Franklin D. Roosevelt and Mile. Eve Curie in full for their lectures here.

The petition states that Mrs. Luke was to have paid the President's wife \$1,000 for a lecture she made in Mobile last year but had paid only \$600, while the French authoress, it is claimed, was paid only \$25 of the \$750 due for a lecture.

Producers! TAKE NOTE

RUSSELL SWANN...
Ripe for spot in a musical comedy... has developed into an ace comedian... should also be considered for radio.

from **Billboard**
"Possibilities"

CRITICS AGREE that here is a new personality who is a great bet for Musicals and Motion Pictures—



Russell SWANN

Now Persian Room HOTEL PLAZA, NEW YORK



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Five Rolls	3.00
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Double Coupons,
Double Price.

EXPLOITATION WINNERS

CBS, NBC-KPO, WEEL, WGKV Tops in Netw'k, Station Divisions

(Continued from page 1)

the Network Division, closest runner up being the NBC-Western Division.

Columbia's exploitation activity during 1941 was not in the "stunt" class, and in many instances was not as brilliant as the work done by Hal Bock for the NBC-Western Division. But the CBS job was extremely solid and consistent, particularly in the matter of servicing Columbia stations with complete exploitation campaigns for Columbia programs and advertisers. Another phase of the Columbia entry of marked importance was the network's promotional activity in shortwave—this activity really assuming the proportions of exploitations on an international scale.

In the line of program promotion and exploitation, an outstanding job for the network and its stations and an outstanding service for CBS advertisers were performed during 1941 by Thomas D. Connolly, CBS Director of Program Promotion. Connolly, who has been with the network for two years, has worked up a number of helpful station services—with the stations themselves defining the term "helpful." That is, nothing has been foisted upon them that they do not want. This attitude has resulted in a spirit of mutual co-operation.

Station Service

In organizing its services for stations, CBS has told its outlets that it intended to do the following: (1) Analyze all requests that come from clients and agency, eliminating, if possible, those which appear unwise or unproductive; (2) prepare complete campaigns aimed at getting results in areas laid out by the stations themselves; (3) impress upon client and agency that station co-operation is voluntary, thus removing pressure from stations.

Results of this has been that CBS, in its relations with clients and agencies, is now in the position of being able to avoid ill-advised requests, of successfully advising against the use of others and of converting still others into forms likely to prove of service to the station.

Program Campaigns

The different program services offered by CBS include complete campaign brochures containing such material as story background, local announcements, stunts, suggested ads. Additionally, they contain dealer material, such as suggested letters, or set-ups for holding dealer meetings in studios. Beyond this use by stations, clients buy additional quantities of the brochures for their salesmen and dealers and use the brochure covers as display posters. Of the different brochures and posters prepared by CBS for its various programs, quantities purchased by clients ranged from 500 to 24,000.

Tied in with this program service, CBS encourages stations to send their promotion and merchandising men to New York for special training.

Included in the CBS program service are also recorded announcements by stars for use by stations prior to and during the first few weeks of a new program; continuing local announcements; specific local announcements and recorded spots in order to correct a specific local condition; advance information on contests, so that station managers will not be suddenly flooded with phone calls from listeners seeking information; treks by Connolly, who sometimes gets around to 20 cities in one swing, to speak before advertising clubs, civic clubs, etc.; Connolly also visits dealers, selling them the idea of using local station with chainbreak announcements to tie in to the network program, plus newspaper advertising and local display.

Program promotion department of CBS also clears other over-all jobs of value to the stations. In the case of the frequency change of March 29, for instance, CBS supplied at cost all materials necessary to a good job of ballyhoo and listener education. The print order ran over 2,000,000 for maps, posters, stickers and other display pieces. This type of program promotion service has resulted in improved network-station relations and improved station-client relations.

Short Wave

Columbia, short-waving programs to Europe and Latin America via three transmitters, WCBX, WCRC and WCDA, has been successful in forcing its way into the consciousness of listeners all over the world. During the past year, what with the great emphasis on propaganda, the Good Neighbor Policy, etc., the network's promotion of these activities assumes great importance. Letters from listeners (these letters sometimes being written at the risk of the listeners' lives) attest to the strong impact the programs make on foreign peoples. The missives have reached CBS from Spaniards, Frenchmen, Portuguese, Serbo-Croats, Italians, Germans, Dutchmen, Swedes, Turks, Poles, Hungarians; from legionnaires in Morocco; from Polish aviators in Britain and from sailors on a Yugo-Slav ship off Yokohama.

In lining up its Latin American network, the functioning of which has been delayed by the war, much good will was accomplished. Guy Hutcheson, CBS engineer, for instance, trekked 18,750 miles thru South America to test reception and broadcast facilities; he visited 20 republics; the Latin American press was serviced with copy in Spanish and Portuguese; CBS used Latin American banners on photos made in U. S. for use south of the border, etc.



WILLIAM S. PALEY, president of Columbia Broadcasting System, winner of Network Division.



A. E. NELSON, manager of NBC-KPO, San Francisco, winner of Clear Channel Division.

In the matter of Latin American talent, too, there has been a good amount of programing exploitation; but all this is likely to get into full swing when construction work on the *Cadenas de las Americas* is finished—perhaps in May. Delay has been caused by lack of equipment for the two 50,000-watt transmitters used to beam programs southward.

Bally on Shirer

Columbia did extensive building up of some of its new commentators, as William L. Shirer and Ed Murrow. In the of Shirer, for instance, outstanding work was done in connection with publication of his book, *Berlin Diary*, which was sent to high execs, to 118 stations, etc. Each of the stations received a bookstore tie-up list, together with pictures. CBS exhibits show that many of the stations, scattered from New York to Texas, accomplished store tie-ups. Other display material on the book carried CBS affiliates' call letters, etc.

CBS during the year accomplished other forms of drumbeating. Space shortage prohibits fuller details; but the exploitation was sound and consistent enough to warrant CBS getting the top award.

Bock's Bally

Entry submitted by Hal Bock, of NBC's Western Division, was crammed full of the purer forms of ballyhoo. So much so that, were it not for Columbia's outstanding work in servicing its stations with complete campaigns for programs, Bock would have again won the award. In the drumbeating, showmanly type of exploitation, he is one of the greatest masters in the business. Many of the stunts are in line with the war effort.

Some of Bock's exploits follow:

In January, Connie Boswell "adopted" the first U. S. Air Corps groups to leave for Alaska. Fanfare attached to this resulted in national syndicate and newsreel breaks. In March, Irene Rich, Bob Hope and Jerry Colonna "adopted" first British war refugee kids in Southern California, with resultant breaks in newsreels, syndicates and stories.

In February, carried out Baby Snooks Birthday Party with photo contest between syndicate and fan mag photos, prizes given for best pix of Snooks and Daddy. Also set and publicized first Kay Kyser broadcast from U. S. Marine base, covered by newsreels and syndicates.

In April, arranged W. C. Fields-Quiz Kids interview; had Charlie McCarthy made mayor of Los Angeles during Boys' Week; had Fanny Brice lecture Teachers' Convention on "Child Psychology"; had University of Southern California psychology classes attend Brice broadcast to "study" Snooks.

In May, arranged Jack Benny's anniversary dinner. Young & Rubicam agency had a hand in the idea, but Bock did details on program ideas, etc. Affair covered by 196 newspapers, fan mags, etc.

In September, Bock entered Vera Vague, Charlie McCarthy and Gracie Allen as inventors, displaying their "inventions" and getting much publicity.

In October, suggested the first all-soldier broadcast, aided in setting it up

at Camp Roberts, where 60,000 men are stationed.

In November, had an exclusive on the Santa Claus Parade. Some 850,000 people viewed NBC stars, the crowd being estimated as the largest audience ever drawn in Hollywood. Newsreels and press covered extensively.

In December, Bock pulled one of his best stunts, the Charlie McCarthy court-martial. Stunt was conceived on the angle that McCarthy accepted a commission in the Marines when he already held one in the Air Corps. McCarthy was called upon to defend himself against charges of two-faced conduct. Film actor James Stewart, now a second lieutenant, was secured as counsel for McCarthy, and the entire episode was developed for one of the Chase & Sanborn air shows.

Above is not a complete accounting of Bock's work, but gives a good idea of his imaginative enterprises.

Mutual

Of the other entrants in the Network Division, NBC-Chicago did some good stunt ballyhoo, considered in a separate story.

Mutual's activities thruout the year were concerned more with publicity than with exploitation, one of the causes being the fact that 1941—for Mutual—was packed with activity that called for intensive emphasis on publicity. The network, for instance, savagely fought its competitors when the latter attacked the Federal Communications Commission's new rulings for network broadcasting. Again, the same intensive publicity was called for when MBS broke the log-jam of music and signed with the American Society of Composers, Authors and Publishers; ditto when MBS dramatically resigned from the National Association of Broadcasters, owing to a policy dispute regarding the music situation and the FCC rulings. In addition to these events, there were others that called for the un-

KNX Citation for Outstanding Idea of Year; Housing Project Exploitation

KNX, Los Angeles, on the basis of its exploitation in connection with the Columbia Mayfair Housing Unit, has been awarded a special citation for the outstanding exploitation idea of the year.

Stunt was a brain child of Hal Rorke, press chief at KNX until November, 1941, and now assistant to CBS press chief Louis Ruppel in New York. Rorke, after several weeks of planning, was successful in having a housing project for defense workers christened "Columbia Unit of Mayfair." Streets in the tract were named (with official sanction of the Los Angeles County government) for CBS stars and programs. This shrewd example of exploitation will last as long as concrete and wood hold together.

Street names in the development included Hedda Street, for Hedda Hopper's program; De Mille Park, for De Mille's *Lux Theater*; Dagwood Avenue, for *Blondie* program; Hersholt Avenue, for *Dr. Christian*, and Autry Avenue, Amos Avenue and Andy Street, for other CBS stars.

As part of the ballyhoo, KNX staged a broadcast from the scene, with six carpenter crews holding a building contest during the broadcast. Thousands turned out for the ceremonies, while hundreds of thousands listened in their homes.

Regulation street signs were used in photographing the stars for whom the streets were named—these pix getting wide publicity in real estate sections of newspapers.

Whereas streets have been named for celebrities before, this is perhaps the first time a station carried out the idea on a wholesale basis. The entire exploitation was done on legitimate lines, county records were searched, and the dedication was held August 2, 1941.

An ingenious piece of exploitation with lasting results.



JAMES D. SHOUSE, vice-president in charge of broadcasting of the Crosley Corporation, operator of WLW, winner of second place in Clear Channel Division.



HAROLD E. FELLOWS, general manager, and WALTER J. MURPHY (right), director of publicity, WEEL, Boston, winner Regional Station Division.

WORTH KRAMER, general manager, and JOE FARRIS (right), director of publicity, WGKV, Charleston, W. Va., winner Local Station Division.

LLOYD E. MOFFATT, managing director, and JERRY PREST (right), director of publicity and merchandising, CKBI, Prince Albert, Sask., winner Canadian Station Division.

HUGH B. TERRY, manager, and ELMER L. FONDREN (right), director publicity and promotion, KLZ, Denver, winner of second place in Regional Station Division.

divided attention of the short-staffed publicity department.

MBS, however, did some exploitation. It arranged, for instance, for RCA-Victor, company which waxes records of the Philadelphia Orchestra, to plug the orchestra's broadcasts via 50,000 dealer folders, 6,800 window streamers, etc. MBS accomplished other activities in the line of exploitation; but in the main it confined its efforts to publicity.

Clear Channel Stations NBC-KPO Wins

Most bitterly contested awards in *The Billboard's Fifth Annual Radio Exploitation Survey* were those in the Clear Channel Division. NBC-KPO, San Francisco, was awarded top spot, with second going to WLW, Cincinnati, and third to KOA, NBC's station in Denver.

The winning entry includes exploitation exhibits in the interests of both KPO and KGO, which were NBC-Red and Blue outlets thruout 1941. KGO is now separated, and is the Blue outlet in San Francisco; but the award goes to the NBC-KPO management, which directed both during 1941.

Al Nelson, who managed KPO-KGO during 1941 and who leaves NBC-KPO in May, carried on an aggressive exploitation campaign thruout the year, never missing a trick and draining dry every chance to create in San Franciscans a greater awareness of radio in general and NBC-KPO in particular. His method varied according to the problem in hand, the objective sometimes being reached via the more obvious forms of ballyhoo and sometimes by way of merchandising tie-ups, good press relations, etc. Some of the campaigns were designed to reach mass audiences, example of this being the NBC-KPO continuous exploitation in connection with the construction of NBC's new building there; other campaigns were designed to reach specific, limited groups, such as leading business men, bankers, grocers, etc. In each of these endeavors, the NBC-KPO manage-

ment was successful, often supremely so—the wide scope and variable nature of the different exploitation activities indicating a versatility, ingenuity and imagination rarely found in a station management.

Publicity Follow-Thru

Most impressive in connection with the NBC-KPO exploitation during the past year was the heavy follow-thru on publicity. In all cases the direct appeal to the public, or the appeal to a specific group within the general public, was coordinated with press coverage made possible by the amicable relations between NBC-KPO and San Francisco newspaper interests. This press-radio relation, whereby one medium complements and goes hand-in-hand with the other, has been assiduously cultivated a long time by Nelson and the NBC-KPO management.

NBC-KPO's exploitations in connection with its new building and radio home were numerous and continuous, beginning in November, when Niles Trammel, NBC prexy, okayed the plans, and stretching thru 1941. Space does not permit a recounting of the activities connected with the venture, but by the time the last concrete was poured, these important results had been achieved: (1) Focused attention of San Francisco people (including civic leaders, prominent business groups, etc.) upon the values of NBC-KPO radio; (2) placed NBC-KPO radio on display before the public, and (3) created in San Francisco people a sense of ownership and sense of civic pride in NBC-KPO's radio home.

Al Nelson rode steam shovels, had circus stars broadcast from the construction site, placed batches of pretty girls on display, brought together community leaders and radio stars, hyped business for his station and local merchants and created immeasurable good will.

Dispels War Jitters

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

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

NBC-KPO did outstanding exploitation on numerous other occasions thruout 1941, including (1) KGO-KPO Lucky Stores Campaign; (2) building a house (exploitation based on angle of having a real family build a real house, selecting site, materials, etc.); (3) enterprising West (dramatizing the possibilities of radio as an advertising medium before San Francisco business firms); KGO-KPO Day at the Oakland Advertising Club; (4) *You and Your Bank* (made Bay area bankers more conscious of radio); (5) KGO-KPO tribute to the annual membership meeting of the United Grocers' Association; (6) San Francisco's 15th Annual Food Show; (7) National Hotel Week; (8) San Francisco civic leaders meet H. V. Kaltenborn; (8) local promotions for national advertisers, as *Twenty Grand Cigarettes*, *Wing Cigarettes*, etc.

There were many more, and thruout the year NBC-KPO talent made numerous personal appearances. Wherever an audience was available, KGO-KPO was on the scene with exhibits,

speakers and public broadcasts.

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

WLW Second

WLW, Cincinnati, for years one of the nation's outstanding practitioners of the art of exploitation, was awarded second place in the Clear Channel Division of *The Billboard's Fifth Annual Radio Exploitation Survey*.

The station thruout the year carried on an extensive campaign of "direct" exploitation, sending its talent out to meet the functions, and ballyhooing its services to its vast rural audience. Like KGO-KPO, WLW never lost an opportunity to cultivate relations with the press, and the station seized and developed all situations whereby it could more firmly impress itself upon the minds of its listeners. Additionally, station tied in with the war effort by a painstaking coverage of the Louisiana maneuvers.

Station has always been outstanding in exploitation via talent on its *Boone County Jamboree*. In 1941, Bill McCluskey, manager of the talent division of WLW, produced *By Dawn's Early Light*, a patriotic cavalcade, for the Ohio State Fair. *Light* broke all entertainment records at the fair, with gross receipts hitting \$25,360.40. Previous year's gross, with the usual type of grandstand show, amounted to \$11,163 and drew less than half as many people.

Station broke another record when it presented the *WLW State Fair Jamboree* in the Coliseum on the opening night of the fair, the *Jamboree* being in direct competition with *Dawn's Early Light*.

Farm Service

From the standpoint of service, however, WLW's greatest talking point is its operation of "Everybody's Farm," giving proof that the station can practice what it preaches and rendering a unique service to the station's vast rural audience.

Farm, a 126-acre tract within the view of the WLW tower at Mason, O., is operated according to the modern agricultural methods advocated on the *Everybody's Farm Hour* program. Farm is conducted by one man, Earl Neal, on the usual 50-50 landlord-tenant basis. Neither the farm nor Neal is subsidized from other than income accruing from the 126 "Average American Acres." Set-up includes a special studio, with charts showing farm layout rotations, accounting of costs, etc. In addition to regular studio broadcasts, short-wave broadcasts

can be made from every acre to follow seasonal activities.

Everybody's Farm Hour includes special projects, including (1) *Fortunes Washed Away*, a series on soil conservation done with the co-operation of the Department of Agriculture; (2) *Tri-State Quiz*, series in which boys (future farmers) compete in a battle of farm wits, done in co-operation with the vocational agricultural departments of Ohio, Indiana and Kentucky; (3) *Food for Defense*; (4) State Fair coverage (all week coverage of Ohio, Indiana and Kentucky fairs with staff of three to five men); (5) county fair coverage; (6) explanation of laws affecting farmers; (7) series on forest fire control, and (8) annual radio scholarships.

Station exploitation via the system of scholarships in practical radio is a unique idea, developed by WLW for some years. Heretofore open only to agricultural students, the competition in 1941 was expanded to include three types of scholarships in agricultural radio, including programing, announcing and writing. College seniors are eligible, and successful candidates spend six months at the station, starting July 1. They receive, during this time, \$500, the money apportioned over the 26 weeks while the student is studying. Many staff men now with the station served their apprenticeship in this way. Other scholarship winners have gone to other stations, agencies, etc.

In addition to exploitation activities recounted above, WLW did excellent exploitation in connection with the national convention of the Catholic Students Mission Crusade, held in Rochester, N. Y., June 27-30. WLW's coverage of the confab resulted in nationwide publicity in Catholic papers. Station also did outstanding exploitation in the way of radio-newspaper relations. Typical was the station's co-operation with the newspapers of Chillicothe, O., in their dedication of their new home, "The Chillicothe News Capitol," in June, 1941.

Station also did other intensive activity in the public interest, as coverage of the Louisiana war maneuvers, merchandising tie-ups, etc., all of which cannot be recounted owing to lack of space.

In general, a solid, hard-hitting job.

KOA Third

KOA, NBC's station in Denver, awarded third place in the Clear Channel Division of *The Billboard's Fifth Annual Exploitation Survey*, submitted an entry outlining exploitation in three categories: (1) Audience attraction, (2) edu-

NBC-Central Left Handers Org Finds Southpaw Stripper

Entry submitted by the NBC-Central Division, which operated WMAQ and WENR during 1941, did not take an award this year, but carried out some excellent exploitation. One of the most compelling and humorous was press chief Bill Ray's organization in April, 1941, of the *International Association for the Protection of the Rights of Left-handers*. This outfit included such figures as Rudy Vallee, Graham McNamee, a few college professors, NBC actor Henry Hunter—and a left-handed strip-tease artist. No member, incidentally, held a rank lower than vice-president, and when the organizational dinner was held, some 60 of the execs attended. Gimmick resulted in fine press breaks, plx showing action shots of left-handed stripper, magician, etc.

Another of Ray's outstanding stunts was the *Mutiny of the Models*, conceived on the idea that Chicago models were beautiful and not dumb. Models picketed NBC producers, got jobs on *Knickerbocker Playhouse*.

In addition to these and other activities in the stunt classification, NBC-Central carried out solid routine promotion thruout the year.

WSM Citation for Exploitation on War Effort; Reflects Attitude of Radio

WSM, Nashville, Tenn., was awarded a special citation for station exploitation in relation to the war effort. Station's exhibit material, very sober in character, pointed up the theme that WSM "has enlisted for the duration." This theme, so aptly expressed, reflects the attitude of the entire broadcasting industry.

Practically all of the station's major efforts are now tied in with the war effort. In the way of special events, for instance, WSM covered the three major military maneuvers, servicing each with heavy exploitation. The U. S. Army accepted station's coverage as standard for the maneuvers in Tennessee, Louisiana and North Carolina.

Also tying in with the times, station slanted its farm service exploitation along the war angle, analyzing the importance of agriculture and the fact that "an army marches on its stomach."

Station also did extensive exploitation in the interests of home morale, slanting its army camp and army talent broadcasts to the wives and sweethearts of soldiers.

Built along the same theme was WSM's exploitation of the *Grand Ole Opry Unit of the Camel Caravan*. Show was not broadcast, but was made up of WSM talent. It traveled more than 50,000 miles in 19 States and played 175 shows in 68 army camps, hospitals, air fields, naval and marine bases. More than 350,000 men and women saw the unit's show, made up of *The Golden West Cowboys*, Pee Wee King, Eddie Arnold, Minnie Pearl, Kay Carlisle, Dollie Dearman, *The Cammellette Trio* and Ford Rush.



LLOYD E. YODER, general manager, and JAMES MacPHERSON (right), promotion manager, KOA, Denver, winner of third place in Clear Channel Division.

personal appearances and program and station promotion.

Additionally, WEEI is well versed in exploitation of the "stunt" category. Example is the station's practice, during the week before Christmas, of sending WEEI entertainers to Boston's North Station Concourse, Boston & Maine Railroad, to entertain commuters mornings and evenings. With the singers, organists and diverse talent, WEEI sets up exhibits plugging the station's programs.

Another activity in the same category was WEEI's exploitation of the Springfield Chorus at the annual Springfield Eastern State Exposition held in September. With Jesse H. Buffum of WEEI's *Farmer's Almanac* program as the moving force, a choir of 3,000 voices was assembled and broadcast over the New England Network.

In the field of merchandising WEEI performed excellent service for its advertisers. Examples are the WEEI Food Fair; co-operation with ad agencies in promoting sponsors' products with point of sale material; plugging of sponsors' products in exhibits at the Diamond Jubilee Convention of the National Grange in Worcester, Mass., etc.

Station's extensive activity in connection with the war effort included broadcasting special programs from Boston Common to promote the sale of Defense Bonds, broadcasting weekly camp shows, etc.

Exploitation recounted above is only a fragment of the station's activities throught the year, the complete exhibit material indicating general versatility in the various exploitation forms.

KLZ Second

KLZ, Denver, impressed as one of the most alert stations in the Rocky Mountain region, selling the listeners with timely promotion and servicing advertisers with a variety of promotional activity.

A few examples will be cited, designed to give, not a full picture of the station's activities during the year, but rather a cross-section of the type of activity constantly carried on: (1) Staff includes a full-time promotion man giving station clients intensive service; (2) KLZ programs announced on movie trailers in city's two largest theaters with a potential audience of 147,000 weekly; (3) illuminated lobby displays; (4) merchandise displays; (5) window material, counter displays, posters, given to key dealers; (6) taxi signs, etc.

Effectiveness of the KLZ merchandising displays is indicated by the station's showing in Pooter & Gamble's Coast-to-Coast display contest. Of 20 awards given in the competition, Denver grocers won three, and all three displays were built with KLZ co-operation.

Station's promotional work for advertisers is the outstanding section in the KLZ entry, and its over-all quality is attested to by numerous letters from sponsors.

KFEL, WHBF Third

KFEL, Mutual outlet in Denver, and WHBF, Rock Island, Ill., tied for third place in the regional Division. Gene O'Fallon, who manages KFEL, did consistent station exploitation in 1941, ballyhooing Mutual's *Coco-Cola Spotlight Bands* show, KFEL's sports coverage—particularly the World Series fed by MBS—and other network and local shows. O'Fallon used many angles, including taxi signs, truck and lobby displays, tie-

WBIG Winner of Special Citation for Outstanding Civic Service Exploitation

WBIG, Greensboro (N. C.) station directed by Edney Ridge, has been awarded a special citation for outstanding exploitation in the line of civic service.

Basis for the award is WBIG's co-operation with educational and civic groups. Station contributes a generous allotment of time to these organizations and slants its programming so that the station becomes an integral part of the community life.

Within WBIG's coverage area are some 12 institutions of higher learning, including University of North Carolina, Duke University, Bennett College, Woman's College of North Carolina, etc. Station's co-operation with these organizations includes extensive use of college programs, development of school musical and dramatic talent and a general effort to bring all available culture and service to listeners.

As a civil servant, WBIG has been indefatigable in promotion of local business, tying in closely with such groups as the chamber of commerce, Kiwanis and Lions clubs, Greensboro Fair, Democratic and Republican committees, YWCA and YMCA, North Carolina Federation of Women's Clubs, Junior League, etc. Station has also worked closely with charitable organizations, such as the Underprivileged Boys' Camp Fund; has co-operated extensively with city and State safety authorities and has consistently carried out many service programs for rural listeners.

In reality, "The Good Neighbor Station."



GENE O'FALLON, manager, KFEL, Denver, tied for third place in Regional Station Division.



LES JOHNSON, vice-president and general manager, WHBF, Rock Island, Ill., tied for third place in Regional Station Division.

ins with films appearing at the Denver theaters, poster service for sponsors to be distributed to retail outlets. In addition, he carried out much drumbeating in connection with the station's jump in power and hours of operation (went to 5,000 watts and 24 hours a day in 1941) and carried out clever contest ideas, etc. Station also uses a clever weekly program schedule, using cartoons and pictures and giving clients, agencies and space buyers a complete picture of the program structure for each day.

WHBF, Rock Island, Ill., a station with excellent inter-staff relations, did considerable exploitation along the lines of public service, programming, civic promotion, station promotion, merchandising and news. One of the most interesting items in its exhibit was its description of station's handling of complaints. All employees are trained to report criticisms, squawks and praises heard or received. Additionally, a seven-day check and report is made by WHBF switchboard operators, the report listing all calls, the subject of each call, and the details—whether complaint, praise, etc. This report is discussed and considered in weekly department head meetings, together with letters and personal comment from the public. This, together with information from salesmen and other staffers, enables the station to keep a check on community thought, station shortcomings, etc.

Local Division WGKV Wins

Voted best of the station entries in the Local Division was the exhibit of WGKV, Blue Network station in Charleston, W. Va.

WGKV, an alert station, pulled one gimmick in 1941 that clinched the Local Station award. This was a device whereby automobiles in town were rescued from the long arm of the law. City authorities regulate automobile parking by means of parking meters into which motorists drop coins. The alert WGKV merchandising men, whenever they notice that a car's allotted parking time is running into a violation, slip a coin into the meter and a card under the windshield wiper.

For the wiper, it's a case of "foiled again!" and for the motorist it's undoubtedly a case of undying affection for WGKV and its people and programs.

CKBI Tops Canada Entries

Best of the exploitation entries from Canadian stations, was submitted by CKBI, Pr. Albert (Saskatchewan) station, a 1,000-watter managed by Lloyd Moffat and R. E. Pine, has taken great pains to ingratiate itself with its listeners, has done notable program exploitation, exploitation along public service lines and maintains a good merchandising service.

Some of the station's activities in 1941 included:

(1) Broadcasting a series of amateur programs from 17 different towns, each show playing to an average of 600 people. Put on in conjunction with the Associated Canadian Travelers, the entire proceeds were turned over to the Anti-Tuberculosis Fund. To carry thru the series, broadcast crew had to travel by car, train, trailway jigger and snowplane. Entire trek covered some 3,515 miles, with station donating free time and facilities in order to make the townspeople CKBI conscious. (2) Arranged to donate six hours weekly to the University of Saskatchewan, these hours to be set aside for furthering the work of the Extension Department. Thru this, CKBI was able to come into contact with over 625 homemaker clubs in the province, as well as 800 beef, grain and swine clubs. (3) Station in 1941 donated time amounting to \$12,000 to charitable organizations, thereby creating huge good will. Orgs included the Red Cross, Salvation Army, various war groups, war victim funds, etc. No bona fide group was turned down.

In addition, station has been able to maintain very good press relations, an active merchandising department and a variety of promotions, including dealer mailings, dealer contacts, display advertising, window displays, etc.

Next Week: Details on Agency, P. A. Winners

NEW YORK, April 25.—Owing to shortage of space, details regarding the winning entrants in the agency and press agent divisions of The Billboard's Fifth Annual Radio Exploitation Survey are not printed in this issue. They will appear next week.

cation and public service, (3) activities and improvements for the benefit of advertisers.

Exhibit is impressive in recounting the many ways in which Station Manager Lloyd Yoder went about making the listeners KOA-conscious. A few of the methods will be recounted: (1) Clarence C. Moore, public service director, made 87 personal appearances during the year, speaking before various civic, educational, trade and service groups; (2) weekly, 167,000 theatergoers were sold on KOA programs thru screen trailers in all 12 Fox theaters in Denver. These trailers, additionally, are occasionally used in the 97 Fox Intermountain Theaters throught the entire Rocky Mountain West. Each trailer carries five or six pictures of stars on KOA programs, and throught the year the programs of some 200 advertisers are thus plugged; (3) lobby and window displays at the KOA Building, at 12 Fox theaters, hotel lobbies, displays on taxis, delivery trucks, etc.; (4) close working arrangement with *The Denver Post*, both station and paper carrying out exploitations of mutual interest to both. Examples are activities in connection with the Cheyenne Radio, National Western Stock Show, *Denver Post* Summer Opera, etc.; (6) station personnel hold memberships in numerous organizations, this making for good will, closer knowledge of the community, etc. List of organizations in which KOA staff men hold one or more memberships includes about 30 in all, ranging from social clubs to advertising orgs, civic associations, etc.

In addition, KOA in 1941 did successful exploitation via programming, tying its programs in with the war effort and governmental agencies.

Regional Stations

WEEI the Winner

Top honors in the Regional Station Division of *The Billboard's Fifth Annual Radio Exploitation Survey* went to WEEI, Columbia Broadcasting System's Boston outlet, managed by Harold E. Fellows. KLZ, Denver, managed by Hugh B. Terry, was awarded second place. Another Denver station, KFEL, tied with WHBF, Rock Island, Ill., for third place. KFEL, Mutual's Denver outlet, is managed by Gene O'Fallon, and Leslie C. Johnson manages WHBF.

WEEI's entry this year impressed as a good all-round job. Station's exploitation was strongly tied in with the war theme, public service, rural coverage, department store tie-ups, merchandising,

THANK YOU, RADIO EDITORS!

To the radio editors who voted us the press agent organization providing the best publicity service for the fourth year out of five in The Billboard Poll—and to the others who open our envelopes—we express our deepest gratitude.

A NOTE OF EXPLANATION:

We make it a business practice not to make public any phases of promotion we have executed in behalf of our advertising agency clients and, therefore, we do not properly compete in any such balloting for promotion or exploitation awards.

Earle Ferris

Operating

RADIO FEATURE SERVICE, INC.

HOLLYWOOD • NEW YORK • CHICAGO

Me. Cowbarns Set Seasons

PORTLAND, Me., April 25.—Maine will have at least three summer theaters in operation, an early survey of the situation reveals. Herbert L. Swett, manager of Lakewood, however, will cut his season in two, maybe shorter.

Mrs. Maude Hartwig plans to open her Ogunquit Playhouse for the usual 10 to 12 weeks. Deertrees will again be operated as a school for singing students. Whether the Barn Stormers from Tamworth, N. H., will play their one-night stands at Deertrees is unknown to the Deertrees management.

Richard Osborne plans to continue with his Greenwood Players at Peaks Island, in Portland Harbor. This will be their third season and, from some point of view, this group may get the best break. They are dependent upon boat travel rather than auto, and are nearest Portland. The only thing which may seriously affect the Osborne group is the possibility of more stringent naval regulations relative to ship movements in Portland Harbor.

AUGUSTA, Me., April 25.—Herbert L. Swett, dean of Maine summer theater managers, sounded the keynote for the coming season in this State when he declared that the 40-year-old Lakewood Theater, near Skowhogan, would definitely open for a six or eight-week run, starting about July 1. Home from a trip to New York, Swett flatly denied an unauthorized story to the contrary which recently appeared in a New York newspaper. Lakewood Colony itself will open as usual, about May 30, and will continue for a four-month season.

The Boothbay Playhouse, near Boothbay Harbor, is planning a four-month season starting in June. Sherwood Keith, manager, has announced that four of the original company will be back. Emphasis will be placed on the lighter type of production. Joseph Cell, formerly co-producer with Keith, is no longer associated with the Playhouse.

Blackfriars' Guild Gives "Savonarola"

NEW YORK, April 25.—Thursday night at its own little theater the Blackfriars' Guild presented Urban Nagle's *Savonarola*, an argument in three acts. Some flashes of brief excitement are given by the swirl of historical events, and to a number of people the interminable discussions held interest, but the historical events themselves are touched upon with a strong tho undramatic bias, and the figure of the madly egoistic Florentine reformer is turned into a sort of night-gown-swathed combination of George Washington and Sir Galahad. Neither of these last two points precisely aids a drama that is heavy and turgid even at its best.

The play, in three acts and seven scenes, takes Savonarola from the time of his election as Prior of San Marco and his original pulpit attacks upon Lorenzo the Magnificent, thru his days as the rabble-raising power behind the Florentine political scene, thru his attack on the swinishly dangerous Rodrigo Borgia who ascended the Papal throne as Alexander VI, thru his excommunication, down to his final execution before enraged Florentine mobs whom he had once ruled thru his fanatical spell-binding.

The major historical events are given clearly enough in outline, but the implications are something less than historically accurate. Thus, Savonarola—who was, in sober fact, a virulent Puritan seeing evil in beauty and indulging viciously in the insane fanaticism of intolerance and a belief that he was the chosen personal ally of God—is turned into a gentle tho determined idealist; thus, the first Burning of the Vanities, in which beautiful things were voluntarily tossed by Florentines into the mad monk's bonfire, is made much of, but there is no mention at all of the second burning, which was not voluntary and which consumed some of the city's most glorious works of art; thus, there is only a slight passing mention of the fiasco of the Test by Fire, where in Savonarola's madly overblown ego showed itself to the full, and thru which he finally alienated the long-suffering Florentines. So far as the play is concerned, that disastrous alienation re-

mains for the most part unexplained. Thus, too, other characters suffer in the whitewashing of the central figure. For example, Lorenzo himself appears merely as the arch-type of tyrant, with no hint of the bountiful magnificence that made Florence the most glorious city on earth and gave the entire world a heritage that still remains one of its most precious treasures.

The arguments that twist interminably thru the drama touch primarily upon churchly values, the negative being carried by an English friar. There is much pith and meat in them, and some of the remarks of the Englishman, comparing Savonarola's attitude to the teachings of Christ and suggesting conversion of evil rather than dictatorial suppression of opponents, are cogent and lovely. There is also an attempt to reveal the reformer as, primarily, an advocate of democracy. This is a very moot point. (See *BLACKFRIARS' GUILD* on page 10)

"Corn" 10G in Buff; Record Season Seen

BUFFALO, April 25.—Despite bad breaks in weather, which reverted to winter blizzards, *The Corn Is Green*, last of the subscription Theater Guild shows of the season, did very well at the Erlanger with a gross of \$10,450. Top was \$3.30.

Manager Richard Kemper has already brought 17 plays this season, four more than former management had last year, and has added Katharine Hepburn in *Without Love*, May 18 or 25, for three days, and the San Carlo Opera Company April 30 to May 2.

Boston Still Terrific

BOSTON, April 25.—*Claudia* has sold out solid first two of three scheduled weeks. General legit business here has been very good. Hepburn in *Without Love*, at the Colonial, has been phenomenal. Gross: April 11, \$27,000; April 18, \$27,000; last and final week, April 25, \$25,000.

FROM OUT FRONT

Disappointment on Olympus

BY EUGENE BURR

SPRING isn't official in New York until the circus has come to town, the baseball season has opened, and the Critics' Circle has blundered into new areas of stupidity in its annual choice of the season's "best" plays by American and foreign authors. Now, despite wintry blasts that make a hallow mockery of the common topcoat, spring is official; for last Thursday, huddled in the eyrie of the Algonquin that is the accustomed haunt of genius, the Critics' Circle met to make its choices. Unlike last season, when the Circle double-crossed us by picking a really good play, the boys and girls this time re-established a note of normalcy in a chaotic world by indulging in a session of impassioned idocy that puts even their own previous flights to shame.

As you probably know by now, they decided that in the case of the big award, the one for an American play, not a single drama produced during the season was good enough to merit the Olympian honor of their accolade. Altho the Circle had been created to encourage native playwrights and to honor native dramatists, said the announcement, it also had the "obligation of maintaining the standards of the theater and of dramatic criticism" and felt that "it would cause a serious confusion of standards if it made a selection from a group of plays none of which seemed up to the standards of the previous awards."

All of this, mind you, in a season that saw the production of John Steinbeck's *The Moon Is Down*.

It is interesting to note the plays that were, in previous seasons, actually thought worthy of the terrific honor. They were, in order, Maxwell Anderson's *Winterset*, Maxwell Anderson's *High Tor*, John Steinbeck's *Of Mice and Men*, William Saroyan's *The Time of Your Life* and Lillian Hellman's *The Watch on the Rhine*. One previous season there was no choice, but that indecision of omnipotence was then caused, not by a dearth of playwrighting talent, but, believe it or not, by a plethora of it. No matter what the general situation, it seems, the Critics' Circle, with an ingenuity worthy of true deity, manages to make a collective fool of itself.

Examine that list. Two of the dramas, *Winterset* and *Watch on the Rhine*, were no 'doubt picked when the critics were off guard and thus betrayed into a display of taste and intelligence. On the previous instance of no decision, four decidedly inferior plays jockeyed interminably for the required number of votes. Steinbeck's *Of Mice and Men* was as cheap, spurious and worthless as *The Moon Is Down* is noble and great; it was, in its year, an overwhelming critical favorite. *High Tor* was a clumsy, heavy-handed and awkwardly written fairy tale. As for *The Time of Your Life*, to say anything more of it at this late date would be merely to bring fleeting importance to bygone rubbish.

These are the plays whose sacred company *The Moon Is Down* was considered unfit to enter.

NOT only in the choice of "best" plays, however, do the drama-testers manage to display their high-hearted flubdubbery; they display it perhaps even more amusingly in the way in which they conduct their votes. It has always been something of a mystery to this corner as to how a so-called critic could on one ballot consider one play the "best" of the season, and on the next ballot consider an entirely different play the "best." Nor have I ever managed to unravel the

(See *FROM OUT FRONT* on page 10)

BROADWAY RUNS		
Performances to April 25 Inclusive.		
Dramatic	Opened Perf.	
Angel Street (Golden)	Dec. 5	163
Arsenic and Old Lace (Fulton)	Jan. 10, '41	539
Blithe Spirit (Morosco)	Nov. 5	198
Cafe Crown (Cort)	Jan. 23	107
Guest in the House (Plymouth)	Feb. 24	71
Jason (Hudson)	Jan. 21	110
Johnny Gett (Longacre)	Mar. 16	48
Junior Miss (Lyceum)	Nov. 18	183
Life With Father (Empire)	Nov. 8, '30	1030
Moon Is Down, The (Marlin Beck)	Apr. 7	25
My Sister Eileen (Biltmore)	Dec. 26, '40	574
Nathan the Wise (Belasco)	Apr. 3	27
Spring Again (Henry Miller)	Nov. 16	192
What Big Ears! (Windsor)	Apr. 20	8
Yesterday's Magic (Guild)	Apr. 14	15
Musical Comedy		
Best Foot Forward (Barrymore)	Oct. 1	237
Lady in the Dark (2nd en-gage.) (Alvin)	Sept. 2	263
Let's Face It! (Imperial)	Oct. 29	206
Porcy and Bess (revival) (Majestic)	Jan. 22	108
Sons o' Fun (Winter Garden)	Dec. 1	168

Philly Still Big; Lace 18G; Hattie 20G

PHILADELPHIA, April 25.—All three legit houses are booked for May. Biggest box-office noise is at the Walnut Street Theater, where *Arsenic and Old Lace* opened Monday (20) with an advance sale well over \$20,000. At a \$2.85 top, and with critical raves, it did a capacity \$18,600 for its first week. Skedded to stay four weeks, first two on ATS subscription.

Panama Hattie continued big at the Forrest for a second week, with \$20,000 at the \$3.42 top. Instead of closing tonight (25), it will linger for at least two more weeks. House has no other bookings on deck and is air-conditioned to carry it on indefinitely.

My Sister Eileen also continued in the top money drawer, with \$13,000 for its third week, for which it was originally booked. With ticket demand still heavy, it stays over a fourth week and may even go a fifth.

Equity Picks 31 Nominees

NEW YORK, April 25.—Candidates to fill two vice-presidencies and 18 council posts in Actors' Equity Association were announced this week by the nominating committee of Equity. A total of 31 nominees was named in line with the Equity regulation that each vacancy must have 50 per cent more nominees than offices.

Nominees are as follows: Ruth Hammond and Cornelia Otis Skinner, for second vice-president for a one-year term; Louis Calhern and Dudley Digges, for fourth vice-president for a one-year term; Ilka Chase, Todd Duncan, Walter Greaza, William Harrigan, Raymond Massey, Aline MacMahon, Bryon McGrath, Theodore Newton, El-Hott Nugent, Tom Powers, Donald Randolph, Roy Roberts, H. Ben Smith, Calvin Thomas and Ethel Wilson for full five-year terms on council (10 to be elected); Jack Sheehan and Joseph Macaulay, for a three-year term on council (one to be elected); Alexander Clark and Vivian Vance, for a two-year term on council (one to be elected); Edith Alwater, Whitner Bissell, Philip Bourneuff, Alfred Drake, James V. La Curto, Brandon Peters, Ann Seymour and Edgar Staley, for a one-year term (six to be elected).

Administration's slate received approval of Equity Council. Opposition candidates must file petitions with council signed by 15 senior members for each candidate. Elections will be held June 5.

Hedgerow Offers Weak Fantasy

MOYLAN-ROSE VALLEY, Pa., April 25.—The Hedgerow Theater, marking its 19th anniversary Tuesday (21), brought to its boards Helen Sloan Stetson's *Turpentine Boy*. It marked the repertory company's 148th production and 37th premiere.

Directed by Deeter, *Turpentine Boy* is a modern legend-fantasy in which Miss Stetson has achieved a happy combination of backwoods Georgia and the New York World's Fair, which the young turpentine tapper, coming up north for the first time, naively believes to be "New York City."

Richard Basehart, excellently cast for the title role, runs thru a countless number of situations at the fairgrounds, where all the action takes place. Most of the situations are overdrawn. From the mysterious subway ride that disgorges him at the fair, the hillbilly's fantastic exploits include an accidental murder and a poignant love affair with a gangster's girl. Before his sudden and tragic demise he is fed on free samples of food, is presented with one of the "model" houses on the fairgrounds, prays for a job and is immediately put to work sweeping the aisles, and asks the first girl he meets to attach herself to him—and she accepts.

Woven into the drama is the seamier side of life around a big city. Save for one or two bits of revolting realism, the story is unfolded in simple and straightforward fashion. While adequate for this stage, it is hardly fit for more commercial competition.

Credit goes to the cast for sympathetic and understanding portrayals. Katherine Kirkbride was superbly cast as Pearl, the gangster's girl. George Ebeling, as the kindly policeman, completes the trio of principals. *Maurie Oradenker.*

Coburn Pushes Plan for College-Theater Tie-Ups

AUSTIN, Tex., April 25.—Charles Coburn, trying to establish educational theater as a training ground for legit, flew here from Hollywood to spend two days talking about it. He conferred with James H. Parke, University of Texas; Lee Norvelle, University of Indiana; Margo Jones, Houston Community Playhouse, and Paul Baker, Baylor University.

Coburn thinks professional units might well work out of and with college drama departments, giving students training in fundamentals. He is trying to convince legislatures which appropriate cash for colleges that faculty salaries should be paid actors to teach boys and girls to act. He points out that salaries of talent would have to be on Equity basis, that stagehands would have to be union, that audience support, while helpful, wouldn't do the job. It would take a subsidy from colleges and universities, and a big one.

New Play on Broadway

Reviewed by Eugene Burr

WINDSOR

Beginning Monday Evening, April 20, 1942

WHAT BIG EARS!

A farce by Jo Eisinger and Judson O'Donnell. Directed by Arthur Pierson. Settings designed by Horace Armistead, built by William Kellam & Company, and painted by Centre Studios, Inc. General manager and press agent, C. G. Stewart. Company manager, Edward Sobol. Stage manager, Richard Beckhard. Assistant stage manager, Michael Markham. Presented by L. Daniel Blank and David Silberman.

Jean Martin Ruth Weston
Joey Smithers Edwin Phillips
Gabby Martin Taylor Holmes
Lucas Owen Martin
Betty Leeds Marilyn Erskine
Milford Ralph Bunker
McCall Owen Lamont
The Professor Reynolds Evans
Muldoon George Church
Police Lieutenant Herbert Duffy
Olympe Crogan Ethel Morrison
Dr. Treadle Hans Roberts
Brewster Frederick Howard
And Mildred Todd, Nick Dennis, Sterling Mace, Pitt Herbert, Royal Rompel, Louis Charles, Warren Goddard, Tom Daly

ACT I—A Furnished Room in Los Angeles.
ACT II—A Victorian Cottage in Beverly Hills.
Some Weeks Later. ACT III—Room in Hotel Savoy, New York. Five Days Later.

If it weren't for the evidence of others who saw it, this corner would believe that *What Big Ears!*, the farce by Jo Eisinger and Judson O'Donnell presented at the Windsor Theater Monday by L. Daniel Blank and David Silberman, was a dream—and a very bad dream. Offhand you'd think that only a nightmare of the more gruesome sort could produce a collection of characters including gangsters with a Shakespearean accent, a New York hotel chambermaid who talks unadulterated Cockney, a Hollywood press agent who sounds like John Barrymore giving a weak imitation of John Barrymore, and sundry others of similarly horrific presence. *What Big Ears!* is a nightmare all right—but fellow sufferers assure me that it was actually presented on a stage.

It's another of those tidbits about the hilarious stupidity of Hollywood; but it proves conclusively, to even a militantly theater-minded reporter, that Hollywood hasn't yet cornered the market. For one act it goes about setting up an amusing enough idea, of theostericly farcial or left-field variety—and then, with hitherto unsuspected enthusiasm, it goes about going to pieces. The idea concerns a lad who poses as a grandmother to help Gabby Martin sell Miracle Cure, who takes part in a film mob scene (as a grandmother) in order to replenish the empty Martin treasury, and who is thereupon signed by Milford Pictures to play the title role in a little something called *Whistler's Mother*. This isn't as bad as it sounds, being given a spurious basis of belief by the performance of certain cinema character actresses that this corner witnessed while working out a sentence as a picture reviewer.

From that point on, however, you'll have to be guided by a clearer head than mine. Carefully eschewing all of the rich farce inherent in their central situation, Messrs. Eisinger and O'Donnell proceed to spin a confused and stupid yarn telling how Gabby got in the toils of the Shakespearean-sounding gangster, how Milford pictures staked its all on its new old lady, how the banking backers in New York insisted on meeting this matrilarchal prodigy and having "her" examined for an insurance policy, how the old "actress" loved rabbits and got himself married, and sundry other affairs that turn out to be as militantly unfunny as anything written since Shakespeare dashed off the last act of Hamlet.

The rabbits, incidentally, appear on the stage and turn in very pleasant performances. Since a rabbit is a rabbit no matter how you look at it, they provide the evening's only examples of effective casting. Tho—what with the other examples of casting at hand—I shouldn't

be surprised if they turned out to be Belgian hares.

For Arthur Pierson's direction and the production in general complete the havoc initiated by the script. It must have taken months of intensive thought to miscast any play as sensationally as this one. A couple of the more lurid examples have already been mentioned, but there are plenty of others, including the presence of Taylor Holmes, who, as Gabby, stutters and stammers, acts so infernally cute that you want to wrap him in a pinafore, and in general sets himself up as serious competition to Armour's Packing Company. Also, there's the problem of Marilyn Erskine, an excellent child actress, whose premature appearance as an ingenue would indicate a dearth of would-be actresses of 15 or over. Unfortunately, such dearth is elsewhere unapparent.

Ruth Weston is also miscast as Gabby's wife, since Miss Weston happens to be an excellent actress. She manages to read the lines as tho there were actually some humor in them, tries like a Trojan to keep a suspicion of life in the soggy pacing, and does an altogether gallant—and wasted—job. Also deserving mingled hosannas and tears is Edwin Phillips, as grandma herself; Mr. Phillips does a better job than you'd believe could be done with the innocent lad who is forced to impersonate his own grandmother. Also, George Church, the dancer, does very well as an auxiliary gangster. The others actually deserve the fate in which they're embroiled.

What big ears, indeed!

BLACKFRIARS' GUILD

(Continued from page 9)

upon which grave doubt is thrown by the man's statements and actions. Without question, many of his attempted reforms were grievously needed in both church and state. But, like so many other reformers both before and after,

FROM OUT FRONT

(Continued from page 9)

esoteric eccentricity of taking more than one ballot and then, after a certain number of them, changing the rules for deciding the winner.

But this year the boys and girls outdid themselves. Their award, according to its conditions, is not supposed to go to a "great" American play—Thespiis knows, a look at the list of those that have won in the past proves that point pretty conclusively. It is, on the other hand, supposed to go to the "best" American play of the season; and a "best" can be chosen no matter what the general quality happens to be. There can be a best of even a very bad lot.

So, what the boys and girls implied by their decision this year is that all the plays of the current season are on exactly the same level. They are saying, in effect, that *What Big Ears!* is no better and no worse than *The Moon Is Down*, that *They Should Have Stood in Bed* has exactly the same degree of merit as *Jason*.

Judging from their past actions and opinions, maybe that's what they do think after all.

SIX of the 17 members of the Circle present at the meeting refused to subscribe to any such nonsense on the final vote. They at least insisted on naming one or another play. Burns Mantle, of *The News*; George Freedley, of *The Telegraph*; Kelcey Allen, of *Women's Wear*, and Stark Young, of *The New Republic*, voted for *In Time To Come* (which this corner didn't see, being busy on assignment elsewhere that evening), while Brooks Atkinson, of *The Times*, and Rosamund Gilder, of *Theater Arts Monthly*, voted for *The Moon Is Down*.

Speaking of *The Moon Is Down*, some of the critical reactions to it were spine-chilling and blood-curdling—and all the more so when you consider that men capable of such reactions are permitted to regulate the artistic fate of the theater. There is no use going into the magnificent universality and the poignant humanity of its statement of the problems of free men of today and the inclusive intelligence of its review of it said all that—and at length—a couple of weeks ago. But some of the so-called critics had the effrontery to confuse the casting of a play like that with the script, and one of them actually suggested that the script itself is pro-Nazi because it dares to show that otherwise intelligent men, carrying out the orders of the Nazi machine, are even more horrible than the wried and tiny minds that believe in the Nazi philosophy.

Before "criticism" such as that, words literally fail. It is inconceivable that any intelligent adult can sit before an intelligent and clearly written script and fail to understand even the slightest vestige of what it is trying to say. When the adult in question is an accredited arbiter of dramatic taste, you have a situation fit only for Gilbert and Sullivan. Yet it is a situation under which our theater is actually forced to suffer.

BUT all of that's another story—and another column. It simply helps to explain in a season which included *The Moon Is Down*, no play was worthy of the ineffable honor of their accolade—and just as solemnly decide that no play thruout the season was any better than any of the others. That's what their decision amounts to.

On the question of the "best" foreign play, however, there was no trouble; the decision took only two ballots and the winner was chosen almost by acclamation. Lessing's *Nathan the Wise*, one of the very greatest plays, not of a season, but of all time, had been presented in a new adaptation—but you're wrong: *Nathan the Wise* as meeting the high standards set by the critics' awards in the past, was *Blithe Spirit*, Noel Coward's frothy, meaningless, light-headed and empty farce about a spiritualistic medium and the squabbling ghosts of a man's brace of deceased wives.

The Circle said it omitted any choice of an American play in order to maintain "the standards of dramatic criticism?"

What standards?

he forgot that, in order to get rid of vermin, it is seldom necessary to burn down the house. As in the cases of other self-appointed prophets who have announced direct mandates from God, from the Albigenians to Erik Janssen and Dowey, the mainspring of his character seems to have been an insanely overblown ego, connected with a perverted religious mania. The playwright's attempt to turn him into a democratic idealist must perforce remain something less than convincing.

Historical background has been touched upon at length because historical background must make or break the play; it has really no independent life as a drama. Divided from the context, the events are either dull (as during the first two acts) or, so far as the audience is concerned, almost inexplicable (as in the last). That last act, incidentally, includes a scene showing Savonarola in prison, seeing visions of friends and enemies alive and dead. It sounds a bit like the rough draft of an opera libretto.

The production at the Blackfriars' is surprisingly good, with Brandon Peters bringing sincerity and power, if not much finesse, to the title role; with Robert Ober doing an outstanding job as the English friar; with Morgan Parley scoring vividly in a short scene as Giovanni de Medici, and with many of the others doing really excellent jobs. These include Frank Gibney, Allen Stevenson, Don Valentine, Graham Velsey and Russell Rhodes. Inevitably in a production of this sort there are some pretty bad jobs, too, but they are for the most part covered over by the prevailing excellence and by the power, intelligence and effect of Dennis Gurney's direction, which makes the most of some exceedingly difficult material.

Also to be noted is the fact that the Blackfriars', as an organization, is far more competent than almost any other small group in these parts. Primarily a Catholic organization, it puts no sectarian boundaries upon its actors and playwrights, and achieves fine competence in its productions of plays that might otherwise remain unheard.

Eugene Burr.

Cleaners, Porters Back in Legitters Pending Hearings

NEW YORK, April 25.—Strike of 250 cleaners and porters in 40 legit houses was called off today after five hours of picketing when a last-minute conference between the League of New York Theaters and the Theater and Amusement Service Employees, Local 54, brought about a tentative agreement which will be acted upon Tuesday (28) by both the board of governors of the League and the union.

Picketing was begun at 9 o'clock this morning, after the union turned down the League's counter proposals of a 6 to 8 per cent wage increase instead of the 20 per cent demanded. League's counter-proposals were handed to Jerry Chaiken, president of the union, yesterday.

According to James Reilly, executive secretary of the League, officials of the union were to give the League their reply today, and Reilly accused them of a "beach of good faith" for replying with picket lines in the morning. Chaiken's version, however, was that the union set a strike deadline two weeks ago if their demands had not been met by today, and that the League had been informed of that fact.

At a membership meeting this morning, cleaners and porters refused to accept the League's counterproposals of a 6 to 8 per cent increase, on the ground that it was insufficient to cover the rising cost of living. Present salaries range from \$14.75 and \$17.75 for cleaners and head cleaners respectively, and from \$23.50 to \$26 for porters and head porters.

While the picketing was going on, Leo Shubert interviewed and brought the two factions together in the League's offices. They agreed upon a tentative settlement, which will not be divulged until it has been ratified Tuesday. Chaiken said, however, "they met us half way."

Support of the other theatrical trade unions involved was a question of the cleaners and porters asking for their aid, which they hadn't done in the early hours of the strike. It was pointed out by Chaiken, however, that Vincent Jacoby, president of the Combined Theater Amusement Crafts, had promised support.

A poll of the individual unions, including the stagehands, Actors' Equity and the musicians' union, disclosed that they would keep their members working until a formal request came from the cleaners and porters, and that board meetings would be called to act upon the requests.

TRADE SERVICE FEATURE
Billboard

Review Percentages

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

"What Big Ears"—0%

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

Percentages scored by the two plays listed below were inadvertently omitted from previous issues of *The Billboard*.

"Johnny 2x4"—28%

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

"Nathan the Wise"—56%

YES: Waldorf (*Post*), Lockridge (*Sun*).
NO: Anderson (*Journal-American*), Mantle (*News*), Coleman (*Mirror*), Kronenberger (*PM*).
NO REVIEW: *Herald-Tribune*, *World-Telegram*.

AMERICAN ACADEMY OF DRAMATIC ARTS

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CARNEGIE HALL, NEW YORK

Club Talent

New York:

MARCIA HARRIS, singer-dancer, is in Community Hospital after an appendicitis operation April 6. Recovering nicely.

MARY LOU HOWARD into the Kitty Hawk Room of La Guardia Airport for four weeks. . . . NORA MORALES the new rumba band at La Martinique. . . . MARIE AUSTIN, current in *Johnny 2x4*, signed for a singing role in *Sally* for the St. Louis Municipal Opera. . . . MAURICE AND BETTY WHALEN held over at Leon & Eddie's.

Chicago:

HARRY RICHMAN returns to the Chez Parce May 22, opening date of the spot's summer revue. . . . DICK BARSTOW is out of Michael Reese Hospital, where he underwent an emergency appendectomy. . . . MOLLY PICON will work cafes and theaters in June when her current musical comedy closes for the summer. She is being submitted here for \$750 per week. . . . FRED CASERIO, former Golden Glove middleweight champ, is breaking in a comedy routine. . . . LUIS GOMEZ, of Gomez and Minor, is conducting the free rumba class at the Trianon and Aragon ballrooms Tuesdays and Wednesdays.

ANITA LANE, acro dancer, set for a spot in the local USO unit going out this month. . . . EVA ORTEGA has moved into the Drake Hotel's Camellia House, following Belen Ortega. . . . PAUL BURKE goes into the Lake Club, Springfield, Ill., May 9, followed by the Ross Sisters May 16 and Don and Jane Ford May 23. Set thru Paul Marr.

BURNS AND WHITE will move from Harry's New Yorker to the Rumba Casino May 15 to join the *Fun for Your Money* unit, with which Bob Alda has the emcee and straight duties.

Philadelphia:

HELEN KANE replaces Fifi D'Orsay in top spot at Club Ball. . . . LEE BOHN has replaced her mother, Nancy Lee, as emcee for Marty Bohn, comic heading *Insanities of 1942* unit at the Swan Club, which draws a four-week holdover. . . . BEATRICE, formerly of Beatrice and Cappella dance duo, doing a single at Embassy Club. . . . ESTHER PARKER leaves the Embassy Club to join the Versailles showgirls in New York. . . . BUDDY LEWIS readying to join the army in May. . . . CHICK MULLERY skedded for emcee at Hopkins Rathskeller. . . . THREE PEPPERS winding up a 26-week term doubling between Pahlumbo's Cafe and the New 20th Century.

Hollywood:

HARRIET HILLARD opens with Ozzie Nelson at the Golden Gate, San Francisco, week of June 17. . . . RITZ BROTHERS opened April 25 at the Commercial Hotel, Elko, Nev., for eight days. . . . Management of Slapsy Maxie's has held over Billy Reed. . . . BENNY LESSY, of the Slapsy Maxie show, is working in *Me and My Gal* at MGM. . . . BILL LANKIN, one-arm pianist, is in his fifth year as a feature at Pete and Billy Snyder's Band Box. . . . MURRAY (HATS) PARKER has been held over another month at the CooCooNut Groove, Santa Monica, by Tommy Ladd. . . . ELIZABETH TALBOT-MARTIN, of the Charley Foy Supper Club show, is bedded with the measles. . . . MARGO, dancer; Jeni Le Gon and Matt Denis in the new show at the It Cafe.

Here and There:

HAL AND HONEY BEE go to the Latin Quarter, Boston, May 3. . . . MAURICE AND CORDOBA opened April 20 at the Biltmore, Providence. . . . DICK ROGERS going into the Eastwood Gardens, Detroit, May 1. . . . ROCHELLE AND BEEBE have opened at Beverly Hills Country Club, Newport, Ky., and will stay there until May 1. . . . SID SLATE, of the Slate Brothers, was taken ill at Johnstown, Pa., week ago last. . . . NAN BLAKSTONE opened at Lindsay's Sky Lounge, Cleveland, April 20, for four weeks. . . . NANCY HEALY followed her Walton Roof, Philadelphia, date with the Colonial Theater, Dayton, O., week of April 24. . . . MANOR AND MIGNON now at the Yacht Club, Pittsburgh, and follow with the Nicolle Hotel, Minneapolis, and the Club Royale, Detroit. . . . PICCADILLY CLUB, Baltimore, now using two emcees, Mickey Strauss and Mack Barron. Kolker Bros. do the music.

He Wanted To Sail

HOLLYWOOD, April 25.—Professor Lamberti, current at Florentine Gardens, complained about a year ago when he was at Mike Todd's in Chicago that he wanted time off. He had been on the job every day for nearly three months and he wanted to sail his boat. He yearned for the West Coast and a few easy hours under the wind.

He is back on the Coast and has time to sail his boat, but the government won't let him. The water front is a restricted area.

Royal Palm Holds On as Miami Clubs Change Floorshows

MIAMI, April 25.—Instead of a farewell party at the Royal Palm April 18, the overflow crowd proved the season is still on. The season has been extended indefinitely, with abbreviated show in the Bamboo Terrace and in the Crystal Cocktail Lounge. Frank Stanley's orchestra is held over, together with the dance team of Capella and Patricia.

Nellie Durkin bowed in Winnie's Rip-tide Sunday and Frank Stanley's orchestra has succeeded Jose Tothomas.

Five o'clock Club added Sylvia Sherwood Sextet from Chicago Sunday night.

Kitty Davis Airliner threw a farewell party to Sid Tomack and the Reis Brothers April 16.

Club Ball opened a new show April 18 featuring Monica Boyer, the Delamars and Jackie Fields.

Freda Sullivan goes into Mother Kelly's this week.

Sam Gaines, of the Beachcomber, is back from a New York-Washington trip.

Tic Toc Settles in Canceling Dispute

CHICAGO, April 25.—Jack Marshall, comic, settled his case with Al Tusa, of the Tic Toc Club, Milwaukee, for \$100. He was scheduled to go into the spot last week for a fortnight, but was canceled, the spot's booker, Army Weinberger, explaining that the club wanted to cut down expenses. The case was brought before the American Guild of Variety Artists executive board here, which ruled that no AGVA acts would be permitted to work in the spot unless Marshall were played.

Weinberger and Marshall got together and reached the \$100 settlement to take care of expenses incurred due to acceptance of the date.

Joyce Booking Balto

PHILADELPHIA, April 25.—Jolly Joyce Agency here adds the 21 Club, Baltimore, to its books. First Joyce show going in, starting Wednesday (29), includes the Three Peppers, Mitzi Groff, Buddy Lewis and the DeMayos.

New Fischer Vauder Packs Talent, But Lacks in Speed and Punch

(Continued from page 5)

East Indian Costumes and doing stylized oriental dancing to swingy music, rang up a solid show-stop. Showmanship marks this modern dance turn from start to finish. Fred Sanborn had to work hard to follow, but his pantomime at the xylophone, with Charles Lawrence as straight, warmed up the audience, and Sanborn's straight xylophone solo won a strong hand.

The Al White girls do a Gay Nineties number. Pretty and pictorial but, again, not unusual. The Hartmans closed the first half by making patrons scream at their satires of a new dance team, a dance instruction hour, and a slinky bolero. They're still the greatest comedy dance turn in the business. They tried an encore bit while most of the patrons were walking out, their only mistake.

The second half is opened with the Al White girls in a summer garden affair that's pictorial. Stuart Morgan Dancers, three boys and a girl, made patrons sit up with their spectacular throws and formations and stunts, drawing a big hand. Zero Mostel, in his

Marden May Drop Summer Shows; Gas Problem Seen as the Cause

NEW YORK, April 25.—Ben Marden's Riviera's main room, originally set for a May opening, may dispense with floorshows this season and operate on a band policy. Decision has not yet been made, but it is believed Marden is considering dispensing with the usually lavish floorshows. Spot is now operating the smaller Winter Room, with the main room being used for the overflow diners.

Behind the contemplated decision is believed to be the gas restrictions soon to be put into effect. By cutting down on much of the overhead, spot operators feel that they will best be able to weather any eventualty that may arise. Business in the Winter Room has been sensational thruout this spot's off season.

Marden had announced he would buy all talent personally on the open market. A spokesman for the spot said that talentless operation may mean little change in the gross, as a study of the reviews of the large room proved the critics rave over the spot and the food, mentioning the show only in passing. Pancho has been signed for May 14. Another band is to be decided upon.

Despite the problems facing out-of-the-city clubs, cafes in New York are doing sensational business. The gross of the Rainbow Room and Grill com-

bined increased during April, drawing 26,678 persons by April 22 as against 22,929 during the corresponding period in March. Gross income is \$15,000 over the same period last year.

Monte Proser, who closes his Copacabana June 1 for the summer, will continue his night club activities with the operation of the Piping Rock Inn, Saratoga Springs, during the August racing season.

The Persian Room of the Hotel Plaza will close at its customary time at the end of May. Russell Swann will continue the attraction there until the closing.

Ann Corio Set for Her Own Vaude Unit

NEW YORK, April 25.—Ann Corio, set for a vaude tour, will wind up with her own unit, *Ann Corio's Revue*. She opens in Worcester, Mass., May 11, with Ned Sparks and Mal Hallett's band, and it is expected that by the time she gets to the RKO, Boston, May 22 she will have rounded out the cast of her own show.

Dates are being booked on a 50 per cent basis, except Boston, which contains a guarantee clause.

Charles and Irving Yates are producing. In the other Yates unit, *Meet the People*, Patsy Kelly has replaced Zasu Pitts.

Raise Fund for Injured Showgals

BOSTON, April 25.—Boston show people turned out for a benefit for two show girls, Kay McCarthy, of Latin Quarter, and Kay Drummond, of Beachcomber. They had been in separate auto accidents and had suffered lacerated faces. A fund of \$1,299 was created at the party held for them. The managements of the Coconut Grove, Rio Casino, Mayfair and Latin Quarter offered their entire floorshows. Guests were tagged \$3 each, drinks and food extra. Tickets brought in \$1,124, food and liquor \$150, and \$100 came from Commissioner of Boston Police Joseph Timilty. Party was held at the Latin Quarter.

George Clarke, originated the idea. Joe Rubin, local booker, aided considerably.

Kaliners for AC Maybe

ATLANTIC CITY, April 25.—The Kaliner brothers, Si, Joe and Max, who operate the Club Ball and Kaliner's Little Rathskeller in Philadelphia, are dickering for the Round-the-World Room of the Hotel President for the summer.

Harvey Lockman, who operated the President room last season, will not return this season. He has opened a "glorified hamburger" parlor in Philadelphia.

Round-the-World Room operates all year, management currently having Russ Andre's Latin music on deck. Summer calls for floorshows, topped by names.

Peoria Tries Name; Nan Blakstone Click

PEORIA, Ill., April 25.—E. F. McDowell's first excursion into name bookings in his Talk 'o the Town Club here resulted in a terrific business increase. New policy was tried with Nan Blakstone, and resultant gross was \$2,000 over usual figure, according to McDowell.

Big gross came despite little advertising and bad weather break on the opening night. As a result, McDowell will continue with names whenever available. Spot is a 400-seater.

Chaney Tour Set

NEW YORK, April 25.—After an absence of about a year, Mayris Chaney is back dancing, this time partnered with Julio Alvarez. Billing will be Mayris Chaney with Alvarez. Act has been set by William Morris Agency to open at the Colonial, Dayton, May 8, with Palace, Cleveland, May 15, and the State, New York, May 28.

Eddie Fox, Miss Chaney's former partner whose illness broke up their act, is leaving San Francisco to be in Dayton for the opening.

Tucker Doubling for IG

WASHINGTON, April 27.—Sophie Tucker, opening tonight for a week at the National Theater in *High Kickers*, will double at the Troika. Booking of Tucker, made by phone to Boston, where Jessel's show was playing, was made after talent for week had already been lined up.

Tucker will receive one grand. Others on bill are Digitanos, dance team; Terry Lawlor, songstress; Karaveff, Russian character dancer.

Edith Roark Wins

NEW YORK, April 25.—Breach-of-contract suit brought against Edith Roark, Melody Club operator here, by three Local 802 members was decided in defendant's favor Thursday (16) by Judge Haas of Municipal Court.

According to Harry A. Schwartz, defense attorney, the plaintiffs, Vincent Valenti, Oscar Zweibelson and Philip Ehrlich, had walked out of Miss Roark's club December 27 without notice, later demanding two weeks' salary.

Rand's Husband in Army

SEATTLE, April 25.—Since leaving Seattle two weeks ago, Sally Rand has lost her husband, Turk Greenough, who was inducted into the armed service at Missoula, Mont. Sally has gone to Montana to visit with Turk's mother. She will continue in vaude.

Night Club Reviews

Latin Quarter Opens on B'way With Good and Colorful Show; Has To Gross 20G a Week

NEW YORK. — Lou Walters, Boston booker who turned successful night club operator, invaded Broadway Wednesday (22), taking over the site of the old Cotton Club and the Gay White Way as his fourth night club operation. He says he needs \$20,000 gross a week to cover his \$6,400 music-and-show cost, his \$2,500 pay roll, his rent, remodeling cost, etc. His 600-seat capacity can do it, of course, if he draws about 1,000 people for his two shows nightly. Minimum charge is \$2 (\$3 Saturdays), so that 1,000 patrons a night at an average of \$3 a tab will bring him a gross of \$21,000. In other words, he has to almost fill the place, or he will have to start trimming budgets.

He should draw crowds, because the food is fine, service is okay, the decor and atmosphere are just right, and the floorshow is the best girlie cafe show in town. In fact, if this spot catches on, it might ruin the near-by Hurricane (which has just put in Bonnie Baker) or hurt the Diamond Horseshoe (which is bringing in a new floorshow, *Fun To Be Free*).

Walters is not using any stars—just good, standard turns, tasteful costuming, a big cast—and is selling the club as a package rather than any particular performer. The decor is Gay Paree, and the show has just enough French flavor to rate the title, *Folies de Femmes*. Wally Wanger, who has had girl lines around for several years, steps out in the big time as production manager of the show. Mme. Natalie Komarova staged the dances and choreography. She worked for Clifford Fischer when he was putting on his spectacular French Casino shows, and a bit of that French sauciness is in this show too, altho it is

generally clean and inoffensive. Mme. Berthe deserves credit for a nice costume job (fabrics by Maharam).

Show runs about an hour and a half and is split with a 15-minute dance set. Dinner show is repeated at midnight. Altho it lacks strong comedy and a star personality, the show pleases thoroly. The girl numbers, of course, form the show's backbone. A dozen pretty damsel dance and parade thru several routines—opening Latin Quarter routine, the *Melody in F*, pleasing number in which the ballet section competes with the tap group, the negligee scene in which they parade in cunning nighties, and the closing patriotic drum parade. The girls are augmented by Bob Fuller's Varsity Sextet doubling as ensemble boys (Herman Belmonte, Bill Chandler, Brent Flenniken, Larry Maclein, Douglas Sylvan), and most of the production scenes are topped by tall, blond Barbara Perry, who scores solidly with her versatility. She sings passably and does a couple of tap routines, including a tap-castanet affair, that are definitely punchy.

The acts used in the show cost Walters about \$3,000 and at least three of them recently worked at Walters' Miami club. Outstanding is the Martel Trio and Mignon, three boys and a girl, who open with sock ballroom acrobatics and switch to adagio—the most spectacular night club adagio we have ever seen. Emil Boreo, doing his grunt-and-puff novelty singing and mimicking, rang up a showstop. He is doing less than usual, but is smart in leaving them wanting more. Trixie, young and winning, sold her flashy juggling and balancing smartly. She handles balls, sticks, plates and hoops, achieving remarkable effects and selling each trick quickly and well. Another first-rate novelty turn.

Three Winter Sisters, curvy and young, do a load of punchy acrobatics, working fast and in various formations. A good sight novelty and an applause winner. Jade Ling, an Oriental cutie, is on for a couple of novelty nudes. The closest thing to a shocker in the show and good for the gaping yokels.

Frank Mazzone and the Abbott Dancers, two boys and several girls, start their apache squabbling on the upper stage and work downwards. They maul each other, pull hair, smash chairs and tables and just about wrecked the joint. A strong novelty and a crowd-pleaser. Gloria Gilbert is on for her very flashy toe spins, her spinning top numbers definitely making the patrons sit up. Lela Moore, in her half man-half woman costume, does her lovemaking turn with her usual adroitness. Held close attention all the way. Bob Fuller, tall and handsome baritone, leads his male sextet, aided by blond Jane Wood. Sing college tunes and standards, making a good impression.

Lana Holmes is drum majorette in the finale and also works in a boudoir bit. The finale has the girls really beating out small drums. And with the six boys pounding the bass drums and the entire cast marching with flags, the finale becomes a flashy affair.

Show music is provided by Alex Pierce and 12 men and was okay in every way. Ralph Rotger's six-piece outfit clicks out the Latin dance rhythms attractively.

Walters hopes to keep this show at least 12 weeks, as that would enable him to amortize his costumes at about \$500 a week.

Edward Risman is managing steward; Leo Calienti is the gracious maitre d'hotel, and Robert Michelson the chef. Murals by R. Mondello. Special music by George Komaroff. Ronnie Gilbert is assistant to Mme. Komarova and Harry Gans to Walters. Irving Zussman, with Gertrude Bayne, is the press agent. Rube Bodenhorn designed and decorated the club. *Paul Dents.*

Drake Hotel, Camellia House, Chicago

Talent policy: Band and floor entertainment at 9:15 and 12:15. Management: A. S. Kirkeby, managing director; Claire Page, publicity; Frank Amstadt, host. Prices: a la carte.

This society spot is still holding its

own, even the local competition for class trade is keener than ever. Environment and service are above reproach.

Ramon Ramos and band, the mainstay here for a number of months, have given way to Val Ernie, who heretofore limited his engagements to Florida and New York. His group is on a par with similar outfits playing society cafes. Instrumentation includes three rhythm, sax, accordion, electric guitar and Ernie's own violin. Several other instruments are doubled in, including a solovox, as befitting the variety of tempos dished out thruout the evening.

Belen Ortega, a pretty and talented Mexican songstress, offers a set of American and Spanish numbers interpreted pleasantly and smoothly. Miss Ortega has a sweet soprano voice that is commercial. Makes an eye-filling appearance in regular evening wear and in decorative Mexican costumes. Handles the customers well with informative talk between tunes. *Sam Honigberg.*

Versailles, New York

Talent policy: Show and dance band and production floorshow at 9:30, 12:30 and 2. Management: Nick Prounis and Arnold G. Rossfield, owners; Leonard MacBain, publicity; Marjery Fielding, dance direction; costumes designed by Miles White and executed by Brooks Costume Co. Prices: \$3.50 minimum.

Ever since this upper-crust East Side nitery switched to a girlie show, wrapped up in a very expensive-looking production, business has taken a marked jump.

Show, *Versailles Memoirs*, is described as a revue in two acts, meaning they use different production numbers in the first and second shows. Acts include Don Cummings, headlining the bill with comedy; Wilma Cox, doing the singing leads in ensemble numbers; Olsen and Shirley, novelty dance team, and Patricia King, ballerina.

Cummings is being replaced by Paul Regan, who will double from the Paramount Theater. Cummings, an excellent performer in his own right, is out of place here with his rope tricks and corny humor. Gags are on the old side and material generally needs overhauling. Delivery and timing are swell, but he prates too much about the two patrons who are paying attention to him.

Olsen and Shirley, boy-girl terp artists, do a session of cute-kid novelty dancing, with fast flashes of acro ballet and pinwheels. Kids are fresh and wholesome and work with showmanly skill. Patricia King, pretty brunette, does well in her soft, lithe ballet work, despite her being spotted immediately after another dancing act.

Line of six girls (the Ver-Sighs) are outstanding on looks and costuming and project themselves very beautifully in three parade numbers. Gals include Eve Whitney, Rosemarie Ward, Irma Carter, Doris Greb, Grayce Martin and Mildred Meyer. Wilma Cox's singing, some of it on the blue side, lends able assistance to the numbers. Has an intense delivery. Her appearance would be helped, tho, with softer make-up. Male vocalizing is carried by Orville Race, doing the solos, and Norman Ruvel, George Mitchell and Randolph Symonette.

Maxmillian Bergere's ork provides the show backing as well as the smooth society dance rhythms, while Panchito's Latin crew is tip-top on the south-of-the-border melodies. *Sol Zatt.*

Roosevelt Hotel, Blue Room, New Orleans

Talent policy: Dance band; floorshows 7:30 p.m. and 12:15 a.m. Management: Fay Thomas, hotel manager; Al Bourgeois, publicity. Prices: Dinner from \$1.50; drinks from 50 cents.

Accent on the youth seems the rule in the current bill at this lone local Class A spot. Paced by Johnny Long's ork and backed by three nice acts, the draft age is still out of reach on the floor. Long still has five of his 11 Duke Blue Devils from the North Carolina campus. Ork singers are Bob Houston and Helen Young, while acts include Willie Shore, the Billingtons and Lester Oman "and his little people."

Shore emcees and, altho a bit slow at first in warming up to his audience, gradually wears on them by satire, including a dance on table tops and impersonations. His soft taps are just that and are well executed.

The Billingtons are a nice-looking couple who do a fair tap and a better jitterbug. Oman shows remarkable skill with his troupe of puppets. Outstanding is his Little Old Lady, who gives away

posies to ringsiders, a masterpiece in string manipulation.

Houston, a Crosby stylist, gets a nice hand for his *Blues in the Night*, and Miss Young, in low pitched voice, registers best with *Rose O'Day*. *Phil Mulh.*

Copacabana, New York

Talent policy: Dance and show band; Latin band; production floorshows staged, designed and costumed by Don Loper, at 8:30, midnight and 2. Management: Monte Proser, owner; Jack Diamond, publicity; Jack Entratter, host. Prices: Dinner from \$2.50.

This is the Copa's last production show, as the club expects to close for the summer around June 1. The current floorshow, except for Carol Bruce, will then go into the Roosevelt Hotel, New Orleans, for six to eight weeks.

This is Don Loper's first floorshow production, a natural result of the excellent job he had done designing his partner Maxine Barrat's gowns ever since they returned here the beginning of the fall season.

The show is a lively, sexy-but-not-sloppy, colorful divertissement that glides along nicely to Miss Bruce's appearance, rounding out with a smartly costumed finale. Miss Bruce, a heap more attractive since her Hollywood trek, held her audience nicely with her looks, pleasant contralto, good rendition. *Did Deep in the Heart of Texas*, then a special *You Are Everything*, plus a French *Parlez Mois D'Amour* interpolation that lacked feeling. Then an effective, simply styled *St. Louis Blues*, encooring with a *Porgy and Bess* medley. She opened here April 5, at \$1,000 a week, for two weeks, and is staying on for two more weeks.

The six beautiful ensemble girls Samba Sirens, look positively cunning in cocktail frocks for the opening song-and-dance, return in a drum-rhythm affair, the Brazilian Macumba, and show off sleek figures in bare midriff costumes in the finale. Tenor Fernando Alvarez lends his handsomeness and pleasant voice to several numbers. Carol Dexter, smartly gowned, sings several times re-

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NAT D. RODGERS

Evangeline Hotel Alexandria, La.

vealing a fair voice. And cute, small Betty Jane Smith, recently in *High Kickers*, clips out fancy taps plus spins, leaps and other fancy variations. Walter Long works with her and also solos, displaying a handsomeness and better-than-average ballet tap ability. Loper and Barrat, who have become big favorites here, impressed again with their smooth routines that get away from the ordinary. Flirtation touches, smart costuming and effortless dancing make them perfectly at home in this colorful club.

Nat Brandwynne, piano, led his nine men for the just-right show music and also dished out pleasant, sweetish dance rhythms. Frank Marti's Samba Band, another fixture here, takes care of the Latin rhythms with zing. *Paul Denis.*

Rice Hotel, Empire Room, Houston

Talent policy: Dance and show band; shows at 8:30 and 11:30 p.m. Management: Bill Aschenback; Carlo, head-waiter; Henry Morris, publicity. Prices: Cover charge, 50 cents, except Saturday, \$1; dinners from \$1.85 to \$2.50; no drinks sold except wine and beer.

One of the most presentable bands to make its appearance in Houston is George Hamilton. Hamilton's violin is something to write home about. His solo of *I'll See You Again* was encored enthusiastically. Hamilton has a sweet hotel band of 12 pieces, scheduled for four weeks here.

Frank Payne, imitator and mimic, is emcee. His patter is clever and his radio imitations, judging by applause and laughter, were near perfect.

The hit of the evening was the ballroom dancing of Landre and Verne. Timing and showmanship were beautiful.

The Callahan Sisters, two pretty little girls, tapped with sparkling freshness. Costuming was effective and the girls did a creditable job of tapping. Al Demaret, brother of the golfer, substituted for Howard Jarrard, who answered the call Tuesday for the armed service. Demaret did an excellent job singing *I Don't Want To Live Without You*. However, Jarrard's rich tenor was missed. He had been with Hamilton for more than two years.

Victor Colln, accordionist, presented *Smoke Gets in Your Eyes*. Hamilton violins thruout the dance sets and directs his band with ease. The boys play sweet, and play it as Houston patrons like it. *K. Evans Houston.*

Kitty Davis, Miami Beach

Talent policy: Shows at 9, 12 and 2:30 a.m. Management: Kitty Davis. Prices: Dinner \$1.50; no cover.

The new show at this spot is good. Ralph (Cookie) Cook, an old-timer at the beach, is the emcee, besides doing his scream of comedy in his own act. "Cookie" worked at the Olympia a while ago and packed them and is sure to do the same here.

Lee Sims, pianist, and Illomay Bailey, singer, star in their musical treat, which left customers demanding more at each performance. Act is out of the ordinary. Red Thornton, sketch artist, drew a big hand.

The Airliner is open all night and will remain open all summer.

L. T. Berltner.

Bismarck Hotel, Walnut Room, Chicago

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

Jimmy Joy and band, now members of the Bismarck's "stock band family," are back for their second long run. Music is on the sweet side, just right for this popular dining room.

The spring show features the line of

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Harriet Smith Girls (5), Pierce and Roland, Mel Ody and band specialties. Line opens with a *Zoot Suit* novelty, fronted by Betty Burns, ork's singer, who does a nice job vocally and terpsichorally, an accomplishment for a band warbler.

Pierce and Roland, familiar ballroom team, youthful and capable, do a bolero and speedy Latin routine, both good hotel numbers.

The Joy group exhibits an imaginative arrangement of *St. Louis Blues*, with the maestro playing a chorus on two clarinets. Mel Ody, comedy juggler here before, gags nonchalantly between tricks, involving the usual props. He is young and his style is different. Miss Burns is back for *He's 1-A in the Army*, followed by the springtime finale, in which flowered arches and a lighted swing add a beautiful touch.

Following each show, the girls sell War Stamps to patrons.

Band has four sax, three brass and three rhythm, in addition to Joy's sax. Earl Randall, trombonist recently with Johnny (Scab) Davis, doubles on vocals. *Sam Honigberg.*

The Jade, Dragon Room, Hollywood

Talent policy: Dance band; floorshows at 9:30, 11:30 and 1 a.m. Management: Larry Potter, owner-manager; Chuck Barclay, producer; Cliff Sholander, publicity. Prices: Drinks from 35 cents; no cover or minimum.

The Jade, on Hollywood Boulevard, was established six years ago and has a reputation for good shows. There is nothing extravagant about the shows, as the club lacks facilities for presentation, but they are packed with talent and current 30-minute show is no exception.

Opens with Chuck Barclay emceeing and bringing on Darlene Garner, a blond good-looker who tries vocals to fair results and then socks with a rhythm tap. She's got plenty, including talent.

Lawton and Edwards, dance team, follow with the usual ballroom stuff. First appearance is none too fast, but their second is marked with lifts and turns. They use marionettes to depict dances of the Gay Nineties.

Bill and Doty Phelps, head-balancing act, are a staple in this field and they always click. Working smoothly, act combines acro work and magic. Phelps opens with a head-stand atop a table, and produces cocktails from his pockets when finished. Miss Phelps then balances two cocktail glasses on a dollar bill on a cigarette, then turning them upside down. Phelps does a rope trick before they do a head-to-head. Sock closer has Phelps balancing the girl on a pedestal on his head. Had to beg off.

Al Gayle's orchestra does a good job of accompanying the acts. The Dusty Troubadours entertain continuously at the front bar. *Sam Abbott.*

Casino Atlantico, Rio de Janeiro

Talent policy: Show and dance bands; floorshows at 11 and 1. Management: Sr. Alberto Quatrini Bianchi, managing director; Luiz de Barros, artistic director; Delfe, dance director; Jayme Latout, chief of publicity.

The last of the summer shows, with Principe Maluca, Romel and Dale, and Ann Maria Gonzales featured, will carry thru till April 19, when new show in the renovated room gets under way. Room when finished will be christened "Green Room."

Early show got under way with Diamantina Gomez, emcee, thrashing *Tudo e Brasil*. Four Querillos, youthful males, offered a Risley routine, a bit more polished since last caught. Off to fair applause. June Marlowe, U. S. singer, offered *Maria Perigosa* and *Carminita* to good applause.

The Eva Stachino girls, Brazilian line of 10, offered a tap routine which didn't have much. Costumes fair.

Late show found the room just about filled, with Amilla Winsette, American, teeing off with a high-kick control and acro combo routine to a good hand. Romel and Dale tossed up two dance routines, the lifts and spins garnering good palm pounding.

Principe Maluca, comic, soon warmed the customers. Offered chatter and gags and, with guitar accompaniment, dished out a couple of specials, with lyrics leaning slightly to the blue. Customers called for more.

BILLY GLASON, comedian, is now doing comedy scripts for the *Gay Nineties*, CBS show.

NEW YORK
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STRAND THEATRE, N. Y.
4 weeks beginning May 8th

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just signed for
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HEARTY THANKS TO MY FRIENDS OF THE PRESS FOR THESE KIND WORDS!!!

DOROTHY KILGALLEN . . . N. Y. Journal-American: "Academy Awards BEST NIGHT CLUB ACT; Billy de Wolfe, the Impressionist!"

DANTON WALKER . . . N. Y. Daily News: "Preferred List . . . Billy de Wolfe, one of this column's favorite funny men."

WILLIAM HAWKINS . . . N. Y. World-Telegram: "De Wolfe's versatility and rich wit are rare."

RICHARD MANSON . . . N. Y. Post: "De Wolfe has amazing assurance, ability and charm, his impersonations brought the house to its feet . . . De Wolfe a laugh a minute."

TED FRIEND . . . N. Y. Mirror: "De Wolfe is intelligent, gracious, colorful, talented."

WALTER WINCHELL . . . N. Y. Mirror: "Capsule Critique of the new Versailles show: Delicious, Delightful and De Wolfe."

ED SULLIVAN . . . N. Y. Daily News: ". . . a bright newcomer and well-come addition to the Broadway scene."

MALCOLM JOHNSON . . . N. Y. Sun: ". . . this versatile and talented performer comes through with flying colors!"

FRANK CONNIFF . . . N. Y. Journal-American: "Billy ends up with the audience in the palm of his hand . . . De Wolfe has what it takes as a major league comedian."

ROBERT DANA . . . N. Y. Herald-Tribune: "Billy de Wolfe is a sensational comedian, the most versatile of the new crop."

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

A

Ahern, Will & Gladys (Oriental) Chi, t.
Alexander, Cecil (Family) Scranton Pa., 4-9, t.
Allen, Burns & Cody (Paramount) NYC, t.
Allyn, Jack (Queens Terrace) Woodside, L. I., N. Y., nc.
Alvarez, Anita (Copacabana) NYC, nc.
Anthony, Allyn & Hodge (Park Central) NYC, h.
Arden's, Donn, Revue (Glenn Rendezvous) Newport, Ky., nc.
Arnell, Amy (Essex House) NYC, h.
Ashburns, The (Rainbow Grill) NYC, nc.

B

Bacon, Faith Page (High Way Casino) Fall River, Mass., nc.
Baker, Bonnie (Hurricane) NYC, nc.
Banks, Sadie (Old Roumanian) NYC, re.
Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc.
Barrie, Gracie (Earle) Phila, t.
Barrie & King (Gaston's Monte Carlo) NYC, nc.
Barton, James (State) NYC, t.
Belling, Clem (Rex Grill) Lowell, Mass., 20-May 3, nc.
Belmont Balladeers (Belmont-Plaza) NYC, h.
Belmore, Barbara (Hurricane) NYC, nc.
Belmont Bros. (Pines) Youngstown, O., nc.
Benson, Roy (Commodore) NYC, h.
Bergen, Jerry (Florentine Gardens) Hollywood, nc.
Bernard, Freddie (Old Roumanian) NYC, re.
Bernie, Al (La Conga) NYC, nc.

AL BERKMAN
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Beri, Ben (Roxy) NYC, t.
Bigbe, Dorothy (Queen Mary) NYC, c.
Blackstone (Stanley) Pittsburgh, t.
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.
Blackstone, Nan (Lindsay's Sky Lounge) Cleveland, nc.
Blanchard, Jerry (Queen Mary) NYC, c.
Blanche, Jeanne (885) Chi, nc.
Blanka (Old Roumanian) NYC, c.
Blond Rumba Team (Rayott) Niagara Falls, N. Y., nc.
Boag, Wally (Fensgate) Boston, h.
Bond, Angie, Trio (Rogers Corner) NYC, nc.

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America's Finest Girl Instrumental-Vocal Act
Indefinitely ROGERS CORNER, New York City.
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Boreo, Emile (Latin Quarter) NYC, nc.
Boran, Arthur (Majestic) Paterson, N. J., 25-May 1, t.
Bouvier, Yvonne (Pierre) NYC, h.
Bowes, Major, Unit (Oriental) Chi, t.
Brandon, Joan (El Patio) Mexico City, nc.
Brown, Evans (Spencer) Marion, Ind., h.
Bruce, Carol (Copacabana) NYC, nc.
Bruce, Eppie (Village Bar) NYC, nc.
Bryant, Betty (No. 1 Bar) NYC, nc.
Buckmaster, John (Blackstone) Chi, h.
Burke, Paul (Edgewater) Chi, h.
Burnell, Buster & Billy (Hurricane) NYC, nc.
Butterfield, Erskine (Regal) Chi, t.

C

Callahan Sisters (Baker) Dallas 27-May 8, h.
Calvin, Henry (Music Hall) NYC, t.

CAROL AND SALLY
Dance Stylists
Just closed tour Ohio and Pennsylvania Circuit.
Thanks to
BALDWIN-DAVIS AGENCY
Moose Building Akron, Ohio

Carroll, Bud, & Rosa (Gayety) Norfolk, Va., t.
Carlton & Juliette (Jimmy Kelly's) NYC, nc.

Cheena De Simone
DANCERS
Currently YACHT CLUB, Pittsburgh
Dir.: Sol Tepper, RKO Bldg., N. Y. C.

Chittison, Herman (Ruban Bleu) NYC, nc.
Claire, Lillian (George Washington) NYC, h.
Clark, John (Rainbow) Denver, nc.
Clark, Mahlon (Commodore) NYC, h.
Cole, King, Trio (Kelly's Stable) NYC, nc.
Colt, Phyllis (Glenn Rendezvous) Newport, Ky., nc.
Condos Bros. (Michigan) Detroit, t.
Connor, Ellen (Congress) Chi, h.
Cooper, Jerry (Earle) Washington, t.
Covarro, Nico (Bal Tabarin) NYC, nc.
Cox, Wilma (Versailles) NYC, nc.
Crane, Ford (Melody Club) NYC, nc.
Crawford, Patti (18 Club) NYC, nc.
Cross, Chris (Chicago) Chi, t.

D

Dacta (Rainbow Room) NYC, nc.
Dale, Maryon (Club Frisco) NYC, nc.
Daniels, Billy (Onyx Club) NYC, nc.
Day, Nola (Iceland) NYC, re.
Deering, Dorothy (Glenn Rendezvous) Newport, Ky., nc.
DeLage, Al & Co. (Leon & Eddie's) NYC, nc.
Del Carman, Maria (Club Gaucha) NYC, nc.
Delahanty Sisters (Owl) Chillicothe, O., nc.
Dell, Lillian (Bill Bertolotti's) NYC, nc.
Delta Rhythm Boys (Ruban Bleu) NYC, nc.
DeMarco, Isobel (Teddy's L'Algon) Chi, nc.

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

DeMarco, Joe & Jackie (Villa Madrid) Plattsburgh, nc.
Dennis & Sayers (Rayott) Niagara Falls, N. Y., nc.
Devereaux, Jeanne (Music Hall) NYC, t.
De Wolfe, Billy (Rainbow Room) NYC, nc.
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
Douglas & Jane (Leon & Eddie's) NYC, nc.
Doyle, Eddie & Amy (Merryland) Buffalo, nc.
D'Ray, Phil & Co. (Lake) Springfield, Ill., nc.
Duke, Al (Airway) Cleveland, c.
Dumont, Marie (Crisis) NYC, nc.
Durante, Jimmy & Co. (Colonial) Dayton, O., t.
Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

E

Edwards, Pat (Sawdust Trail) NYC, nc.
Elliott, Leonard (Pierre) NYC, h.
Eustis, Edwina (Music Hall) NYC, t.
Everett & Conway (Holland Inn) Eugene, Ore., nc.

F

Falkenberg, Jinx (Palace) Cleveland, t.
Faye, Frances (Club Charles) Baltimore, nc.
Fern, Pearl, & Eddie (Vienna Plaza) Zanesville, O., nc; (Dover) Dover 4-9, t.
Ferris, Tommy (Singapore) Chi, c.
Fisher's, Bob, Fearless Flyers (Police Circus) St. Louis 13-29.
Flamenco Dancers (Rathskeller) Fall River, Mass., ro.
Foley Sisters (Top Hat) Union City, N. J., nc.
Fontana, Georges (Diamond Horseshoe) NYC, nc.
Franklin, Cass (Fifth Ave.) NYC, h.
Franklin, Hazel (Biltmore) NYC, h.
Frederico & Rankin (Wivel) NYC, re.
Freeborn, Max, Trio (Varsity) Columbia, Mo., 30-May 2, t.
French, Eleanor (Rainbow Room) NYC, nc.
French, Peggy (La Martinique) NYC, nc.
Freshmen, The (Ben Marden's Riviera) Fort Lee, N. J., nc.
Frisco, Joe (Club Frisco) NYC, nc.

G

Gale, Alan (Hurricane) NYC, nc.
Gaynor & Ross (Colonial) Dayton, O., t.
Gifford, Jack (La Martinique) NYC, nc.
Gilbert, Gloria (Latin Quarter) NYC, nc.
Giovanni (Chase) St. Louis, h.
Golden Pair (Pantages) Birmingham 1-3, t; (State) Albany, Ga., 5, t; (Ritz) Brunswick 6, t; (Lyric) Waycross 7, t.

GRANT FAMILY
Week April 30th
Capitol Theatre, Lynn, Mass.
Direction—MAX TISHMAN, 1619 Broadway, N. Y.

Grace & Scotty (Garde) New Haven, Conn., h.
Grandfather's Follies (Lookout House) Covington, Ky., nc.
Grant, Billy (George Washington) NYC, h.
Gray, Gary (Onyx) McKeesport, Pa., nc.
Green, Jackie (Harry's New Yorker) Chi, nc.
Gunsett, Maarsya & Renee (Washington-Youree) Shreveport, La., h.

H

Hager, Clyde (Diamond Horseshoe) NYC, nc.
Haley, Jack (Earle) Phila, t.
Hall, Dale (Papiano's Club Cafe) Salt Lake City, c.
Hamory, Ernest (McAlpin) NYC, h.
Hannon, Bob (Roxy) NYC, t.
Harmon, Ginger (Rumba Casino) Chi, nc.
Harris, Edna Mae (Ubangi Club) NYC, nc.
Haviland, Dick (Corktown Tavern) Detroit, nc.
Hawley & Lee (Regal) Phila, t.
Hays, Virginia (Netherland Plaza) Cincinnati, h.
Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.
Healey, Nancy (Colonial) Dayton, O., t.
Heasley Jack & Bob (Biltmore) NYC, h.
Heath, Bobby (Sawdust Trail) NYC, nc.
Hector & Pals (Roxy) NYC, t.
Hibbert, Bryd & LaRue (Riverside) Milwaukee, t.

Hines, Baby (Cafe Society Downtown) NYC, nc.
Hollenbeck, Mystic (Huron) Huron, S. D., t.
Honnert, Johnny (Embassy) Miami Beach, Fla., h.

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Featuring MARJORIE HYAMS
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Pers. Repr.: Allan Rupert, 1697 B'way, N. Y. C.

Howard, Bunny (Park Central) NYC, h.
Howard, Eddie (885) Chi, nc.
Howard, Johnnie (885) Chi, nc.

I

Ink Spots, Four (Plymouth) Worcester, Mass., t; (Metropolitan) Boston 30-May 6, t.

J

James, Jacquelyn (Mainliner) Des Moines, Ia., nc.
Jason, Bobbe (Old Roumanian) NYC, re.

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Jeanne, Myra (Continental) Chesapeake, O., 30-May 3, nc.
Jericho, Helen (Stamp's) Phila, nc.
Johnny & George (19th Hole) NYC, nc.
Johnson, Judith (Union) Houston, Tex., 27-29, t.
Johnson, Lucille (Belmont-Plaza) NYC, h.
Jones, Owen (Leone's) NYC, re.
Jose & Paquita (Mount Royal) Montreal 30-May 2, h.

K

Kella, Maya (Melody Club) NYC, nc.
Kent, Larry (Beachcomber) NYC, nc.
Kewpie Dolls Beef Trust & Harry Taylor (Frank's Casa Nova) Buffalo, nc.
King, Charles (Diamond Horseshoe) NYC, nc.
King Cole Trio (Onyx Club) NYC, nc.
King, Dolores (Leon & Eddie's) NYC, nc.
King, Patricia (Versailles) NYC, nc.
Kuznetzoff, Adia (Russian Kretchma) NYC, nc.

L

Lambert, Preston (Helsing's) Chi, c.
Lane Bros. (Riverside) Milwaukee, t.
Lane, Eddie (Queen Mary) NYC, re.
Lanyard, Janet (Hanger's) New Bedford, Mass., nc.
LaRue, Sylvia (Hayward) Rochester, N. Y., h.
Lawrence, Paula (Ruban Bleu) NYC, nc.
Lemmo, Jerrie (Arcadia Grill) Canton, O., nc.
Lemmon, Leonore (Queen Mary) NYC, re.
Leonard, Jack (Tic-Toc) Montreal, nc.
LeRoy, Hal (Earle) Phila, t.
Les & Poppy (El Cortez) Reno, Nev., h.
Leslie, Frances (Gaston's Monte Carlo) NYC, nc.
Lester, Jerry (Palace) Cleveland, t.
Lewis, Ralph (Queen's Terrace) Woodside, L. I., N. Y., nc.
Lind, Della (Diamond Horseshoe) NYC, nc.
Ling, Jade (Latin Quarter) NYC, nc.
Lloyd & Willis (Patio) Cincinnati, nc.
Loper, Don, & Maxine Barrat (Copacabana) NYC, nc.
Loring, Lucille (Town Tavern) Rockford, Ill., nc.
Loring, Michael (885) Chi, nc.
Louis & Charle (Edgewood) St. Joseph, Mo., 27-30, nc; (Conventions) Des Moines, Ia., 2-8.
Louise, Phyllis (Moose) Erie, Pa., nc.
Lowe, Ruth (Sheraton) NYC, h.
Lucas, Nick (Hilo) Battle Creek, Mich., nc.
Luz, Dora (Rumba Casino) Chi, nc.

Advance Bookings

EQUILLO BROTHERS: Oriental, Chicago, May 29; Riverside, Milwaukee, June 5.
DON AND JANE FORD: Lake Club, Springfield, Ill., May 23, week.
FIPI D'ORSAY, Marlon Vinay, Thomas and Theresa: 100 Club, Des Moines, May 4 week.

BILL ROBINSON UNIT: Riverside, Milwaukee, May 22.
"FUNZAFIRE" UNIT: Oriental, Chicago, May 22.
JUDY CANOVA: Riverside, Milwaukee, May 29; Oriental, Chicago, June 5.
CALLAHAN SISTERS: Capitol Theater, Washington, May 21; Latin Quarter, Boston, 31-June 13.

Lydia & Joresco (Netherland Plaza) Cincinnati, h.
Lynne & Marianne (Bill Bertolotti's) NYC, nc.

M

McBride, Owen (Music Hall) NYC, t.
McKinney, Nina Mae (Ubangi Club) NYC, nc.
Maison, Gil (Music Hall) NYC, t.
Mangan Sisters (Diamond Horseshoe) NYC, nc.
Marina (Waldorf-Astoria) NYC, h.
Markoff, Gypsy (Yar) Chi, re.
Marks, Tony (Helsing's) Chi, c.
Marlowe, Don (Palace) Newport, Mass., 30-May 6, t.
Marten Bros. & Payne (Rumba Casino) Chi, nc.
Marten, Guy, Sextette (Gaston's Monte Carlo) NYC, nc.
Martin, Frenchy (Famous Door) NYC, nc.
Maysy & Brach (State) NYC, t.
Mazone, Frank (Latin Quarter) NYC, nc.
Meet the People (RKO-Kelth) Boston, t.
Mercer, Mabel (Ruban Bleu) NYC, nc.
Midgley, Doree (Riverside) Milwaukee, t.
Millard, Jack (Mainliner) Des Moines, Ia., nc.
Miller, Susan, & Al Siegel (Palace) Cleveland, t.
Mirth & Melody (Chez Paree) Denver, nc.
Monroe Bros. (Palace) Cleveland, t.
Moro & Chita (Belmont-Plaza) NYC, h.
Morris, Will, & Bobby (Hamid-Morton Circus) Ottawa, Ont., Can., 2-6.
Mostel, Zed (Cafe Society Uptown) NYC, nc.
Mr. & Mrs. Nighthale (Hi-Hat) Lowell, Mass., 28-May 4, nc.
Murray, Jean (Hickory House) NYC, re.
Myrus (Pierre) NYC, h.

N

Nagrin, Daniel (Rainbow Room) NYC, nc.
Na Pua (Lexington) NYC, h.
Naldi, Nita (Diamond Horseshoe) NYC, nc.
Nelson, Diane (19th Hole) NYC, nc.
Nevada, Vicki (Hollenden) Cleveland, h.
New Yorkers (Helsing's) Chi, c.
Nolan & Nolan (Edgewater Beach) Chi, h.
Nonchalants, The (46th St. Theater-Priorities) NYC, t.

O

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

P

Parker, Ray (Park Central) NYC, h.
Paulson, Lehua (Lexington) NYC, h.
Payne, Frank (Ricc) Houston, Tex., h.
Peaches Sky Revue (Olympia Circus, Stadium) Chi 17-May 3.
Perrin, Mac (St. Moritz) NYC, h.
Pierce & Roland (Bismarck) Chi, h.
Poliakova, Nastia (Russian Kretchma) NYC, nc.
Pops & Louie (Regal) Chi, t.
Powers, Marion (Famous Door) NYC, nc.
Prentice, George (Earle) Washington, t.
Price, Sam (Famous Door) NYC, nc.

R

Rabold, Rajah (Oriental) Chi, t.
Rae & Rudells (Oriental) Chi, t.
Rae, James (Palmer House) Chi, h.
Randall Sisters (Harry's New Yorker) Chi, nc.
Ray, Martha (Michigan) Detroit, t.
Raye, Mary & Naldi (La Martinique) NYC, nc.
Regan, Paul (Versailles) NYC, nc.
Reverus (State) NYC, t.
Reverus, The (Spivy's) NYC, nc.
Ricardo, Don & Marian (Iceland) NYC, re.
Rinnac, Giro, & Ork. (State) NYC, t.
Ringo & Harris (Cora & Irene's) NYC, nc.
Riordan, Joe (Mainliner) Des Moines, Ia., nc.
Rios, Rosita (Havana-Madrid) NYC, nc.
Robbins, June (Palmer House) Chi, h.
Roberts, Jack & Renee (Silver Rail) Utica, N. Y., nc.
Roberts, Lucille & Eddie (Hollenden) Cleveland, h.
Rochelle, Ben, & Jane Beebe (Beverly Hills) Newport, Ky., cc.
Rogers, Dee (Bill Bertolotti's) NYC, nc.
Rogers, Roy, Trio (Cafe Sutton) NYC, c.
Rollet & Dorothea (Bal Tabarin) San Francisco, nc.
Romero, Joe (Place Elegante) NYC, nc.
Romero & Rosita (Don Julio's) NYC, nc.
Rossilianos, The (Beachcomber) NYC, nc.

S

St. Clair Sisters & O'Day (Circus at Stadium) Chi 20-May 3.
St. Claire & Day (Earl Carroll's) Hollywood, nc.
Santos, Daniel (Hurricane) NYC, nc.
(See ROUTES on page 60)

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

Angel Street (Harris) Chi.
Arsenic and Old Lace (Walnut) Phila.
Barrimore, Ethel, in Corn Is Green (Nixon) Pittsburgh.
Blithe Spirit (Selwyn) Chi.
Blossom Time (Shubert) Boston.
Claudia (Wilbur) Detroit.
Claudia (Cass) Detroit.
Evans, Maurice, in Macbeth (Erlanger) Chi.
Good Night Ladies (Blackstone) Chi.
Hayes, Helen, in Candle in the Wind (Majestic) Fort Worth, Tex., 29; (Melba) Dallas 30-May 1; (Auditorium) Shreveport, La., 2.
Hellzapoppin (Ford) Baltimore.
Hepburn, Katharine, in Without Love (Metropolitan) Providence, R. I., 29; (Shubert) New Haven, Conn., 30-May 2.
Hi Kickers (National) Washington.
Lederer, Francis, in Pursuit of Happiness (Hanna) Cleveland.
My Sister Eileen (Locust St.) Phila.
My Sister Eileen (Curran) San Francisco.
Panama Hattie (Forrest) Phila.
San Carlo Opera Co. (Shea) Jamestown, N. Y., 29; (Erlanger) Buffalo 30-May 2.
Watch on the Rhine (American) St. Louis.

ICE SHOWS ON TOUR

Freney's, Dot, Star-Spangled Ice Revue (New Kenmore Hotel) Albany, N. Y., 27-May 1.
Ice-Capades of 1942 (Pan-Pacific Auditorium) Los Angeles, until May 24.
Lamb-Yocum Ice Parade of 1942 (Boulevard Inn) Elmhurst, L. I., N. Y.

Vaudefilm Grosses

Stem Grosses Big, With Para Setting Third-Week Record; Others Also Heavy

NEW YORK.—The Main Stem is in a particularly fine groove. Grosses are in the better brackets, altho several hold-overs are still about. The Paramount still remains the shining light on the street, as the house has just had the biggest third week in its history and the fourth and final is headed for the same category.

The Paramount (3,664 seats; \$41,981 house average) is watching big money flow in for the fourth successive week with Tommy Dorsey's band, Paul Regan and film *My Favorite Blonde*. Estimate comes up to \$44,000. Last week, the third, brought a hefty \$54,000, while prior stanzas took \$73,000 and \$80,000. Exit of this bill comes only because of pile-up of product.

The Strand (2,758 seats; \$30,913 house average) opened Friday with bill including Jackie Cooper, Eunice Healy, Abe Lyman's ork and pic *Larceny, Inc.* Figured to do \$44,000 for the opener. Last week's combo with John Garfield, Jerry Lester, Dick Stabile and Gracie Barrie, along with *Dangerously They Live*, pulled a fine \$32,000. Opening session did a brilliant \$45,000.

The Roxy (5,835 seats; \$38,789 house average) has a new layout with Bob Hannon, Toy and Wing, Ben Beri and film *Rings on Her Fingers*. Opening week's take is expected to be a mediocre \$33,000. Last week's program with Hannon, Loew, Hite and Stanley, and Mario

and Floria and *Shores of Tripoli* exited to \$41,000 for eight days. Other weeks took fine \$55,000, \$61,500 and \$58,500.

The Music Hall (6,200 seats, \$84,000 house average), in the fifth week of *Reap the Wild Wind* and stagershow including Gil Maison, is continuing with an anticipated \$74,000. Last week got a big \$83,000, while preceding cantos brought \$95,000, \$115,000 and \$99,000.

Loew's State (3,327 seats; \$20,500 house average) opened Thursday with Jim Barton, Ciro Rimac and pic *To Be or Not To Be*. Anticipations run to \$29,000. Last week, with the *Meet the People* unit headed by Buddy Rogers and Zasu Pitts, along with *A Gentleman After Dark*, got a good \$28,000.

Boston Grosses Holding Up Well

BOSTON.—Business at RKO-Boston has been holding up very well. Grosses for the past three weeks were as follows:

Week ended April 10, Guy Lombardo orchestra and supporting acts, \$24,000. Considered good, due to two Holy days that week.

Week ended April 17, Chico Marx and orchestra with Dixie Dunbar and acts, \$21,500.

Week ended April 24, Count Basie and orchestra with Maxine Sullivan, \$23,000. Drew one-third colored trade, which would stay for two and three shows.

House seats 3,212. Scaled at 33, 44, 55, 66 and 75 cents.

Col., Detroit, Dark; Krupa, Raye Look OK

DETROIT.—Downtown vaude here, which experienced one of its most perplexing seasons in years, quietly flickered out Thursday (23) when the Colonial Theater quit its steady stagershow policy.

The Michigan, which had run only three stagershows since last summer, brought in Gene Krupa and band and Martha Raye for a week opening Friday (24). Should hit in excess of \$30,000.

At the Colonial (1,500 seats; house average, \$6,000), business slumped the last two weeks, falling well below the \$5,000 mark each week. Lack of names handicapped it even more than the weather or automotive unemployment.

Jurgens Picks Up Slow Minn. Start

MINNEAPOLIS.—Starting out slowly in his first local appearance, Dick Jurgens and orchestra, playing the Orpheum Theater here week ended April 23, wound up in a blaze of glory with a strong \$14,500 gross.

Opening week-end was just fair, but with the audiences going away singing the praises of Jurgens, Harry Cool, Buddy Moreino, Lane Brothers, Doree Midgeley and Hibbert, Bird and LaRue, attendance perked up. Spring in the air hereabouts hurt plenty.

Jurgens tied the Gene Krupa gross of the preceding week, and Krupa is quite a favorite here.

King, Ellington Top Five Previous Bills In Pitt; \$18,500 Av.

PITTSBURGH.—Wayne King's orchestra, plus three acts of variety, and Duke Ellington's band, plus Ethel Waters, topped the past five weeks at the Stanley, grossing slightly above average \$18,500 in a period when retail trade sloughed off despite industrial pay rolls that are near all-time highs.

The bill combining King with Ross Wyse Jr. and June Mann, Chris Cross, and the Berry Sisters, hit \$19,500 week of April 3. Screen feature was *Wild Bill Hickock Rides* (WB). Ellington and Miss Waters, with *The Night of January 16* (Para), two weeks previous.

Claude Thornhill's band, Billy Gilbert and *Born To Sing* (Metro), week ended April 23, pulled \$18,500. Preceding week, Jimmy Durante with Red Norvo's band, Mildred Bailey and the Condos Brothers, plus *Mister V* (UA) on screen, managed only \$16,800 despite top-notch critical notices.

For Holy Week, surprisingly good, was the \$17,200 pulled by Blue Barron's band, Fred Sanborn; Val Setz; Dick, Don and Dinah. *Sullivan's Travels* (Para) was film fare. Current is Blackstone's magic show, with *The Lady Has Plans* on screen. Stanley seating capacity, 3,600. Prices, 30, 40, 55 and 66 cents.

Buffalo Sock 20G; Century Take Lags

BUFFALO.—The 20th Century (seating capacity, 3,000; house average for films only, \$8,500) opened to big house for the week of April 24, with Benny Goodman, who should garner a huge gross. With Goodman are Shea and Raymond and the Ambassadors. Featured in the ork are Peggy Lee and Art London and Goodman Sextet. For week ended April 23 the Century lagged with \$12,000. Lou Breese band and Gertrude Niessen took top billing with the Little Tough Guys, Johnny Burke and Ruthie Barnes filling out the bill. Film was *Tuttles of Tahiti*.

Buffalo (seating capacity, 3,500; house average for straight pic, \$11,800) did marvelously well for week ended April 23 with the Ink Spots and Ella Fitzgerald and ork grabbing a sock \$20,000. Surrounding acts were Stump and Stumpy and Red and Curley, with Tommy Mulford and Taft Jordan, of the ork, also billed. Screen fare, *The Remarkable Andrew*.

Indianapolis Big

INDIANAPOLIS.—The four-day run of the initial vaudefilm bill at the newly opened B. F. Keith's Theater (1,200 seats) grossed a phenomenal \$5,710. The stagershow was *Gay Nineties Revue*. On screen, *Shut My Big Mouth*.

Crosby Strong

LOS ANGELES.—Bob Crosby and orchestra closed a strong week at the Orpheum here April 18 with \$11,200. Gross was exceptionally good for ork that had played 19 weeks at the Trianon Ballroom in near-by South Gate. Pic fare was *Honolulu Lu* and *Week-End for Three*.

House seats 2,200, charges 30, 44 and 55 cents and has an average gross of \$6,500.

Wayne King 38G, Bowes 18G in Fair Chi Week; Kyser's Session Drew 57G

CHICAGO.—Looks like a fair week (starting April 24), but nothing compared to the April 17 session, which had stronger box-office attractions and a week of vacationing kids. Current stanza is hampered by the seasonal apartment-moving week.

Chicago (4,000 seats; \$32,000 house average) has a seasonally good name in Wayne King, whose band unit is an annual feature here. Opened nicely Friday (24) and week's total should reach a good \$38,000 figure. *The Lady Has Plans* on screen. Week of April 17 house had the best box-office show since Bob Hope's

last appearance a couple of years ago. It was all due to Kay Kyser, who exceeded all estimates by winding up with a \$57,000 gross. He walked out with about \$18,500 for his end. Last time Kyser was here was some four years ago when he moved in following a run at the local Blackhawk Cafe and introduced to theater fans the *College of Musical Knowledge* stunt. He more than doubled his earnings of that week.

Oriental (3,200 seats; \$18,000 house average) had only a so-so opening Friday (24) with a patched-up stagershow that co-features a Major Bowes unit and

Rajah Raboid. Estimate calls for an average \$18,000 gross, the Bowes names still worth some money at the box office. Screen has second run of *Call Out the Marines*. Week of April 17, Martha Raye and acts attracted a good \$20,000. Miss Raye's name and the Kyser overflow did the trick. Screen had *The Man Who Returned to Life*.

HEY RUBE PLAN

(Continued from page 5)

of stagehands' union), and Grafton J. Fox, treasurer (secretary-treasurer musicians' union).

Trustees include Rolland Trees, president of the billposters' union; Art Phillips, World War I entertainer; Jack Frost, magician; Bill Conine, KMOE program director; Harry Schwartz, owner of KMOE and president of the Tulsa Federation of Labor; Sam Avey, wrestling promoter; C. E. Meeker, Mullins Amusement Enterprises; E. C. Vicker, veteran local showman; Jack Glines, carnival and circus advance agent; Billy Dale, gag man; Herb Lateau, KVOO chief announcer, and David Milstein, ASCAP attorney.

NEW YORK, April 25.—Idea of using the slogan "Hey Rube," outdoor show business trouble signal, as the rallying cry of show business participation in the war effort originated with the William Morris Agency four months ago in a series of trade paper ads.

Extensive organizational activity on Hey Rube was planned at the Morris Agency and then turned over to USO-Camp Shows, Inc., for further promotion. A Morris Agency exec explained that the ads were designed to arouse interest in organizations thruout the country and stimulate them to form their own chapters to provide for immediate local needs, as in the case of the Tulsa organization.

SHOW MUST GO ON

(Continued from page 5)

for arranging with citizens' defense corps to have theaters designated as air-raid warden posts and provided with staffs of wardens and assistants for the orchestra, balcony and other parts of the house.

Where there are "non-sync" machines, if the show is stopped they should be played to keep the interest of the people off the crisis. Where there are stage-shows, it is possible to engage in community singing.

An announcement that the show will continue should be made; that the audience will please remain in the theater at the request of the authorities and that they are safest inside the building.

The theater warden, from his position in the orchestra, is responsible for deciding when announcements should be made, when warnings should be given, when evacuation should be ordered. In the event of a direct hit the pamphlet declares the warden must determine immediately whether the audience should remain in the theater or be evacuated. It declares that in case an incendiary bomb lands on the roof and is under control of the fire watchers, the warden may decide that patrons would be safer if they remained in the theater.

Philly Earle Tops 18G; Fay's Is Poor

PHILADELPHIA.—Earle Theater (seating capacity, 3,000; house average for straight pic booking, \$14,000) back to more normal levels following Benny Goodman's capacity week with a swell \$18,600 in the till for the stretch ended Thursday (23). Billing was split three ways between Connie Boswell, Johnny (Scat) Davis ork and Cliff Nazarro, with Chester Dophin the added act. Gloria Van, Bob Reynolds and Tony Cabot, out of the band, supported. Screen, stronger than usual, is *Sullivan's Travels*.

New bill opened Friday (24) decks out a brighter marquee, with Dick Stabile's orchestra, featuring Gracie Barrie and Paul Warner, Jack Haley and Hal LeRoy, but even with the screen a help in *Always in My Heart*, week got off to a sluggish start and points to a dull \$17,000.

Fay's Theater (seating capacity, 2,200; house average \$6,900) called it a swan song for the week ended Wednesday (22). City ban on the burly queens which made for a strong lure at the gate, gave the house another feeble \$4,400, with the result that management decided to shutter the emporium. Fay's always goes dark in the summer and will light up again late in August. Closing bill, with straight vaude fare for the second week since the strip ban, was topped by Eddie White and included Ben Yost's Singing Models, Haynes and Perry Judson, Cole Stewart and Lee, Gae Foster's Roxettes and Billy Klaks's orchestra. Billed as a *Red Hot and Beautiful* revue, but no go for the cash customers. Screen showed *Blondie's Blessed Event*.

WLW Boone County \$12,588 in Dayton

DAYTON, O.—Coin keeps jingling at the Colonial Theater box office, with grosses going over the top for several weeks in succession now. Latest to jump far ahead of the house average was Station WLW's Boone County Jamboree, which hit the bell for \$12,588 for week ended April 23. This was considerably over the house mark set by the hillbilly unit at the Colonial last season.

The Boone County unit included Lazy Jim Day, Girls of the Golden West, Pa and Ma McCormick, Prairie Sweethearts, Curly Fox and Texas Ruby, Drifting Pioneers, Roy Starkey, Hugh Cross and His Radio Pals, Grandpappy Doolittle and Hal O'Halloran.



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SCHELL SCENIC STUDIO, Columbus, O.

Strand, New York

(Reviewed Friday Evening, April 24)

Tho a lot of attractive names are billed this week, the show looks better on the marquee than on stage. Pic, *Larceny, Inc.*, is one of the funniest in some time, however; so biz should be good.

Jackie Cooper does a p. a. and opening night got a sympathetic reception. Lad is a man now, but his patter is written to make him seem like a cross between Skippy and Henry Aldrich, grown up and suffering from arrested development. Much of the stuff fell flat, and only Cooper's ingratiating personality saved him. After the awkward-age gagging he does a turn at the drums, where he isn't good, but loud. Audience enjoyed his cute mugging.

Abe Lyman has his band in with some cagey material, but ork's performance is unexciting. Starts show with *Jersey Bounce* and also does a glee club arrangement of *Melancholy Baby* in dirge tempo. Very melancholy and unoriginal. A Gershwin medley is somewhat better. Applause for all was on the mild side.

Eunice Healey goes thru her agile tap routine in customarily expert fashion and draws nice mits with her prouettes. Well costumed and material still fresh enough to get across.

Radio Aces, three bolsterous gagsters, are out of order thru most of their stint, with too much nance stuff and other material that ought to be buried. Start off with socko harmonizing on *Let the Rhythm Go to Your Feet*, with lads using their flexible voices in imitations of various rhythms. Taste goes bad in an "impression" of a Negro prayer meeting, which is seldom funny and usually forced. Wind up with a song which says that Americans are not concerned with the Japs or Hitler, but only Dick Tracy, Jack Armstrong, etc. Assuming the thing belonged in their routine at all, it should have been incinerated December 7. They drew some laughs, but can do better.

The Three Sailors fare well with their knockabout stuff, including the slow-motion fall, rope-skipping act and burlesques of tango dancers. Boys have it.

Billy Sherman, Lyman singer, works out on *Tangerine* and *Miss You* in dramatic fashion. Voice isn't too true, but appearance is okay and he is strong on the selling.

Rose Blanc, other Lyman canary, offers leather-lunged versions of *Little Cousin*, *Somebody Else Is Taking My Place* and something called *Hey, Man*, in which clever lighting is used. Gal has pep and makes up in salesmanship what she lacks in musicianship.

S. R. O. opening night. *Dick Carter.*

Chicago, Chicago

(Reviewed Friday Afternoon, April 24)

For several years now Wayne King has been turning up in this house with unfailing regularity, bringing a band unit that is far above the ordinary. The acts themselves somehow take on added luster in the company of this brilliant musical organization, which is still cash-

Vaudeville Reviews

ing in handsomely by adhering to the sweet and melodious.

The music is sugary yet commercial and soothing to the nth degree. King sells his fare with natural showmanship and welcome informality. The show again is expertly lighted.

Band opens with a waltz medley, followed by Chriss Cross and his comedy ventriloquism, using his hillbilly dummy and a couple of radium dolls—one, a Negro character impersonating the Ink Spots, another (new), a torch songstress. Cross has a fine sense of timing, evidenced thruout the turn. Went big.

A pop tune medley is the next band treat, with the Tanner Sisters (3) coming in on the last chorus of *White Cliffs of Dover*. They remain for several numbers, delivered in good harmony. The girls are easy to watch, having the goods vocally and pictorially. Their up-to-date rendition of *Listen to the Mocking Bird* is a clever arrangement.

King becomes the serious maestro momentarily for his elaborate arrangement of *By a Sleepy Lagoon*, which is plenty meaty. Then comes the awaited session of his noiseless vocals that always go over.

Rose Wyse Jr. and June Mann work their comedy acro act next-to-closing. Offering gets plenty of laughs, particularly the adagio bit in which Ross awkwardly shoulders the lanky Miss Mann about the stage.

Band winds up with *Chattanooga Choo Choo* and its theme, while King is up front extending the customary thanks.

On screen, Paramount's *The Lady Has Plans*. Biz okay end of first show opening day. Gene Krupa and band and Connee Boswell come in Friday (1) for a scheduled two-week run.

Sam Honigberg.

State, New York

(Reviewed Thursday Evening, April 23)

Plenty of flash, showmanship and color in the current bill, headed by James Barton in the first half and Ciro Rimac's zingy unit for the second. With *To Be or Not To Be* on the screen, opening day played to a continually packed house.

Opener was Masy and Brach, unicycle team. Both man and woman performed on gradually higher cycles, with fancy balance work and mid-air dancing, finishing with hoop balancing on the forehead and a flashy spin of 11 hoops. Went over big.

The Revuers, a group of five clever kids who started out in Greenwich Village a couple of years ago, impede their performance with a skit on Philadelphia, satirizing a corny vaude act, which is downright awful, and a skit on show business jargon, which has a lot of laughs for the trade but lacks public appeal. Closer, however, is a corker—a satire on composing song hits, which was full of clever business and screwy dialog, containing a laugh a line.

Jim Barton was his seasoned, polished self, doing a show-stopping performance. He killed the house with his *Mad Dog* number, first warming them up singing *How Come You Do Me Like You Do?* and *Annabelle Lee*. Barton still has plenty on the ball and best of all a sense of showmanship. Terrific from start to finish.

Second half is in the hands of Ciro Rimac and his bundles of energy. Rimac sings, dances, clowns and does a beautiful show. His son, Charley-Boy, also a sax player in the band, is one of the fastest Cuban dancers around, doing his bits with Mechita Verella. Both are lively as a three-alarm blaze.

Rimac does a samba bit with Estrellita Pena, who then singles with a castanet number and leads some flashy conga work. Alzira Camargo dresses like Carmen Miranda and on her own does some excellent work. All three gals are strong on looks. Entire unit is fast, furious and excellent.

Ruby Zwerling in the pit for the first half. *Sol Zatt.*

Colonial, Dayton, O.

(Reviewed Friday Afternoon, April 24)

It's a one-man hellzapoppin performance that Jimmie Durante puts on after a rather lethargic program by Red Norvo and his band and several more or less indifferent performers.

Jimmy attacks on all fronts, ushers and audience alike, and ribbing the band boys unmercifully. He rubs noses with the band's singer, allows Eddie Jackson, a former partner with him in the act of

Jackson, Clayton and Durante, to do a little stepping in old-time style; tells corny jokes, sings in raspy voice and plays a piano duet with Norvo, bawling out the band leader every few seconds for attempting to steal the limelight.

All this makes little or no sense, but the audience takes to it for what it is worth, and it looks as if Jimmy should have a big week.

Red Norvo bows to the saints of latter-days music in most of his numbers, with the brass fairly blatant thruout. Numbers like *I Got Rhythm* and *Bugle Call* are leaders in this type of music. There are two soloists, Kay Allen, who sings *I Don't Want To Walk Without You*, and Fran Snyder, who warbles *White Cliffs of Dover*, both fair.

Rest of the show consists of Nancy Healy, who offers taps in waltz and rumba time, as well as some buck and wing dancing of the 1910 variety, and an exceptionally fast skating act by Gaynor and Ross, who perform on a small raised platform. Feminine member is subjected to some dizzy and dangerous whirls.

Red Norvo plays the xylophone, but the results are quite ordinary. Eddie Bert does a trombone solo that technically classifies him as "hot."

Picture is *What's Cookin'?* *Rob Adams.*

Roxy, New York

(Reviewed Thursday Evening, April 23)

Altho the current layout, because of a dismal pic, will probably not be a marathon run, bill is designed with the usually careful production of the longer running combos. Vaude talent is huddled together for the most part, with the house production providing a minimum break between acts.

Toy and Wing open doing an Oriental prelude to their regular stint of sprightly jittiebugging, two numbers of which netted a nice hand. Wind up with ballet in swing, which similarly made a nice impression. Tricks and routine are highly commercial. Get the benefit of house production here, with the Roxyettes providing atmosphere which does not detract from the team's terping.

Hector and Pals, standard canine antics, follow, with Hector delivering fast patter with the help of a femme foil. Did the accustomed act and walked off to a good return.

After a run in *Sons o' Fun*, Ben Berl is back with his juggling and comedy. While his tricks are mostly standard with jugglers, fine comic points and excellence of delivery make his turn a standout. Went over big.

Bob Hannon, house emcee, in fine voice, delivered a trio of numbers and headed a community sing which got fine audience co-operation. Last number, *Deep in the Heart of Texas*, marks cue for entrance of the house line escorted by a dozen males in cowboy costumes for a sprightly closer.

Besides the closer and the opening atmospheric presence, line's other effort has them draped in bells, each femme wearing a different pitch to ring out *I Don't Want To Walk Without You*. Good number, except for the opening, which has the gals prancing too long. Starting bell effect was a terrific, annoying din.

Opening night had a good house, but it's not expected to last because of critical pouncing on film, *Rings on Her Fingers*. *Joe Cohen.*

Oriental, Chicago

(Reviewed Friday Afternoon, April 24)

Current bill is divided into three sections—a brief Major Bowes unit, a couple of vaude acts and Rajah Raboid's mental session. While hodge-podgy in content, it is a fairly smooth show if not always entertaining.

The Bowes chapter has eight acts, most of them not strong enough to stand up on their own. Duke Art Jr. acts as emcee and at show caught did not do his advertised "plastique comic" specialty, possibly because the show ran too long. He's not a bad emcee, handling the introductions with brevity and alertness.

Best commercial bet is Viola Layne, songstress with a winning personality who offers impressions of such personalities as Bonnie Baker, Ethel Merman, Shirley Temple and Carmen Miranda. She is quite exact in her work, even tho a couple of her subjects are not timely. Leads the *How About You?*

finale in her own voice. Has good possibilities.

The Three Hearts, rhythm tapping girls, open the show with a fair routine. Henry Leonard is next with a musical novelty in which he plays rubber and tin gadgets. Annabelle Hill, colored femme who sings in a baritone voice, went over dramatizing *Old Man River* and *White Cliffs of Dover*. Jerry Bergman, magician, works in pantomime and has a running and funny ball belching hit. Stayed on briefly, executing tricks with artificial flowers and silk handkerchiefs. Not bad.

The Harmonica Bees (three boys) work too hard for their own good. Produce physical comedy effects, as a consequence, when such effects are out of place. Hank James, crippled colored whistler and dancer, scored with his routine on crutches.

Rae and Rudells and Will and Gladys Ahern are the in-between acts. Rae and Rudells are a trampoline trio (two men and a girl) offering a fine display of acrobatic, rope jumping tricks on the apparatus. One of the boys works in a big misfit. Each one of the trio is featured in some difficult stunts.

Will and Gladys Ahern work in Latin costumes and repeat essentially the same act. The rope-spinning dances are difficult and smoothly performed. Will's patter has a number of new war gags; some go, some don't.

Rajah Raboid puts over his mental act because he is a showman and a hard worker. You think you are going to dislike him when he walks out but you change your mind before he is thru. Has a nice, fast spiel.

On screen, *Call Out the Marines*. Biz fair second show opening day. *Sam Honigberg.*

20th Century, Buffalo

(Reviewed Friday Evening, April 24)

This house is really in the big time vaude line-up now, what with the Queen City getting name bands and name acts every week regularly for the first time since the old vaude days. Current attraction is Benny Goodman's band and two sock acts, the Ambassadors and Shea and Raymond, and show obviously has b.-o. appeal. The Goodman combo presents a solid hour of entertainment mostly of the well-known Goodman brand of swing and rhythm. Continuity and running of show was impaired on night caught, however, because of a *Spotlight Band* broadcast for Coca-Cola, which scrambled the act line-up. Still it carried plenty of zip.

From the moment King Benny's boys strike out with *Let's Dance*, theme song, the combo is in the groove and up to the usual high Goodman standards. The five brass (two trombones and three trumpets), five sax and four rhythm, plus Goodman's famed clarinet, stick to swingeroods and pops and offer such tidbits as *Don't Be That Way*, *String of Pearls*, *Jersey Bounce*, *The Earl*, *One o'Clock Jump* and *Sing Sing Sing*. The band's Sextet comes in for some fine standouts, while Mel Powell's pianology goes over big in solo spots, as does Vito Musso's sax tooting, Ginny Maxwell's hot trumpet and Red McGarrity's sweet swing trombone.

Maestro Goodman works hard out front, getting attention with his clarinet work and conducting show in good, easy-going manner. Vocalists Art London and Peggy Lee have their innings, London giving out on the ballads with a mellow baritone. He does *I Don't Want To Walk Without You*, *Deep in the Heart of Texas* and *Zoot Suit* to a big hand. Miss Lee, an attractive blonde, has a good set of pipes and does okay on *Somebody Else Is Taking My Place*, *Sky-lark*, *My Little Cousin* and *Let's Do It*, displaying plenty of versatility with these selections. She clicked handily.

Vaude contingent is good and opens with the Ambassadors, an acro trio

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of attractive gals, who sell their act well. They do all kinds of flips, whirlwind somersaults and similar stunts and highlight their work with a rope-skipping novelty.

Shea and Raymond do a sock job on ballroom satires. Open routine with some neat screwball terpsing, but really get hot when effectively ridiculing various types of Latin ballroom exhibitions. Boys' funny headgear and pantomime and deadpan antics put this over. Satires on rumba stepping and jitterbug jamboree were just as good. Could have come back for more, but broadcast cut short remaining time.

House was packed with standees opening night. Pic is *Sleepy Time Gal*.
Eva M. Warner.

Earle, Philadelphia

(Reviewed Friday Afternoon, April 24)

There is plenty on paper for this trip but in the running it's a dull and spiritless show. However, customers turned out in fairly good numbers for the late afternoon show caught.

Show, as usual, is built around the band on the boards. This time it is Dick Stable, and it is an acceptable brand of heavy rhythms his crew of 13 pound out.

However, neither the maestro or the ensemble own up to any flashes of showmanship that makes for selling. Paced by the maestro's own alto sax wizardry, they play *Lady Be Good*, *A String of Pearls*, *All the Things You Are* and *Jersey Bounce*, but it's nothing beyond the mere playing.

Wind-up is delegated to Jack Haley, and instead of giving it that much-needed lift, it's a terrible letdown. Relates a round of stories, some funny but most of them not so. Moreover, his careless manner of delivery was not conducive to making the all-important spot count. In fact it was a far cry from the Jack Haley seen here before Hollywood made an imprint on his style.

On the distaff side is Hal LeRoy, still the toe-tapping virtuoso par excellent. Did three foot movements in one and, tho on early, was the high-water mark of the bill.

Also going far in making the hour's visit worth while is Gracie Barry (Mrs. Stable), now doing the canary turn with the band. Looking as lovely as ever and still at the head of the class in selling songs, she opened with *Arthur Murray Taught Me Dancing in a Hurry*, followed with *I Don't Want to Walk Without You*, *Baby* and clinched it with her George White *Scandals* stand-by, *I Got To Get Hot*.

Paul Warner, band guitarist, steps out to sing *I Miss You*. The romancy baritone registers but fails to impress.

Screen supports with *Always in My Heart*.
Maurie Orodnenker.

Fay's, Providence

(Reviewed Friday Afternoon, April 24)

Working before a small audience, opening show still managed to stir up fair amount of enthusiastic response.

Joe and Betty Lee on first, following overture by Al Jahns's orchestra doing *Prelude in G-Sharp Minor* in swing tempo; *Dear Mom*, with vocal by Jahns, and *One o'Clock Jump*. The Lees are kids and their teen-age youth is out of keeping with the stiff, formal waltz routine with which they open. Following with a fast-tempoed South American dance, they do better, and really win the audience with a flirtatious routine done to *Tea for Two*. This might better be used as their opener. A *Jersey Jump* encore set them solid.

Frank Duke, yodeler, follows with a dual-voiced rendition of *Sunshine of Your Smile* amusingly done, a straight yodel, finishing with *Laugh, Clown, Laugh* presented a la Mr. Hyde for no particular reason. Done straight it would get as much applause—and not scare the kids.

The Pelletiers, man-woman duo, do a neat equilibrist turn, and for a finish man balances a fox terrier on its fore

THE FOLLOWING ACTS WILL PLEASE CONTACT

NAT D. RODGERS

Evangeline Hotel ALEXANDRIA, LA.
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Have three weeks' run in Army Camps that I can use you. Rita and Elton have advised that I contact you.

paws on a walking stick. Grace Drysdale follows with dancing hand puppets, stepping out of her draped cubicle at the finish to show how the dolls are put thru their paces.

Fay Rafael, Java-born violinist of concert platform caliber, is out of place in this sphere. However, Miss Rafael's artistry is unquestionably excellent, proved in three classical numbers done with remarkable fingering and strong, sure bowing.

Jones and Rea have brought their old-time sketch, *The End of the Line*, up to date, retaining much of the old dialog, however. It's still funny and went strong.

Paul Nolan, juggling silk hats and tennis balls, closes. An easy comedy style puts his stunts across well. A woman assists on props.

On screen, *Kennel Murder Case*.
Charles A. Ross/Kam.

N. Y. Spots Give Up Court Fight? Open With Vaud

NEW YORK, April 25.—Gaiety and Eltinge theaters, former burly houses, opened yesterday on a sepia vaude policy. Licenses for the operation of the houses were granted Wednesday. New policy came as a result of the failure to get burly licenses renewed. The first court battle to reopen with burly was unsuccessful when Justice Aaron Levy upheld the right of License Commissioner Paul Moss to refuse license renewals. Appeal to the higher courts has not been made.

The Republic, other burly house affected, will reopen as a newsreel theater. Date is not yet definite, as house is undergoing a refurbishing.

Opening bill at the Gaiety has Benny Carter's ork, Stepin Fetchit, Freddie and Flo, Struck Flash, Sally Gooding, and a 12-girl line produced by Elmer Dade. Eltinge bill includes Edgar Hayes ork, Crazy Cats, Burns and Gibbons, Al and Freddy, Jenny Dancer, and a line.

Phil Rosenberg office continues as booker.

4-A Takes Control Of AGVA Money Bag

NEW YORK, April 25.—Gerald Griffin lost the first round in his effort to continue as executive secretary of the American Guild of Variety Artists after his recent discharge by the International Board of the Associated Actors and Artistes of America when it vacated all of the officers of AGVA from their posts several weeks ago when the Four A's took control of AGVA's funds thru the signatures of Henry Dunn and Billy Glason.

Four A's took this action after Griffin last week informed the press that he would not vacate his office nor turn over the funds, amounting to more than \$7,000, on the ground that he was removed from his post illegally. Four A's ignored Griffin's protests and used the signatures of Dunn, as treasurer of the organization, and Glason, who was granted power to sign checks some time ago. Officials of the Four A's now aver that Griffin's fight will have to be from the outside looking in. Griffin, at the same time, issued another statement, repeating his charges that the Four A's acted without legal power and comparing the control of the Four A's over AGVA to the control Germany exercises over France.

Sally Rand in Jam With Booker Levey

SEATTLE, April 25.—The recent visit to Seattle of Sally Rand for a time almost left her out on a limb. In a complaint in Superior Court, booker Bert Levey charged she still owed him \$826, a balance from the 10 per cent commission of the dancer's earnings for 26 days' bookings he obtained for her and her husband. Levey filed a garnishee action, and secured an attachment upon her "personal property or effects," which were declared to be in the possession of the manager of the Show Box, where the couple were appearing. A settlement was made.

Miss Rand played to packed houses here.

Maine Again Taking Vaude Units, Names

PORTLAND, Me., April 25.—More flesh attractions are being seen in Maine today than at any time in the past five years. Presentation units and bands are hitting Portland, Bangor, Augusta and Waterville regularly, while smaller towns are getting an occasional live show or band.

The Civic Theater here is setting the pace with such attractions as Ann Corio, Chico Marx, Louis Armstrong, Ina Ray Hutton, *Meet the People*, Count Basie, and the Marcus Show.

Reaction at the Civic has been terrific, and the management has under consideration reopening the second balcony.

GAS ORDERS AWAITED

(Continued from page 3)

future, which might cast a spell of gloom over the one-night band business. Biggies of the business, however, prefer to feel that the government will recognize show business's need to carry on for the morale of the country, in both civilian and army life and will grant the business a priority on gasoline and tires.

PHILADELPHIA, April 25.—Protest will be entered with the gas rationing board in behalf of performers by Dick Mayo, executive secretary of the local AGVA here. A gas curb would virtually put club performers out of work. Mayo says most of the one-night dates, especially at this time of the year, are at country clubs outside the city. As a result, a sharp limitation on gas might allow the performer to work only a single night in a week.

Mayo points out that performers use their cars to play benefits at near-by camps and all over town. Gas rationing might mean cutting out such patriotic efforts.

Outdoors Affected

NEW YORK, April 25.—Should the gas ration announced by OPA go thru, the outdoor industry will be as heavily affected as other branches of the business, maybe more so, because outdoor operations are just getting into swing. OPA has not yet made a minute breakdown, at least for public consumption, of what constitutes personal operation of autos and just what the commercial set-up is or is declared to be. On carnivals and circuses, for instance, there are many so-called pleasure cars, but these are used so that the personnel can reach the next stand. Particularly hit will be the beaches and resorts, especially those that depend on tourist and out-of-town trade for their top grosses.

Motorized shows will be directly af-

ected. Several outfits in that category own fleets of as many as 40 to 50 trucks. Consolation is that carnivals move only once a week. Motor circuses make shorter jumps, but they're on the go virtually every day and need an abundance of petrol. Fairs are bound to have their gates cut into considerably, as the agricultural annuals play to plenty of people from a wide radius. Amusement parks will be less affected than other branches.

WAR BOARD FORMED

(Continued from page 3)

Hollywood Victory Committee, which is the clearing house on the West Coast.

According to Blanche Witherspoon, executive secretary of the committee, talent is being asked to register with the committee and not accept free engagements for War Relief until the committee authorizes them. Other temporary officers include Bert Lytell as chairman.

Initial meeting was held Monday and attended by 60 show business executives representing every phase of the business. Upon Sauter's return from Washington, plans will be drawn up to elect permanent officers, a board of directors and work out a plan of operation for the financing of the group. Up to now, the performer unions have been supporting the Co-ordinating Committee and will continue to do so until finances are arranged.

SUGAR'S DOMINO

(Continued from page 4)

the Four A's will do something about making a clean sweep of the benefit problem beyond the exigencies dictated by a nation at war.

But let us not give less credit to the Four A's for its demonstration of good sense in forming the committee. The success of the committee seems fore-ordained because of the fundamental soundness of its purpose as well as the wisdom displayed by such leaders as Bert Lytell, Lawrence Tibbett and Blanche Witherspoon in calling in as aids representative men and women of every branch of the theatrical industry. The aim of the committee is primarily to help the actor, but if it succeeds in what it has set out to do managers will benefit as well and, as already set forth, the various agencies that are taxing the strength of the actor by their constant and (in most cases) worthy demands will benefit immeasurably.

We pledge the committee *The Billboard's* wholehearted co-operation. We as an individual shall also help in any way that is within our power. And again we express what has up until now been the forlorn hope that the committee will function as a permanent body, applying itself after the war to the whole body politic. But in the meantime LET'S PULL TOGETHER AND WIN THE WAR!!!

LEONARD GAUTIER'S★
THE BRICKLAYERS?
Currently 44th ST. THEATRE, New York
with
Clifford Fischer's "Keep 'Em Laughing" Co.
Unanimously selected by the New York critics as the outstanding act in the show.
Direction: MEYER B. NORTH

ALLEN, BURNS & CODY
"ACROMANIACS"
Harold Humphrey, in *The Billboard*, says: "Allen, Burns and Cody, young male tumbling and acro artists, rip thru a fast routine sprinkled with difficult handstands, three-high turns and an assortment of cartwheels with the three lads entwined around each other. Boys netted more applause at show caught than has ever been heard in this house by this reviewer."
Just completed 4 consecutive weeks at PARAMOUNT THEATER, New York.
Week May 1 to 8
CHICAGO THEATER, Chicago.
Exclusive Representatives:
Harry Nathano and Phil Offin
48 West 48th St., New York

Burlesque Notes

(Communications to New York Office)

NEW YORK:

JAI LETA, dancer, and Al Samuels, a new duo, have closed on the Western Circuit and are now playing clubs, with Jai doing strips and songs and Al comedy-emcee and vocals, also songs and dances together. Opened at the Ritz Club, Columbus, O., April 20 for an indefinite stay. . . . PALMER COTE, on the Western Circuit, lost his voice in St. Louis, which forced Billy Pitzer to jump in and finish the week. Later Pitzer left to take charge of the front of Bill McCloskey's *Zorima* show on the Royal American Shows. Cote joins the same outfit after his burly tour. . . . GLADYS CLARK was compelled to leave her USO unit here to be present at the funeral of her dad. . . . JACK MONTGOMERY, producer, now doing the new stock show at the Casino, Pittsburgh. Also taking care of roadshows on the one-nighters. . . . ROSEMARY MURPHY, of the Murphy Sisters, with Beef Trust Watson, was surprise-birthday-partied April 18 backstage at the Hudson, Union City, N. J.

MARGIE HART extra-attractioned at the Grand, St. Louis, April 16 week. Manager Dick Zeisler says she drew \$5,300 the first three days, Friday, Saturday and Sunday. . . . BUSTER LORENZO, former burly comic now in Hollywood, has been cast for a berth in Abbott and Costello's new pic, *Pardon My Sarong*. . . . EMPIRE, Newark, folded for the season April 18. . . . ANN CORIO to return to Hollywood to make a new picture, *Jungle Siren*, with Buster Crabbe. . . . NATOMA (not Jerry LaRose) has teamed with Gail Stephenson. Now in their third week at the Swing Club, Rochester, N. Y. . . . JOEY FAYE, comic, now in vaude with the abbreviated version of *Meet the People*, has signed for *Strip for Action*, a legit, due in the fall. . . . MARIAN WAKEFIELD remains all summer as feature at Grossinger's in the Catskills.

HIRST unit No. 9 terminated the season April 18 at the Hudson, Union City, N. J., with Bobby Morris, comic, going from burly to debut as a nitery funster in Lew Walters' new Latin Quarter here for 10 weeks thru Miles Ingalls. Bobby did night clubs last, also vaude, 10 years ago, but as a dancer. . . . MARION MORGAN, selected by experts as the No. 1 strip find of the season and with 39 consecutive weeks in Unit 9 to her credit, opened April 19 at the Gayety, Baltimore, the start of a spot tour. . . . JIM CAVANAUGH, straight-singer, opened April 22 with a quartet and a girl accordionist in a USO unit at Fort Bragg, N. C. . . . TINY FULLER, comic, with Harry Jackson and Dorothy Sevier, will be tripling in a new vaude act. . . . BEEF-TRUST WATSON will rest up for a spell at his home in Belmar, N. J., and consider an offer from Ben Kanawitch to open at Sea Girt Inn, N. J., for the summer. . . . FRANCES WHITE took a week off and

opened May 1 at the Troc, Philadelphia. . . . NADINE MARSH vacations at the race track and then returns to the Hirst Circuit. . . . ELEANOR KAYE, dancer, has gone to the Globe, Boston, with others on the wheel to follow.

TIRZA, following her lengthy tour of Midwestern burly houses, opened April 16 for two weeks at Club 26, Milwaukee, thru Allan Rupert. . . . HANK HENRY, comic, on a temporary army deferment, is playing local and near-by vaude houses in an act with Leah Wakefield and Allan Walker. . . . BOB ALDA is with a cabaret unit, *Fun for Your Money*, at the Rumba Casino, Chicago. . . . BILLY WATSON'S Beef Trusters broke all house records for a no-holiday week, April 12-18, at the Hudson, Union City, N. J. . . . HARRY CLEXX, comic, in receipt of a letter from Brownie Sick, former burly straight man, who is now Sergt. W. E. Sick with 471st School Squadron A. C., stationed at Randolph Field, Tex., where he has been over a year. He would appreciate hearing from some of the old gang. UNO.

FROM ALL AROUND:

SIR CECIL ALEXANDER, who recently closed with the I. B. Hamp-Dusty Fletcher show, has been set on a string of vaude dates by Mark Leddy.

Gayety Closed Till August Altho Court Makes No Decision

MINNEAPOLIS, April 25.—Altho District Court has not yet announced a decision on the order to show cause why Mayor Marvin Kline should not be enjoined from revoking the Gayety Theater burlesque license here, David Gilman, house owner, will not reopen the Gayety until August, in time for State Fair week.

Meanwhile, the cast has dispersed. Gayle Page and Bob Kuehn have gone to Indianapolis after leaving a wardrobe trunk, typewriter and radio as security for their hotel bill. Freddie Frampton, house comic and producer, and Ginger Healy, stripper and talking woman, opened Friday at the Gay Nineties in Columbus, Frampton's home town. The two were forced to borrow money to pay their hotel bill. Frampton, 1-A in the draft, expects to be inducted next month.

Marianne, stripper, and Raleigh Bishop, posing girl, have taken jobs as gum samplers in town.

Pat Day, juvenile, has begun suit against the management to collect back pay he says is due him.

Alice Allen, prima donna, worked the Beacon, Winnipeg, week of April 11 and in Saskatoon the following week.

None in the cast, so far as is known, have been paid in full. L. T. Lewis was house manager.

Escaping From Night Clubs

PHILADELPHIA, April 25.—Before attorney Sydney Finkelstein became Private Sydney Finkelstein he was an avid nitery fan, making the rounds every evening, with special emphasis on the College Inn. When he donned a uniform he threw one final party.

"I'm going to get away from it all," he declared. "Now I'm thru with night clubs—and night club people, too." So they shipped him off to Kessler Field. And there Private Finkelstein's bunkie is Lou Tomasco, proprietor of the College Inn until called up for service.

Harry Katz in Army

MINNEAPOLIS, April 25.—Harry Katz, co-manager with Harry Hirsch of the shuttered Alvin Theater, burly house, was called for army induction by his draft board Monday. Will report at Fort Snelling for duty.

Milwaukee Club Burned

MILWAUKEE, April 25.—Milwaukeean Club, local nitery which has been featuring a continuous floorshow on top of its huge bar seven nights a week, was razed by fire April 18. Damage estimated at \$8,000.

Expand "Vantities" for 2-a-Day; Big Response to Montreal Opener

MONTREAL, April 25.—Reminiscent of the good old days when vaudeville was king, Earl Carroll's *Vantities* paraded across the stage of His Majesty's Theater here for the week ended Thursday (23) in a series of gals, gags, songs and dances, replete with midgets, puppets and a dog act. It evoked enthusiastic response.

A smooth, rollicking two-and-one-half-hour variety program is presented, two-a-day, with several acts augmenting the original unit, which has been touring vaudeville since last July. Carroll's "most beautiful girls in the world" are what attracts the crowd, but it's the individual performers who stand out. The background of pulchritude lends color and diversion to the show.

Three Slate Brothers top a sound cast. Their brand of humor, tho slightly mildewed, kept customers in stitches. Hard workers, they embellish the show with spicy, suggestive gags, and participate in a few skits, the choice of which is a burlesque on army life. Al Norman, veteran vaudevillian, is another who convulses the house.

Hit of the funfest, strangely enough, is a performing dog, Red Dust. Bob Williams and his chow really provide something different. Williams foams and froths as the deadpan canine is unwilling to co-operate, the climax being reached when Red Dust finally comes thru. Adagio dancer Helen Gardner and her troupe, who came up from New York to join the unit, offer a breath-taking spectacle.

Clever routines by the pint-sized team of Olive and George also contribute to the show's success. Olive, particularly, is a standout with a caricature of Mae West and a Carmen Miranda dance number. Buster Shaver does a trick as her partner.

Expert marionette manipulations by the Nelsons provide lifelike glimpses of a drunk, a clown and a monkey. Rolly Rolls and his antics at a piano are something to see.

Honorable mention goes to Irving Aaronson, who presides over the orchestra pit; vocalists Danny Scholl and Fay Carroll, and Anna Lee and Eleanor Tennis, specialty dancers. Cal Cowan.

Magic

By BILL SACHS

MRS. HARRY HOUDINI, who has been seriously ill at the San Marcos Hotel, Hollywood, is showing marked improvement. A doctor and nurse remain in attendance, however. . . . EDWARD SAINT made the John Hix "Strange as It Seems" cartoon recently with another airplane oddity. He also landed an airplane picture spread in the April 7 issue of *The Los Angeles Evening Herald Express*, showing the late Houdini making his epochal airplane flight over Australia back in 1910, the first man ever to accomplish the feat. . . . JUDITH JOHNSON and Company are reported getting a good play in the Long chain of theaters in Texas. Besides Miss Johnson's mental turn, unit includes Buddy LeVarg, emcee; Hogan and Mullens, musical act; Marie Clark, dancer, and a three-piece ork. . . . EDDIE DECOMA, after a seven-month season in schools thru Indiana, Ohio, Pennsylvania, Illinois and Wisconsin, piloted by J. C. Admire, closed in Indianapolis April 22. He plans to lay away his magic until the war is over and the tire problem is settled. Admire is entering the selling field with a nationally known firm. . . . GREEN THE MAGICIAN, who recently celebrated his 75th birthday, has just closed an 11 months' tour at the Capital Theater, Vulcan, Alta., and is taking a three-week holiday to renovate his equipment for a three-month swing thru the Pearl River country of Canada. He reports the season just ended as the best in 20 years. Green has added several new effects from Thayer's, Los Angeles, and Marshall & Company, Akron. . . . BRUCE ELLIOTT wrote and arranged a 16-page colored comic-strip feature about Russell Swann's career appearing in the June issue of one of the Street & Smith pulp magazines. . . . RALPH C. LEWIS JR., Cincy trixster, was inducted into the army last week. He's stationed at Jefferson Barracks, Mo. . . . MARQUIS AND COMPANY opened at the Waldorf Theater, Waldorf, Md., May 3 and will play six of the Sidney Lust theaters in the Washington area. This is the fifth mystery show booked by Ted Megaarden, Lust chain booker, in the last 10 months. Megaarden was formerly associated with Rajah Raboid as exploitation man. . . . AL PAGE and Company are current at Maggie's Show Place, Philadelphia. . . . GEORGIO, son of Frakson, making the magic these nights at Jack Lynch's Walton Roof, Philadelphia, is doing his own prestidigitating at Cadillac Tavern in the Quaker City.

are jumping in from New York especially for the event. Three more acts are being set to give the show one of the strongest arrays of magic talent ever presented at one time in Chicago, Sherman says. . . . AL DE LAGE AND SHIRLEY opened Friday (24) at Leon and Eddie's, New York, after an extended theater tour thru Pennsylvania, New Jersey and Connecticut. . . . HENRI, featuring card magic, is on the bill at Club Haymarket, Detroit. . . . PAUL STADELMAN, vent, still working under sponsorship of the Oertel Brewing Company, Louisville, entertained the soldiers at Camp Tyson, near Paris, Tenn., last week. . . . RAYMOND, who recently concluded his second season with an International Harvester Company unit, opened April 20 at Madison Club, Baltimore, set by the Jay Raymond office, Philadelphia. He reports he has been engaged by International Harvester for a third season. . . . BLACKSTONE, during his recent engagement at the Strand Theater, York, Pa., was forced to use several girls from the 5 and 10 as assistants when several of his regular femme helpers were stricken ill. The old master had to think fast to keep the show running smoothly, but Ray-Mond, who caught the performance, says that to the lay audience it was still unbelievable and wonderful. . . . SMITH THE MAGICIAN, Mystic Glass and Professor Peters presented an hour and a half mystery show at St. Clair Shores, Mich., April 11, the proceeds going to the local Civilian Defense organization. . . . THE GREAT JARVIS, currently playing West Virginia theaters, is assisted by his wife, Louise; son, Dick; Mabel Overfield and Tom Friedley. He features the escape from a barrel of water, *Noah's Ark*, *Reincarnation*, the levitation and *The Doll House*. Marquis the Magician and members of his company caught the show recently in Fairmont, W. Va.

How He Did It

PHILADELPHIA, April 25.—"Mousie" Garner, nitery comic, points to himself as proof that you don't have to be a relative to crack the Hollywood lots. Garner recently made the screen grade for Universal, altho he is a cousin of the Warner Brothers and his father is the Washington (D. C.) representative for MGM.

Always Blaming Burlesque

MINNEAPOLIS, April 25.—Burlesque is Freddie Frampton's first love, and no one is going to take pot-shots at it without Frampton coming to its defense.

It was at the hearing in Mayor Marvin L. Kline's office when the mayor revoked the Gayety Theater license that a representative of a religious youth organization declared: "Burlesque is responsible for prostitution in Minneapolis."

Frampton, Gayety house comic and scene producer, immediately jumped to his feet and said:

"Lady, you're way wrong there. Prostitution has not been caused by burlesque. Prostitution is older than burlesque—much older; it was prevalent in the days of Cleopatra."

SELECTED—PICKED as the 1941-'42 season's STRIP FIND!



MIGHTY MARION MORGAN

Thanks to the Eastern and Western Burlesque Circuits for a wonderful and pleasant season's engagement.

CAMPUS PICKS TOP CHIRPS

Helen O'Connell, Ray Eberle Win Pipe Honors in 1942 Poll

Last year's winners, Sinatra and Ginny Simms, take second and third — Marion Hutton follows O'Connell — Bob Eberly third for third time

NEW YORK, April 25.—The country's leading colleges have pinned 1942 blue ribbons on Helen O'Connell and Ray Eberle as the top band singers in *The Billboard's* Fifth Annual College Music Poll. The sleek Miss O'Connell piled up a point lead almost as heavy as the one Glenn Miller amassed to win in the band division, published in last week's issue. Ray Eberle, Miller's featured male vocalist, added to the Miller trophy collection by nosing out Frank Sinatra, Tommy Dorsey's chief male piper and last year's winner in the male section. This makes Eberle's second time as titleholder in this division, the romantic balladeer taking top honors once before, in 1940.

In this year's male run-off it is interesting to note that, altho Sinatra was forced into place class by the narrow margin of 7.5 points, he topped Eberle in points for first choice. It was Eberle's point lead for second choice which gave him the necessary margin to depose the 1941 male warbling champ. Scoring is based on three points for first choice, two for second and one for third.

Brother Bob Eberly, Miss O'Connell's chirping-mate in the J. Dorsey crew, grabbed off third money for the third consecutive year, polling 168 points, which amounted to 20 more than he had in that same position last year. Hence it was that in this Fifth Annual College Music Poll conducted by *The Billboard*, the only change in the first three money guys of the male warbling division was in the switching of Eberle to first place and Sinatra into second. Harry Babbitt

TOPS LAST YEAR

The following table lists last year's collegiate choices among male and female band vocalists, as revealed by the 1941 college music survey of *The Billboard*:

Male	Female
Frank Sinatra	Ginny Simms
Ray Eberle	Helen O'Connell
Bob Eberly	Helen Forrest
Harry Babbitt	Marion Hutton
Kenny Sargent	Martha Tilton
Bon Bon	Ella Fitzgerald
Tommy Ryan	Bonnie Baker
Bob Allen	Connie Haines
Larry Cotton	Dorothy Claire
Sully Mason	Paula Kelly

retained his hold on fourth position, too, but from there on the picture changes radically.

Vaughn Monroe set a precedent by placing fifth as a singer among the 1942 entries. It marks the first time that a leader has rated this high as a vocalist; and, in the case of this year's tabulations, Monroe is rated one notch higher as a singer than as a leader in the band division. Woody Herman also nabbed a much higher position this year as a singing maestro, coming in eighth. Most sensational rise from nowhere in the male division can be credited to Art London, Benny Goodman's male piper. He wound up in tenth spot, after only a few months with the Goodman crew.

The Fem Side

Goodman also held another ace in the song department this time. His fem chirper, Peggy Lee, another newcomer, copped off fifth place in the skirt division for 1942. Right ahead of Miss Lee, in fourth position, is Helen Forrest, who was with Goodman last year when she finished third. Evidently a vocalist's pulling power with the campus connoisseurs can be maintained even when switching bands, provided of course it's an ork with some power. Being with Harry James in recent months has certainly not hurt Miss Forrest's standing.

Ginny Simms, last year's fem winner, took third honors for 1942. Her two-notch drop in the past 12-month interval is actually not as far as it might appear to be on paper, especially when it is considered that Miss Simms has not been with the Kay Kyser crew since last fall. However, her work singly on the Okeh Columbia label and in Kyser's pic-

O'Connell Tops

NEW YORK, April 25.—According to the editors of 158 college papers from Coast to Coast the favorite band vocalist of the country's collegians is Helen O'Connell, who won the female chirper division of *The Billboard* music survey with a total of 213 points. Ray Eberle, winner in the male department with 199.5 points, is second best-liked. The top 10 follow:

- Helen O'Connell
- Ray Eberle
- Frank Sinatra
- Bob Eberly
- Marion Hutton
- Ginny Simms
- Helen Forrest
- Harry Babbitt
- Peggy Lee
- Vaughn Monroe

Playmates, has kept her in the middle of the stream. Miss Simms, too, was only crowded out of second money by the narrow margin of the three points which put Marion Hutton in that position.

Miss Hutton, incidentally, not only added another feather to the Miller cap by grabbing off No. 2 honors this year, but set a record of her own by so doing. Gal came in fourth in last year's poll, but despite the fact that she was out of the business for a great part of 1941, she finished higher in the current tabulations. Miss Hutton returned to the Miller band in August of last year.

Newcomers to the upper brackets in the fem division this year were (besides the aforementioned Peggy Lee) Anita O'Day, Yvonne King and Jo Stafford, who finished sixth, eighth and ninth respectively. Gene Krupa's songbird, Miss O'Day, remained way back in the field in the 1941 poll, but gained plenty of ground with the young hepsters this year. Yvonne King was singled out from her sisters in the mentions in the 1942 questionnaires, while a year ago the collegiate savants referred to them collectively when handing them votes.

Warbling Wand-Wavers

NEW YORK, April 25.—The singing band leaders did all right in *The Billboard's* survey of collegiate tastes in vocalists. Thirteen stick-waving warblers received mention, four more than last year. Two years ago 11 singing maestri made the vocal grade.

Ten of this year's 13 are currently leading big orks. They are Ella Fitzgerald, Vaughn Monroe, Woody Herman, Russ Carlyle, Eddy Howard, Tony Pastor, Bob Crosby, Cab Calloway, Skinnay Ennis and Jack Teagarden. Dolly Dawn got her votes on the strength of her past year's activity at the head of her own outfit, altho she recently scrapped the band to work as a single. Bon-Bon, who spends his time rejoining and resigning from Jan Savitt's crew, is now leading his own combo around Philly, and Dick Haymes, ex-Harry James star, is now forming his own band.

Vaughn Monroe shaped up as top maestro-chirper, gleaming 24 points. Ella Fitzgerald was second with 19.

Yvonne's being featured in many of Alvino Rey's arrangements, especially the *I Said No!* ditty, no doubt meant this difference. Parallel case can be sighted with Miss Stafford, who usually worked with T. Dorsey's Pied Pipers song group, but who more recently has been given plenty of solo assignments, many of which were waxed.

Dinah Shore Medal

Because of the character of *The Billboard's* College Music Poll, it is necessary to confine the vocalists' division to those chirpers who are primarily band singers or who have built the major portion of their reps by this type of work. The questionnaires mailed out to the colleges definitely specified that votes should be given only to band vocalists. Despite these instructions, however, the natural and healthy incorrigibility of the college youths prevailed. So, from a purely academic standpoint, *The Billboard* deems it necessary to mention the fact that Dinah Shore polled 117 points—no holds barred!

Altho Miss Shore is not a band vocalist and therefore had to be disqualified, many of the campus populi thruout the country feel that she is tops, poll rules notwithstanding. Theoretically, Miss Shore, with her 117 points, would stand second only to Miss O'Connell in the

Fifth Annual College Music Poll. Interesting sidelight to Miss Shore's high stock quotation on the college campuses is the fact that her recordings are principally responsible. The cap-and-gowners soak up much of their music from the waxes, and since Miss Shore is of course always backed on her disks by a studio orchestra, it no doubt never occurred to the campus savants that songbird Dinah was not with any particular ork.

The Winnah!

Miss O'Connell's 1942 win was garnered by the terrific total of 213 points, which topped Eberle's top score in the male singer division by over 13 points. The only other time when the winning gal chirper beat her male competitor was in 1940, when Bonnie Baker piled up her terrific *Oh! Johnny* lead to go way ahead of the winner in the male run-off, who was again Eberle.

Actually, Miss O'Connell's all-out victory among the band chirpers was not too great a surprise to the trade observers. J. Dorsey's top disk successes in the past year have all had the O'Connell gal doing plenty of warbling, beginning with *Amapola*. And these wax hits reaped their harvest of votes from the colleges. Her more recent work on the hit tunes in the film *The Fleet's In* has also been (See *CAMPUS CHOICES* on page 21)

COLLEGIATE CHOICE OF MALE VOCALISTS

The college editors listed, in the same preferential order as in selecting orchestras, the male band vocalists most popular with the student body at their schools. Votes were tabulated only for those singers connected exclusively with prominent dance orchestras, or those whose reputations have been built as band vocalists.

Tabulation follows that used with the orchestras—three points for first choice, two for second, one for third and proportionate division where choice was divided between two vocalists.

Identification of vocalist appears in parentheses.

Vocalist	Points for First Choice	Points for Second Choice	Points for Third Choice	TOTAL
RAY EBERLE (Glenn Miller)	112.5	70	17	199.5
FRANK SINATRA (Tommy Dorsey)	117	56	19	192
BOB EBERLY (Jimmy Dorsey)	88.5	62	18	168.5
HARRY BABBITT (Kay Kyser)	15	14	2	31
VAUGHN MONROE (band leader)	12	6	6	24
TOMMY RYAN (Sammy Kaye)	9	8	5	22
TEX BENEKE (Glenn Miller)	3	4	2	9
WOODY HERMAN (band leader)	3	4	1	8
DICK HAYMES (ex-Harry James)	—	4	2	6
ART LONDON (Benny Goodman)	3	2	—	5
HARRY COOL (Dick Jurgens)	3	—	1	4
BUDDY MORENO (Dick Jurgens)	—	4	—	4
BON-BON (ex-Jan Savitt)	—	—	3	3
RUSS CARLYLE (band leader)	3	—	—	3
EDDY HOWARD (band leader)	—	2	1	3
ISH-KA-BIBBLE (Kay Kyser)	3	—	—	3
TONY PASTOR (band leader)	—	2	1	3
CLYDE ROGERS (Freddie Martin)	3	—	—	3
LARRY COTTON (Horace Heidt)	—	—	2	2
BOB CROSBY (band leader)	—	2	—	2
ALAN FOSTER (ex-Sammy Kaye)	—	—	2	2
CAB CALLOWAY (band leader)	—	—	1	1
STUART CHURCHILL (Fred Waring)	—	—	1	1
SKINNAY ENNIS (band leader)	—	—	1	1
HERB JEFFRIES (Duke Ellington)	—	—	1	1
KENNY SARGENT (Glen Gray)	—	—	1	1
BUDDY STEWART (Claude Thornhill)	—	—	1	1
EDDIE STONE (Freddie Martin)	—	—	1	1
JACK TEAGARDEN (band leader)	—	—	1	1
RALPH YOUNG (Les Brown)	—	—	1	1
NO CHOICE	33 schools	38 schools	67 schools	

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

HARRY JAMES (Columbia 36566)

One Dozen Roses—FT; VC. *You're Too Good for Good-for-Nothing Me*—FT; VC.

ONE of those super vocals by Helen Forrest gives the hit stamp to *You're Too Good for Good-for-Nothing Me*. With a good melody to start with, the maestro's open trumpet, banked by the lush strings, takes it sweetly from edge in the slow tempo. The violins step up for the bridge passages and the full band joins in to complete the opening chorus. For the rest it's Miss Helen's voice brushing against the soft strings and saxes to set off the new ballad in top-notch style. *One Dozen Roses*, a worthy contender for the hit folios, is taken at a moderate beat. The saxes, low-voiced and in unison, open in legato style without benefit of rhythm, to give an unusual twist to the arrangement. The full band jumps in to set the stage for Jimmy Saunders' smooth baritone. James's horn picks up the third refrain, picked up by the band, and the saxes sign off as they open. The restrained tempo marks what would otherwise be a perfect performance.

Harry James's outstanding interpretation of the ballads makes "You're Too Good for Good-for-Nothing Me" loom real big as a phono favorite.

HAL McINTYRE (Victor 27859)

We'll Meet Again—FT; VC. *The Story of a Starry Night*—FT; VC.

HAL McINTYRE makes excellent needlework for both of these sides. *We'll Meet Again* is one of those tuneful pieces of sentiment whose keynote is simplicity, and introduces Penny Parker, the band's soothing female voice. The soft trombone opens the side, and after the vocal the characteristic muted trumpets, with the maestro's soft tenor sax improving background figures, pick it up again at the bridge and then give way to Miss Penny to wind it out. Peppering the scoring are the lush introductions, endings and background etchings for the songbird. Similar is the treatment of *The Story of a Starry Night*, a gorgeous song story adapted from Tschalkowsky's *Symphony Pathétique*. Also taken in slow tempo, silky trumpets and muted trombone open the side for a half chorus and then give way to Carl Denny's song for the remainder.

The band is definitely music box timber, and either side is strong enough to bring it the attention it deserves. Since "We'll Meet Again" is one of the first waxings for the song, McIntyre should be able to get the jump on it.

KAY KYSER (Columbia 36567)

Don't Sit Under the Apple Tree—FT; VC. *There Won't Be a Shortage of Love*—FT; VC.

A BIT late in coming, but Kay comes thru neatly for these two rhythm ditties tied in with the war theme. Already climbing the song popularity chart, *Apple Tree* gets a happy blend of voices and instruments. At a lively beat, voices of Trudy, Julie, Jack and Max carry the introductory measures and the first refrain in support of Sully Mason's Deep South vocal. The band brings up a second refrain and then fades for Sully and the singers to finish it out. The priorities ditty on the B side is taken at a more moderate tempo, with its greatest appeal in the boy-girl vocalizing of Trudy and Harry for the middle chorus.

"Don't Sit Under the Apple Tree" is the side of the moment for the music machines.

TEDDY POWELL (Bluebird 11516)

If You Are But a Dream—FT; VC. *Taint No Good*—FT; VC.

LOOKS like the classics have rung the bell again. This time, in *If You Are But a Dream*, it's Anton Rubinstein. From the master's *Romance*, Moe Jaffee, Nat Bonx and Jack Fulton have transposed a pashy love song with a gorgeous melody. In a slow tempo, Peggy Mann gives a most appealing ring to the lyrics right from the edge. The saxes get a second refrain under way and then give way to Miss Peggy to polish it off. *Taint No Good* is one of those Harlem jive figures, a fanciful jump ditty. Bouncing the beats in moderate tempo, band lays down the opening strains solidly. Peggy Mann sings the verse and then takes turns with Tommy Taylor to sing the meaningless words for the remainder of the side.

The familiar Rubinstein melody for "If You Are But a Dream" looks like Tschalkowsky will have to share his Tin Pan Alley seat. Teddy Powell gives it a most attractive start, and it is strong enough to carry the maestro into the inner phono circles.

JAN GARBER (Elite 5022)

The Last Call for Love—FT; VC. *The Lamplighter's Serenade*—FT; VC.

Accenting the sugar-coated harmonies of the saxophones, Jan takes these two ballads in stride. For *Call for Love*, based on the familiar bugle call and stemming from the score of Tommy Dorsey's *Ship Ahoy* flicker, Russ Brown, assisted by a girl trio, fills in the middle grooves vocally. *Serenade*, on the B side, is treated in a similar vein, with the piano carrying the opening chorus and Russ Brown on his own singing the middle refrain.

"The Last Call for Love" is the side that occupies the attention of the operators because of its potentialities. Garber fans will go for his entry and undoubtedly support his flipover offering as well.

ALVINO REY (Bluebird 11517)

Music 'Til Dawn—FT; VC. *My Buddy*—FT.

A timely revival of the waltz sensation of World War I, Rey gives *My Buddy* arresting treatment. In slow fox-trot rhythm, side stresses the electric guitar of the maestro, both on his own for the first chorus and in backing the subtone clarinet's starting of the second chorus. The title on the A side cloaks a mediocre rhythm ditty. In a lively tempo, it spots the harmonizing of the Four King Sisters.

With the song output of World War II still way below par, the repolished "My Buddy" from World War I is a cinch to carry favor of the phono fans.
(See ON THE RECORDS on page 72)

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.

Ray McKinley

(Reviewed at the Commodore Hotel, New York)

THIS is a preem showing of McKinley's new ork for New Yorkers. Crew went thru a couple of weeks of shaping-up dates previous to this engagement. It's the drummer man's first strike on his own, and if the war and the hundred-and-one other handclaps now besetting new bands do not floor him, there should be some fame and gold in his hide cases before long. The fact that McKinley was able to assemble such a crew as he did since leaving maestro Will Bradley is itself an accomplishment in these days.

Band as it shows up now has plenty of fire and kick. There are six brass men, five rhythm—counting a tuba—and five reed. McKinley has his paraphernalia pulled down front and center. It's swing with a mixture of the modification and commercial gimcracks prevalent these days that is played by McKinley and his lads. But on a few of the arrangements caught, band does come forth with some distinctive playing. Brad Gowans on his valve slusher and the clarinet work of Mahlon Clark go a long way toward creating his distinction. Tempo is good all the way thru and exceptionally danceable.

McKinley's bat-and-bounce work over the hides is as rare and fine as ever, and there's no question about it that he gives a drive and spark to the whole shebang. Guy's occasional throaty piping of some of the lyrics is good entertainment, too. McKinley has seen to it that a nice balance is struck among all three sections, so that when things kick over there are no ragged edges.

Imogene Lynn is the fem attribute and she graces the vocal department with a good pair of low-pitched pipes and chic appearance. Humphrey.

Buddy Franklin

(Reviewed at the Chez Paree, Chicago)

THO young in years, Franklin is a comparative veteran in the music field. As Morton Franklin he fronted a full ork of men and later girls in Cincinnati and environs and then switched to a small rumba combination, billed as Milo Perez. As Perez he played some top cafes and hotels.

His current outfit (11 men including himself) is new, but already well balanced. It strikes a happy medium as far as the playing of dance music is concerned,

dishing out sweet, swing and Latin fare. Because of the atmosphere of this particular spot, the melodic side gets more attention.

Franklin plays a fiddle which he adds frequently to his instrumentation of three rhythm, three sax, three brass and another fiddle. The latter also doubles on piano. Band has no featured sidemen, but as a group plays uniformly well.

Ray Charles and Vera Lane, both Chicago radio warblers, sing with the band. Charles has a trained tenor voice and injects real meaning into the lyrics. Miss Lane is a tall and talented popular soprano who has a better than average voice that lends itself nicely to the rendition of hit tunes.

Franklin's appearance is okay. His background includes a diploma from the Cincinnati Conservatory of Music, a long job as pit leader in a Cincinnati house and the post of musical director with a Rio Rita company. Hontigberg.

Jimmie Lunceford

(Reviewed at Strand Ballroom, Philadelphia)

WHEN slogans and tag-lines were a "must" for every name, Jimmie Lunceford bannered "Rhythm Is Our Business." And it's still the same business. For some reason, band has been steering clear of long location stands, with the result that it has built up its following almost exclusively among dancers in outlying districts, without benefit of radio lines, which is radio's loss.

It's still the same machine-rolling band, with its characteristic powerhouse and ceiling-sealed trumpets, fine and mellow harmonies, tight and heavy ensemble precision and bouncing rhythms. Bounce-inspiring it was no end for the dancers delighting in the loaded library of riff and five concertos, along with race blues. Such selections call on alto saxer Willie Smith for the singing. Equally effective is the band's full-bodied interpretation of current ballad faves, scaled along more mellow lines, with Dan Grissom, also out of the sax section, adding excellent baritone voice. To temper the biting brasses, Lunceford makes much use of Albert Norris's electric guitar pickings. Also makes effective use of vocal groupings within the band.

Drumbeats of James Crawford set a steady and solid foundation, with instrumental highlights spotted in Willie Smith, alto sax; Joe Thomas, tenor sax; Paul Webster, trumpet, and James Young, trombone.

Band still includes five saxes, three trumpets, three trombones and the four rhythm. Towering over the band is six-footer Lunceford, in his characteristic pose, long baton tucked under the arm, conducting with his hand. Orodenker.

Texas Jim Lewis

(Reviewed at Grace Hayes's Lodge, North Hollywood, Calif.)

TEXAS JIM LEWIS organized his musical unit about seven years ago, specializing in folk tunes and country-style renditions of popular tunes. The aggregation has proved itself capable of playing theaters and night clubs.

Texas Jim fronts the band and handles the bass fiddle, while his brother Jack presides at the guitar and shares vocal honors. Attired in Western garb, the band members make no attempt to go in for sophisticated rhythms, but play in true Western style. Texas Jim handles the novelty vocals and Jack the ballads and yodeling.

Larry DePaul is featured on accordion and Elaine Pratt at the piano. Vern Greenlaw's assignment is the drums, but he doubles at the violin for special numbers.

Band makes a good appearance and all members work hard. On this assignment they play for dancing, the show and put on an act. Music is listenable as well as danceable, with all instruments blending well for sincere musical enjoyment. Sam Abbott.

On the Air

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

By DICK CARTER

Johnny McGee

(Top Hat, Union City, N. J., CBS Network, Sunday, April 19, 11:15-11:30 p.m.)

THIS 15 minutes was ample for McGee to reveal that he has a very smart aggregation. If all his shots are like this he's going to be in demand when he hits the road later on.

Band did nothing but pops night caught. Arrangements were nothing exciting, but it should be remembered that McGee isn't selling musical thrills, but, as in the past, his humorous, engagingly corny cornet. On this shot McGee's tooting was a subtle combination of maize and jazz, bound to score with all but the purists. Band's playing was quite in keeping—sprightly and happy.

Singing was by Alan Girard, who did all right in a heavy baritone, and Lynn Richards, who was suffering from a cold, but came over quite nicely. Gal sounded as if she was improved since her Harry James days.

Lionel Hampton

(Savoy Ballroom, New York, WNEW, New York, Sunday, April 19, 4-4:30 p.m.)

HAMPTON played a fetching assortment of tunes, allowing his ork to go thru various rhythmic paces. From the listener standpoint the band was at its best on the ballads, which were given

nice, pretty, commercial treatment. In the jive department, however, Hampton makes the same mistake that snags most colored bands and prevents them from registering via the ozone—his swing numbers had too much jump in them, were played too loud and lasted too long.

The maestro's vibe work was as interesting as ever, and lent plenty of class to the proceedings. However, it is doubtful if the general public found Hampton's hammering adequate compensation for the blasting, squealing brass section. On the more subdued stuff the band registered well and sounded, in fact, like an altogether different bunch.

Rubel Blakely put his pleasant pipes to good use on a couple of lyrics, and Hampton and a chap named Joe Newman also warbled a song or two, which made Blakely all the better, by contrast.

Wills Gets Film Contract

TULSA, Okla., April 25. — Bob Wills announced that he has signed a contract for a series of from eight to 10 movies for Columbia. Part of his Texas Playboys will report with him in Hollywood June 1, but the remainder will remain in Tulsa to appear at night clubs and over KVOO. The movie series will be completed within a year.

TEMPEST POPS IN ASCAP

COLLEGIATE CHOICE OF FEMALE VOCALISTS

The college editors listed, in the same preferential order as in selecting orchestras, the female band vocalists most popular with the student body at their schools. Votes were tabulated only for those singers connected exclusively with prominent dance orchestras, or those whose reputations have been built as band vocalists.

Tabulation follows that used with the orchestras—three points for first choice, two for second, one for third and proportionate division where choice was divided between two vocalists.

Identification of vocalist appears in parentheses.

Vocalist	Points for First Choice	Points for Second Choice	Points for Third Choice	TOTAL
HELEN O'CONNELL (Jimmy Dorsey)	162	46	5	213
MARION HUTTON (Glenn Miller)	36	40	5	81
GINNY SIMMS (ex-Kay Kyser)	60	16	2	78
HELEN FORREST (Harry James)	33	34	7	74
PEGGY LEE (Benny Goodman)	15	4	6	25
ANITA O'DAY (Gene Krupa)	9	4	9	22
ELLA FITZGERALD (band leader)	6	10	3	19
YVONNE KING (Alvino Rey)	12	4	2	18
JO STAFFORD (Tommy Dorsey)	6	6	2	14
CONNIE HAINES (ex-Tommy Dorsey)	3	8	2	13
BONNIE BAKER (ex-Orrin Tucker)	—	10	1	11
DOROTHY CLAIRE (Bobby Byrne)	3	4	—	7
MARILYN DUKE (Vaughn Monroe)	3	2	1	6
PAULA KELLY (ex-Artie Shaw)	3	2	—	5
BETTY BRADLEY (Bob Chester)	3	—	1	4
ROSE-MARIE LOMBARDO (Guy Lombardo)	3	—	1	4
AMY ARNELL (Tommy Tucker)	—	2	1	3
IRENE DAYE (Sam Donahue)	3	—	—	3
KITTY KALLEN (Jack Teagarden)	—	2	1	3
DONNA WOOD (Horace Heidt)	—	2	1	3
RUTH GAYLOR (ex-Teddy Powell)	—	2	—	2
MARTHA WAYNE (Claude Thornhill)	—	—	2	2
BETTY BONNEY (Les Brown)	—	—	1	1
DOLLY DAWN (ex-band leader)	—	—	1	1
PATSY GARRETT (Fred Waring)	—	—	1	1
PEGGY MANN (Teddy Powell)	—	—	1	1
JAYNE WALTON (Lawrence Welk)	—	—	1	1
HELEN WARD	—	—	1	1
NO CHOICE	38 schools	59 schools	100 schools	

Penners See Control Slipping Into Hands of the Large Pubs

(Continued from page 4)

Buck remains a sort of President Emeritus at a reported life salary of \$25,000, 10G less than his past year's salary. Some of the writers see in this move a chance for even tighter control of ASCAP on the part of the pubs. Taylor, they point out, is a busy man and may not be able to spend the time at the Society that Buck could. In Taylor's absence, meetings will be led by either Gustave Schirmer or Oscar Hammerstein II, the new v.-p.'s.

Board publisher members decried the accusations of writers that the latter were losing their foothold in the Society. In the post-mortems held this week thruout Tin Pan Alley, pubs were busy pointing out to nervous ASCAP writers that the revenue split was on a 50-50 basis between pubs and writers; so, they asked, how can one side get control over the other? Some writers close to the situation stated this week that, tho the 50-50 chatter might be soothing to some writers at present, they were looking toward the future.

The pro-Buck writers on the ASCAP directors' board have intimated that control hinged on much more than just the splitting of ASCAP melons, including policy of classifications, etc., which are solely board matters and handled by that body. Writers feel that the vote line-up on officers at Thursday's session is indicative of how the vote may swing on many policy matters which will come up in the normal course of events in the future.

Any changing of ASCAP's pay-off ratio would have to be ratified by two thirds of the entire ASCAP membership, according to the Society's constitution. But such an amendment, with the ratio being swung in favor of the pubs, may not be impossible a year or two from now, according to some of the writers. They claim that a gradual "subsidizing" of writers might give the pubs the control of the membership necessary to accomplish a coup later on.

By the end of the week there were so many irate ASCAP writers that the possibility of a group of them going to Washington to call on Thurman Arnold was being openly discussed, to put the writers' case before the Department of Justice as a violation of the consent decree handed down during the radio battle. Plans were being laid to marshal some 200 writers to form such a committee by next week. Whether or not the writers will follow thru or the D. of J.

involve itself were still moot questions this week. The war has brought much more pressing matters on the D. of J. than the ASCAP mess.

The BMI Slant

What slant BMI will take in relation to the changing scene at ASCAP was the subject of much speculation among the writers' groups. Some of them saw an even closer approachment between the Society and BMI than effected by the contractual burying of the hatchet last November. Taylor's connections with radio, thru his post as music consultant for CBS and frequent commentary work on NBC, is expected to make for a strong liaison between the two groups.

Another point brought up in this connection is the strong element of representation on the ASCAP board enjoyed by Hollywood movie interests thru their affiliated publishing firms. Of the 12 pubs on the board, eight are in control of from 60 to 70 per cent of the voting power because of their stockholdings. Technically, the 12 writer board members have as much voting power as the pubs, but these eight pubs, thru their extensive stockholdings, have a secondary control over a big chunk of the writer contingent, it is claimed. During the ASCAP-BMI fracas, it was repeatedly reported that film interests were exerting pressure on their pub affiliates to sign any kind of a deal so long as ASCAP got back on the air. Threat of making their own deals with radio under the consent decree was allegedly the power they used.

How all of these elements will shape up in the "balance of power" under the new ASCAP regime is material which will probably furnish many interesting stories before the year is over. Many of the writers feel, however, that no matter what happens they will be getting a shorter and shorter end of the rope.

CAMPUS CHOICES

(Continued from page 19)

a stock-booster for the blond warbler. A definite conclusion to be drawn from the accompanying charts on this year's tallies is that band vocalists are becoming more and more of a power as band features. The large number of points rolled up by the top three or four in each category is proof of the interest shown in chirpers by the college youth of the country.

(Continued Next Week)

Columbia Shifting All Artists To Red Label; Victor Out With A One-for-Three Salvage Plan

NEW YORK, April 25.—Plenty of activity broke into the open here this week among major disk firms. Columbia is in the process of junking its 35-cent Okeh label entirely. RCA-Victor distributing branch in Chicago has sent out instructions to all its distributors and coin phonograph operators in the area asking that they turn in one disk for every three purchased. Scrap is to be credited to the dealers' and operators' accounts at 5 cents per pound. Decca execs said this week that their plans are laying plenty of stress on their black label 50-cent series, making it a better record, but at the same time keeping up the standard of the 35-cent label, altho it (the latter) will be reduced in number of releases.

Columbia by the end of the week had already switched Benny Goodman, Dick Jurgens, Tommy Tucker and Gene Autry over to the 50-cent label from Okeh. Firm has about 30 attractions in all on the Okeh label, and hopes to be able to salvage all of them for the 50-cent disk. According to Manie Sacks, artist chief for Columbia, it will depend on what kind of deals can be worked out individually with these Okeh attractions. All present con-

tracts between Columbia and its disk artists will have to be suspended, thru the clause which lets the firm out of its contractual commitments thru circumstances beyond its control. Sacks feels that if the bands and artists will make a few sacrifices in their contracts all can be kept on the rolls.

It is expected that Decca, too, will be bringing some of its top names from the 35-cent blue label over to the new black label series. One Decca exec, however, pointed out that when a Jimmy Dorsey was switched to the 50-cent label, it would be on future stuff only, meaning that none of the artist's former disks would merely be re-labeled with the black seal. Properties such as J. Dorsey can certainly pull more than their weight on the black label, it is felt.

RCA-Victor, at week's end, had not announced any policy change along these lines, altho it was figured by the trade that it would act similarly to the way in which Decca and Columbia are handling their labels. In effect, of course, this is the price rise that has been predicted for some time.

Neither Decca nor Columbia has an-

nounced a salvage plan yet. Chances are, now that the ice has been broken by the Victor distrib branch in Chicago, that Decca and Columbia will follow suit. Companies were a little cautious about announcing anything simultaneously, for fear the government might construe it as a violation of the anti-trust laws. Distributors and dealers will no doubt modify these plans when shifting them over to the consumer, since cost of handling and shipping of scrap back to the factories will have to be charged against the dealers. Dealers' ratio to the public might then call for two used disks for every three bought.

All three of the major companies admit that policy changes made now are of necessity temporary, because of unsettled world conditions. But at the same time all of them expressed optimism over operations under the WPB's shellac order. "It will just be a matter of tightening our belts for awhile," is the way one major disk exec put it.

As part of this tightening process, Columbia dropped the publicity services of Constance Hope Associates, moving this division of its work to the home plant in Bridgeport, Conn. It was also understood that the firm was cutting considerably on its budget for the classical catalog.

COMING UP . . .

COMING UP in next week's issue are the dance orchestras that collegiate America thinks are **MOST LIKELY TO SUCCEED**—the Millers, Dorseys, Goodmans and Jameses of tomorrow.

College kids from Coast to Coast have told *The Billboard* about their preferences in new bands, and the votes have been tabulated. A **REAL SURPRISE** is coming up next week when the nation's campuses will tell the music business which bands are the most up-and-coming.

Be sure to learn which orchestras get the nod from the college kids. Remember—these kids are the ones who make and break bands. **WHAT THEY SAY GOES**, and they have plenty to say in next week's issue!

DANCE PROMOTERS AND BOOKERS

Twenty minutes from Boston proper. One of New England's largest summer ballrooms. Would like to contact large traveling orchestra for Fridays and Saturdays. Also good entertaining Hillbillies. Capacity 2,000.

O. V. WHELAN
28 Orchard St. Marlboro, Mass.



The Billboard

WEEK ENDING APRIL 24, 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, April 24. Film tunes are designated by an (F); musical comedy tunes by an (M).

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 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.

Table with 3 columns: RECORD TITLE, ARTIST, LABEL. Lists top music machine records.

Orchestra Notes

Of Maestri and Men

ALVINO REY set to go into Hotel Sherman, Chicago, for four weeks, opening November 6. On June 5 he starts at Frank Dailey's Meadowbrook and June 30 at Hotel Astor, New York. Rey has enlarged band from 14 to 18 pieces, including himself. New combo is three trombones, three trumpets, one trumpet doubling on sax, one trombone doubling on sax, four reed and four rhythm. . . . RUSS ISAACS, recently of the MUGGSY SPANIER ork, is filling in with BENNY GOODMAN, whose regular drummer, RALPH COLLIER, is in the hospital recovering from an operation. By the time Collier rejoins the band Isaacs will probably be inducted into the army. . . . JOHN TUMINO, personal

manager of JAY McSHANN, has joined GALE, INC., as assistant to BEN BART in the booking department. Tumino replaces TIM GALE, now in the army. Tumino formerly managed Fairyland Park, Kansas City, Mo. . . . FRANCES SERGEANT, former secretary and road manager for TOMMY DORSEY, has also joined the Gale office. . . . CHARLIE YATES has had INA RAY HUTTON working every day since February 11, when he took over her management. . . . CLAUDE THORNHILL played Trianon Ballroom in his home town, Terre Haute, Ind., Tuesday (14) and broke the record. . . . BOBBY DAX, playing his third engagement at Arcadia Ballroom, New York, has a new fem trio, THE MOONLIGHTERS. . . . ERSKINE BUTTERFIELD playing Regal Theater,

Chi, week of April 24. He heads oldest swing show on the air, *Cats 'n Jammers*, Sundays, over Mutual. . . . JOE GLASER has set LIONEL HAMPTON into Earle Theater, Philly, week of May 14. Hampton, current at Savoy Ballroom, New York, has added BYE SISTERS, vocal trio. . . . CAB CALLOWAY set for two weeks at Strand, New York, opening June 5. Does six weeks at Casa Manana, Hollywood, opening July 9, and in between will play a week at Chicago Theater, beginning June 26. . . . ESTHER SILSBEE and MEL MARVIN apparently serious about having the gal p. a. take over Marvin's baton when he enters the army. . . . GRIFF WILLIAMS closes at Copley-Plaza, Boston, April 28, and opens next day at Totem Pole, Auburndale, Mass., for two weeks. . . . ART MOONEY, current at Boulevard, Elmhurst, L. I., is looking for a fem chirper. . . . MITCHELL AYRES has broken every record at New Pelham Heath Inn, Bronx, L. I. . . . RUSS LANG, booked by JOHNNY KOVACH, has been renewed for another six weeks at Gabe's Grill, New Brunswick, N. J. JACK PLUCKTER, drummer with the Kovach ork, is now manager, replacing John Clark, called into the army. . . . BOB GRANT, maestro at Savoy-Plaza Hotel, New York, charges at least one pack of cigarettes for each request played. Turns 'em over to a service cigarette fund. . . . SNOOKUM RUSSELL booked for six weeks at College Inn, Kansas City, Mo. . . . DACITA, currently featured with CEMENTE ork at Rainbow Room, New York, goes into the spot with her own outfit June 24. . . . R. V. BRAND, drummer with JOHNNY RANDOLPH, was married to EDYTHE ELLISTON, nonpro, just before ork closed its recent stay at Casino Park, Fort Worth, Tex.

Midwest Melange

BUDDY FRANKLIN drew a holdover at Chez Paree, and will be there up to June. . . . JEANNE BLANCHE, dancer-turned-chirper, has left JAN SAVITT and is back doing a dance act in cafes. . . . ANN RICHARDSON, Consolidated Radio Artists' head in Chi, set 20 one-niters for TONY PASTOR in this territory, beginning May 12 at New Moon, Vincennes, Ind. . . . CHARLIE FISK picks up two weeks at King's Ballroom, Lincoln, Neb., starting May 16, and moves into River-view Park, Des Moines, May 29 for two weeks. Will return to the Des Moines spot August 29 for a second run. . . . HERBIE HOLMES replaces RALPH BARLOW at Melody Mill, Chicago, May 8, Barlow moving to Hotel Lowry, St. Paul. . . . COL. MANNY PRAGER into Hotel Schroeder, Milwaukee, May 9 for a month. . . . EDDIE YOUNG set by Frederick Bros.' Chi office for a run at Claremont Hotel, Berkeley, Calif., opening May 21. . . . FRED GOLLNER, pianist with JIMMY JOY for 14 years, left the ork at Bismarck Hotel, Chi., to become a yeoman at Great Lakes Naval Station. . . . BETTY MARTIN now singing with BOB STRONG. . . . SONNY FAIGEN, drummer, left BARON ELLIOTT ork at Oh Henry, Chicago, to join HERMAN MIDDLEMAN at Yacht Club, Pittsburgh. . . . REGGIE CHILDS, who closed three weeks at Netherland Plaza, Cincy, Thursday (23), opened following night at Eastwood Gardens, Detroit, for a week. Plays Ohio State University, Columbus, May 1-2, following with a three-week stay at Lantz's Merry-Go-Round, Dayton, O., May 4. . . . BERT FARBBER, after a week at Beverly Hills Country Club, Newport, Ky., has taken his Cincy crew into Hotel Netherland Plaza for an indef stay. Was there all last summer.

Philly Patter

BENNY GOODMAN having BILL DAVIES, former arranger for CLARENCE FUHRMAN here, turn in three sample arrangements, with a possibility of replacing ED SAUTER, reported too ill to continue turning out scores for the band. . . . GEORGE SOMMER next at Casino Ballroom, Willow Grove Park. . . . DON RENALDO, with ALBERTO AVAYOU singing, back at Flanders Grille. . . . LINWOOD EWELL takes over drums with DOC BAGBY, replacing CARL KELCH, drafted. . . . NAT BLACK, WFIL maestro, loses pianist TONY DISIMEONE to the navy. . . . JIMMY STALLINGS adds JUNE McADAMS for the singing. . . . VICTOR HUGO debuting a brand-new band at Kaliner's Little Rathskeller. . . . GEORGE HUNT takes over at West Philly Swing Club. . . . JOEY KEARNS, WCAU ork, cut *We've Got a Job To Do* on transcriptions for airings on all Pennsylvania stations in connection with Victory Bonds campaign. . . . ALEX BARTHA comes up from Atlantic City's Steel Pier to play the May 8 party for Warner Brothers' theater employees here.

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- 1446—Enjoyed your performance so much. It was splendid. Congratulations.
- 1447—You will go a long way and your performance tonight attests it.
- 1448—Your performance was a memorable event. I shall never forget it.
- 1449—The play's the thing. It is a glorious accomplishment of which you may well be proud.
- 1450—Congratulations on another fine piece of work. The critics will rave.
- 1451—It is another smash hit and another tribute to your great talent.

ON ENGAGEMENT

- 1431—Delighted to hear the good news and wish you great happiness.
- 1432—Congratulations on your engagement. This bears our best wishes.
- 1433—Congratulations to both on the unanimous choice. You are among the lucky ones.
- 1434—Cheer up. The worst is yet to come.
- 1435—The good news makes us very happy. Heartiest congratulations to both.
- 1436—You lucky, lucky bird. All our congratulations and best wishes. And they say she is as good as she is beautiful.

ON TEAM OR INDIVIDUAL WINNING CONTEST

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

ON PROMOTION

- 1460—Congratulations. I know you would work hard and win that promotion.
- 1461—Congratulations on your promotion. I know you earned it and I am happy to hear of your success.
- 1462—Hard work always tells. Your well-earned promotion is another step toward future success.

ON MAKING SPEECH

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

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

A

Akin, Bill (Wolford) Danville, Ill., h.
Alfon, Vic (Lawrence) Erie, Pa., h.
Allan, Bob (Arcadia Grill) Canton, O., nc.
Allen, Bob (Raymor) Boston 28-May 2, b.
Allen, Red (Club 181) NYC, nc.
Alperi, Mickey (Coconut Grove) Boston, nc.
Armstrong, Louis (Orpheum) Los Angeles 29-May 5, t.
Arthur, Leonard (Roadside Rest) Oceanide, L. I., N. Y., nc.
Astor, Bob (Tic Toc) Boston 19-May 3, nc.
Ayers, Ralston (Congress) Pueblo, Col., h.

B

Barnett, Arne (Harry's New Yorker) Chi., nc.
Baron, Paul (Muehlebach) Kansas City, Mo., h.
Barron, Blue (Lyric) Bridgeport, Conn., 27-29, t; (Central) Passaic, N. J., 30-May 6, t.
Bartal, Jeno (Lexington) NYC, h.
Basile, Joe (Circus) Hamilton, Ont., Can.; (Circus) Ottawa May 4-8.
Baum, Charlie (Stork Club) NYC, nc.
Beck, Buddy (Indiana State) Terre Haute, Ind., b.
Becker, Bubbles (Continental Grove) Akron, O., nc.
Beckner, Denny (Van Cleave) Dayton, O., h.
Bennett, Larry (Hickory House) NYC, nc.
Benson, Bill (Canyons) Wichita, Kan., nc.
Bergere, Maximilian (Versailles) NYC, nc.
Bizouy, Bela (Pierre) NYC, h.
Borr, Mischa (Waldorf-Astoria) NYC, h.
Bowman, Charles (Wivel) NYC, re.
Bradley, Will (Roosevelt) Washington 26-May 9, h.
Bradshaw, Tiny (Rhumboogie) Chi 29-May 14, nc.
Bragale, Vincent (Congress) Chi, h.
Brandwynne, Nat (Copacabana) NYC, nc.
Breeze, Leu (Richmond) Richmond, Ind., 2-3, t.
Brigode, Ace (Hollywood) Kalamazoo, Mich., 27-May 3, nc.; (Matters) Decorah, Ia., 5, b; (Coliseum) Walcott 6.
Burns, Cliff (Mariemont Inn) Cincinnati.
Butterfield, Erskine (Regal) Chi April 24-May 2, t.

C

Cabin Boys (Faust) Peoria, Ill., nc.
Caceras, Emilio (San Diego) Detroit, nc.
Calloway, Cab (Sherman) Chi, h.
Camden, Eddie (Henry Grady) Atlanta, Ga., h.
Capella, Joe (Jimmy Kelly's) NYC, nc.
Cappo, Joe (Knickerbocker Gardens) Flint, Mich., c.
Carlos, Don (Club Gaucha) NYC, nc.
Carlyle, Lyle (Wolverine) Detroit, h.
Carr, Al (La Marquise) NYC, nc.
Carroll, Irv (Dempsey's) NYC, re.
Cavallaro, Carmen (Cleveland) Cleveland, h.
Charvez (La Conga) NYC, nc.
Childs, Reggie (Eastwood Gardens) Detroit 27-30; (State Univ.) Columbus, O., May 1-2.
Chiquito (El Morocco) NYC, nc.
Clarke, Buddy (Park Central) NYC, h.
Clemente (Rainbow Room) NYC, nc.
Coleman, Emil (La Martinique) NYC, nc.
Conde, Art (Homestead) NYC, h.
Conniff, Ray (Nick's) NYC, nc.
Cordoba, Lolita (Beachcomber) NYC, nc.
Courtney Del (Coliseum) Davenport, Ia., 29, b; (Orpheum) Springfield, Ill., May 1-2, t.
Cox, Charlie (Patlo) Cincinnati, nc.
Crawford, Jack (Broadwater) Biloxi, Miss., 29-May 6, cc.
Crosby, Bob (Biltmore) Los Angeles, h.
Cugat, Xavier (Bevely Hills) Newport, Ky., cc.
Cummins, Bernie (Lake Club) Springfield, Ill., nc.
Ourbello, Herbert (La Martinique) NYC, nc.

D

D'Amico, Hank (Main-Utica) Buffalo 2-3, b.
Davis, Eddie (Larue's) NYC, re.
Del Duca, Olivero (El Chico) NYC, nc.
DeLman, Cy (Richmond) Augusta, Ga., h.
Dennis, Dave (Hurricane) NYC, nc.
Dorsey, Jimmy (Arena) New Haven, Conn., 3; (Aud.) Worcester, Mass., 4; (Arena) Hartford, Conn., 5; (Temple Univ.) Phila 6.
Drake, Tommy (Paramount) NYC, t.
Drake, Edgar (Rice) Houston, Tex., h.
Duchin, Eddy (Palmer House) Chi, h.
Dunham, Sonny (Civic) San Jose, Calif., 1, a; (Casa de Vallejo) Vallejo 2; (Sweets) Oakland 4, b; (Civic) Stockton 5, a; (Civic) Hanford 7, a.
Dunsmoor, Eddy (Blue Moon) Wichita, Kan., nc.

E

Eddy, Ted (Island) NYC, nc.
Elliott, Baron (Oh Henry) Chi, h.
Engel, Freddy (University) Albany, N. Y., nc.
Ernie, Val (Drake) Chi, h.

F

Farber, Burt (Netherland Plaza) Cincinnati, h.
Ferrera, Don (Airway) Cleveland 14-30, nc.
Fisk, Freddie (Lido) South Bend, Ind., nc.
Fisk, Charlie (King's) Lincoln, Neb., 16-30, b.
Fitzgerald, Ella (Regal) Chi 27-30, t.
Flora, Jimmy (Pennsylvania) NYC, h.
Flynn, Tommy (Chez Ami) Buffalo, nc.
Foster, Chuck (Stevens) Chi, h.
Francis, Arlene (Paddock) Wheeling, W. Va., nc.
Franklin, Buddy (Chez Paree) Chi, nc.

G

Garber, Jan (Tower) Kansas City, Mo., 27-30, t; (Oriental) Chi May 1-7, t.
Gasparre, Dick (Plaza) NYC, h.
Gilberto (Havana-Madrid) NYC, nc.
Glass, Bill (Queen Mary) NYC, re.
Goldie (Darling) Wilmington, Del., h.
Goodman, Benny (20th Century) Buffalo 27-30, t; (State) Hartford, Conn., May 1-3, t.
Gordon, Don (Old Cedar Inn) Brookhaven, N. Y., re.
Gordon, Jack (Blue Mirror) Baltimore, nc.
Gordon, Gray (Tic Toc) Boston 17-31, nc.
Grant, Bob (Savoy-Plaza) NYC, h.
Gray, Chauncey (El Morocco) NYC, nc.
Grayson, Val (Ohio) Youngstown, O., h.
Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.

Orchestra Routes



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

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.

H

Harris, Jack (La Conga) NYC, nc.
Harrison, Ford (St. Moritz) NYC, h.
Hart, Joey (Ye Olde Tavern) W. Brookfield, Mass., re.
Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.
Hawkins, Erskine (Plymouth) Worcester, Mass., 27-29, t; (Metropolitan) Boston 30-May 6, t.
Haywood, Eddie (Village Vanguard) NYC, c.
Heath, Andy (Pitch's Cafe) Wilmington, Del., nc.
Herbeck, Ray (Donahue's) Mountainside, N. J., nc.
Herman, Woody (New Yorker) NYC, h.
Hill, Tiny (Ballroom) Clintonville, Wis., May 1; (Trianon) Chi 2, b; (Aragon) Chi 3, b; (Sheboygan) Wis., 5, t.
Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
Horion Girls (18 Club) Osyka, Miss., nc.
Howell, Connie (Press Club) Erie, Pa., nc.

I

James, Harry (Palladium) Los Angeles, h.
Jelensnik, Eugene (Music Bar) NYC, nc.
Jerome, Henry (Childs' Paramount) NYC, re.
Johnson, Wally (Lookout House) Covington, Ky., nc.
Joy, Jimmy (Bismarck) Chi, h.
Julian, Pat (Golden Dragon) Cleveland, nc.
Jurgens, Dick (Riverside) Milwaukee 27-30, t; (Orpheum) Davenport, Ia., May 1-3, t; (Camp Grant) Rockford, Ill., 4.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.
Karnon, Maria, Musicales (Gene's) Fargo, N. D., c.
Kassel, Art (Crystal Palace) Coloma, Mich., May 2; (Paramount) Hammond, Ind., 3, t; (Orpheum) Madison, Wis., 4-5, t.
Kay, Chris (Casino Russe) NYC, nc.
Kaye, Sammy (Casa Manana) Culver City, Calif., 1-14, nc.
Keller, Leonard (Pelham Heath Inn) NYC, nc.
Keller, Peter (New Yorker) NYC, h.
King, Henry (Edgewater Beach) Chi, h.
King, Teddy (Emerson) Baltimore, h.
King, Wayne (Chicago) Chi, t.
Kinney, Ray (Palace) Cleveland 24-30, t.
Knight, Bob (Monte Carlo) NYC, nc.
Kobasic, Ivan (Hollywood) Kalamazoo, Mich., nc.

Korn Kobblers (Flagship) Union, N. J., nc.
Kraemer, Howard (Chanticleer) Madison, Wis., nc.
Krupa, Gene (Michigan) Detroit, t; (Chicago) Chi, May 1-7, t.
Kuhn, Dick (Astor) NYC, h.
Kyser, Kay (Meadowbrook) Cedar Grove, N. J., nc.

L

L'Ana (Famous Door) NYC, nc.
Labrie, Lloyd (Springhurst) Lexington, Ky., cc.
Lally, Howard (Belmont Plaza) NYC, h.
Lamb, Drexel (Roseland Inn) Jackson, Mich., re.
Lande, Jules (Ambassador) NYC, h.
Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.
Lang, Don (Colosimo's) Chi, nc.
Lang, Lou (Belvedere) NYC, h.
LaPorte, Joe (Old Roumanian) NYC, re.
Lazala, Ramon (Park Central) NYC, h.
Lewis, Eddie (Alma) Alma, Neb., 30, p; (Auditorium) Ravenna May 1; (Peony Terrace) Omaha 2-3.
Lewis, Sabby (Kelly's Stable) NYC, nc.
Lopa, Joe (Sutton) NYC, h.
Lopez, Vincent (Taft) NYC, h.
Lucas, Clyde (Roseland) NYC, b.
Lunceford, Jammie (Armory) Louisville 29; (Municipal) St. Louis 30-May 2, a; (White City) Chi 3, h; (Coliseum) Cleveland 4.
Lyman, Abe (Strand) NYC, t.

M

McGee, Johnny (Top Hat) Union, N. J., nc.
McGuire, Betty (Four Ace) Calumet City, Ill., 21-May 4, nc.
McNire, Lani (Lexington) NYC, h.
McKinley, Ray (Commodore) NYC, h.
McShann, Jay (Royal) Baltimore 27-30, t.
MacKenzie, Jimmy (El Dorado) Cleveland, nc.
Madriguera, Eric (Biltmore) NYC, h.
Malneck, Matty (Ambassador East) Chi, h.
Manzanares, Jose (La Salle) Chi, h.
Marconi, Pete (Caravan) NYC, nc.
Marshall, Mary (Seven Gables Inn) Millford, Conn., nc.
Martel, Gus (St. Regis) NYC, h.
Martini, Frank (Copacabana) NYC, nc.
Martin, Dave (St. George) Brooklyn, h.
Martin, Freddy (Waldorf-Astoria) NYC, h.
Martin, Lou (Leon & Eddie's) NYC, nc.
Matthey, Nicholas (Casino Russe) NYC, nc.
Maya, Prolian (Havana-Madrid) NYC, nc.
Melba, Stanley (Pierre) NYC, h.
Middleman, Herman (Yacht Club) Pittsburgh, nc.

Bands on Tour—Advance Dates

BLUE BARRON: Civic Theater, Portland, Me., 7-9; Shubert Theater, New Haven, Conn., 10; State Theater, Harrisburg, Pa., 11-13; State Theater, Easton, Pa., 14-16.

LOU BREESE: School, Iowa City, Ia., May 8; Pla-Mor Ballroom, Kansas City, Mo., 9.

HENRY BUSSE: Orpheum Theater, Omaha, May 1 (week); Prom, Northfield, Mo., 9; Ballroom, Cedar Rapids, Ia., 10; Ballroom, Denver, 15 (2 weeks).

CAB CALLOWAY: Eagles' Ballroom, Milwaukee, May 10; Ballroom, Perry, Ia., 12; Theater, Ft. Wayne, Ind., 14; Strand Theater, New York, June 5-18; Chicago Theater, Chicago, June 26-July 3; Casa Manana, Culver City, Calif., July 9-August 19.

ELLA FITZGERALD: Auditorium, Sacramento, Calif., 8-9; Auditorium, Oakland, Calif., 11; Trianon Ballroom, Los Angeles, 13, four weeks.

ERSKINE HAWKINS: Poll's Theater, Waterbury, Conn., 7-8; Brookline Country Club, 9.

LUCKY MILLINDER: Regal Theater, Chicago, 8-14; USO Camp, Battle Creek, Mich., 15; Athletic Club, Flint, Mich., 16; Music Hall, Cincinnati, 17; Dixieland Ballroom, Lexington, Ky., 18; Coliseum, 20; Meyers Lake Park, Canton, O., 21; Memorial Auditorium, Dayton, O., 23; Graystone Ballroom, Detroit, 25; Krauger's Auditorium, Newark, N. J., 29.

RICHARD HIMBER: Palace Theater, Ft. Wayne, Ind., May 1-3; Venetian Theater, Racine, Wis., 7; Paramount Theater, Hammond, Ind., 10; Rio, Appleton, Wis., 12; Capitol, Manitowoc, Wis., 13; Chase Hotel, St. Louis, 15.

EARL HINES: Armory, Junction City, Kan., May 7-8; Ballroom, St. Joseph, Mo., 9; Ballroom, Sioux City, Ia., 10; Ballroom, Watertown, S. D., 11; Auditorium, Sioux Falls, S. D., 12; Ballroom, Moberly, Mo., 15; Ballroom, Omaha, 16; Ballroom, Des Moines, 17.

TONY PASTOR: University of Tennessee, Knoxville, May 8-9; Plaza Theater, Asheville, N. C., 10; New Moon, Vincennes, Ind., 12; Granada, Mt. Vernon, Ill., 13; Municipal Auditorium, Kansas City, Mo., 14; Civic Auditorium, Topeka, Kan., 15; University of Nebraska, Lincoln, 16; Trianon Ballroom, Crowberg, Kan., 17; City Auditorium, Springfield, Mo., 18; Tower Ballroom, Pittsburg, Kan., 19; Auditorium, Wichita, Kan., 20; Chermot Ballroom, Omaha, 21; Val-Air, Des Moines, 22; Frog Hop Ballroom, St. Joe, Mo., 23; Shore Acres, Sioux City, Ia., 24; Surf Ballroom, Clear Lake, Ia., 25; Laramar Ballroom, Fort Dodge, Ia., 26; Kemper Military Academy, Booneville, Mo., 27; Neptune Ballroom, Sioux Falls, S. D., 28; University of Iowa, Ames, 29; Dance-land Ballroom, Cedar Rapids, Ia., 30; Paramount Theater, Hammond, Ind., 31.

BOYD RAEBURN: Ballroom, Davenport, Ia., May 1; Ballroom, Freeport, Ill., 2; Theater, Springfield, Ill., 3; Country Club, Nashville, 4; School, College Station, Tex., 8-9; Country Club, Shreveport, La., 10; Night Club, Little Rock, Ark., 11-12; School, College Station, Tex., 14-15.

ALVINO REY: Ivy Ball, University of Pennsylvania, Philadelphia, 8; Hershey Park, Hershey, Pa., 9; Masonic Temple, Scranton, Pa., 10.

CARL SCHREIBER: Hotel Baker, St. Charles, Ill., May 2, 9, 16 and 30; Pershing Ballroom, Chicago, 3, 7, 10, 14, 17, 21, 24, 28 and 31; Austin College Ball, Chicago, 6; Medinah Club, Chicago, 8; Proviso Prom, Maywood, Ill., 15; Clarke College Prom, Dubuque, Ia., 22; American Legion Hall, Chicago, 23; Thornton High School Prom, Crete, Ill., June 1.

MUGGSY SPANIER: Lions' Club, Centralia, Ill., April 27; Tune Town Ballroom, St. Louis, 28 (two weeks); Orpheum Theater, Marion, Ill., May 12; Lincoln Theater, Belleville, Ill., 13; Illinois Theater, Jacksonville, Ill., 14; Stevens College, Columbia, Mo., 15-16; Paramount Theater, Hammond, Ind., 17.

Miller, Glenn (20th Century-Fox Studios) Hollywood, Calif.
Miller, Jay (Freddie's) Cleveland, nc.
Millinder, Lucky (Palace) Shreveport, La., 20, t; (Auditorium) Tulsa, Okla., 30.
Milton, Dick (Ray's Place) NYC, re.
Monaco, Hugo (Sky Club) Jacksonville, Fla., nc.
Monice, Andre (Beachcomber) NYC, nc.
Minor, Frank (Red Mill) NYC, nc.
Moffitt, Deke (Glenn Rendezvous) Newport, Ky., nc.
Monahan, Josephine (Whitman) Pueblo, Colo., h.
Moran, Eddy (Ritz-Carlton) Atlantic City, h.
Morriss, George (Armando's) NYC, nc.
Munro, Hal (Battle House) Mobile, Ala., h.

N

Nerida (Leon & Eddie's) NYC, nc.
Newton, Frankie (Kelly's Stable) NYC, nc.
Nichols, Red (Rainbow) Denver 30-May 6, b.
Nonchalants, The (Coronado) St. Paul, nc.
Norman, Lee (Famous Door) NYC, nc.
Norvo, Red (Colonial) Dayton, O., 24-30, t.

O

Oger, Bill (Lawrence) Erie, Pa., h.
Oiman, Val (La Martinique) NYC, nc.
Onesko, Senya (Commodore) NYC, h.
Osborne Will (Castle Farm) Cincinnati 2, nc.
Owen Sisters (Doc's) Baltimore, nc.
Owen, Tom; De Witt, Ia., 29; (Forest Marshalltown, Ia., 30, p; (Surf) Clear Lake May 1; (N. W. Turner Hall) Davenport 2 (Forum Roof) Waterloo 4.

P

Pafumy, Joe (Belmont-Plaza) NYC, h.
Page, Gene (Dixie) Toledo, O., nc.
Page, "Hot Lips" (Grand Terrace) Chi, nc.
Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.
Panchito (Versailles) NYC, nc.
Parks, Bobby (Astor) NYC, h.
Pearl, Ray (Madura's) Hammond, Ind., nc.
Peterson, Dee (Washington Merry-Go-Round) Pittsburgh, nc.
Pierce, Alex (Latin Quarter) NYC, nc.
Pineapple, Johnny (Rogers Corner) NYC, nc.
Poppe, Art (Edward) Middletown, N. Y., h.
Powell, Walter (Nut Club) Millvale, Pa., nc.
Prima, Louis (Syracuse) Syracuse, N. Y., t.
Prussin, Sid (Diamond Horsehoe) NYC, nc.

Q

Quinton, Bobby (Hurricane) NYC, nc.

R

Ramos, Ramon (Penobscot) Detroit, nc.
Randolph, Johnny (Plantation Club) Dallas, nc.
Ravazza, Carl (Chase) St. Louis, h.
Reichman, Joe (Mark Hopkins) San Francisco, h.
Reid, Morton (St. Regis) NYC, h.
Reid, Ron (Rainbow) Denver, b.
Reisman, Leo (Rainbow Room) NYC, nc.
Rey, Alvin (Stanley) Pittsburgh 1-7, t.
Reynolds, Tommy (College) Holyoke, Mass. May 1; (Essex House) NYC 2, h; (Babb Southwick, Mass., 3, p.
Ricardel, Joe (Claremont Inn) NYC, nc.
Roberts, Eddie (Lido) NYC, h.
Rodriguez, Johnnie, Trio (El Chico) NYC, t.
Rogers, Dick (Troadero) Henderson, Ky., t.
Rogers, Harry (Half Moon) Brooklyn, h.
Rogers, Ralph (Latin Quarter) NYC, nc.
Rotonda, Peter (Commodore) NYC, h.
Ruhl, Warner (Club 21) Grand Rapids, Mich.
Russell, Snookum (College Inn) Kansas City, Mo., nc.

S

Salazar, Lou (Beachcomber) NYC, nc.
Sanders, Sid (Rainbow Inn) NYC, nc.
Sandifer, Sandy (Almack) Alexandria, La., t.
Sanier, Muggsy (Tunetown) St. Louis, h.
Saunders, Hal (St. Regis) NYC, h.
Savitt, Jan (Casa Manana) Culver City, Cal. nc.
Sayre, Syd (Terrace Gardens) Cohoes, N. Y., nc.
Schilly, Louella (Northland) Green B. Wis., h.
Seiger, Rudy (Fairmont) San Francisco, h.
Shaw, Maurice (Chateau Moderne) NYC, nc.
Sissle, Noble (Diamond Horseshoe) NYC, nc.
Small, Doc (Ah-Wa-Ga) Owego, N. Y., h.
Smith, Bob (Ka-See's) Toledo, O., nc.
Smith, Russ (Rainbow Grill) NYC, nc.
South, Eddie (Cafe Society Uptown) NYC, nc.
Sparr, Paul (St. Regis) NYC, h.
Spector, Ira (Chateau Moderne) NYC, nc.
Spivak, Charlie (National) Greensboro, N. C., t; (Bellevue-Stratford) Phila., May 1, (Armory) Wilmington, Del., 2; (C. Bridgeport, Conn., 3, h.
Squires, Four (Colonnade) Canton, O., nc.
Stable, Dick (Earle) Phila., t.
Stanford, Stan (Minnie) Marquette, Mich., nc.
Sterny, George (Belvedere) Baltimore, h.
Stower, Jules (18 Club) NYC, nc.
Straeter, Ted (Fele's Monte Carlo) NYC, nc.
Sullivan, Mickey (Lido) Worcester, Mass., nc.
Sylvio, Don (Bertolotti's) NYC, nc.

T

Tanassy, Cornel (Kern's) NYC, nc.
Terrace Boys (Cora & Irene's) NYC, nc.
Therrien, Henri (Glen) Williamsville, N. Y.
Thompson, Denny (Tic Toc) Boston 17-31.
Thompson, Lang (Lantz Merry-Go-Round) Dayton, O., nc; (Ballroom) Pittsburgh
Thomson, Billy (Paddock) Wheeling, W. Va., nc.
Toasty, Paul (Green Mill) Saginaw, Mich., nc.
Trace, Al (Happy Hour) Minneapolis, nc.
Tucker, Orrin (Aragon) Chi, h.
Tucker, Tommy (Essex House) NYC, h.

V

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

W

Wala, Jerry (Lincoln) NYC, h.
Weeks, Anson (Auditorium) Little Rock, t.
29; (Aud.) Texarkana 30; (Aud.) Mori La., May 1; (Coronado) Shreveport 2, (Cotton) Lubbock 4, nc.
Weoms, Ted (Blackhawk) Chi, nc.
Weik, Lawrence (Trianon) Chi, b.
Williams, Claude (Kelly's Stables) NYC, nc.
Williams, Griff (Totem Pole) Auburn, Mass., 29-May 12, b.
Williams, Suede (Warwick) NYC, h.

Y

Yellman, Duke (Brown Derby) Chi, nc.
Young, Eddie (Pla-Mor) Kansas City 30-3, b; (Rainbow) Denver 5-12, b.

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Has Violated That Section of Its Constitution Which Reads as Follows:

Article VII—Violations

Section 1. It shall be a breach of faith and detrimental to the welfare of this Union for a member to commit any one or more of the following acts, all of which are hereby prohibited:

(a) To give any gratuity or make any promise of reward for the purpose of inducing any band leader or other persons to permit the rendition of any published composition, whether to be sung or played, or to directly or indirectly participate in negotiations for such purpose, or to engage in any schemes or subterfuges for the purpose of committing this primary evil in our industry, or to make or arrange radio programs for leaders, singers, etc. The Executive Council in its discretion shall have authority to determine the facts concerning such alleged violation and complaint.

ALSO

A \$500.00 WAR BOND

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MUSIC PUBLISHER, FIRM OR CORPORATION

Has Violated Either Section Eight or Nine of Their Fair Trade Agreement With the Union Which Reads as Follows:

THE EMPLOYER AGREES

Eighth: That the employer will not give or offer any gratuity or make any promise of reward, or make any loans or engage in the wholesale purchase or distribution of commercial records, commonly known as transcriptions, paid for by the employer or to the cost of which said employer has directly or indirectly contributed (except that labeled commercial records purchased in stores or from the phonograph companies may be distributed), for the purpose of inducing any band leader or other person to permit the rendition of any composition, whether to be sung or played, or to directly or indirectly participate in negotiations for such purpose, or to engage in any schemes or subterfuges for the purpose of committing this practice, which is declared to be the primary evil in the music publishing industry.

THE EMPLOYER AGREES

Ninth: That the employer will not make or arrange radio programs for leaders, singers, managers of bands, etc., or back or support financially any band leader, singer, booking agent or manager of same, etc., in connection with the music publishing industry, or invest in or enter into any partnership or corporation relationship, directly or indirectly, with any such person or agencies, for the purpose or with the intention of securing advantage thereby in the exploitation of any songs of said employer, or of said partnership or corporation, or indulge in the practice commonly known and designated in the industry as cut-ins, or do or make special arrangements for band leaders, singers, booking agents, managers of bands, band representatives, or others, or make extractions from special arrangements or scores for such band leaders, singers, booking agents, managers of bands, band representatives or others, or directly or indirectly seek to induce the members of the Union or any other persons to engage in the practices herein condemned.

★ **THERE IS NO PROPER REASON WHY FAIR TRADE PRACTICES AND DECENT RELATIONSHIPS SHOULD NOT EXIST IN OUR INDUSTRY; WE ARE ENGAGED IN LEGITIMATE ENTERPRISE; WE ARE MAKING A GENUINE CONTRIBUTION TO THE BUILDING AND MAINTENANCE OF BOTH CIVILIAN AND MILITARY MORALE, WHICH IS ESSENTIAL IN FORGING THAT NATIONAL UNITY WHICH ALONE CAN INSURE VICTORY TO OUR COUNTRY IN ARMS. THERE IS ROOM IN OUR INDUSTRY FOR THOSE WHO WANT TO CONDUCT THEMSELVES DECENTLY AND HONESTLY; FOR OTHERS OUR FIELD IS TOO SMALL.** ★

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

Local 22102, 1270 Sixth Avenue, New York

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EFFECTIVE APRIL 22, 1942

Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

Conducted by THE ROADSHOWMAN—Communications to 1564 Broadway, New York City

Cutting It Short

By THE ROADSHOWMAN

When Charles Tankled received his issue of *The Billboard* last week he immediately proceeded to read it. However, upon opening the book he found the pages loose, as his particular copy missed the stitcher. Tankled wrote, saying that it occurred to him that perhaps *The Billboard* was doing its bit to win the war by saving the wire needed for stitching. Therefore, he reported, he went to the sewing machine, got a needle and thread, and in the efficient troupier manner sewed the pages of his copy of the magazine together.

The unstitched copy of *The Billboard* was mailed thru oversight, and this is to let Tankled know that he will not have to press his needle and thread into service again—at least not for the time being anyway.

Tankled, who plans to start on the road soon, also gave some information about one of his projectionists, Leroy Mullens, who has been inducted into the army. Leroy is at Camp Forrest, Tenn. Leroy, according to Tankled, was with his movie service for four years. But Leroy claims he is having a good time now and anxious to take a crack at the Japs. After the war he'll be back in the roadshow field again.

Larry G. Brady, former zone manager for Russell C. Roshon Amusements Circuits, in charge of Memphis; Kansas City, Mo.; Atlanta and Dallas offices, has resigned to take out his own roadshow, *Hell Over Europe*, and reports business excellent. He is succeeded in Memphis by G. Dudley Gravette.

Radio P. A.'s Pull for Midwestern Roadshowman

ALBANY, Mo., April 25.—Junior Clark, roadshow operator working this territory under the firm name of Midwest Theaters, showing both 16mm. and 35mm. programs, is always on the alert for new ideas that will increase business for his operation. Not so long ago he tried out a promotion that he feels is new to the roadshow field—or at least in his individual application of it.

Clark pointed out that, like all roadshowmen, he is interested in getting new faces in his audiences. New faces mean more cash taken in at the box office, and if audience increases can be maintained the profits for the season are higher than average. His stunt for increasing interest in his programs is a very simple one: use of local radio performers for personal appearances with the motion picture shows.

According to Clark, his plan materially increased attendance and, what is more, he has been able to hold the new patrons on his circuits. The first step, Clark explained, was to write to a local radio station near his circuits, asking it if it had any program or programs it would be interested in sending out on a personal-appearance tour. A percentage of the box-office take was offered.

A favorable reply was received from the station, and the agreement finally worked out called for 70 per cent for the radio station for supplying talent

and 30 per cent for Clark. Performers were set to play a complete seven-day circuit. Then Clark communicated with his film library and had it select a good picture and a new serial to be used in conjunction with the personal-appearance radio show.

Clark said the radio station gave plugs over its station for two weeks prior to the opening of the show and mention was made of the dates and places where shows would run.

On the nights scheduled for the shows Clark reported he had to run two shows to accommodate the crowds that turned out. He said that people came to see the radio performers and his movie show that had never before turned out for a program, even tho they lived only a mile or so out of town. And the best part of it all, according to Clark, was that the audience who saw the serial and feature liked the program so much that they wanted to come back again. A check shows that they do come back to see the regular film shows, he says.

Clark stated that he thinks this is one of the best plans to get new people started coming to film shows put on by roadshowmen. The radio station tie-in not only helps the showman but the radio stars as well, he pointed out. Then, too, the audience has an opportunity to see its favorite local radio

Open-Air Movies Set for Season

ALLENTOWN, Pa., April 25.—The auto and tire ban holds no fears for Shankweiler's Auto Park Theater on Slatington Pike near here. The outdoor theater carried out its original plans and reopened for the new season, with *Bowery Blitzkrieg* the opening 16mm. attraction.

Change of shows are offered every Wednesday, Friday and Sunday evening, operating continuously from darkness on. Admission to the auto theater is free, with a 25-cent parking fee for each auto entering. It is expected that the two other open-air movies in the territory will also open within the next two weeks.

New and Recent Releases

(Running Times Are Approximate)

ZENOBIA, released by Post Pictures Corporation. This eight-reel comedy features Oliver Hardy, Harry Langdon, Billie Burke and Joan Parker. The theme of the picture is "an elephant never forgets" and this is proved conclusively by Zenobia as she smashes her way to repay a kindness. Plenty of comedy sequences. There's an inspiring note (See **NEW RELEASES** on page 28)

MOGULL'S 16mm. SOUND MOVIES ALL NEGRO CAST

For all audiences. Famous Saturday Evening Post stories of Octavius Roy Cohen. Snappy 2-reel Laugh Hits; talented Negro comedians. Six smash subjects, \$34.95 each for 2 reels complete!

ON TERMS—3 subjects (6 reels), \$25.95 down, balance in 15 months.
"Be Wise—MOGULLIZE!"
MOGULL'S Roadshow Hqs., 59 W. 48th St., N. Y. C.

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Selling Your Attraction To the Roadshow Audience

By CHESTER BUSSA, President, Bussa Film Exchange

WITH the coming of warm weather, outdoor amusements beckon to prospective patrons. The roadshowman's problem in this war period is to see to it that he holds up his business to a fair take at the box office. While business now is expected to be better than average as a result of the roadshowman's co-operation with the war effort (showing of defense and instructional films, etc.), the showman must hold down his operating cost consistent with good showmanship. I do not advocate a pinch-penny policy, but it is equally true that the operator must know where to cut expenses and where not to.

It is false economy to try to put over an ordinary attraction that can be secured at a slight savings when, for a slight extra expense, it is possible to offer entertainment fare of a class comparable to that shown in ordinary channels. People will go to see a good picture any time of the year, provided, of course, you have followed a well-laid-out plan of advertising the attraction.

Proper exploitation and selling of attractions is necessary if a roadshowman wants to run a successful business. It is always a good idea to tie in attractions with some charity organization, Boy Scouts, parent-teacher associations, fraternal groups and similar organizations. Now the local defense authorities, police and fire departments, etc., offer an extra opportunity for the enterprising roadshowman.

No matter what organization a roadshowman decides to interest, he should make certain of how active and prominent it is in the community. The organizations are always trying to make money to carry on their work and once an operator has lined up with them, it will give his show plenty of free advertising and raise the box-office receipts.

If a sound truck is used the operator should not forget to have it driven around the various outdoor resorts or any place where there is an outing or celebration of any kind. Copy advertising the attraction should be prominently displayed, with the theme that onlookers can still see a good show after their outing.

Spring and summer selling requires careful planning with a well-balanced program, not forgetting window cards and posters prominently posted in the community where the show is to be given. The wise showman believes in trying something different once in a while, or trying out new experiments. Only in this way can he judge changing public tastes for film entertainment. It may be true you may try an experiment and fail—but another try might create a box-office hit. The old adage states, "Nothing ventured is nothing gained," and this holds particularly true in the roadshow field today.

16MM SOUND PROJECTORS RENT \$4.00 A WEEK
LATEST MODELS WITH 20 WATT AMPLIFIER & 12 INCH SPEAKER, ETC.
BOX D-183, The Billboard, Cincinnati, O.

\$19.50 PUTS YOU IN SHOW BUSINESS
We ship you everything, motion picture projector, sound equipment, talkies. Guarantee you to make good. Show you how to line up circuit from the 5,000 theatreless towns in U.S.A. Make up to \$50.00 week. Write Southern Visual, Box B-8, Memphis, Tenn.

FOR SALE
Four "Universal" 16MM. Sound Projectors, complete with two speakers, heavy duty amplifiers. Machines are like new condition. \$195.00 each, cash only, while they last.
RAND FILM & PROJECTOR SERVICE
2541 Montana Ave. Cincinnati, Ohio
Phone: Montana 0562

\$7.50 16mm. Sound Programs Complete—Features and Shorts.
Weekly **BIGGEST BARGAIN ANYWHERE**
OUTDOOR SHOWMEN \$10.00
BOX D-156 Weekly With Sound Projector
The Billboard, Cincinnati, O.

NEW YORK STATE ROADSHOWMEN
NEW MONOGRAM FEATURES Now Available Here.
JOHN E. ALLEN, Inc.
6 George Street Rochester, New York

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GOOD (NEW) PICTURES!
THE SAME GOOD (OLD) SERVICE!
Our new 1942 Summer Catalog is now ready! Hundreds of new features, comedies, cartoons, latest news reels and other subjects at your disposal at the lowest prices. Big name stars—many major releases at prices to suit your pocketbook. Every program planned to please your audience in every way and to make handsome profits for you. Don't delay! Write today for your copy of our "1942 Roadshowman's Catalog and Booking Guide."
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—FOR SALE—
Used 16mm. SOUND Films—Features, Shorts—from 57 reel up. Subject to return if not satisfactory. Send for free list. Also ask for our catalogue of RENTAL FILMS for roadshowmen.
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Billroy's Starts In Fine Fashion

Biz in Valdosta, Cordele topnotch—Macon fair—show totes extra rubber

MACON, Ga., April 25.—Billroy's Comedians, under management of Billy Wehle, has had an unusually favorable start of the organization's 14th annual tour. Show came here Tuesday after playing a two-day opening stand in Valdosta, Ga., and one performance in Cordele, Ga., Monday. Despite the fact that the show day-and-dated the opening of the Macon baseball season, playing the city park adjacent to the baseball stadium, business was fair here. Manager Wehle says business in Valdosta and Cordele exceeded expectations.

As in previous years, the Billroy show is a musical revue, with vaude acts and a line of girls. Costuming is above average. Show moves by trucks and personnel by passenger cars. This year an extra truck is carried, loaded with tires and tubes bought some time ago thru the foresight of the management.

Besides Manager Wehle, the executive staff is composed of Beatrice Hefner, secretary-treasurer; Jimmie Hefner, contracting agent; Reba Herbert and Billy Wehle Jr., front door tickets; James V. Hefner, reserved seats; Jockey Foster, billposter; Zack Matthews, lot superintendent; Mrs. Marian Wehle, concessions, assisted by Jimmy Reddy. Art Farley handles 24-hour duties and press.

Bobby Greer is comic and producer, with Jack Hutchison emcee and straights. Hal and Grace Crider present their novelty dance and acrobatic act. Tessie Russell's marionettes made a hit here. Girls include Raby Crider, Jerry Meacham, Sara Selbert Brown, Polly Mahar, Dorothy Greer, Edythe Miller, Kaye Lawrence and Mandy Hart.

The Top Hat orchestra has Ralph Herbert, leader; Joe Purcell, Jerry Rawlings, Virgil Medcalf, Johnnie Marshall, Eddie Miller and George Bartlett.

Ming Toy, Chinese strip-tease dancer, holdover from last season, is featured in concert. About 80 per cent of audience remained for concert here. Mother Vinson is also traveling with show. The following children are with the troupe: Harriet Crider, Wyllamerle Hutchison and infant Judy Wehle.

Emmett Miller, native of Macon, joined the troupe here. In a curtain speech here Wehle paid tribute to Charles Sparks, retired circus owner and lifelong friend, who resides here. This drew loud applause. Other visitors here included Ted Munson, former Billroyite, who is manager of the Rialto and East Macon theaters here, and wife and Mrs. Charles Underwood.

Show jumped 55 miles to Dublin after the performance here, and had a three-day engagement in Augusta to follow, with several weeks of one-nighters in the Carolinas set in May.

Hendersons Out for Duration

OMAHA, April 25.—George, Jack and Bess Henderson, well-known repsters, who have been with the best in the business, have decided to remain off the road for the duration. Their last engagement was with the Jennings show in California. Jack, who was known as Jack Winston, has enlisted in the Air Force Band at Gardner Field, Taft, Calif. In order to be near Jack, his parents have decided to locate in Los Angeles. George is working in downtown L. A. for the Pacific & Electric Railway, while Bess remains at home in suburban Alhambra.

Dot and Earle Making Ready

NASHVILLE, April 25.—Dot and Earl Mitchell are here readying their Dot and Earle's Variety Show for another season under canvas, opening near here early in May. The Mitchells have contracted Hulburd's Animal Circus and will also use a number of other acts and a hill-billy band. Unit will play fairs later in the season.

Dixie Queen Incorporated

CHATTANOOGA, April 25.—The Tennessee Showboat Company of Chattanooga has obtained a charter from the secretary of state to operate a showboat for amusement and entertainment. The floating theater is the Dixie Queen, managed by Al Cooper.

Rep Ripples

MR. AND MRS. BILLIE BOUGHTON are still at their old plantation at Round Oak, Ga. Billie's health has been bad all winter and the doctor says it'll be no tramping for him this season. That's a pretty tough rap for one who has been on the road for 60 years. . . . HARLEY SADLER and Phil Isley opened their new Temple Theater, Temple, Tex., April 11, and their second house at Killeen, Tex., opened its doors Monday (27). Both towns are in defense work areas. . . . C. V. (CHET) BROOKS is playing halls in Arizona with his vaude-small animal show. He will work fairs under canvas later. . . . GEORGE W. RORKE is readying a tent to play Central Texas with vaude and pix. He is at present in Sherman, Tex. . . . HENSON'S SHOW left Hooker, Okla., recently for West Texas. M. Henson is owner-manager. He is presenting pictures and a flesh bill, *Old Panhandle Days*, by E. F. Hannan. Also totes a hillbilly band.

CLYDE E. FORTNER will remain off the road this season to operate his tavern near the gate at Camp Blanding, Starke, Fla. . . . MILLIE MAUDE LAVELL, veteran trouper, writes that she is seriously ill at Sunny Side Home, 828 Vine Street, Davenport, Ia., and would appreciate hearing from old show friends. . . . ART GRANDI, whose death was listed under Final Curtain in last issue, was well known in tent rep circles, having for many years operated his Art Grandi Players indoors and under canvas in Indiana and Illinois. Mrs. Cella Grande now resides at 126 W. DeWald, Fort Wayne, Ind. . . . MAC D. FERGUSON and Happy Ray, after 12 weeks on the Empire burly circuit, have joined Boob Brasfield's company in stock at the Gadsden Theater, Gadsden, Ala. They're signed to return to burlesque as a team next season. They stopped off in Cincinnati recently en route to Gadsden for a visit with their old friends—Charles (Dome) Williams, Mrs. Henry Prather and Lawrence Hager. . . . CHARLES FEAGIN, who has just closed five weeks with the "SeaBee" Hayworth circle in North Carolina, was a visitor at the rep desk Tuesday of last week but, unfortunately for us, it was our day off and we missed him. Feagin hopped to Colon, Mich., to join the Skippy LaMore tent.

WSM No. 1 Opey Sees Biz Topping 1941 Tent Season

LAFAYETTE, La., April 25.—The WSM Grand Ole Opey No. 1 unit, which opened in Colquitt, Ga., March 30 under Ollie Hamilton's big top, has been enjoying satisfactory business to date, according to Hamilton, who says all indications point to a bigger season than 1941, when the unit was out under canvas from June 30 to October 25, with Jamup and Honey featured.

Featured with this season's show are Jamup and Honey, Uncle Dave Macon, Tommy Thompson, Big Hody Foster, and Bill Monroe and His Blue Grass Boys, with Cousin Wilbur; Fiddlin' Art Wooten and Clyde Moody.

Honey Wilds is manager; Lillian Wilds, secretary-treasurer; Ollie Hamilton, routing and contracting; Smith Hamilton, head of billing crew, and Elmer Yancey, in charge of lithographing. The tent is an 85 by 190, with all equipment transported on five trucks and two 26-foot semi-trailers.

Most of the towns so far this season have been turnaways, Hamilton reports, while in a few spots business was only fair. In Hamilton's home town, Colquitt, 300 more people turned out than the town's population, giving the show a near-capacity house. Mobile, Ozark and Enterprise, all in Alabama, gave the show turnaways, according to Hamilton.

Tent Shows Need New, Old Blood To Succeed, Says Hall

San Francisco. Editors *The Billboard*:

I have been reading in *The Billboard* the various articles concerning tent shows. Some say they need new blood. I do not agree with some of the writers. New blood in some respect is needed, but I fail to see where the new blood comes in to run a show. The way times are, the young blood doesn't understand the business. You must mix the old and the young blood. By doing so the new blood learns the ropes of the game and the old blood learns new things. There are many obstacles that tents have

to contend with these days that shows in past years did not have.

I read J. Williams's article and he cited several factors that have killed off a number of tent shows. No new blood can fight the things that tent shows go up against in these times. Any good tent show that hits the road can make good, but it must be a meritorious performance. It doesn't matter whether it is a dramatic show, vaudeville or a circus. It must be put out right, advertised properly and by all means be a good show. The public wants to see a flesh show; they get tired looking at the flickers. Anything mechanical does not meet up with something that has life to it. Out here in California I have run into two tent shows, one a small circus and the other a vaudeville show. Both of them were doing good business. Prices were in reach of everyone's pocketbook, the shows had a good, clean front, and made a good appearance. That means a great deal—a good front.

JOHN HALL.

Hamilton Lauds, Terrell For Finding Better Stand

Lafayette, La. Editors *The Billboard*:

I had a visit April 15 in Tickfau, La., with my old friend and brother rep manager of the good old days—Billy Terrell. It was the first time we had seen each other since the under-canvas rep let us down. Billy is operating two vaude and picture units. The equipment is clean and modern, and Billy and his wife are living in their 26-foot house trailer.

All the wrinkles in Billy's face, which accumulated there in the last days of Billy's rep existence, have gone. The old boy is fat and happy. Looked as tho he never had a care. They have enough canned goods and clothes stored away in that big trailer to last for the duration. It really did my heart good to see an old ex-rep manager looking so happy and prosperous after suffering thru the depression as Bill and I did. He really deserves a hereafter both on this earth and the one to follow.

At last Billy has found a better stand. Which reminds me of what he said once in an article in *The Billboard* during the depression. Billy, like the rest of us rep show managers when biz got bad, would jump all over the country to stands which had always given him big business. But after spending more than he would gross each week for transportation to get to one of those sure-shot stands, it would be no better than the one he had just left. Finally Bill wrote in the article I mention: "Stay where you are—don't jump thinking you will find a better stand. There just ain't no such animal." The writer had a big laugh over this article, as he had been doing the same as Billy—jumping to find that better stand, but there just wasn't no such animal. More power to you, Bill. May this better stand even get better.

OLLIE HAMILTON.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

19 and 1 Still Parading In Balto After 168 Hours

BALTIMORE, April 25.—After 168 hours of competition, 19 teams and one solo remained in the Jerry Green All-American Derby show here. Those still going are Charley and Vivian Smalley, Don Donnison and Pat Gallagher, Pete Corilla and Harriet Blurton, Stan West and Helen Caldwell, Red Monroe and Elizabeth Linder, Slippery Welsh and Florence Lehman, Johnny Reid and Edwina Trahon, Hughie Hendrixson and Nellie Roberts, Marty McKenna and Birdie Hoffman, Jackie Parr and Adele Ballis, Billie Kaue and Anne Adams, Mario Gentile and Norma Griffith, Marvin and Jean Hobaugh, Eddie Leonard and Virginia Morris, Clyde and Angie Hamby, Pete Trimble and Betty Carpenter, Johnny Bowman and Opal Ferdig, Buddy Millsted and Betty Crawford, Tex Murphy and Elinor Herman, and the solo, Connie Dale.

Show is being aired four times daily over Station WITH, and emcees are Lenny Paige, Hal Brown and Art Wolfe. Comedians are Marvin (Hobo) Hobaugh and Eddie Leonard, with Ernie Steele as day judge and Steve Lamar night judge. Jimmy Farrell is trainer.

Detroit Roller Derby Tops All Previous B.O. Marks

DETROIT, April 25.—Roller Derby, which opened April 7 at Olympia Here, drew 65,000 people the first 11 days. Attendance was better than any previous derby. Fred Haner, manager of Olympia, reports all but two nights exceeded best nights for any previous show.

Show was handicapped by being pulled out four nights for hockey play-offs and a boxing card. Staff included Irving Ward, manager;

Sam Ward, advance; Janice Watson, treasurer; Moon Mullins and Red Long, coaches; Austie Dowdell and Lou Brennan, announcers, and Bill Bailey, referee.

Show was produced as a race three hours nightly with 20-minute intermission, with each day's contest a separate race. Carl Payne and Virginia Ogden captained the Detroit team, with Tommy Atkinson and Annis Jensen heading the Chicago team.

Skaters are same who appeared at Chicago Coliseum, and the production opens at the Cleveland Arena April 28, with Buffalo following.

JACK (DEAD PAN) KELLY, his wife, Pat Young, and Mario Alessandro are working at Eastwood Park, Detroit, following the recent contest at the Michigan State Fairgrounds there. They plan to remain at the park all summer.

JUDY SLOAN writes from Las Vegas, Nev., that she has been keeping up with all the kids thru *The Billboard* since she left the field seven years ago. She has been in show business in Colorado and New Mexico, but now plans to settle down to home life. She reports that the Hal J. Ross and Johnny Crowder shows were the last in her territory, and that Dave White and Millie Bungers won the December Speed Derby in Albuquerque. She would like to read a line here on Dave Redding, Mabel Brownsley, Watt Spalding and others.

AUDREY SAUNDERS writes that Bernice Pike went into the ice at the Washington show last week and lasted 21 minutes 30 seconds. Treadmills started April 22, and the contestants will have to participate in them as well as the nightly five-minute sprints. Audrey also reports that Al Strong, Nadine Lynch and Bill Bern do roller skating routines (See *DERBY SHOW NEWS* on page 23)

WANTED

People in all lines, must drive, for Vaude and Pic Tent Show. Clever Female Impersonator, Guitar Single Man or Young Team. State all.

CONGER & SANTO PLAYERS
Hiwassee, Ga., this week; next, Dexter, Mo.

WANTED FOR J. DOUG MORGAN SHOW

Piano Player, read, transpos and fake; General Business Man to double Trumpet; other useful People with specifications, write, De Kalb, Texas, April 27 and week; Paris, Texas, May 3rd and week.

WANTED

Magicians; Musicians, Hillbilly and Swing; Acts of all kinds. Opening in May under canvas. State all. Advance Agent, must be sober. All others write.

DOT & EARLE VARIETY TENT SHOW
200 6th Ave., South Nashville, Tenn.

WANT

Banner Man, also handle 48-hour work. Must have car. Also want Boss Canvasman, Mechanic, Workmen. Don't write, wire Western Union. BILLY WEHLE, Mgr., Billroy's Comedians Tent Show, Columbia, 29th; Sumter, 30th; Florence, 1st; Mullins, 2nd; all south Carolina; then Wilmington, N. C., 4th.

WANT TEAM

Man to operate Portable Picture Machines, drive truck and make self useful. Wife, tickets. Team with house car preferred. State all and lowest. Pay own.

BERT RUSSELL

DeLuxe Tent Show Now Born, N. C.

The Final Curtain

ANDERSON—Ray (P. C. Shorty), carnival ticket seller and talker, last year with Al Baysinger Shows and formerly with John Francis, Curly Vernon, Byers Bros. and other carnivals, in Huntsville, Ala., April 4 of heart disease. Burial in Mankato, Minn.

AVES—Dreda, 47, opera singer, April 17 in Newark (O.) city hospital. She made her debut in the role of Santuzza in *Cavalleria Rusticana* in Cleveland in 1929 and also had sung with the San Carlos and Defee companies. Services were private.

BECK—Charles L., 85, formerly with J. C. Goss Tent & Awning Company, April 21 at his home in Detroit. Survived by his widow and three children. Interment in Forest Lawn Cemetery, Detroit.

BROWN—Mrs. Elmira L., 67, leader of an all-girl orchestra between 1905 and 1910, April 16 at Atlantic City Hospital of pneumonia. She is said to be the first person to play the violin over the radio. Surviving are her husband, Harry; two sons and a daughter. Services April 20 in Atlantic City, with interment in West Berlin Cemetery, Berlin, N. J.

CASTAGNA—Gerrimo, 40, proprietor of Jerry's Cafe, Philadelphia, suddenly April 14 in that city.

CLIFFORD—George C. (Irish), 61, former boss canvasser for circuses and other shows, of a heart attack recently in Plainview, Tex. Survived by his widow and a stepson.

DOLLOFF—Frank F., concessionaire and only son of Mr. and Mrs. Fred F. Dolloff, well-known troupers, April 8 in Franklin (N. H.) Hospital. Also survived by his widow, two daughters and a sister.

DONALDSON—Arch M., 65, brother of the late W. H. Donaldson, founder of *The Billboard*, in Speers Hospital, Dayton, Ky., after a short illness. Survived by his widow, two sons, a brother and a sister.

ENGERS—Mrs. Hattie Bell, 70, circus, showboat and stage performer, of a heart attack in Fort Worth April 20. She is said to have been the first woman to do the iron-jaw act. She and her husband also were known as the Musical Bells. Survived by her husband and three children.

HALBERT—Walter S., 62, veteran theater executive, April 20 in Aultman Hospital, Canton, O. His widow, a daughter and two sons survive. Services and burial in Canton, O.

HAYES—Eugene V. (Speedy), 34, motordrome rider with James E. Strates Shows, at the Delaware Hospital, Wilmington, Del., April 22 while undergoing an operation. Survived by mother, widow and two children.

HEATHER—Jostie, 51, retired vaude performer, April 11 at French Hospital, New York, after a short illness. She had been in a singing act with a sister, Bobbie, and toured the major vaude circuits. She also appeared in English vaude.

HEATON—Mrs. Annetta, 58, wife of Charles Heaton and formerly of Russell Bros. Circus, in Louisville recently. At the time of her death she was with Groves Greater Shows. Services and burial in Red Bud, Ill.

HERTZ—Dr. Alfred, 70, retired conductor of San Francisco Symphony Orchestra, in that city April 17. He conducted the New York Metropolitan from 1902 to 1915, when he went to San Francisco. He retired in 1930. Survived by his widow, Lilly.

HOLTON—Frank, 84, founder of Frank Holton & Company, Elkhorn (Wis.) manufacturers of band instruments, and one time trombone soloist in the Sousa band, April 16 at his home in Elkhorn. Survived by his widow and a sister.

JANSSEN—Henry E., 35, orchestra leader, April 17 in a Milwaukee hospital.

Albert Davis

Albert Davis, 80, owner of one of the largest collections of theatrical photographs and other memorabilia, died April 22 at home in Brooklyn. He made a business of lending photographs to newspapers and periodicals and frequently displayed some of these at exhibits and museum showings.

In his youth he formed the comedy team of Davis and Kelly, remaining a trouper for five years, later becoming a theater sign painter. He later decided to devote all his time to his hobby. His collection consisted of 100,000 photos, more than 100,000 programs and 50,000 lithographs and miscellaneous items.

He leaves two sons, Emanuel and Alex, and a brother, Isaac. Burial in Union Fields Cemetery, Brooklyn.

Survived by his widow, two sons and his parents.

KEIP—J. H., veteran showman and concessionaire, April 18 at St. Joseph's Infirmary, Louisville. Body was sent to Jonesboro, Tenn., for burial. Survived by his widow.

KERBY—Tom, 77, veteran motion picture exhibitor and operator of the Kerby Theater, Worland, Wyo., April 17 at his home in that city. He opened his first theater in Sheridan, Wyo., in 1908.

KING—Oswin K., roller-skating enthusiast, in Dallas April 15. He is said to have helped establish the first rink in Paris and taught many European notables to skate, among them Queen Helena of Italy.

KNOX—Mrs. George N., 61, former member of the comedy musical act of Knox Brothers and Helene, April 5 at her home in St. Albans, Vt. The act played the Keith, Proctor, Western Vaude Association and Pantages circuits. Survived by her husband and a brother.

LIGHTFOOT—Roy, 46, former manager of B and C night club, Detroit, April 21 in New York.

MCCALL—Lizzie, 85, character actress, April 18 at Brady Nursing Home, New York. She appeared with Edwin Booth, Charlotte Cushman, Kate Claxton and Alexander Salvini. Early in her career she acted with Dion Boucicault and with John Stetson's Fifth Avenue Theater Company in New York. More recently she spent a season in *Irene* and with *Up She Goes*. In 1924 she appeared in *The Potters*. Her last performance was in *Lysistrata* in 1930. Interment in Evergreen Cemetery, Brooklyn.

MCCORMICK—Edward (Butte), 88, former vaude performer, in Crouse-Irving Hospital, Syracuse, April 20 after a six weeks' illness. He appeared with Frank Wood's Varieties, Foley & Wade, Evans & Hozy, the Goff & Golden, San Francisco, Barlow, Wilson, and Primrose & West Minstrels. Survived by a son and three sisters. Services and burial in Syracuse.

MAYER—Edwin, 41, owner of Chateau night club, Columbus, O., April 18 in that city of a self-inflicted bullet wound. Survived by his parents and a brother. Services and burial April 21 in Columbus.

MEDNIKOFF—Nicolai, 52, concert pianist and executive director of Westchester Conservatory of Music, of a self-inflicted bullet wound April 18 in White Plains, N. Y. He leaves his wife and a daughter.

MORRISSEY—Harry B., former singer, in St. Vincent's Hospital, Bridgeport, Conn., April 15. He was in vaude 18 years with the Elm City Four and eight years with George White's Scandals. He retired from show business some time ago. Survived by his widow, Anne; two children and two sisters. Burial in Lakeview Cemetery, Bridgeport.

MOSCONI—Charles Sr., 74, dance teacher and father of the formerly top-billed Mosconi family, February 27 in Philadelphia of a heart disease. He conducted a dance school in that city for many years. For a short time in 1920 he worked with two sons, Charles and Louis, in an act at the Palace, New York. He leaves three sons and a daughter.

NULTY—Russell Hewitt, 50, singer, suddenly April 14 in Cooper Hospital, Camden, N. J. Surviving are his widow, Evalyn Fisher, also a singer; a son and two sisters. Services and burial April 17 in Camden.

PARSON—Frank, 73, superintendent of concessions with Ringling Bros. for a number of years, April 18 at his home in Gratiot, Wis. Survived by his widow, a son, a daughter, two brothers and two sisters.

SCHOENFELDT—Hugo, 78, violinist and pianist formerly with the Metropolitan Opera Company, in Bridgeport, Conn., April 18. Survived by his widow, Albertina, and a daughter. Services and burial in Brooklyn.

SKLAR—Morris, 47, Penny Arcade operator, April 22 in Kings County Hospital, Brooklyn, after a stroke. He was known professionally as Mark Sclar and was formerly a talker. He was with George L. Dobyns, Johnny J. Jones and other shows. A member of National Showmen's Association, he was buried in club's plot at Ferncliff Cemetery, Westchester County, N. Y., April 24, following services in Riverside Chapel. He leaves a wife and two children.

VOGEDING—Fredrik, 55, stage and screen actor, April 18 in Los Angeles of a heart attack. He made his first stage appearance in Holland, coming to this country in 1919. He appeared on Broadway in *Ki-Ki*, *The Fool* and *Starlight*.

He toured the country in a vaude skit, *Blind Fold*, and last appeared in the film, *The Great Impersonation*. He leaves his wife.

WARD—John H., veteran medicine showman, April 22 in Alva, Okla.

WILLIAMS—Harrel (Rube), circus and rep show canvas boss, April 19 in a Linton (Ind.) hospital of heart disease.

Marriages

BUTLER - GUIDRY—Robert Richey Butler, son of Roy Butler and Alice Richey, of Alice Richey and Company, well known in repertoire circles, to Mary Cecilia Guidry, nonpro, at St. Monica's Church, Santa Monica, Calif., April 26.

DALTON-AVERY—Pete Dalton, of the Dalton Brothers' singing act, to Shirley Avery, a member of the Starlets, dance group, April 25 in Chicago.

KALISCHER-PEARLON—Murray Kalischer, writer, to Patricia Pearlson, stage actress and star of *Junior Miss*, April 23 in Municipal Court, New York.

LEMISCH-STEWART—Bert Lemisch, Philadelphia band leader and booker, and Bubbles Stewart, of the Stewart Sisters, singing trio, secretly six months ago in Washington.

LEWIS-HARRIS—Sergeant Richard Lewis, former actor, to Beth Harris, screen actress and night club vocalist, April 19 at Actors' Union Church, New York.

LONGACRE-WILLIAMS—J. P. Longacre to Joy Williams, singer-pianist, in Las Vegas, Nev., recently.

LYNCH-GEE—Budd Lynch, former announcer and publicity director of Station CKLW, Windsor, Ont., recently to Frances Gee, nonpro, in Hamilton, Ont.

PABST-NELSON—Pvt. Otto H. Pabst, U. S. Army, to Jane Nelson, singer with Station WGN, Chicago, April 5 in Chicago.

SWEENEY-WOOD—Edward J. Sweeney, concession agent on Buckeye State Shows, to Hilda B. Wood in Forrest, Miss., April 9.

TAYLOR-BRATTON—Lieutenant Robert Macy Taylor, nonpro, and Ronnie Bratton, showgirl at Jack Lynch's Walton Roof, Philadelphia, April 19 in Wilmington, Del.

Births

A son, Douglas Alexander, to Mr. and Mrs. William H. McMahon at Atlantic City Hospital April 3. Father is public relations director of Hamid's Million-Dollar Pier. Mother is daughter of Al Hill, manager of the Pier for many years.

A son, Terrence John, to Mr. and Mrs. Jack Kearney at French Hospital, New York, April 19. Father manages Jan Savitt orchestra.

A son, Warren, to Mr. and Mrs. Jan Murray at Sydenham Hospital, New York, April 8. Father is night club and vaude comedian.

A daughter to Mr. and Mrs. Robert Benner April 13 in Lewiston, Pa. Father is manager of Pastime Theater there.

A son, Robert, to Mr. and Mrs. Danny Shankin April 16 at Mount Sinai Hospital, Philadelphia. Father is a musician and an official of the musicians' union there.

A son to Mr. and Mrs. Frank J. Lynch in St. Anthony's Hospital, Oklahoma City April 18. Father was a member of the former team of Keller Sisters and Lynch, vaude and radio performers.

Divorces

Clyde E. Fortner from Florence Fortner April 17 in Starke, Fla.

RADIO P. A.'S PULL

(Continued from page 26)

stars. This, Clark explained, creates a lot of good will and reacts to the benefit of the roadshow operator.

It is a well-accepted fact that vaudeville is staging a revival, and smart roadshow operators, in keeping with the times, are aware that the public interest in live talent is high. The plan worked out by Clark is a percentage deal which does not cost the operator anything—and while it might seem that he is getting the short end of the deal, the interest aroused brings greater crowds. Then, too, there's the fact that they keep coming back to see the regular film shows offered on the circuit.

DERBY SHOW NEWS

(Continued from page 27)

that are different and entertaining. Eight of the couples participating in the show are sponsored.

GEORGE W. PUGHE, veteran derby show promoter, is now operating the Playland Tent Theater, Anniston, Ala., featuring vaude acts, unit shows at dancing. He is reported getting a good play.

LORRAINE BAKER reports the Church's Rhythmeers are providing the music at the Baltimore show, which being aired daily over Stations WITB and WCBM.

GEORGIE WALKER is in his third year at Glen Park Casino, Williamsville, N. C. He just finished working with Ede Snyder and Little Frankie Little at the club there, doing all the old walkie skis. He wants to read a line here on St. West, Phil Murphy and others.

ARTHUR (BUDDIE) WALSH, new training as a paratrooper at Camp Wolters, Texas, posts that his partner Marquise Beck, is practicing nursing at North Louisiana Hospital, Shreveport, La. They would like to read a line here from their friends.

G. E. BOWLEY, publisher of *The Tax Cab Driver*, read by thousands of Washington cab drivers, has been getting some good plugs for the Brady-Shapiro show there.

BOB GILSON and Sally Bouknight celebrated their third wedding anniversary April 28, and in a wire to the Derby desk relate that they're still very happy.

LORRAINE BAKER, of Baltimore would like to read a line here on Sal Neally.

WE WOULD LIKE to hear from Charlie Richards, Marvo the Great, Walter Graftsky, Red Brown, Billy Go, Syl Reilly, Charles (Peachie) Cuthbert, Bobby Allen, Helen and Eddie How, Daniel Boone, Larry Robbins, Les Snyder, Bob Taylor, Skippy William Lucille and Skipper Kennet, Tex Fal, Mickey Rosenberg, Jack Diamond, Raj Godar, Joey Richie, Lew (Pop) Watsc, Jimmie Sweeney, Jackie Sellers, Eric Mesle, Duke Hall, Wiggles Royce, Forre Bailey, Pinkey Humes, Kenny Werkma, Sid Curtis, Cliff Real, Bob McClure, Doc Mills, Lou Brown, Frency Borjille, Ch. Alviso and other notables of several years back. Drop us a line and let us know where you are and what you're doing.

NEW RELEASES

(Continued from page 26)

In the recitation of the Introduction to the Declaration of Independence by a little colored boy. The Hall Johnson Choir offers typical Negro songs. Running time, 74 minutes.

BORDER MARSHAL, released by Pictorial Films, Inc. A six-reel Western, with Tim McCoy playing the role of a fighting frontier marshal. Not a sissified Western—plenty of wallop, gun smoke and fighting, with the law victorious in the last scene. Running time, 74 minutes.

BIG TOWN, released by F. O. P. Pictures Corporation. A six-reel thrilling melodrama of New York, with plenty of mystery and adventurous thrills. In starring role is Frau Dade. Running time, 51 minutes.

THE OPPENHEIM FAMILY, released by Brandon Films, Inc. Ten-reel adapted from Lion Feuchtwanger novel, *The Oppermanns*. This Eastman-language film shows the experiences of a well-to-do Jewish family and their friends when Hitler seized power in Germany. Directed with searing frankness by Grigory Rosch and played by leading Moscow actors. Running time, 97 minutes.

BORDER LAW, released by Gas Films, Inc. A real old-time of reel Western thriller showing the interpretation of action thrillers years ago. There are wild-riding rangers chasing the villain who would do heroine wrong. Plenty of laughs and the so-called serious acting of the time. Running time, 10 minutes.

KISS ME GOODBYE, released by As Pictures Corporation. Two-reel with scene laid in Old Vienna, with excerpts from Offenbach's *La Belle Helene* and Donizetti's *Daughter of the Regiment*. Said to be a condensed version of a spectacular British feature. Running time, 10 minutes.

SLA Red Cross Drive Endorsed By PCSA, HASC

CHICAGO, April 25.—Endorsements of the drive for Red Cross funds recently inaugurated by the Showmen's League of America at the suggestion of J. C. McCaffery, past president of the League, are coming in rapidly from shows and showmen's organizations. Response the first couple of weeks was slow because of the fact that show owners were busy readying their openings, but now that the season is well launched showmen are enthusiastically pledging their co-operation.

Two of the leading showmen's clubs which have assured their wholehearted support of the drive are the Pacific Coast Showmen's Association, Los Angeles, and the Heart of America Showmen's Club, Kansas City, Mo. In a letter to Chairman McCaffery, Lou W. Johnson, executive secretary of the PCSA, wrote: "Please be assured of the fullest measure of support that this organization can give you in the drive of the Showmen's League of America for Red (See SLA DRIVE ENDORSED on page 37)

Fuzzell Launched Successfully at Batesville, Ark.

BATESVILLE, Ark., April 25.—Good business and co-operation from local officials sent Fuzzell's United Shows away to a neat start on their 1942 trek April 10. Fire Department sponsored the date. Two days of rain held down attendance somewhat, but results for the engagement were good. Shows presented a patriotic appearance and flew numerous (See Fuzzell Launching on page 53)

RC Chalks Fair Biz In Phoenix, Tucson

PHOENIX, Ariz., April 25.—Rubin & Cherry Exposition concluded a six-day stand at East Van Buren Street circus grounds here April 19 to fair business and excellent weather. Shows came here after opening in Tucson, Ariz., April 4. White Shrine of Jerusalem sponsored the local date. Unimpressive business at this stand was in sharp contrast with good grosses realized by the shows at annual Arizona State Fair last fall.

Tucson opener also was termed by officials only fair. Appearance of rides, concessions and shows, which underwent thorough renovating and reconditioning in quarters, was favorable, plenty of paint being spread on attractions. H. W. Campbell was appointed assistant manager under R. L. (Bob) Lohmar, general manager.

Byers in Fair Kennett Start

KENNETT, Mo., April 25.—Byers Bros.' Shows started their season to cold weather and light business here April 11. Well-illuminated and attractive midway presented 11 rides, 8 shows and about 25 concessions. Jack Edwards, general agent, reported that the organization has been awarded the midway contract for Mississippi County Fair, Blytheville, Ark.

Stratton With ACA

CHICAGO, April 25.—Sam Stratton, who closed recently in Boston as general press representative of the stagershow Louisiana Purchase, is now with Amusement Corporation of America in a similar position. Two years ago Stratton was with Royal American Shows for part of the season. From that show he went to Helzapoppin, closing with it here to go with Louisiana Purchase, later taking over the management when company manager, Tom Bodkin, was forced to leave because of the death of his wife.

WPB Amusement Chief

CHRISTOPHER J. DUNPHY, New York, has been made chief of the Amusement Services Section of the War Production Board in Washington. Story on Page 8 of this issue.

Dorothy Lee Page Is War Bond Sales Getter

JOHNSON CITY, Tenn., April 25.—Dorothy Lee Page, 14-year-old daughter of J. J. Page, owner of shows bearing his name, is being lauded by friends and local officials on her salesmanship, which enabled her to set something of a record in aiding Uncle Sam when she sold more than \$1,500 worth of War Bonds and Stamps during the Junior Chamber of Commerce drive here April 4. After receiving the plaudits of C. L. Lipscomb, manager of local store where the Jaycee booth was located, and city officials, Dorothy Lee said: "I feel happy all over that I could help my country that much toward winning the war." Lipscomb, commenting on Dorothy's work, said, "She's a real salesman."

Weather Hampers Buck's Combo at Inaugural in Md.

SILVER SPRINGS, Md., April 25.—Heavy rains and cold weather played havoc with O. C. Buck Shows' opening here under American Legion Post auspices. Scheduled opening of the 10-day engagement in Jesup Blair Park April 9 was rained out. Cold weather the next day knifed attendance, and Saturday, with rain and cold, was poor. R. Goldie Fitts and Fred Munn opened their attractive shows here. Clementine Coffee's musical contingent opened short of girls, but managed to put on a presentable performance. New light plant gave splendid illumination.

Jimmie Howard's new photo gallery was popular. Mr. and Mrs. Eddie Davis joined here, as did Louise Anderson, William C. Fleming, James F. Strates, Eddie Jackson and Keith Buckingham visited from James E. Strates Shows, and Col. Jim Eskew, Hoot Gibson and Fog Horn Clancy came over from Eskew's J E Ranch Rodeo. Mel Hildreth, circus fan; Nelson Bell, The Washington Post, and Congressman Maury Maverick, San Antonio circus fan, visited the press department.

Lon Ramsdell, press representative, is readying a new show, which will be handled by Charles (Kid) Koster, circus and legit press agent. Ruth McGuire is clicking as a member of Coffee's musical.

Fire Damages Jones Shows

RICHMOND, Va., April 25.—Fire of undetermined origin, which broke out on Johnny J. Jones Exposition midway here early April 21, damaged Mrs. Bertha (Gyp) McDaniels's Penny Arcade, Harvey Wilson's Hi-Lo Show and Del Rio Midgets Show. Damage was estimated at about \$7,000.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Pipe Line, Okla. Week ended April 25, 1942.

Dear Editor:

Things looked bad for the management and the personnel's morale was low. The whole trouble is being stirred up by four former carnival managers who joined here. One brought on a minstrel show, the second a wax show, the third does a free act, and the fourth owns 12 concessions. Among the four, who are blood enemies, there is no end to the heat. From what we can learn, while they were carnival owners they all fought for the same dates by over-bidding. Now each one blames the others for his downfall. The man who has 14 rides with the show has also turned wrong. He wants to lay out the lot and threatens to leave if he can't. The woman who operates the 16 gal shows on the midway has also gone bingo batty and says she'll take a powder if any noisy rides are located in front of her bally platforms.

To make matters worse, the four ex-carnival managers want to stage a comeback and have been trying to promote the ride owner, who keeps cracking, "I have been offered a wonderful proposi-

Dodson Revamped Midway At Jacksonville

JACKSONVILLE, Fla., April 25.—Featuring a revamped and attractively decorated midway, Dodson's World's Fair Shows inaugurated their 36th annual tour at Northeast Florida Colored Fair April 16 to inclement weather but fair business. Because of the size of the grounds only 6 major rides, 2 kiddie rides and 7 shows were erected.

Highlighting the midway attractions were Charles Taylor's Harlem Casino, Ray Cramer's Circus Side Shows, House of Mysteries, featuring Herman the Great, and Charles Clark's Devil's Child. Kent Johnson is assisting Clark on show's front. Mr. and Mrs. Harry Suss handle the Daughters of Sin.

Living Art is a new type of posing show, and America Marches On is a new feature this year. Attending the opening were Captain Mason, Naval Air Base; Gen. Howard Graham, Camp Blanding, and officials of USO, Civilian Defense Corps, Jacksonville War Emergency Board and city executives. Credit for the artistic show and rides decorations (See DODSON ATTRACTS on page 38)

Gold Medal Doubles '41 Columbus Gross

COLUMBUS, Miss., April 25.—With the week's gross more than doubling last year's business, Gold Medal Shows got away to a formidable start on the season at their 11-day stand at East Mississippi Dairy Show on the fairgrounds here. Weather thruout was threatening and on Wednesday strong winds hit the midway but little damage was done.

Tige Hale's Gold Medal Concert Band proved popular, as did Ben Mouton, free attraction. Mr. and Mrs. Murphy's and Mr. and Mrs. Lucas's rides clicked, and O'Brien's Trained Animal Show and Ex-pose topped shows. Midway line-up here included 10 rides and 9 shows.

Station WCBL, headed by Bob McRaney, was liberal with air time, and The Commercial Dispatch gave good co-operation. Saturday was the best day. Dave Lavender, president of the local fair, was a nightly visitor.

Sparks Starts Well At Bow in Bessemer

BESSEMER, Ala., April 25.—J. F. Sparks Shows ushered in their season at the Fourth Avenue Softball Grounds, close to the business district, under auspices of Zamora Temple Shrine April 6. With good weather, large crowds were on the midway nightly until Friday, when heavy rains made a swamp of the (See SPARKS STARTS WELL on page 37)

Conklins Set Dates in Lieu of Canceled CNE

TORONTO, April 25.—Despite cancellation of the 65-year-old Canadian National Exhibition, J. W. (Patty) Conklin, head, and Frank R. Conklin, vice-president Conklin Shows, which were to have provided the midway for the sixth consecutive year, remained optimistic over the season. Calling off of the CNE will result in no loss of bookings for the organization, since it has replaced the two-week stand on its route with contracts to provide the midway attractions at Sherbrooke (Que.) Exhibition, August 31-September 5, and Quebec Provincial Exhibition, Quebec City, September 6-12.

Previously the organization always had a four-day layoff prior to the local date, but that time this year will be absorbed with the shows' playing of a big War Charity Show here on August 24-25. Execution of the switch in dates and spots is considered a tribute to the business acumen of the Conklins, who for many years held on to the Sherbrooke and Quebec contracts, always keeping in mind possible cancellation of the CNE, it is said.

"We have every reason," said President Conklin, "to feel that despite the cancellation of the exhibition—it will work quite a hardship on a number of people and indirectly upon a few individual showmen—that we will do just as well playing these two other exhibition dates and the charity celebration at Toronto as we would playing the CNE."

Many Show People Attend Funeral Of Rubin Gruberg

CHICAGO, April 25.—Rubin Gruberg, veteran carnival operator and showman who passed away in Jacksonville, Fla., April 16, was laid to rest on Wednesday in Showmen's Rest, with many show people present to pay their last respects. The body, accompanied by the widow and daughter, Mrs. Anna Gruberg and Mrs. Edith Margolles, and J. C. McCaffery, arrived here from Montgomery, Ala., on Tuesday, and funeral services were held at 2 p.m. on Wednesday at the Sbarboro funeral parlors.

Chapel was crowded with friends of (See GRUBERG FUNERAL on page 37)

Lawrence Is Strong At Hagerstown, Md.

HAGERSTOWN, Md., April 25.—After postponing scheduled opening on April 11 because of rain and cold weather, Lawrence Greater Shows bowed here April 15 to one of their best openings in a number of years, William R. Hicks said. A parade by American Legion Post Drum and Bugle Corps, sponsor, from the Legion home to the grounds attracted big crowds and opening night's attendance totaled 4,300 paid admissions.

Manager Sam Lawrence received numerous compliments on cleanliness and appearance of the midway, which featured 10 rides, 12 shows and a number of concessions. Billetti Troupe, free attraction, was popular with local patrons.

Liles Under Way in La.

LAKE CHARLES, La., April 25.—Cliff Liles Park Amusement Company opened its season last week at Church near Hodges Street downtown. Midway line-up includes the Plantation Show, 6 rides and about 20 concessions. Management plans to play Louisiana, Texas, Oklahoma and Arkansas, Liles said.

Victory Expo Bows in Texas

SAN ANTONIO, April 25.—Victory Exposition Shows opened on South Presa Street circus lot last week to bad weather but fair crowds and business. Shows are under management of Mel Vaught and consist of 10 rides, 10 shows, 30 concessions and Jimmie Jamison, free act.

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 Our Specialty for Over 46 Years
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GOLDEN WEST SHOWS WANT
 Penny Arcade, Pitch-Till-You-Win, Cork Gallery, Palmistry, Kiddie Ride, Cook House, Hoopla, Fish Pond, Ball Games, Pit Show open. Want good man to take over Athletic Show. Have top, front, banners for Mechanical Show. Have equipment for Shows that won't conflict. What have you? George Stanley, wire. Can place Tilt and Wheel Foremen, also Second Men that drive semis. Address all mail to WM. BARNHART, 4262 Thomas Ave., No., Minneapolis, Minn.

PEARSON SHOWS
 OPEN PANAMA, ILL., MAY 2-9, DOWNTOWN.
 (Auspices Elks' Crippled Children Fund)
 WANT SNAKE SHOW, ATHLETIC SHOW
 PEOPLE, BALL GAMES, GRIND STORES THAT
 WORK FOR STOCK. Stay in Illinois all season.

CARNIVAL WANTED
 FOR BIG 5TH ANNUAL FLAG FESTIVAL
 FARMINGTON, MO., JULY OR AUGUST.
 Address: W. R. SLOAN
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FOR SALE
 No. 5 IH Ferris Wheel, also Pet Show Top, cheap. Good for one season. Can be seen this week Jacksonville, Ill.; week May 4 at Quincy, Ill.
VIRGINIA LAUGHLIN
 Care West Bros.' Shows

Cold Hurts Jones At Va.; Augusta, Raleigh Biz Good

RICHMOND, Va., April 25. — Cold weather marred opening of Johnny J. Jones Exposition here after an 11-year absence from the city. Shows are playing the new stockyards grounds and attendance the first half of the week was not up to expectations because of the unseasonal weather. Previously shows had chalked up high grosses at Augusta, Ga., and fair receipts were registered in Raleigh, N. C. The neonized midway was ready for Monday night's opening and management was complimented on shows' attractive light towers.

Visitors included Charles A. Somma, L. T. Christian Jr., Judge Ben Tucker, Mark A. Fink, William Glick, Max Linderman, Walter D. Nealand, Frank Bergen, Mrs. Herman Bantly, Al Hubard, C. O. George, Freddie Lewis, John H. Marks, John Oliver, Howard Ramsey and Speedy Merrill. Good co-operation was received from *The Richmond News-Leader* and *Times-Dispatch* by newly appointed publicity director Herbert Pickard, who joined the show in Raleigh after leaving *The Chicago Tribune*. Station WMBG presented a half-hour broadcast from the Clyde Beatty Circus Tuesday. Town was heavily billed by Louis Rosenberg.

Executive staff includes E. Lawrence Phillips, Morris Lipsky and Harold Paddock; Ralph G. Lockett, business manager-secretary; J. C. (Tommy) Thomas, general agent; Lou (Peazy) Hoffman, special agent; Bert Miner, general superintendent; Herbert Pickard, publicity director; John Beam, trainmaster; David Sorg, chief electrician; C. L. Hall, Diesel engineer; Nat Mercy, blacksmith, and Fred Baker, lot superintendent. Top money shows included the Clyde Beatty Circus, Mrs. Hody Jones's Follies and Carl Lauther's Side Show. Other midway attractions included Glass House, Harvey Wilson; Motordrome, E. Ketterling; Gay New Orleans, Eddie Jamerson; Scandolls, E. Keck; Illusion, Carl J. Lauther; Rocky Road to Dublin and Penny Arcade, Mrs. Bertha McDaniels; Del Rio Midgets; Sportsman and Barn Dance, H. D. Hartwick; Baby and Unborn shows, Chester Cass.

Rides erected here and their foremen were Merry-Go-Round, R. Schwartz;

Scouter, P. Cox; Three Kiddie Rides, D. Boyd; Ferris Wheels, W. F. McMann; Ride-O, Henry Lockhard; Heyday, Frank Williams; Lindy Loop, A. Warrick; Loop-o-Plane, Redloplane, miniature train and Octopus, Red Brady; Rocket, B. E. Griffin, and Spitfire and Fly-o-Plane, C. E. (Doc) Barfield.

Concession department is headed by Morris Lipsky and Harold Paddock, with Eddie E. Coe as secretary; Tom Sharkey, stockman, and Howard Loughner, transportation superintendent. Concessions included ham stand, Melvin Harris and W. E. Lerner; doll stand, Leonard Lundquist and J. Pentlick; radio stand, J. Jacobson and Art Wheeler; spread, Pete Andrish, Joe Allen and Isaac Malitz; bear game, Frankie Costello and Eddie Schunke; add-a-ball, Dave Fineman, Jack Yazvae, John Young and Jack Bloom; add-a-ball, Earl Galpin, Timmy Clayman, George Beardsley and Tony Allen; blower, Paul Kleidler, Leo Bergman, Burnie Spain, Whitey Reynolds and Montgomery Allred; alley, William Tara, Arden Morris, Frank Benesch, George Dixie and Tom Cooper.

Pan game, Bobbie Coe, Ray Gordon and William Dobbs; clothespin, Harry and Russell Dennis, Woodrow Jones and Bob Bryant; mouse game, Mr. and Mrs. Sol Wasserman, Mike Donahoe and Marion Scott; balloon, Joe Hoffman and Lila Bergman; hoop-la, Mr. and Mrs. Hobart Branam; bear pitch, Dave Kahn and Eva Spain; penny pitches, Mark Riley and Mary Dennis; ball games, Lennie Fineman, Jean Lundquist, Willie Boatwright, Joe Haywood, Anne Russell, Leroy Jones and Frank Taylor; bingo, Frank Randall, Bing Berstein, Frances Lockett, Dick Hearn, Eugene Stites and Frank King; ball game, Mr. and Mrs. Joe Stiy.

Photo gallery, Mr. and Mrs. Robert Wicks; popcorn, Mr. and Mrs. Dearduff; cigarette gallery, Mrs. Frances Lockett, Mike Mikulca and John Allen; shooting gallery, W. Aitken, Betty Waters and Henry Alexander; basketball, Andy Kasin and Thomas Corcoran; balloon, Mr. and Mrs. W. C. Cox; diggers, Mrs. Anne Neal, Henry Biggers and Joe Bennett; rotary machine, Mr. and Mrs. Duplestia; frozen custard, George Davis, Walter Bable, Glenn Smith and Milo Jones.

George Davis's cookhouse is manned by George Cutshall, Joseph Dion, Johnny Kitchen, Norman Edwards, Martin Carozza, Patrick Walsh, K. N. McCarty, L. T. Allen, John Kortack, Jack Richmond, George Mitchell, Charles Everett, Floyd Proper, Fred Peltier, Albert Robinson, L. Laws, James Garrett and Stafford Harrington. Palmistry booth has Mrs. Harold Paddock, Mrs. Daisy Davis, Evelyn Kleider, Marguerite Wilson, Mabel Heath, Bobby Cox and Harrison Scott.

TOM BAKER'S ATTRACTIONS
 Opening Saturday, May 2nd, for eight days in Columbus, Indiana. In new Camp Atterbury District, 10,000 construction workers.
 WANT legitimate Concessions not conflicting: Fish Pond, String Game, Bumper, Pitch-Till-You-Win, Mouse Game, Kulte and Cane Rack, Long Range.
 WANT Dancing or Posing Show, Fat Ght, Snake, Unborn, Penny Arcade, Motor Drome or any Shows of merit not conflicting.
 WANT Agents for Stock Stores. All Concessions contracted come in. Address all communications to Sheridan, Indiana, until Thursday; the Columbus, Indiana.

WANT
 Account of disappointment can place Legal Adjuster, join on wire. Have brand-new hundred-foot Side Show, complete inside and out. Will turn over to party with money-getting show to go inside. Must have own transportation for people. Charles Zerna and John Cudek, answer. Have completely framed Girl Show outfit. Want a capable Manager with organized Show for same. Must have transportation for people. Good proposition for Roll-o-Plane and Octopus Ride. Frozen Custard open. George Spirides, answer. Have opening for few Grind Store. Answer to Joe Geller, manager.
Buckeye State Shows
 Milan, Tennessee, this week; Union City, Tennessee, next week.

WANT FOR V. F. W. JUBILEE
 Charleston, S. C., May 4-23
 Arcade, Custard, Lead Gallery, Pan Game, Blower, Popcorn, Photo, Rat Game, Fishpond, Cane Rack, Grind Shows and Funhouse. Second Agent with sound, Aerialist for casting; Free Act, Roll-o-Plane, Octopus or Spitfire. Mrs. Wills wants Jagger for Sideshow. L. B. Heth wants Ball Game Agents. All replies:
LIBERTY UNITED SHOWS
 Charleston, S. C.

B AND V SHOWS WANT
 Cookhouse, Bingo, Penny Arcade, Grind Store and Bottle Games. Want to buy, look or lease Octopus or Tilt-a-Whirl. Shows with own outfits, 15 per cent of gross. Also want Ride Help. Write or wire 5 Westminister Pl., Garfield, N. J.

SOUTHERN SHOWS WANT
 Child-o-Plane, Roll-o-Plane, Cook House, Biss Diggers, Ball Game, Grind Joists, Popcorn, Snow Balls, Candy Apples, Agents. Business good.
 Vicksburg, Miss., Apr. 27-May 12.

MOON ROCKET CARROUSELS **SKY DIVE KIDDIE AUTO RIDES**
 Will do our best to furnish repair parts to assure safe operation.
ALLAN HERSHELL CO., Inc.
 North Tonawanda, N. Y.

IMPORTANT MEETING
 ALL CARNIVAL OWNERS, MANAGERS, CONCESSIONAIRES AND SHOWMEN
Thursday, May 7, 8 P.M.
For Army & Navy Relief Fund
 NSA CLUBROOMS,
 PALACE THEATRE BUILDING, NEW YORK
 IF IT IS IMPOSSIBLE FOR YOU TO ATTEND THIS MEETING, PLEASE
 FILL IN THE BLANK BELOW AND MAIL AS ADDRESSED.
GEORGE A. HAMID, Chairman
 Outdoor Amusement Division, Navy Relief and Army Emergency Relief,
 10 Rockefeller Plaza, New York, N. Y.

We'll gladly pledge full co-operation with our industry in its drive to raise \$600,000 for the Navy Relief Society and the Army Emergency Relief, and I/we shall cheerfully contribute 10 per cent of my/our gross receipts, after Federal, State and local taxes have been deducted, each Wednesday throughout my/our regular season.

Name

Title

Name of Business

Address

City State

Cellin & Wilson Shows, Inc.
WEEK MAY 4 — BALTIMORE, MD., INCLUDING THE CIRCUS DATE HERE IN THIS CITY
 WANT Young, Attractive Chorus Girls for PARADISE REVUE.
 WANT Legitimate Merchandise Concessions. No Wheels or Coupon Stores.
 WANT two first-class Workingmen. Highest salary paid.
 WANT Man who understands Penny Arcade and can Drive Semi-Trailer. Address PORTER VAN AULT.
 WANT Lady or Man Drome Rider. Address OLLIE HAGER.
 WANT Roll-o-Plane and Octopus with own transportation.
 WANT Side Show Attraction. Must be outstanding to feature.
ALL ADDRESS THIS WEEK, BALTIMORE, MARYLAND

GREAT LAKES EXPOSITION SHOWS
 Can place high-class Operator for Ten-in-One, either organized show or would consider manager who can assemble show and get something in it. Have new top and new set of banners. Only interested in capable operator. Have Girl Show open, also neat frame-up for Gook Show. Showmen with ideas—we have new tents if you have some ideas. Photos open, will sell exclusive. Guarantee long season of fair. Billposter who can lithograph. Write Neil Berk, General Agent, Ride Help who can drive semi trailers. We pay top salaries. Few Concessions open—Long Range Gallery, etc. Harry Smiley can use Grind Store Agents. Address:
 AL WAGNER, Manager, Cairo, Ill., this week; Vincennes, Ind., next week.

JOHN R. WARD SHOWS
 WANT FOR HAMMOND STRAWBERRY FESTIVAL AND BALANCE OF SEASON: TALKER FOR JIG SHOW, ALSO PRODUCER, COMEDIANS, GIRLS AND MUSICIANS. (Salary out of office.) MANAGER FOR ATHLETIC SHOW AND PEOPLE FOR SAME. JOE MOONEY WANTS GOOD FRONT MAN AND WORKING ACTS AND FREAK TO FEATURE FOR SIDE SHOW. CAN PLACE CONCESSIONS OF ALL KINDS AND PENNY ARCADE. Want Grind Store and Ball Game Agents. Corn Game Help who can drive Semis, also Agent for Pea Pool. Want Ride Help and Gallope Player. Address:
 JOHN R. WARD, MGR., HAMMOND, LA., THIS WEEK.

**Eddie's Exposition Shows
WANT**

Fish Pond, Devil's Bowling Alley, Photo Gallery, Penny Arcade and other 10¢ Grind Stores. Will furnish tops and fronts for Grind Shows and 5-in-1. Want Agents for Grind Stores. Opening May 9th in Rochester, Pa.
E. M. DIETZ, 104 Lyon Ave., Butler, Pa.

WANTED FOR SEASON

Opening May 9th to 16th, Osgood, Ind. We play Indiana's oldest & best Celebrations & Fairs. WANTED—Bingo, Grab, Cracker Jack, Snow Balls, Fish Pond, Pitch-Till-U-Win, Ball Games, High Striker, Photos, Scales, Age, Shooting Galleries, Penny Pitch, 10¢ Joints, or what have you? All Shows with own equipment open. Want P. C. Agents. Wire or write, I pay mine, you pay yours. Address:

Geren's United Attractions
OSGOOD, IND.

FOR SALE OR LEASE

8-Car Whip, good running condition. Cars just repainted and reupholstered. Sale price \$1,850.00. Cash or terms, or will lease—25% of gross. Deposit of \$500.00 required.

K. F. KAY

182 Broadway Paterson, N. J.

W. E. PAGE AMUSE. CO.

Opening Gainesboro, Tenn., May 6th. Two Saturdays, Uptown. Want legitimate Concessions of all kinds. Good proposition for small Cook House. Agents for Ball Game. Will book or lease Ferris Wheel with or without transportation. Shows with own outfit. This show owns 4 Rides, Red Higgins, wire. **W. E. PAGE, Mgr.**, Russellville, Ky., until May 6; then Gainesboro, Tenn.

**BARNEY TASSELL
UNIT SHOW WANTS**

Sound Truck. Give full particulars. Can place Agents and Ride Help. Can place Merry-Go-Round or Kiddie Ride, also Fish Pond or other Ten-Cent Stores. This week, Kenbridge, Virginia.

WANTED

Manager with Girls for Posing or Girl Show, Manager with People for Side Show. Also have complete Dope Show outfit available. Billy Bunts wants Cook. **CRYSTAL EXPOSITION SHOWS**, Forest City, N. C., this week; then Lincolnton, N. C.

WANTED

Ride Man, Second Man for Ferris Wheel; also good Engine Man. Address:
LEW HENRY
Burlington, N. C., this week; Graham, N. C., next week.

Pleasureland Shows

Monroe, Mich., all this week. Can use, owing to disappointments, Girl Shows with or without tops and Grind Shows, Popcorn, Photo Gallery.

WANT

Waiters, Cook, Griddle Man. Good salary. Larkey Lane, Frankie Bruno, White James, answer. Address:
COOK HOUSE
Care MIGHTY MONARCH SHOWS
Odenton, Camp Meade, Md.

Forrest C. Swisher Wants
Sideshow Acts and Concession Agents, Magician to pitch and lecture, Girl for Sward Box, Montalist, Fire Eater, Pin Cushion, Dope Show or legitimate Freak for No. 2 Annex. Opener, Boss Canvasman, Ticket Seller, Concession Agents for Clothes Pin Pitch, Penny Pitch, Mouse Game. Address: **F. C. SWISHER**, care Parada Shows, Coffeyville, Kansas, Apr. 27-May 4.

**BRIGHT LIGHTS EXPOSITION SHOWS
WANT**

Rides, Shows not conflicting. Concessions of all kinds. No racket. Have 24 Celebrations, Conventions and Fairs starting at Danville, Va., week May 11th; followed by Harrisonburg, Va.; then Confluence, Pa. Write or wire
JOHN GECOMA, Waverly, Va., this week.

WANTED

Foreman Eli Ferris Wheel, Merry-Go-Round and Chairplane. Also Concessions. Opening May 2nd. Address:
HAROLD BARLOW
520 N. 52nd East St. Louis, Illinois

Tivoli Exposition Shows

Want at once one more Dancer for Girl Berne. Experienced preferred. Top salary, plus percentage. Wire at once.
Parsons, Kansas, this week; Baxter Springs next.

**Remove Liddy as
Exec Sec of NSA**

NEW YORK, April 25.—John M. Liddy, executive secretary National Showmen's Association since shortly after its formation in December, 1937, was removed for cause by a vote of the board of governors, called into special session Monday (20) by Art Lewis, president, who came in from Norfolk, Va.

Secret ballot showed 11 for removal and 6 against, with the following board members present: Art Lewis, Vice-President Frank C. Miller, Secretary Sam Rothstein, William J. Bloch, Counsel Max Hofmann, Accountant Herbert H. Leves, Max Schaffer, William Rabkin, Mack Harris, Charles Rubenstein, Elias E. Sugarman, Fred C. Murray, Andre Dumont, Sam Peterson, Ross Manning, Donald D. Simmons, Arthur E. Campfield and Leonard Traube. Liddy was voted five weeks' severance pay, \$250.

President Lewis named a committee to look into a successor, with Walter K. Sibley, veteran showman, being under favorable consideration at present.

**Suffolk Stand Fair
Debut Date for VG**

SUFFOLK, Va., April 25.—Virginia Greater Shows concluded their three-day opening stand on Smithfield Road near here April 11 to cold and rainy weather. Business was fair. Visitors included Sheriff Culpeper, Anderson Maxey, Harry Taylor, Henry Barton, Larry Briggs, Fred Hartz and members of the Junior Chamber of Commerce headed by Morris Herndon.

Soldiers and sailors were admitted free to the grounds. Mr. and Mrs. Murphy joined here and are building a new cookhouse, and Sol Nuger, co-owner, arrived from Winchester, Va., where he is operating a bingo. Five new fronts were built under direction of Bill Penny, Dutch Myers and Tom Aston, and new canvas arrived for the marquee and Kiddie Ride. Mrs. Rocco Masucci arrived from Orange, N. J.

Personnel includes Chairplane, James O'Brian; Merry-Go-Round, Raleigh Gibson and Little Henry; Ferris Wheel, William Russell, Big Boy Lane and James Monroe; Kiddie Ride, Arthur Gibson. Colored Show, Mr. and Mrs. Anna Lee King; Ten-in-One and Monkey Show, Louis Agustino, owner; Walter Walters, Walter Woods, Don Mather, Harold the Boy Wonder, Sam Korte and Marcella Lake, performers. Athletic Show, Bull Lake and Bob Strain. Jungle Show, Dutch Myers and Jimmy Tuck. Girl Show, Tommy Tarr, Fefi Lane and Lola Brent.

Photo Gallery, Mr. and Mrs. L. J. Millet; pea pool, Frank Schillezie; pitch-till-you-win, Bill Penny; Banks Murray, two concessions; fishpond, Louis Agustino; corn game, Sol Nuger, owner, with Henry Revolt and Mac Adams, assisting; pan stand and candy apples, Harry Biggs; Joe Paul Gatlin's, manager, candy apples. Scotty Johnstone is head electrician and has the transformer truck completed. William Murray is general agent, and Ken Davis is the free act and *The Billboard* sales agent. Albert Rivers is cook.

**Anderson-Strader Scores
At Beginner in Wichita**

WICHITA, Kan., April 25.—Anderson-Strader Shows, for the fourth consecutive year, debuted here April 15. Good business and weather prevailed until Saturday night, when heavy rains sent midway patrons home. Larry Nolan, general agent, is putting the finishing touches to his flashy new War Show. Harry and Dorothy Stanley's Penny Arcade did well and they are using a patriotic color scheme on their truck and equipment.

Among the numerous visitors frequenting the midway were Mr. and Mrs. J. A. Schneck, Mr. and Mrs. Louis Ringol, Joe S. Scholibo and Denny Pugh.

Sheesley Trainmaster Killed

HUNTSVILLE, Ala., April 25.—Richard (Tex) Neiter, 37, trainmaster Mighty Sheesley Midway, was killed here this afternoon when the tractor with which he was pulling a wagon overturned, pinning him beneath it. Formerly with World of Mirth Shows, Neiter had been with Sheesley for about two months. His body was sent to his home in Bedford, Mass., for burial.

W. C. KAUS SHOWS, INC.

Want for week in Norfolk, Virginia, legitimate Concessions of all kinds—Photos, Custard, Long Range Gallery and others. Shows of all kinds. Helen Owens wants Bingo Caller. Have complete Athletic Show, would like someone to take over. White Wagner wants Girls for Girl Show. Salaries \$30.00 a week guaranteed. Professor Baker wants for Monkey Show a good Grinder. Want Second Man on Ferris Wheel. Can book Octopus or any other Flat Ride, also can book Kiddie Autos.

Write or wire **RUSSELL C. OWENS**, Manager, Emporia, Virginia.

WANT MANAGER FOR POSING SHOW

Have complete outfit for same. Can place one more Platform Show. Also legitimate Concessions. Wire

MARKS SHOWS, INC.

Richmond, Va., this week; Hampton, Va., next week.

DICK'S PARAMOUNT SHOWS

WANT

Sound Car, Canvas Man, Motor Mechanic, Side Show Acts, Scales, Guess-Your-Age, Duck Pond, Office Assistant, Help in All Departments. Everybody wire. Doc Barry, come on. Derby, Conn., week April 27.

DEFENSE TOWN ZACCHINI BROS.' SHOWS BE SMART AND BIG PAY ROLLS PLAY THIS ROUTE

Have complete outfits for two worth-while Grind Shows. GIRLS for Posing Show and Revue, Talker with Wife Dancer, Freaks, Curiosities, Working Acts for Office Side Shows; capable Agents for Grind Stores. Want Merchandise Concessions of all kind. Ride Help who drive souls, top salaries.

Everybody Address: **BRUNO ZACCHINI**, Mgr., Covington, Va. **CARL O. BARTELS**, Secy.

CUNNINGHAM'S EXPO. SHOW

Opening May 2 (playing two Saturdays), New Matamoras, Ohio; New Martinsville, W. Va., to follow. WANTED: Shows of all kind. Have complete outfit for 5-in-1 or 10-in-1, Girl Show and Grind Shows. CONCESSIONS: Can use String Game, Bowling Alley, Penny Arcade, Long or Short Range Lead Gallery, Darts, Fish or Duck Pond, Striker, Hoop-La, Rat Game or any legitimate Concession not conflicting. Will book small Free Attraction. A. Gobbin and Sparlton Bros., write. Address all mail to **CUNNINGHAM'S EXPOSITION SHOWS**, New Matamoras, Ohio.

WANTED FOR GIRL SHOW

Young, attractive Girls. Top salaries. Can also use Piano Player and four Accordion Players. Address:

J. SCIORTINO

Care James E. Strates Shows, Lebanon, Pa., week Apr. 27; week of May 4, Harrisburg, Pa.

MURPHY BROS.' ATTRACTIONS

FOR LOTS IN AND AROUND PITTSBURGH

Want Shows with own outfit, Rides, Penny Arcade. Good Ten-in-One to feature. Want Cookhouse, Frozen Custard, Fish Pond, Ball Game, Long Range Gallery, Hoop-La, Dart Game, Palmistry, Cane Rack or any 10¢ legitimate Stores. Can place Help in all departments. Ride Help and Bingo Help. One more sensational Free Act. State all. We open May 18th in the heart of the city. Everybody Address: **W. J. MURPHY**, 323 Third Ave., Pittsburgh, Pa.

HUBBARD'S MIDWAY SHOWS

Want **COOKHOUSE** (privilege in tickets), few more legitimate Concessions, especially **CUSTARD**, Arcade, Cigarette Gallery, Fish or Duck Pond, String Game, Lead Galleries, Huck-La-Buck. **NO GRIFT** at any time. Octopus Foreman, Second Man Ferris Wheel, Ride Help in all departments; best pay and sure. Want Fun House, Glass House, Pony Ride and Shows not conflicting. Mort Messias wants Concession Agents and Workmen. Red Rogers wants Side Show Acts, Talker and Side Show People. Girl Show Talker for office show, Dancing and Posing GIRLS, Ticket Sellers, Athletic Show People. **D. STACK HUBBARD**, Gen. Mgr., Mansfield, Ohio.

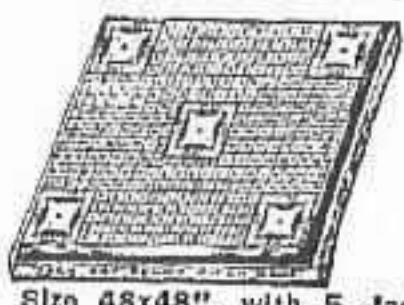
READING'S SHOWS

Want for opening May 11 at Portland, Tenn., Strawberry Festival. Also have 12 Fairs booked and Martin, Tenn., Celebration for July 4 week. Want Minstrel Show complete. Want A-1 Athletic Show Manager. Want Grind Shows, Big Snake, Illusion, Fat, Midget, Side Show, Monkey Show. Want 10-Cent Stock Concessions, Short Range Gallery, Fish Pond, Bowling Alley, Hoop-La, Mouse or Rat Joint, Ball Games, String Game and others. Want Foreman for Tilt-a-Whirl. Address: **W. J. WILLIAMS, MGR.**, 802 JOSEPH AVE., NASHVILLE, TENN. Have 4 for Dime Photo for sale, \$75.00.

BOSWELL'S AMUSEMENTS

Opening May 1st for ten days, vicinity of Hampton, Va.

Ride Help for Merry-Go-Round and Chair-Plans. Can place Ferris Wheel with own transportation at 25 per cent. Minstrel Show to be used as Free Act, office paid. Want small Cook House and Bingo, any Stock Store that works for ten cents. No P. C. or Grift. All Wires: **THOMAS H. BOSWELL**, HAMPTON, 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. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 10-p., Fancy Covers. Ea. .06
Samples of the 4 Readings, Four for 25c.
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, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound25c
PACK OF 78 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
Signa Cards, Illustrated, Pack of 3615c
Graphology Charts, 9x17. Sam. 5c, per 1000 \$8.00
MENTAL TELEPATHY. Booklet, 21 P.25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
Instant Delivery. Send for Wholesale Prices.

POPCORN

Large South American Popcorn, \$8.50—100 lbs. (N. Y.) Corn Syrup, Bradshaw's Popcorn Seasoning (artificial coloring), Bags and Boxes. All shipments collect F. O. B. New York, deposit with all orders.

Everything in Popcorn Supplies!

BRADSHAW COMPANY, Inc.
31 Jay Street NEW YORK CITY

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 & SCHAFER

SECOND-HAND SHOW PROPERTY FOR SALE

Lord's Prayer Stamping Machine. Roller die, 3 engravings. Protestant-Catholic. Ten Commandments in Hebrew. Cheap.
\$15.00 Ticket Chopper, working order. Bargain.
\$16.00 Doctor's Professional Violet Ray Machine for Electric Chair. Working any current. Cost \$100.
WE BUY Carnival Tents, Evans Wheels, Rink Skates.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia, Pa.

WANT OZARK SHOWS

Photo Gallery, Fish Pond, String Game, Pitch-in-Win, Bowling Alley, Scales, Candy Floss, Hoop-La. SHOWS with own outfit, Snake Show, Monkey Show, Athletic Show, Fun House, Slide Show, GIRLS for Girl Show, BUDDY RAY-MOND wants Cook House Help. Playing the Strawberry and Defense Territory. 14 Fairs and Celebrations already booked Mo., Ark. Pureman, Ark. this week; Do Queen, Ark. next. Address us per route. List furnished to interested parties.

WANT WANT

SPECIAL AGENT, BILLPOSTER. MUST HAVE CAR, PREFER ONE WITH SOUND. Also want Musicians for Minstrel, especially Trombone and Sax.

J. F. SPARKS SHOWS
BIRMINGHAM, ALABAMA

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

FIRST in.

JOINING Bremer's Shows recently at Carthage, Mo., was William Henry Kelly.

PVT. RANDOLPH WILLIAMS, carnival trouper, is stationed at Camp Bowie, Tex.

CORP. RICHARD GRAVLEY, formerly with Johnny J. Jones Exposition, is stationed at Camp Polk, La.

THEY'RE still laughing.

E. B. WALKER advises from Meridian, Miss., that he has signed as billposter with All-American Shows.

JACK HALL, vet caramel candy concessionaire, visited *The Billboard* Cincinnati office last week.

HERB MOONEY and Gus Mallon, clowns, have returned to Johnny J. Jones Exposition.

FIRST of May. Remember breaking the plowhandle for this business?

CHARLES GOLDING has signed his new frozen custard unit with Conklin Shows for 1942.

JOINING Four Star Exposition Shows in Cairo, Ill., recently was H. D. (Whitey) Hamilton with his nail stand.

Service for the duration as chief steward," cards Barney O'Dare (the Duchess) from Camden, S. C.

RALPH R. REED reports from Atoka, Okla., that he has been retained as secretary of J. J. Colley Shows. Mrs. Reed will operate her penny pitch on the organization.

REGARDLESS of how short-handed a show may get, there will always be a lot of weeding out to do.

GENEVIEVE CARR, Chicago night club artist, is now an exotic dancer with the Barn Dance Show on Johnny J. Jones Exposition. Miss Carr is a niece of Tex Cooper.

LEO GRANDY advises from Vernon, N. Y., that he has signed as electrician, lot man, mailman and *The Billboard* sales agent with Sunburst Exposition Shows.

OUR dream of some day owning our own carnival has begun to fade. "Priorities, where is thy sting?"

IRISH JACK LYNCH, talker, joined Goldie Pitt's Side Show on O. C. Buck Shows in Silver Springs, Md., after wintering with Dan Riley's Animal Show in Florida.

Prodigal's Return

A DOWN-AT-THE-HEEL midway worker arrived in his old haunts to spend the winter and decided to work the holiday season with novelties. He pawned his bag to buy the necessary gadgets and located himself on a busy street corner without applying for a pitchman's license. For several days he did a land-office business by demonstrating packs of mechanical magic, by ballyhooing loudly and by keeping traffic tied up with, "Wait until you see this one!" Merchants in the block looked on with envy. Seeing him raking in the shekels, their envy finally turned into a matter of taking money out of their coffers and they complained to the city hall. A policeman was sent to bring in the culprit. Stepping into the middle of a demonstration, the copper yelled, "What in the hell do you think you're doing?" "Only making a living off a bag of tricks," replied the salesman. Recognizing the worker, the cop bellowed, "You ran a concession with a carnival here last spring. You then returned with another one during the home-coming. You played the fair here last fall. Now you are here selling without a license. I'll say you are making a living off a bag of tricks."

cracked, "He'll advertise for us when they stop riding the Merry-Go-Round."

BOB HIGGINS, carnival trouper, advises from Miami that he is in Dade County Hospital there, where he underwent an operation last week. He expects to remain there for eight months and would like to read letters from friends.

G. C. MITCHELL has signed as press and special agent with Bantly's All-American Shows. He was ahead of Lip-pincott the Magician last fall and ad-



JOHN W. WILSON (left), co-owner Getlin & Wilson Shows, and Major Ryburn, chief of police, Petersburg, Va., purchased the first war stamps sold at shows' War Bond and Stamp booth on the city's main street during the organization's recent stand there. In addition to selling the stamps, shows are giving away a free ride for each stamp purchased. Shows' nightly giveaways include a \$50 and \$25 bond.

W. M. (BILLY) GEAR cards from Brady, Tex.: "Am not representing a Texas firm as was recently reported, but am with an Eastern firm."

"WHAT has the much-advertised 'proven territory' proved?" asks a reader.

HAV-A-LAF WALKER and Cozy closed with Great Lakes Exposition and joined Eddie McCue's Side Show on L. J. Heth Shows at Bowling Green, Ky.

MR. AND MRS. RAY WHEELOCK, Athletic Show and concession operators, joined Bremer's Shows recently. Ray has recovered from his recent illness.

SAMMY AND EVELYN GEORGE returned to T. J. Tidwell Shows with their three girl shows. It's their third consecutive season there.

WHERE a bally girl has it on an actor is that she hasn't a career to worry about.

RUTH WORLIEN, *The Billboard* sales agent on Groves Greater Shows, advises from Newbern, Tenn., that Curly Green joined recently with concessions.

STAGE MANAGER of David S. Bell's Fargo Follies, E. H. Rucker advises that the unit is doing well in Georgia and that it will head north soon.

FORMER known bloomers may be red ones this year, due to defense work and population shifting.

"LEFT Crystal Exposition Shows and am expecting to serve in Army Transport

ARRIVALS on World of Fun Shows were Mack Thompson, girl revue manager, and dancers Peggy Thompson, Mamie Adams, Stella Conners and June Young, and C. J. McDonner, ticket-seller.

IT IS easy enough to give a brother showman advice—until you are caught in the same fix.

PAUL MONTGOMERY, Johnny J. Jones Exposition, recently visited James Garrette, Fly-o-Plane foreman, at World of Mirth Shows, Richmond (Va.) quarters.

"SIGNED my Monkey Girl and Snake shows with Franks Greater Shows," Louis-Louise Logsdon writes from Macon, Ga. "My brother's Linda Show is popular with the soldier patrons here."

MORE we listen in the cookhouse the more we are amazed at the number of ways this war can be won.

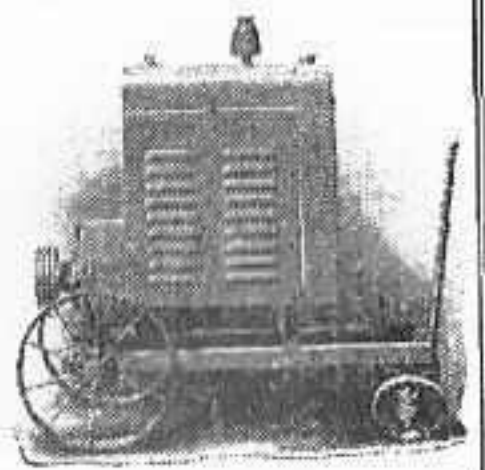
LILLIAN WHITE, wife of Guy White, girl show operator, is suffering from heart disease and will not troupe this year, but will remain at her home in Chattanooga. She would like to read letters from friends.

HOMER R. SHARAR (Roberta-Roberts) letters from Jacksonville, Fla.: "Opened my sixth season as annex attraction with Ray Cramer's Side Show on Dodson's World's Fair Shows here to good business."

WHEN a manager chased operators of what he termed "objectionable features," one

FAST PICK-UP

For speedier profits with a V-Belt Model ELL Power Unit. Less weight, less loading space, greater convenience, but still ample reserve power for the Big Days.



ELI BRIDGE COMPANY
Builders of Dependable Products
N. West St. Jacksonville, Illinois

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.

GIRLS-DANCING-GIRLS

Wanted for long season. Also Accordion Player Dorisa Dot, Anne, Sony, Babe, Millie, Blaine and all others working for me before, get in touch with me. Address:
ANNETTE MCKIERMAN PINCUS
Mighty Monarch Shows Odenton, Maryland

WANTED

Tilt-a-Whirl Foreman, Ferris Wheel Foreman, Working Men of all kinds.

OLIVER AMUSEMENT CO.

1417 Grattan St. ST. LOUIS, MO.

WILL SACRIFICE

No. 5 Eli Ferris Wheel with an Eli power unit; Rink Tent, 44x124. Will pay cash for a 2-4-ft. Semi with Tractor. Must have good tires and be in good shape. All replies to

STEVE LAKO

Care Blue Ribbon Shows Jeffersonville, Ind.

WANTED

For Pan-American R. R. Show: People in all lines, Talkers, Girls for Illusions, Acts for Annex, Man to do Punch and Magic, Don Taylor, Chas. Rorark, Doc Edwards, also Privilege People, wife C. C. Smith. All others: **PAN-AMERICAN SHOWS**, Norfolk, Va. P.S.: Can place Frozen Custard.

SUNSET AMUSEMENT CO.

Want on account of accident, COOKHOUSE, privilege in tickets.

Manager for GEEK SHOW, PHOTO X, Ball Games and other Concessions open.
Excelsior Springs, Mo., May 1-9.

Can't Miss

EACH YEAR with the aid of 20 letterheads, a post-office box and a suitcase Great Underbrush Amusement Company opened. Winter quarters for the show comprised a coal bin behind a boarding house, which the manager often referred to as "the barn." Some seasons the show opened and closed in one as often as 10 times but, undaunted, the great manager carried on. This year the show had made six unsuccessful attempts to get out and was fortunate in making it on the seventh. A standing gag among its personnel was, "I almost tramped in a post-office box this year." The great manager condescended those who would listen with, "I was too shrewd to take it out before the weather broke. Around July 4 is early enough for any show to open." One night while he was standing near the front gate (proudly scanning his one and only independently booked kiddie ride, three booked concessions and an empty tent that had been erected for flash), poised with his thumbs in the armholes of his vest and telling of his humble start, a patron complained loudly, "I paid a dime to come on this midway and there isn't a thing to see. Hasn't this show got a free act?" "Nix beefing," cracked a concessionaire across his counter. "If you'll round to the left and take one good gander at our manager you'll get more than your money's worth."

season with Edwards concessions on W. S. Curl Shows," Mr. and Mrs. L. E. (Roba) Collins scribe from Coalton, O. "Ray Biehler has booked his Animal Show as the free attraction."

GIRL-SHOW Performer—"That picture is terrible. It shows me with a double chin." Press agent—"The firm that made those photos hasn't advanced to face lifting yet."

"ENJOYED a visit with Paul D. Sprague, general agent Lewiston's World's Fair Freaks, here," James H. Drew Jr. letters from Charleston, W. Va. "Also visited Capt. Dave Latlip, whose shows opened on a downtown lot. Everything has been painted and the organization makes a swell flash."

WINTER QUARTERS notes from Pioneer Shows, Waverly, N. Y., by George Harvey: Mr. and Mrs. Pelletier will handle the bingo concession this season, and Mr. and Mrs. Kelley, concessionaires, joined recently. Ride foremen include Charles Moshier, Chairplane; Charles Winning, Merry-Go-Round, and Jack Supples, Ferris Wheel.

LECTURED on a giant for six weeks before I caught him with his high hat and boots off and learned that he was only three inches taller than myself.—Road Map Johnson.

"AFTER being released from a Greeley (Colo.) hospital, was forced to enter St. Luke's Hospital here for an abdominal operation," Roy B. Jones cards from Denver. "Had a tough time of it for a while, but expect to be released soon. Pete Kortez's World's Fair Museum signed Jack Johnson for the season and unit will tour with Beckmann & Gerety Shows this year."

NOTES from E. G. Wilson Shows' Wyandotte (Mich.) quarters, by Katherine Wilson: Work is progressing nicely and Charlie Ziegler has booked his rides. Several concessions have notified the management that they will report at the opening spot, and shows will carry 6 rides, 4 shows, free act and about 25 concessions. Manager Wilson recently completed a business trip thru Michigan.

NOTICED that women are outnumbering men in taverns and picture shows. Wonder if we will have many all-women crowds on midways this season.—Cousin Peleg.

NOTES from Liberty United Shows from Columbia, S. C., by Ted C. Taylor: Shows were spotted on Fort Jackson Boulevard, under Knights of Columbus auspices. Despite cool weather, business was good. Mrs. Danny Edenfield joined with cookhouse and ball game. Bull Martin's Miss America Show topped the midway, with Riddick's Minstrel Show running second. L. E. Heth joined with three stock concessions. Harry Hunting's two rides are doing okay.

MRS. DOROTHY BYERS BRANDON was honored at a stork shower tendered her by members of Byers Bros.' Shows at Kennett, Mo., recently while visiting her mother and friends there. She received numerous gifts and in attendance were Mrs. Fred Rainey, Mrs. Billie Wolf, Mrs. Jewel Cannon, Mrs. Jack Holston, Mrs. Gus Bartell, Mrs. Andy Widener, Mrs. Thelma Hill, Edna Ballinger, Mrs. Hubert Hall, Mrs. D. J. Griffith, Mrs. Walter Chaney, Mrs. Jack Edwards and Mrs. Birch Houseal.

NEW WORKER—"I've met a dozen bosses, but which one is the manager?" Old-Timer—"The man who has been telling you to save the money that you didn't get."

DOC SAM J. SCHEIDLER writes from Detroit, "After World's Wonder Revue Stage Show left Ohio business improved in the coal fields of West Virginia. Final date was April 11 at Burnwell, W. Va., which proved a satisfactory engagement. Show also played the Spaun Circuit of 22 houses, operated by Byron Spaun Jr. We met Harold Moore and Lester Rosenfield at Charleston, W. Va. Tex Ritter and Bill Elliott visited while on a personal tour. Show also played three dates for Archie Clemmons, manager Black Diamond theaters. Unit was well received and most houses were re-engaged for next winter."

NOTES from J. T. Hutchens' Modern Museum, Joplin, Mo.: Trucks and equipment arrived here to open with Snapp Greater Shows. Cookhouse is feeding 23, with more slated to join soon. Mr. and Mrs. Hutchens wintered in Cassville, Mo., and she is again in good health. Chief Congo, formerly with the unit for 15 years, has returned after a three-year absence. Work in quarters was under supervision of Leopold B. Williams and LeRoy Roe. Chief Rain in Pace lettered all trucks and ticket boxes.



CONCESSIONAIRE with a number of carnivals for the last 10 years, Robert J. Schulze holds the rank of seaman, first class, in the Coast Guard at New Orleans. He's been in the service for three months and has been with such organizations as Hennies Bros., Beckmann & Gerety, Rubin & Cherry, Mighty Sheesley Midway, Frank West and Hilderbrand's United shows.

Dollie, midget, will be featured this season. Mr. and Mrs. J. H. Evans, Hutchens' son-in-law and daughter, visited.

BY FAIR TIME we will know whether or not they are rationing whitewash for barns and fences. The one who beefs the loudest about a show painting is the one who claims the "ex" on whitewash.

JOHN H. MARKS, owner shows bearing his name, was host to 260 members and friends of the W. W. Workman Tent, CSSCA, Richmond, Va., at the Circus Night and Jamboree on shows' midway there April 16. Guests partook of a typical circus dinner in the special cookhouse and later toured the midway with Owner Sparks. A. D. (Ham) Watson produced the midnight Jamboree. L. H. Munday, club president, was toastmaster, and committee members included Charles A. Somma, L. T. (Pete) Christian, Joe Kass, W. T. (Bill) Homberg, J. A. Mann, Jack Lyons, Fritz Stierding. Mr. and Mrs. Marks were the recipients of several floral offerings. T. Willie Lewis was in charge of the catering service.

G. I. LEVIN, Midwest Merchandise Company, writes from Kansas City, Mo.: "Edward (Slim) Johnson is still at the Little Rock store, as are Harry Valet, Jackie Jackson, Tattoo Slim and Cecil Stanton. Their shows are getting a good play from the soldiers at Camp Robinson and Slim gets out a few days each week to contact the shows, always managing to return for Saturday's store business. I visited Charley Rotolo, Tivoli Exposition and Toney Martone's shows at their openings and all did good business. Hans Anderson has a new ride with Rotolo and will add more as soon as he can get deliveries. A. N. Rice came in the other day from Wichita, where he is operating a Penny Arcade to good results."

MIDWAYS are like funnels. A little money comes from here and a little from there and when it filters into the office wagon it becomes a goodly sum. Whether show-owned or independent, all attractions on the rim of the funnel are entitled to an even break.

EVANS' DICE WHEEL

A Sensational Money-Maker! Popular! Flashy! Fast!

Beautifully Designed
Extra Durable!
Perfectly Balanced
Uniform Percentage!

WHEELS OF ALL KINDS!
Ideal for bazaars, festivals, fund-raising campaigns. Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc. Send today for Free Catalog.
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

NEW WATER FALL BLOWER
Fastest and Most Attractive Grind Joint Ever Built

Each Unit Large Enough for Two Agents.
BAKER'S GAME SHOP
2907 W. WARREN DETROIT, MICH.
Catalog Free—Mention Your Business.

To make room for War Production we are offering the following

CASH BUYS

1 GAMBLING EXPOSE!
Most complete show ever gathered together. Last shown Ripley's Broadway Odditorium.

★ ★ ★
1 IMPORTED TENAGRA
Used last at Chicago and Dallas World's Fairs as "Venus on the Half-Shell." Imported lens. Entire outfit in first-class condition.

★ ★ ★
1 8-FT. FAIRY IN THE WELL
Good mirrors. First-class condition.

Write for full description and prices
H. C. Evans & Company
1520 W. Adams St. CHICAGO, ILL.

WORLD'S MOST POPULAR RIDES
OCTOPUS—ROLLOPLANE—FLY-O-PLANE

REPAIR PARTS
Order What You Need Now. Our Factory May Be Called into Defense Work.

Manufactured by
EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager

LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List.
MIDWEST MERCHANDISE CO. 116 MAIN, LITTLE ROCK, ARK. 1008 BROADWAY, KANSAS CITY, MO.

vertising manager for two Carrollton (Ga.) weekly newspapers last winter.

NEW show owners believe in publicity, but when they become flushed with success they forget what made them big in the eyes of fair and committee men.

"VISITED James J. (Pappy) Nelson, who recently sustained a paralytic stroke, at St. Mary's Hospital here. Nelson was formerly with Crowley's United Shows and would like to read letters from friends," writes E. W. (Slim) Wells from Roswell, N. M.

"CLOSED our magic show several weeks ago and are now in our sixth

WANT CIRCUS ACTS
Consider Family doing two or more, Dog and Pony Unit, Seals, Bears, Novelties. Write or wire
Wonder Shows of America
Fair Park, Little Rock, Ark.

H. P. LARGE SHOW WANTS
Legitimate Concessions of all kind. Good opening for Cook House or Grab, Long or Short Range Gallery, American Palmistry, Ball Game, Charlie and Goldie, come on. Can place legitimate Concession Agents. Want party to take complete charge of Bingo on salary or percentage. Larry and Emma, answer or come on. All mail or wires:
H. P. LARGE, Sesser, Ill.

WANT
Ferris Wheel Foreman. Top salary. Second Man and other Ride Help.
ART LEWIS SHOWS
So. Norfolk, Va., until May 7

VIRGINIA GREATER SHOWS WANT
Girls and Posing Shows. Have complete outfit for same. Ashland, Va., this week; Riverdale, Md., next week.

CAN PLACE
BILL POSTER AT ONCE. LONG SEASON.
O. C. BUCK SHOW
TRENTON, N. J.

C. & L. SHOWS
Want to book at once—Cookhouse, Pop Corn, Ball Games, Diggers, Mitt Camp, Lead Gallery, Cork Gallery, Penny Pitch, any Show Concession. Shows—Snake, Girl, Monkey, Mechanical. Wire
C. & L. SHOWS, this week, Wavnesville, Mo.

WANTED
Generator, 5 K.W., A.C. State price and condition of same. Wire or write
J. GLICK
212 W. Monument St. Baltimore, Md.

POPCORN SEASONING

Federal regulations prohibit the sale of Coconut Oil for Popcorn Seasoning after May 31, 1942. We have a limited stock on hand which we offer subject to prior sale as follows: Hundred Pound Drum, \$24.00; Fifty Pound Drum, \$12.00; Twenty-Five Pound Drum, \$6.50. Mail your order today.

Gold Medal Products Company

131 E. PEARL STREET

CINCINNATI, OHIO

ENDY BROS.' SHOWS, INC.

America's Finest Motorized Show

Want Side Show complete or Manager for same who can produce. We have first-class equipment. Can also place Unborn and Illusion Shows. Cleo Hoffman wants Girls and Musicians. Want Performers, Girls, Musicians and Talker for Hawaiian Show. Speedy Bowers wants Lady and Men Motordrome Riders, also Talkers. Need General Help and Semi-Truck Drivers. Few Concessions open. Have greatest and best route booked in the East. Chester, Pa., this week.

CONCESSIONS WANTED—FIREMEN'S MAY FESTIVAL

POINT PLEASANT, W. VA., MAY 1-9, INC.

Penny Pitch, Scales, Long Range Gallery, Hoop-La, Frozen Custard, Hi-Striker, Coca Cola Ball Game, Cane Rack, Cook House or Grab, Novelties. Location by business district. Free admission to grounds. This should be a wonderful date. Large defense industries working full time. Plenty of publicity. Address:

THE F. E. GOODING AMUSEMENT CO.

1300 NORTON AVENUE

COLUMBUS, OHIO

KAUS EXPOSITION SHOWS

Can place for season: Spitfire, Roll-o-Plane, Fly-o-Plane or Whip. Monkey Show with or without equipment. Good percentage to those who have own transportation. Snake Show or Shows of merit that do not conflict with what we have. Unlitimate Concessions open. Few choice Wheels. Want Penny Arcade. George Whitehead wants P. C. Agents that are reliable. Can place Grind Store Agents. Want Ride Help in all departments. Merry-Go-Round Foreman. Mechanic who understands Ride Motors; must be sober and reliable. Frank Steele wants to buy a good used Loop-o-Plane (Dual). Whitney Wagner, get in touch with us. Address:

A. J. KAUS, MANAGER, EDDYSTONE, PENNA., THIS WEEK.

DUMONT AMUSEMENT CORP. WANTS

Cook House or Grab. Want legitimate Concessions of all kinds. Want Girl Show, Posing or Monkey Show with own equipment. Want Rides—Octopus, Tilt or Kiddie Ride. Want good Ride Help that drive. This week, Bridgeport, Pa.

JONES GREATER SHOWS WANT

Rides—Roll-o-Plane, Tilt or Octopus. Will book or buy Eli Wheel to dual. Want Monkey Show. Want Penny Arcade, Cork Gallery, Pitch Till Win. Want Free Act, experienced Ride Help. Address PETE JONES, Madison, W. Va.

WANT - WANT - WANT SMITH GREATER SHOWS

ORANGE, VA., APRIL 27TH THRU MAY 2ND. FRONT ROYAL, VA., MAY JUBILEE TO FOLLOW. THEN EIGHT WEEKS ON BALTIMORE AND WASHINGTON LOTS. Can place Cookhouse, privilege in tickets, or will furnish complete Cookhouse to Man and Wife capable operating same. Want Bingo (Eddie Brenna, answer), Photos, Diggers, Rat Game, Custard, Pan Game, Scales; also few openings for Wheels and Grindstores. Johnnie Caruso, Kid Bruce, answer. Concessions all kinds. Want Tilt-a-Whirl Foreman and Help in all departments. Top salaries. Have complete Ten-in-One with Monkeys. Will turn over to capable operator with something to go in same. Want Performers and Musicians for Minstrel, Girls for Girl Show. Will book Independent Shows with own outfits. Save tires and gas, we have 8 weeks short moves in heart of defense area. All address: K. F. SMITH, ORANGE, VA. P.S.: John (Dad) Slater and Dave Young, wire Heavy Teeter.

HELLER'S ACME SHOWS NOW OPEN

Want Cookhouse, meal tickets for rent. Want Corn Game, Shooting Gallery, Hoopla and other Grind Concessions. Want Talkers, Canvas Men, Ride Help, Foreman for new Spitfire Ride, Shows, Sideshow, Motordrome, Fun House, Grind Shows. All address:

HARRY HELLER, GENERAL MANAGER
Glen Rock, N. J., this week; Hasbrouck Heights, N. J., next week.

West Brothers' Shows Want

Shows with own equipment, 25%. Cook House, privilege in tickets; Arcade, Diggers, Lead Gallery, Custard, Floss, 10 Cent Slum Concessions. Ride Help that can drive semi, come on. Agents for office joints. Want Colored Performers and Musicians at once. Jacksonville, Ill., April 27-May 4; Quincy, Ill., 4-9. Free Acts with Concessions.

PAN-AMERICAN SHOWS WANT

Shows—Will furnish outfits for sober Managers with talent for Athletic, Revue, Geek and Minstrel. Will book Side Show, Monkey Circus or any worth-while attraction with own equipment and transportation. Can place Talker and Girls for Hula. Concessions: Want Penny Arcade, Long Range, Diggers, Wheels and Grind Stores. Can place Agents on Wheel and Grind Store. Want Carpenter and Builder to join at once. Can place Ride Help who can drive. Sober Foreman for Loop and Chairplane. Want to buy fifty KVA Transformer. Address: This week, Du Quoin, Ill.

Tivoli Chalks Okay Opener in Webb City

WEBB CITY, Mo., April 25.—Tivoli Exposition Shows successfully concluded their opening week's stand at a downtown location under Lions' Club and High School Band auspices here April 18. Good weather and business prevailed thruout. Rides, shows and rolling equipment were repainted and reconditioned under direction of Blackie Prazer, and a new office wagon has been added.

Staff includes H. F. Petersen, general manager; V. W. Burlingame, assistant manager; Bill Greene, secretary, and J. O. Greene and Joe Howard, general agents.

Rides and their foremen are: Aerial Joy Ride, Slim Tomlin; Tilt-a-Whirl, Don Swoboda; Merry-Go-Round, Benton Spriggs; Rolloplane, Bob Lee; Ferris Wheels, Bill Dugan; Kiddie Autos, Jimmy Maxim; Ponies, Tony Crescio.

Shows: Mechanical, Pather Everetts; Circus Side Show and Wild Animal Show, Dr. Le Roy and Gene Mercer; Victory Revue, Pat McCann, with Gene Olson as talker. Concessions: Skeets and George McAllen, Midway Cafe, string and balloon games, penny pitches and hoop-la; Mr. and Mrs. H. Eutah; photo gallery, Billie Burlingame; cigarette gallery, Ben Kander; ball games; Rita Oakes, 2; Mr. Lutwin, 3; Bill Wells, diggers; Penny Arcade, Mr. McNeese; candy floss, J. C. Johnson; ice cream, Mr. and Mrs. Stubs, and popcorn, E. J. Mathis; corn game, Bing West. Visitors included Slim Johnson, C. O. Levin, Harry Altshuler and Messrs. Creswell and Campbell.

Lippman Bosses Blackout For All-American Expo.

GULFPORT, Miss., April 25.—Probably the first carnival to actually experience a blackout this season was All-American Exposition Shows during the opening stand of the season in New Orleans. Event occurred late in the week and the entire organization took part in the blackout rehearsal which was held for the gulf zone. Eddie Lippman, manager of the shows and a veteran of World War I and versed in actual air raids, he experienced many while in France, was ready for the test.

During the winter Lippman, in close contact with civilian defense organizations in his home town, formulated plans and methods of darkening a fully packed midway and keeping order. Altho he had had only three days' time in which to set up his plans, only seven seconds were required to darken the midway, which had an estimated crowd of 1,500.

Acting as the officer in charge, Lippman deputized several as fire wardens and auxiliary police, and several women were recruited to act as nurses. Deputies assisting Lippman were Maxie Goldberg, Joe Fisher and Billy Bailey, fire wardens; Jimmy Fox, Walter Hayes and Art Rosen, auxiliary police; Mrs. Nancy Whitesides and Mrs. Mike Rosen, nurses.

Lippman was highly complimented on the plan by the New Orleans deputy civilian defense co-ordinator, and rules and regulations set forth in his plans were conspicuously posted about the grounds.

Jones Adds Denny Howard

RICHMOND, Va., April 25.—E. Lawrence Phillips, Johnny J. Jones Exposition, announced here today that Denny E. Howard has been added to show's executive staff and will join the organization at Washington.

VICTORY UNITED SHOWS WANT

Athletic, Snake, Monkeys and Pit Show, Bill Blentle, Robert and Danny Hitchans, wire. Concessions—Mitt Camp, High Striker, Pitch-Till-Win, Watcha, Fishpond, String Game, Lead Gallery; small, clean Cookhouse, Bingo and Ride Help wanted. Clarence Shipley wants Slum, Skillo and Swinger Agents. Eddie Hana, wire. Address: MANAGER, VICTORY UNITED SHOWS
Oswego, Kansas, this week

Hughey & Gentsch Shows

Want Operators for Ferris Wheel and Chairplane. Join at once. Good treatment, long season. Address:
Now Albany, Mississippi

MIDWAY OF MYRTH SHOWS WANT

Photo Gallery, Agent for Scales, Fish Pond, any Merchandise Concessions, Foreman for Eli Wheel. Louisiana, Mo., this week; then St. Charles.

W. G. WADE SHOWS

OPENING MAY 8, Michigan Avenue and Wyoming, in Busy Dearborn, Mich. Kalamazoo to follow.

Can place a few more legitimate Concessions and one or two more Shows. Exceptional opportunity for Cook House. Want Ride Helpers that can drive semis. Address W. G. WADE SHOWS, 289 Elmhurst, Detroit, Mich. Phone, Townsend 81506.

PENN PREMIER SHOWS CAN PLACE

Help that drive. Want legitimate Concessions of all kind. WALTER VILLANCE, ANSWER PATSY ROGANIA. Can place Penny Pitch or Color Game Operators and Help on Wheels. Also Roll Down Agents. Pollock, come on. Kay Weiss wants Girls for Posing and Revue. Address mail to LLOYD SERFASS, STROUDSBURG, PENNA.; NEXT WEEK, EMMAUS.

CONVENTION SHOWS CAN PLACE

Shows and Concessions, especially Custard, Long Range Gallery and Arcade. WANT 2 OUTSTANDING FREE ACTS to open Tonawanda, N. Y., May 25. Want Lot Superintendent, Canvasman, Ride Help. All communications to CLAY MANTLEY
Pottsville, Pa., this week; Frackville, Pa., next week.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, April 25.—Vice-President M. J. Doolan presided at the April 23 meeting. With him at the table were Past President J. C. McCaffery, Treasurer William Carsky and Secretary Joe Streibich. There remains only one more meeting before club closes for the summer. Opening fall meeting has been set for October 1. Al Rossman says the Outdoor Amusement World Directory subscriber's plaques are proving popular. Members of the committee and solicitors are urged to send the listings in at once so that the plaques can be mailed promptly.

Past President Frank R. Conklin advises that Canadian Secretary Neil Webb is hard at work to fulfill their pledge. William Carsky advises the Ways and Means committee will be in action as the season progresses. Still on the sick list are Brothers Hogan, Kussman and Brandini. Brother H. E. Walker is confined in San Antonio, and Brother Rankine, Vollmer and Murphy are at their homes. Harry Mamsch is showing improvement. Maxie Herman stopped over en route to Canada and attended the meeting. Brother Herman Pluda came in for a visit. Philip (Sparky) Gilson left to join the armed service last week. Brother Ben Block returned to San Antonio. Jack Halligan is getting his show ready for his Canadian tour. Nate Eagle left to join Beckmann & Gerety Shows. Al Kaufman left for Conklin Shows.

Ladies' Auxiliary

Club held its regular meeting April 9 at the Sherman Hotel, with President Mrs. Joseph L. Streibich presiding, and Mrs. William Carsky, first vice-president; Mrs. Anne Doolan, second vice-president; Mrs. Rose Page, treasurer, and Mrs. Jeanette Wall, secretary, also were present. Past President Mrs. Al Miller is seriously ill at her home and members were asked to send messages of cheer. Mrs. Nate Hirsch also is ill. Past President Mrs. Henry Belden's thank-you card was read. Mrs. L. Schlossberg and Lillian Woods attended the meeting, and First Vice-President Phoebe Carsky returned from Miami, and members welcomed her.

Sister Helen Rankine received a rising vote of thanks for the successful social she conducted last week. Sister Mrs. George Rollo is out of town. Club is planning a large bingo party for some time in May.

April 16 meeting in the Sherman Hotel had Anne Syster as hostess. Attractive prizes were awarded. Past President Mrs. Henry Belden is still collecting prizes for the large bazaar to be held in December. All members have pledged their co-operation and proceeds to be given to the Servicemen's Center.

Michigan Showmen's Assn.



156 Temple Street
Detroit

DETROIT, April 25.—Altho meetings have been discontinued for the summer, clubrooms are being kept open and large crowds gather there every afternoon. Great interest is being shown in the Service Fund, with many of the shows in the vicinity holding contests for the Victory Bond awards. Proceeds of the contests go to the Service Fund. Brother Edward Burge enlisted in the navy and is stationed at Great Lakes Training Station.

Members were grieved to learn of the death of Rubin Gruberg. Vice-President Manny Brown is seriously ill in Grace Hospital here. Brother Irvin Rubin (Stash) was rushed to St. Mary's Hospital for an emergency appendectomy, but his condition is good. Brother Johnny Fox proposed these new members: Herman Weiner, Joe E. Lipp, Frank Ross, Ralph Lewis, S. W. Citron, Russell Stager, Ed R. Moss, Harry Burgess, Joe Marks and Joe Eule.



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, April 25.—President Art Lewis presided at a special meeting of the board of governors he called on Monday, which was attended by 17 other members. Seated with him were Vice-President Frank C. Miller and Secretary Sam Rothstein. Main business concerned the status of John M. Liddy, executive secretary, and it was voted to have him hand in his resignation. Appointment of Walter K. Sibley, the well-known showman, is virtually decided. Brother Sibley having indicated his availability in correspondence from Texas. Action was also taken in connection with sick benefits, with a new plan drawn up. Club regrets the removal of the executive secretary, who has been administrator of affairs since shortly after NSA was formed. However, the decision of the board was made in the best interests of the club.

Ross Manning left for Poughkeepsie, where his show opens next week. Louis Aarons, who operates a cafe in Linden, N. J., was in town to secure talent. K. C. McGary is on his way to Hudson, N. Y., to join King Reid Shows. Vice-President Miller has added himself to the list of those contributing War Bonds in the membership drive with a \$50 offering. Archie and Milton Paer came in from Jacksonville, where they were the last to see Rubin Gruberg, who died in their presence. Club was shocked at the news, Brother Gruberg having been one of its first members and a visitor to the rooms on his infrequent trips to New York. He was one of our most widely respected showmen and a man who came up from the bottom.

Ladies' Auxiliary

Sick committee reported illness of Bessie Burkhart, Frances Garr, Peggy Holtz, Rita Cohen and Marlea Hughes. At last meeting Secretary Ethel Gross, now Mrs. Shapiro, was presented a cake decorated with inscribed bridal flowers. Addition of coffee served to those assembled made for a festive evening.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., April 25.—Much activity continues around the clubrooms. Brother W. J. (Slim) Lindsey was here for a few days on business, as was Brother Sam Benjamin, he coming in from Wichita, Kan. Mr. and Mrs. Flynn worked the Food Show in Municipal Auditorium. Mr. and Mrs. George Hawk and Mr. and Mrs. Ellis White moved from the Reid Hotel to quarters at Fairland Park.

Brother Chester I. Levin, accompanied by Brothers Norris B. Cresswell and Harry Altshuler, motored to Webb City, Mo., to attend opening of Tivoli Shows. While there they obtained applications for membership from Owner Alex Bendixen and Mr. McAllen, cook-house operator. Brother Slim Johnson returned to Little Rock after an extensive Eastern business trip.

Brother Denny Pugh came in on business. Gertrude Warren, switchboard operator at the Reid Hotel, is at North East Hospital, and Billie Bedoni, Ladies' Auxiliary, underwent an operation at Lakeside Hospital last week. Boots Cutler is here and Brothers Burgmaster and Malonet left last week to join the Anderson-Strader Shows at Wichita, Kan. Brothers Russell Hull and Maurice Ventling left to join World of Today Shows.

Ladies' Auxiliary

April 10 meeting saw 24 members present, with President Ruth Ann Levin presiding. Thank you cards were read from Jean Garrison and Harry Leonard, as was a letter from Elsie Brizendine. Finance committee was authorized to buy another \$300 in War Bonds. Jess Nathan and Leola Campbell made birth-

day contributions to the penny box. Night's award went to Helen Smith.

Club voted to close the rooms for the summer. Since meeting was the last of the season, President Levin thanked the various chairmen and their committees and members for their co-operation. After benediction by Chaplain Myrtle Duncan, a baby shower was held in honor of Mrs. Pearl Schriber. She received numerous gifts. Mrs. Gertrude Warren, telephone operator at Reid Hotel, is in North East Hospital, where her condition is reported as serious. Mrs. Billie Bedonie also is seriously ill in a local hospital.

Dutch Radcliffe Whiteside WANTS

COUPON AGENTS for Grind Stores and Clothspins. Experienced Operator for Pill Pool and other Percentage Concessions. Also extra Help around Wheels, etc. One more fast-stepping WAITER for my Wife's COOK-HOUSE. Show has two big Free Acts, including the FEARLESS GREGG CANNON ACT, and really draws the people. Week of April 27th, Meridian, Mississippi.
A. R. WHITESIDE
Care All American Exposition, Inc.
P.S.: Whitley Campbell, get in touch with me at once; you have missed four big weeks. Bill Gleason, get in touch with Bernie.

LAST CALL

FRED ALLEN SHOWS

OPENING MAY 11, EAST SYRACUSE, N. Y.

A bona fide spot right in the city, and long list of best spots with short jumps, all in center locations, as we do not play in the sticks. Syracuse, N. Y., is positively a closed city.

WANTED

Clean Shows, Ten-in-One, etc., capable of handling big business, 25%; also Penny Arcade. Opening for the following Concessions: Custard, Taffy, Scales, Jewelry, High Striker, Duck Pond, Bowling Alley, Cane Rack, String Game, Country Store and American Palmistry, or any clean Grind Store not conflicting. No coupons or racket of any kind tolerated. WANTED capable Ride Help on all Rides; best sure pay and good treatment; also capable Electrician. All those holding contracts, please acknowledge this ad.

FRED ALLEN SHOWS, 107 Oberst St., Syracuse, N. Y.

WORLD OF FUN SHOWS

CAN PLACE Roll-o-Plane, Spiffire, Fly-o-Plane, Whip, Tilt, Auto Kid Ride and Pony Ride. SHOWS—Have complete outfit for Minstrel Show, Side Show and one Grind Show. Will book Motor Drome, Glass House, Arcade, Illusion Show or any Show not conflicting with what we have. CAN PLACE CONCESSIONS of all kinds, including Cook House, Bingo, Custard, Diggers, Pan Joints, Rat Joints. Have one of the best 4th of July Celebrations in the East at Oakland, Maryland, with 12 of the best Fairs in the South to follow. Address all mail and wires to

J. E. STEBLAR or J. B. REDMAN, Middleport, Ohio, this week.

P.S.: Mose Kalin can place Roll Down Agents. Dead Up and Jerry, wire Mac Thompson.

SOUND SYSTEMS

IMMEDIATE DELIVERY

COMPLETE SYSTEMS, MICROPHONES AND SPEAKERS
ALL MODELS — LIMITED QUANTITIES

CATALOG ON REQUEST

WRITE ON BUSINESS LETTERHEAD ONLY

DONALD T. HANKINS

16 SOUTH 39TH STREET

PHILADELPHIA, PA.

WANTED

Complete Organized Colored Revue with Band—Chorus Girls, must be light and do Specialties—Comedians and Dancers. Best of accommodations with large railroad show. Long season. Address

BOX D-206, Care The Billboard, Cincinnati, O.

RIDE HELP

TILT-A-WHIRL and SPITFIRE.

Top wages and bonus in cash. First-class men, come on; I can place you.
M. J. DOOLAN, 8245 Wentworth Ave., Chicago, Ill.

BREMER'S CONSOLIDATED SHOWS WANT

Capable Man to take charge of Motor Drome. Want Grind Shows, Mechanical City, Hill Billy, etc. Want Stock Concessions. Kelley wants Girls for Girl Shows, Talkers and Grinders. Want Side Show with or without equipment. Will book Octopus, Fly-o-Plane or any new Ride, Pony Ride, Ray Wheelock wants Boxers and Wrestlers. Good proposition to Man that can handle front of Athletic Show. Also want Grind Store Agents. Webb City, Mo.

LAST CALL-PIONEER VICTORY SHOWS—LAST CALL

OPENING WAVERLY, N. Y., MAY 4TH, FOR TEN DAYS. TWO SATURDAYS.

Want Shows all kinds. Want Photo Gallery, Novelties and 10¢ Concessions. Concession Agents for Pea Pool, Beat the Dealer and Wheels. Ride Help for 1942 Ell #5, Second Man on Merry-Go-Round and Chalk-o-Plane. Pauli, answer. R. G. Horton, come on. All contracted answer or we will replace you.
MICKEY PERCELL, BOX 106, WAVERLY, N. Y.

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, \$6.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Set of 100 cards, tally card, calling markers, \$9.50.
 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.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

Direct from the Lots

SoP's Liberty

Mattoon, Ill. Week ended April 18. Location, 33d and Dewitt streets. Auspices, American Legion Post. Business, below expectations. Weather, cold and rain.

Weatherman played havoc here and overcoats were in order thruout the week. Sponsors co-operated, with Commander George L. Miller on the job all the time. New Fly-o-Plane topped rides, with the Silver Streak second. Monkey Show and Victory Girls did above average business, and Jungle Show opened under new management of Date Curtis, who came up from Meridian, Miss. William Solomon and Special Agent Vic Foster were on hand for the opening, while Mrs. Ruby Heyde came over from Olney Sunday for a short visit with Mr. and Mrs. Sam Solomon. Other visitors included Lee Sullivan, Luke Oliver and Jess Rainey. Personnel and staff were shocked to learn of the sudden passing of Rubin Gruberg.

WALTER B. FOX.

Dee Lang's

Fort Smith, Ark. Week ended April 11. Location, 18th Street Lot. Auspices, VFW Post. Business, fair. Weather, first three days rain and cold; rest of week good.

Shows got off to a poor start the first part of the week due to heavy rains and cold weather, but with good weather the last three days, gross for the week was good. Noble and Viola Fairly entertained many friends here. Pat Garner, manager Station WFPW and former carnival press agent, visited frequently and co-operated. Thru arrangements made by committee with camp officials, Wednesday was designated as Camp Chaffee Day and several thousand soldiers were transported to the grounds for the big matinee. Visitors included Ted Cope, Denney Howard and Joe Goodman, Goodman Wonder Shows of America, and Vera Hancock. BRUCE BARHAM.

Great Sutton

Sikeston, Mo. Week ended April 18. Location, Allen Showgrounds. Auspices, CCL. Business, satisfactory.

Shows got away to a good start on the season here. Midway presented a fresh appearance and all show canvas is new, and new fronts and ticket boxes were added. Herman Schwartz's new concession tops also are attractive. Credit was given to F. M. (Pete) Sutton, who designed and assisted in the supervision before he enlisted in the Army Air Corps. Betty-John's Circus Side Show led shows, and office-owned Tilt-a-Whirl topped rides. Chapman's concessions, including the corn game, played to satisfactory business. Business was about 85 per cent ahead of last year's opening date, Manager Frank M. Sutton said. JEWELL BELLE RICHARDSON.

West Coast

Sacramento, Calif. April 7-12. Location, 15th and C streets. Auspices, VFW Post. Business, good. Weather, rainy. Pay gate, 15 cents.

Business here was good when weather was favorable. Sponsors, headed by Darrel DeCoe and Fred Niles, co-operated. Visits were exchanged with Polack Bros.' Circus. Among visitors were Harry Hendricks, Cliff McDougal, Olga Celeste, Shorty Wrightsman, Eloise Kelly, Mr. and Mrs. William Veats, Sergt. Bobby Cohn, Lieut. Cruger Edgerton, Sergt. Stanley Korn, Everest Christenson and family, Art Craynor and Mrs. Diana Jefferies. Mrs. Diana Jefferies and her mother were hostesses to all women members of the shows. W. T. JESSUP.

Four Star

Cairo, Ill. Week ended April 18. Location, Bridgeview Ball Park. Business, none. Weather, good.

Shows moved in from Newport, Ark., where business was poor, altho committee co-operated. Opened here Monday night to a small crowd, which didn't increase all week. City and county of-

officials gave good support. G. B. Sherman added another stand, and Harry (Shorty) Brown two more to his string. Charles Vanderfort also added one. Mrs. Heinie Fritz is seriously ill in a Little Rock (Ark.) hospital. The writer's daughter, Ida Louise, has recovered from the mumps. Manager Vernon is seeing to it that all equipment not finished to his satisfaction in quarters is being done over. Mrs. N. L. Dixon has her house trailer repainted. N. L. DIXON.

Golden State

Ventura, Calif. Week ended April 11. Location, 101 Highway. Business good. Weather, good; rain one night.

Shows opened to good attendance with a 10-cent gate. Rides did well. Rain prevented opening Thursday night and Friday-afternoon. It cleared late Friday, however, and Manager Ben Dobbert opened on time. Saturday, with warm weather, produced good matinee business. The Ferris Wheel engine caught fire while tearing down Sunday night, but the alertness and co-operation of all prevented serious damage. MONA VAUGHN.

Buckeye State

Philadelphia, Miss. Week ended April 18. Location, Cumberland's pasture. Auspices, American Legion Post. Business, fair. Weather, fair.

Town failed to live up to expectations, altho shows and rides did well. Cotton Club Revue and Colored Show topped shows. Ferris Wheel and Tilt-a-Whirl led rides. Committee headed by Messrs. King and Prince co-operated. Mike Booth, clown, is doing a swell job working uptown. H. M. Kilpatrick, billposter, is giving the shows good billing. Long jump from Philadelphia to Jackson was made without incident. Manager Joe Galler plans to take the shows into Kentucky and West Virginia. PERCY MARTIN.

James E. Strates

Washington, April 9-13. Location, adjacent to Wilmington Ball Park. Auspices, VFW Post. Business, good. Weather, poor. Pay gate, 10 cents.

Inaugural 10-day engagement in Washington was good considering the weather. Steve Gukas's cookhouse was popular rendezvous. Despite the inclement weather, a number of shows chalked up good business several nights. Among them were Leonard Duncan's Harlem Swingsters, Gay Hawaii, Hollywood Moving Picture Apes, Vanities, World's Fair Freaks and Nature's Mistakes. Rides also did fair. Show train left Sunday afternoon for Wilmington, Del., arriving about 10 p.m., and by morning everything was on the lot. ED M. JACKSON.

Moore's Modern

Benton, Ill. Week ended April 18. Auspices, Fire Department. Business, good. Weather, cool.

A profitable week was registered here despite cold weather. Bill Murray's bingo did well. Attending a show party after closing Thursday night were Mr. and Mrs. Jack Moore, Mrs. Wolfenberger, George Stanley, Bill Murray, Shorty Barber, Mr. and Mrs. Taylor Miller, Muggs Stanley, Bernard Moore, Boots Buck and Johnny B. Perkins. Owner Moore purchased another truck to haul the writer's Girl Show. Ellis Poole enlarged his cookhouse. Shorty Kalen's arm, which was crushed while loading the Loop-o-Plane in Parma, Mo., is healing. Visitors were H. P. Large and Mr. and Mrs. Caneer. BUDDY BUCK.

Blue Ribbon

Cedartown, Ga. Week ended April 18. Location, airport. Business, excellent. Weather, warm.

Show made the 134-mile move from Columbus, Ga., in good time and Lot Superintendent L. H. Hardin and Special Agent Harry Logan had most of the shows up Sunday afternoon. Business started off well and increased nightly with warm weather. Bruce Duffy, Jeane Fontana and the writer are ailing with colds. Mr. and Mrs. Ed Hubbard visited each night from near-by Bremen, Ga. Jake Porel, Buster Westmore and Crip Johnson joined with concessions. Joe Fontana and Vern Moore motored to Atlanta Tuesday. H. B. SHIVE.

ASTROLOGY

HOROSCOPE WORKERS
 Cash in on the new Venmar individual Forecast for 1942. 366 different readings one for every day of the year. 6 pages, flash; cover, 3 cents each. 5 Page Forecast for 1942 flashy cover, 2 1/2 cents each. Single Page Reading, \$5.00 a thousand. Graphology Chart 9 3/4 by 14 inches, \$5.00 a thousand. Numerology Course, 10 pages, 10 cents each. Personal Magnetism Course, 7 pages, 7 cent each. Astrological Tokens, 5 cents each. Fo samples send 25 cents to

THE USHERS - VENICE CALIF.

COTTON STATES SHOWS WANT
 Capable Girl Shows, have tent, front and banners; Grind Shows of all kinds. Bingo, Hoop-La, Penny Pitch, Concessions of all kinds. Help for Cook House. Advance Agent that knows Kentucky. Paducah, Ky. In defense area four weeks. Yes, we own our Rides. Wire RAY D. JONES, Paducah, Ky.

WANTED
 Large Reptile or Monster Show. Must be flashy and have plenty inside. Mose Smith, contact us. Address: THE F. E. GOODING AMUSEMENT CO. 1300 Norton Avenue COLUMBUS, OHIO

WANTED
 For LEGION CELEBRATION July 4, Sumner, Iowa RIDES, CONCESSIONS, BINGO, MIDWAY SHOWS. One of the largest Celebrations in Northeast Iowa. Write HAROLD RUNDLE, Chairman, Sumner, Iowa.

HAVE OPENING
 For ARCADE AND MERCHANDISE BINGO Good opportunity. Park opening May 9th. Phone—Write—Wire. PLAYLAND PARK SOUTH BEND, INDIANA

WANTED DROME RIDERS
 Straight Rider, \$40.00 "still," \$45.00 fairs on out on tips. Also want Talker.

EARL PURTLE
 Care World of Mirth Shows, Philadelphia, Pa. nro

WANTED
 Caterpillar Foreman to join Philadelphia, E Show opens here first of May. GEO. YAMANAKA Care World of Mirth Show

PLAYTIME SHOWS
 Opening May 4, Koubrash Playground, Nor Billerica, Mass. (on Rt. 3 near Lowell). City Sauborn and brother, come on. Want Merry-G Round Man, also Fly-o-Plane Man who can drive sex Van Sickle, Valance, answer this. Box 20 Quincy, Mass. E. W. BURR, Mgr.

WANTED
 Side Show Acts, Freak to feature. People worked for me before, get in touch with me. Lo season. CHAS. A. ZERIN, care Dee Lang's Fanny Shows, Granite City, Ill., week Apr. 27th; Aitc Ill., week May 4th.

MIDWAY SHOW WANTS
 Side Shows, Concessions and Ride Help. Operid St. Paul, Minn., May 2nd. Excellent route; still spots, all celebrations, fairs and conventio; Full season. Call Nestor 9870 or Midway 882 832 No. Fairview Ave., St. Paul, Minn.

MELVIN'S UNITED SHOWS WANT
 Shows—Plt. Mechanical, Fun House, or w! have you? We have tops. Kid Auto Ride. C sessions that work for stock. Buffalo, Mo., this week; Clinton next.

GIRL SHOW TENT
 No. 9-309—Used Hip Roof Front Gable End Stage Back Tent, 36x97 feet. 9' pitch, 10' 9" sidewall, top in 4 pieces to lace, with laps over facing, push pole style. Material 10 oz. D. F. khaki, red trim, wall 8 oz. khaki red trim. Good condition. Top and wall... \$720
 MANY OTHER TENT BARGAINS
 Write—Wire—Phone
BAKER-LOCKWOOD
 14th Ave. at Clay St., KANSAS CITY, MO.
 America's Big Tent House
 Eastern Representative, A. E. CAMPFIELD, 152 W. 42d St., New York City, N. Y.

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 SHOW PRINTING COMPANY - MASON CITY, IOWA

WANT
 Rides, Shows, Concessions for
JULY 4th CELEBRATION
 Free Gate
 Sponsored by Vote of Foreign Wars.
 WM. S. BOYD, Clarinda, Iowa

WANTED
 Athletic Show Manager, Shows with or without own equipment. Foremen and Ride Help, also Help in all departments. Opening May 9. Flossie Gensler, please get in touch with Lee Sullivan at this address. Address:
Wilson's Famous Shows
 Astoria, Illinois

ATTRACTIONS
 The Shrunken Midget, latest creations of Head Hunters of Borneo, 20 inches long; bosoms and everything showing. Human hair. Image of Human Being in nice black basket, ready to exhibit, \$15 post paid. Shrunken Heads, best on the market, black hair, mouth sewed shut as the cannibals do them, material never before used, looks like the real Shrunken Head, \$8 post paid. Showmen, if you are not getting the money you should try these two and watch your receipts double. We make the best attractions in the U. S.
 TATE'S CURIOSITY SHOP, Safford, Arizona

MOLLY'S GREATER SHOWS
 Opening in Westbrook, Me., May 9-16, Aup. V.F.W. Want Show, Rides, Concessions, Cookhouse, Ride Help, Free Act.
 JAMES YORK
 37 Lancaster St. Portland, Me.

WANTED!!
 Talker for high-class Motordrome. W. W. Wilson or China Red Delores, contact me at once.
Stellman's Thrill Show
 Care Gold Medal Shows Harrisburg, Illinois

"BALDY"
 Get in touch with me; will send transportation.
EDDIE PHILLON
 Care HENNIES BROS.' SHOWS as per route.

St. Louis

ST. LOUIS, April 25.—With good weather, shows playing local lots did well. Frisk Greater are located at 4400 N. Broadway, where they will remain for two weeks. Others here are Oliver Amusement Company, Fidler's United Shows and Maryland Shows. Royal American Shows were scheduled to open on the Grand and Laclede Avenue lot today. Sam Guskin, agent, is here making the necessary arrangements.

Bob Neely, Side Show operator with Four Star Exposition Shows, was in the city on a buying expedition. Louis Berger, general agent Wonder Shows of America, is here executing railroad contracts. Jack Edwards, general agent, and Homer Gilliland, special agent Byers Bros.' Combined Shows, were here for a few days arranging for their shows' stand in Madison, Ill.

Zebbie Fisher, Chicago, is visiting the various shows in this vicinity. Mrs. Goldie Fisher and her niece, Mrs. Irene Denapolis, stopped over for several days last week after a trip to New York City.

Los Angeles

LOS ANGELES, April 25.—Showmen in this section spent much time visiting Russell Bros.' Circus during the 10 days here. Bill Scott visited the circus and was high in his praise of the show. Mrs. Mary Taylor has recovered from a recent operation and is now managing an ice cream stand for her husband, Harry Taylor, at Venice Pier. Jimmy Dunn, talker, is soon to undergo an eye operation. Jimmy Smith, concessionaire with Clark's Greater Shows, had a big weekend in San Bernardino, Calif. His manager is Wilbert G. Duncan. Sam Brown is ill with lobar pneumonia. Sam Dolman is managing the ham and bacon stand on the Clark Shows. Abie Fabricant is assisting Dolman. Peggy and Joe Steinberg have left shows for Mission Beach, Calif.

Lucille Dolman is vacationing on

Clark Greater Shows. Whirlwind Prestons, roller-skating act that moved from Australia to the Philippines, are listed as Jap prisoners in Manila. Al West, formerly with Foley & Burk Shows, is believed a prisoner of the Japs in Bangkok. West went to Bangkok last summer. Another West Coast showman who had a skirmish in the war zone was Fred (Whitey) Clare, who returned recently from Honolulu. He was there December 7 when Pearl Harbor was attacked. W. M. Powell, New York, was a recent visitor. Louis Roth brought in some animals and put on a show in Pershing Square to sell War Bonds and Stamps. Johnnie Houghtaling was in town recently, as was Harry Phillips.

Large Preps for Sesser Bow

SESSER, Ill., April 25.—H. P. Large Shows moved in here early this week for opening today from quarters in Christopher, Ill. Final painting and repair work is nearly completed. Shows will be the first to appear here in a number of years. Another truck has been added and all shows, rides and concessions are ready.

SLA DRIVE ENDORSED

Cross funds. President Mike Krekos is enthusiastic for the plan; likewise Brother L. G. Chapman, of the Foley & Burk Shows, and Brother Burt Francis, of the organization bearing his name. We have letters from these and verbal nods from Brothers Archie Clark, W. R. Patrick, Earle Douglas and others. Brother S. L. Cronin is contacting Russell Bros.' Circus and doubtless will get the co-operation of Mr. and Mrs. Webb. We have sent letters to all our manager members and anticipate favorable replies.

L. C. Reynolds, president IASAC, advised Chairman McCaffery: "As president of the IASAC I can assure you that you can depend upon our club to support the Showmen's League of America's drive for funds for the American Red Cross. At this time of year, when shows are just starting their season, the amounts that can be raised may not be large, but when the season gets in full swing I am sure you may count on generous contributions and that our members will support this worthy cause to the very best of their ability."

Similar letters have been received from many individual show owners. In addition to letters sent out to all shows, Chairman McCaffery is readying a communication to park operators thruout the country and is confident he will receive their support.

Plan of the Red Cross drive for funds, as previously outlined in these columns, is to conduct a campaign on all outdoor shows of whatever kind for weekly contributions of 25 cents or more from everyone on each show. The letter sent out to PCSA members by Lou W. Johnson, secretary of the organization, said, in part:

"The answer to the question 'What can I do?' has been placed before us in a letter from J. C. McCaffery advising that James B. Forgan, chairman of the American Red Cross War Relief Fund, had given to the outdoor amusement field an exceptional opportunity for a concerted drive for Red Cross funds sponsored by the various recognized showmen's clubs thruout America. It is obvious that the outdoor show business is entitled to a definite place in all patriotic and war efforts. We have always contributed liberally to such projects, but the difficulty has been that we have given our funds and efforts thru other organizations while we, as showmen, have been lost in the shuffle. We can only gain our deserved recognition by organizing ourselves, and the Red Cross furnishes an irresistible appeal. Our contributions will obviously lose a great part of their value if donated by individuals rather than thru a co-ordinated effort on the part of the entire outdoor show world. This suggestion would seem to be made to order for our kind of showfolks. Constituting as it does our first gesture toward national recognition, we should lose no time in getting action on it. We are all 100 per cent for that tall gentleman with the plug hat and whiskers; the war and the Red Cross. Let's see if we can all get together and sell ourselves something to help them and our outdoor show world."

SPARKS STARTS WELL

(Continued from page 29)
lot. Continuous hauling and application of shavings thruout the day put the grounds in fair condition that night and shows played to a surprisingly good turnout.

Additional shavings applications put the midway in good shape for Saturday and business was good, altho cold weather hampered attendance. All attractions registered satisfactory business. Large and brightly illuminated midway presented a strong array of rides and shows. Renovated in quarters and augmented by new trucks and canvas, shows' appearance was the subject of many favorable comments. The Alcides, free act, proved popular. Committee gave good co-operation, and a parade, led by the Shrine band, passed thru business and residential sections of the city to the grounds. Visitors included Berney Smuckler, Alabama Amusement Company, and many members of Hennies Bros.' Shows. All rides are owned by the management and line-up includes Merry-Go-Round, Blackie Sherwood, foreman; Theodore Simpson, Twin Ferris Wheels, Jasper Edwards, foreman; J. H. Rogers, Dude Belcher, Chairoplane, H. A. Pitman, foreman; Bill Jenkins, Octopus, J. E. Warren, foreman; Earl Warren, Edward Booker, Spitfire, Jimmie Phillips, foreman; John Thompson, Kiddie Autos, Henry Davidson, foreman. Tilt-a-Whirl, Joe Warren, foreman; George Elkins, James Cox, White Curry.

Shows

Lee's Society Circus and Side Show, Lee Houston, owner-manager; L. H. Harrell, openings; Don Gere, inside lecturer; Hazel Harrell, trained birds and dogs; Alzona, annex. Cotton Club, Sparkplug Hall, comic; George Dennis, Pewee Mack, Dancing Dodson, Bee Sterling and Alberta Mack; chorus has Mary Brown, Catherine Shaw, Sarah Gordon and Bessie Dennis. Funhouse, Bill Houston. Mechanical City, Mr. and Mrs. Pallisen. Cookhouse, Gus P. Glenos, owner; Sarah and Harry Glenos, C. W. Dickson, Louis Oxford and Clarence Thomas. Midway carries about 25 concessions, including Mrs. J. F. Sparks' newly framed bingo, Joe and Jim Sparks' stands and Mr. and Mrs. K. R. Anderson's photo gallery.

Staff has J. F. Sparks, owner-manager; R. L. Overstreet, secretary-treasurer; Harry Loktridg, special agent; George Kelley, lot superintendent; John Linton, electrician; Charles Gordon, transportation superintendent, and Justin Ownby.

GRUBERG FUNERAL

(Continued from page 29)
the deceased and there were numerous floral tributes from showmen all over the country. Services were impressive. First there was the Jewish service by Rabbi Louis Mann, then the Masonic service, participated in by Charles G. Driver, Lew Keller, Fred H. Kressmann, George Crowder, Ray Anderson, George

Johnson, Maxie Herman, S. T. Jessop and Neiman Elseman. Gruberg was a member of Victory Lodge No. 809, A. F. and A. M., Montgomery. Following services at the chapel the body was taken to Showmen's Rest, Woodlawn Cemetery, where a brief service was held. Pallbearers were J. C. McCaffery, George Johnson, Maxie Herman, George Crowder, S. T. Jessop and Fred H. Kressmann.

Among those at the funeral were Ray Anderson, Jack Arenz, Jack Benjamin, M. H. Barnes, Al Butler, George Brooks, Elmer Byrus, Mr. and Mrs. William Carsky, Ida Cohen, James Campbell, George Crowder, Charles G. Driver, Hadji Delgarian, John M. Duffield, J. A. Darnaby, C. H. Egolf, Mr. and Mrs. Frank Ehlenz, Neiman Elseman, Judd Goldman, Mr. and Mrs. Sam Gluskin, Mr. and Mrs. Nat Hirsch, Jack Halligan, Harry Hancock, Charles Hall, Dave Golpen, Dr. William A. Johnson, Mrs. Minnie Delgarian Kaufman, Fred H. Kressmann, Mr. and Mrs. Lew Keller, Eddie Lovett, John L. Lorman, Harry Lewiston, Al Latto, John Lempart, J. C. McCaffery, Bernard Mendelson, Beatrice McAlpin, Sam Menchin, C. McBride, Walter Mathieson, Eddie Murphy, Roy Nichols, Mr. and Mrs. C. D. Odom, John O'Shea, Harry Price, R. H. Page, Jack Pritchard, A. L. Rossman, Harry Russell, Mrs. Nan Rankine, Ernest Rene, Mrs. Salina Ringel, Charlotte Ringel, Edgar I. Schooley, Joseph E. Streiblich, Phil Shapiro, Jake Shapiro, Ben Samuels, Al Swainey, Frank Sweeney, E. W. Tearney, Adolph Treusch, Mr. and Mrs. C. J. Velare, George Westerman, Pete Wheeler, Mrs. Ernie Young, Charlie Zemater.

At services in Montgomery the following were present: Carl J. Sedlmayr, J. C. McCaffery, Dave Swartz, Jack Grimes, Charles Abbott, Harry W. Hennies, Max Goodman, Phil Lippman, Frank Reed, One-Eyed Connolly, Lizzie Finn, Adolph Eagle, Mr. and Mrs. Nate Eagle, Joe Wright and Jake and Max Gruberg, brothers, and Mrs. Sara Torrens, sister of Rubin Gruberg.

BALLYHOO BROS.

(Continued from page 29)
squawked loud enough for the guest to hear, "He has dough to blow on a promoter with a lame-duck date but none to pay his honest debts with."

We promised our fans they would get the rides and can't let him blow, and he knows it. The ex-managers also know it and wrote to all the fair managers that they are putting over a deal whereby these rides will soon be under their banners. Fairs and committee have been flooding our office with letters, demanding an explanation. Whenever one of the ex-managers receives a negative reply from one of our fairs he flashes the envelope in front of the ride owner. Our jittery help isn't improving any by the dog-eat-dog attitude of all concerned.

When asked what he would do if all of them decided to leave, Pete Ballyhoo calmly said, "I've hocked my letterheads and stock of one-sheet lithographs before." MAJOR PRIVILEGE.

WRITE SIOUX TIRE & BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our Easy Terms.

WALLACE BROS.' SHOWS WANT
Special Agent with car. Must post.
Can place Help for 10-in-1, Talkers, Grinders, Mind Reader, Working and Selling Acts, Musicians and Performer, Chorus Girl for Minstrel, Cook House Help. Roy Hawkins, wire.
WALLACE BROS.' SHOWS
Madisonville, Ky., this week.

We Have Good Opening for
HEAVY RIDES
Arcade and Roller Rink
This is a new Park, with City Bus Service and a big defense payroll. Wichita is producing one-fourth of America's planes.
WE NOW HAVE 8 RIDES.
VICTORY PARK
2201 S. BROADWAY WICHITA, KANS.

TORTURE PROOF
Original Illusion. First Time Advertised. Write
ABBOTT'S, Colon, Michigan
World's Largest Illusion Builders

GIRLS GIRLS
For Dancing Girl Show. Salary \$25.00 per week. Also Ticket Seller and Canvas Man. Show opens May 4th.
F. W. MILLER
1926 So. Second St. LOUISVILLE, KY.

PINNSINK, MAX:
Please communicate immediately with Mrs. Frank Monaghan, care Cannon, 3032 North Bonhall Street, Philadelphia, and advise where you can be reached during the week following. Your affidavit will be of great assistance to Frank Monaghan in connection with auto accident in 1937 in North Carolina while with Lawrence Greater Shows. Prompt action necessary.

WANTED
Experienced Custard Operator and Helper for Electric Freeze Machine. Prefer one who can drive truck. Also Ferris Wheel Help. Address: SIMON KRAUSE, two weeks Eddystone, Pa., April 27-May 9. Care Kaus Expo, Shows.

★ ★ ★ PRELL'S ★ ★ ★
WORLD'S FAIR SHOWS
"The Show That Plays the Money Spots"
WITH THE GREATEST FREE ATTRACTION ON ANY MIDWAY
ZACCHINI THE ORIGINAL CANNON ACT. BOOKED FOR THE ENTIRE SEASON OF '42.
WANTED AT ONCE
MANAGER FOR FULLY EQUIPPED MOTORDROME. COMPLETE WITH SIX NEW MOTORCYCLES.
WANT HILLBILLY SHOW OR ANY OTHER NOVEL SHOW CAPABLE OF MEETING OUR HIGH STANDARDS.
CAN ALSO PLACE
OCTOPUS, SPITFIRE, FLY-O-PLANE with own transportation. CAN PLACE AMERICAN PALMISTRY, GRIND STORES. ALSO WANT HELP IN ALL DEPARTMENTS, including TALKERS, GRINDERS, RIDE HELP, those driving semis preferred.
All Address
S. E. PRELL, Gen. Mgr. BALTIMORE, MD.
BUY U. S. WAR BONDS
HELP KEEP UP THE MORALE
S. E. PRELL

L. J. HETH SHOWS
CAN PLACE AT ONCE
Roll-o-Plane, Spitfire or Fly-o-Plane with own transportation. Organized Girl Revue with talent. Set-Down Show. Have complete outfit. Place Monkey Show, Snake Show with own outfits. Bingo Men wanted that can drive semi. F. A. Crawford, contact Howard Reeves, Jimmie Davidson wants Coupon Agents. Place Wheels and Grind Stores, Guess Age and Weight, Custard, String Game and Lead Gallery. Special Agent with car that can post paper. Mechanic with tools. Ride Help in all departments that can drive semis. Excellent working conditions. Address all replies:
L. J. HETH, MGR., OWENSBORO, KY., THIS WEEK

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 25.—Association soon will forward to the membership the first bulletin of the season, covering such matters of interest as have accumulated up to this time.

A number of new orders have come in from the War Production Board relative to automatic phonographs and weighing and amusement machines. We have also received data advising that paint colors will be further limited by 30 per cent.

We are currently planning our visitation program. Altho it usually does not

commence until later in the year, we find that as a result of the intensive program planned for 1942, including the membership drive, we shall be obliged to start the trips earlier. For the benefit of the newer association members the visitation program was adopted and has been continued annually with a view of affording an opportunity to show members to discuss various problems pertaining to their own shows. It also affords association an opportunity to obtain firsthand information on subjects which are uppermost in the minds of its members during the period of operation.

We ask therefore those members who are interested contact this office as soon as possible and advise when and where they would care to have a representative of the association visit them, and also if on the occasion of the visitation they would care to have the representative of the association address their personnel on the association's activities. The visitation schedule this year will be handled by associate counsel in the Middle West, the South and in Canada.

Mr. and Mrs. Thomas Hector, Sunburst Exposition Shows, visited recently. The War Production Board has handed down a revised list of priority ratings, which is on file at this office and available to the membership. The April 2 prohibition order on the production of fluorescent lighting fixtures also is on file.

Hickman Good Date For Cotton States

HICKMAN, Ky., April 25.—With all rides, shows and concessions reporting good results, Cotton States Shows chalked up a strong inaugural stand here. Ferris Wheel, with Forrest Rothman as foreman, led rides, while Chairplane, under management of Blackie Wryck, was second. Kiddie rides did fair. George Wheeler is foreman.

Paul Belfont's Sex Show and Girl Revue topped shows, with O. T. Dick's Animal Show second. Concessionaires included Mr. and Mrs. Joe Scott, midway cafe and popcorn; Mrs. Ann Jones, photo gallery; Mr. and Mrs. Charles Burk, penny pitch and hoop-la; Mr. and Mrs. Jimmy Mathews, ball game; Mrs. Fay Harper, two grind stores, and Ray Harper and Jess Reese, two concessions.

Spooney Brown has two booths; Jimmy Wallis, three, and Jack Mathews, games. Joe Wilson is electrician, and Smoky Scriber, lot man. Visitors included Mrs. Barker, Barker's Shows; Mr. and Mrs. John McKee and Frank Wilson. A. A. Beall left to join Doc Shugart Shows.

WP Begins 1942 Season in Detroit

DETROIT, April 25.—World of Pleasure Shows finally got their season under way here April 14 after the scheduled opening in Dearborn, Mich., April 12 under American Legion Post auspices was canceled because of rain. Several units were brought in from lot locations in the Detroit area, with the rest of the equipment coming from quarters in Jackson. Midway offers 8 major and 3 kiddie rides, 9 shows, 30 concessions and 3 free acts, featuring Ella Carver.

New Ferris Wheel and Tilt-a-Whirl arrived from the factory in time for opening. Shows travel on 16 cents and a 10-cent gate will prevail. Shows plan to discontinue banner advertising solicitation and more effort will be put into newspaper, radio, litho and the sale of War Stamps and Bonds. Management will work with the local defense committees and erect a sales booth for the bonds and stamps. Personnel will cooperate in the purchasing of War Stamps each week.

Shows' staff includes John Quinn, owner-manager; Mrs. J. Quinn, secretary-treasurer; Whitey Tait, advance man; H. Lew Allen, general representative; George Schimberg, chief electrician; Bill Postlewaite, lot man and ride superintendent; Sailor Harris, public-address system; Lee Young, general announcer; William Post, transportation superintendent, and Col. Argyle Poin-dexter, public relations.

Wade's Ride Units Biz Okay Despite Weather

DETROIT, April 25.—Despite inclement weather, W. G. Wade's two rides are playing to satisfactory results. Doc Sam J. Scheidler, press representative, reported. Wade is directing the No. 1 Unit, with C. Murray directing the No. 2 Unit again. Wade is assisted by Fred Miller. Douglas Wade is handling the advance. Mildred Miller is treasurer again, and Herman Weinert joined with concessions. Maxie Tarber also has his concessions here. Bert Brit is here with his two rides and is recovering from a recent illness. Alligator Tex came in from California to ready his two shows. Mr. and Mrs. Specks Groscurth arrived from Kentucky and are preparing their two shows. Doc Scheidler is readying his War and Life shows and repainting the Side Show. A number of improvements have been made on shows and rides. Manager Wade returned here from a fair booking tour in Indiana.

Poplar Bluff Debut Good for Baysinger

POPLAR BLUFF, Mo., April 25.—Al Baysinger Shows launched their 1942 tour with a successful 10-day stand at their quarters location on North Main Street here. Fair weather prevailed. Station KWOC co-operated, and The American-Republic, local paper, was liberal with space. Owner Baysinger has modernized the shows thruout and a new entrance front has been constructed. Shows also have their own neon plant this year.

Staff: Al Baysinger, owner-manager; Frank J. Lee, general representative and publicity; James Paul, billposter; Frank Delmatne, secretary-superintendent; Alton Pierson, concession manager; Roy Rohn, painter and front ticket box; Odie (Blackie) Hunter, electrician; Carl Doss, chief mechanic; Eddie Van Sant, front gate. The Flying Roman, free act, is presented by Roy and Mary Valentine and Dave Abbott and William Atterbury.

Office-owned and operated rides are Merry-Go-Round, Charles Havens, foreman; Cecil Cummings, second man; Chairplane, Douglas Gregg, foreman; Nelson Washburn Jr., assistant; Tilt-a-Whirl, Charlie Van, foreman; Art Roberts, second man; Nell Gregg, cashier; Miniature Train, Jack Rawlings, operator; Ferris Wheel, John T. Hogue, foreman; H. R. Fox, assistant; Loop-o-Plane, Walter Johnson, foreman; D. Carl, second man; Kiddie Cars, Roy Fowler, operator; Pony Ride, Pat Casey, foreman; Donkey Ride, Jack Kink, foreman.

Shows

Congress of Oddities, Moody Cook, manager; Betty-John, featured; Johnny Douglass, emcee; Virginia Stone and Thelma Smith, illusions; tattoo artist, Sailor Bob; Alligator Girl; Billy Cook, tickets. Cellophane Scandals, Lunden L. West, manager; Myrel West and Babe Rawlins, dancers; Pearl West, vocalist; Ralph Washburn, tickets. Sports Stadium, Pat Malone, manager; Jimmy Bear and Wild Bill Christy, fighters and wrestlers; Princess Red Wing, woman wrestler; Gladys Malone, tickets.

Oklahoma Wild West, Tom King, manager; Jack King, trainer; Tom Bailey and George Pritchard, cowboys and ropers; Abe Martin, tickets. Red, Hot and Blue Revue, Walter Jensen, emcee; Cecelia Tyler, Irene Johnston, Alice Ring and Maxine Joseph, dancers and singers; Ollie James, tickets. Fun-house, Joe Brown, manager; Junior Malone, assistant.

All concessions are owned and operated by Alton Pierson except the Bar X Studio, owned by Mr. and Mrs. E. J. Schneider, and diggers, owned and operated by Rex and Tootie Nottingham. Midway Cafe, Joe Brandt, manager; Josephine Brandt, cashier; Bill Rawlins, counter; John Henry, cook; Dad Stokes and Junior Mosby, kitchen. Blingo, Mrs. Alton Pierson, manager; Marshall Haley, caller; George Henry Liger and Charles Lue, agents. Ball game, Gladys Van and Gladys Burnett; bowling alley, J. C. Kelly, manager; Eki Hook, agent; string game, Louie Jarvis; fishpond, Laura Kelly.

Toy stand, Hubert Price; pan game, Harry Williams; spill-the-milk, Marie Wilson; ball game, Opal Hunter; pitch-till-you-win, Opal Jarvis; hoop-la, Marie Hook and Vicki Roberts; rolldown, Glen R. Smith, C. B. Rusher and Dago Tommy, agents; ham and bacon, Reckless Harvey; popcorn, peanuts and candy, Amy Kirby; penny pitch, Betty Berman and Calle Roberts; cotton candy, Jack Thomas; slum spindles, Joe Berman; W. L. Gagner, skillo agent; cigarette shooting gallery, Rex and Ann Lee; jewelry, Mr. and Mrs. Homer Osborne and Thomas Madden, stock man.

DODSON ATTRACTS

(Continued from page 29)
went to F. C. (Jo-Jo) Lyles. Shows also present a huge modernistic front entrance.

About 35 concessions were on the grounds here. Carl Hanson handled the lot layout. Remaining at shows' quarters preparatory to the initial movement into Springfield, O., where the shows open officially, were Havana Nites, Barrel of Fun, Pacific Paradise, Hawaiian Serenaders, Congress of Pat People, Midget Show, Trained Animal Show and 6 major and 3 kiddie rides.

Ride line-up here included Roll-o-Plane, Caterpillar, Comet, Ferris Wheel, Merry-Go-Round, Scooter, Flying Scooter and one Kiddie ride. All did well despite the weather. Personnel was grieved to learn of the death of Rubin Gruberg. His sudden passing cast a shadow of gloom over the midway.

A REAL ATTENDANCE BUILDER — AT PARKS, FAIRS AND CELEBRATIONS

HIGH SWAYING POLE — TRAPEZE — PERCH — BALANCING — ACROBATICS — SLIDE FOR LIFE.

Write TODAY FOR DETAILS
Address: Care of THE BILLBOARD CINCINNATI OHIO, or Representative: Barnes-Carruthers

Selden THE STRATOSPHERE MAN
World's Highest Aerial Act!

WANTED FOR ESBMA 20th Annual Fall Festival

Sept. 2 Thru Sept. 7

Legitimate Shows, Rides, Acts, Concessions.

HALF MILE LAKE SHORE EXHIBIT GROUNDS.

Write **R. W. BLAHA** Secretary
East Side Business Men's Assn. 1951 Winnebago Street Madison, Wisconsin

WANTED Acts, Concessions, Shows For Celebration

JULY 2-3-4
CASEY, ILLINOIS
R. H. WILLIAMS

WANTED
Free Entertainment, Concessions and Rides for the
Fulton County Soldiers and Sailors' Reunion
July 30, 31 and Aug. 1, 1942, Cuba, Ill.
Write to LEO CLAYBERG, Secy., Cuba, Ill.

CARNIVAL WANTED
June 28-30-July 1-2-3-4, Wallingford, Conn. Sponsored by Steel Workers' Union. In heart of defense industry. 205,000 workers in radius of 18 miles. Must be A-1 show. One permit issued each year. We have it. Lot on U. S. Highway #7. JACK LEWIS, Chrm., 85 Christian St., Wallingford, Conn. Tel.: Wall 2155-W.

WANTED FOR American Legion Celebration

July 4th and 5th
Concessions and two Rides. Write PAUL HOPPE, care American Legion, Luxemburg, Wis.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER
(Communications to 25 Opera Place, Cincinnati, O.)

Minn. Aquatennial Cuts Three Program Features

MINNEAPOLIS, April 25.—Three of Minneapolis Aquatennial's major events have been slashed from the third annual program which will take on a "victory" theme this year. Missing will be the rodeo, horse races and rowing regatta. "Costs to stage these attractions are great," Tom Hastings, general chairman, said. "With things as uncertain as they are, success would be too much of a gamble. We would rather see money spent on the war effort than on attractions whose financial outlook would be too speculative."

A general Aquatennial program emphasizing physical fitness is in process of formation. Plans for the "On to Victory" opening parade have been completed by Donald R. McReavy, parade committee chairman, who said the procession will depict American history and ideals.

Swift Current Club Maps Plans for Frontier Days

SWIFT CURRENT, Sask., April 25.—Kinetic Club, which annually sponsors the July 4th Celebration here, has scheduled another Frontier Days event because of request from many British airmen stationed here. Citizens will dress as old-timers, stores

will add false fronts and cars will make way for horses. A rodeo will be the feature, and a queen contest will be held. Victory Bonds will be awarded.

Shorts

RACES, baseball games; acts provided by Barnes-Carruthers Fair Booking Association and a fireworks display, produced by Thearle-Dufield, Inc., will make up the program for the 18th annual July 4th Celebration in Algona, Ia., under Kossuth County Fair Association auspices, Secretary E. L. Vincent reports.

JUNIOR Chamber of Commerce at Bellefontaine, O., will sponsor a two-day July 4th Celebration there this year.

SHOWS, rides and concessions will make up the midway attractions for the July 4 Celebration and Carnival in Edgemont, S. D., under fire department auspices.

LOU ROSENTHAL, Waterloo, Ia., will present his Let's Go, America revue at the annual July 4th Festival in Oregon, Wis. Odin Otteson is festival association president.

MERLE A. BEAM, operator of the Amusement Enterprises bearing his name, will start his 14th year as manager of community sponsored events in Western and Central Pennsylvania at the Firemen's Street Fair at Holsopple, Pa.

CB AUSPICES BOW BETTER

New Attendance Mark Set by Chi Stadium Circus

CHICAGO, April 25.—Breaking all Stadium circus attendance records, the Olympia Circus, which opened April 17, goes into its second week with flying colors. In the first four days (seven performances) attendance was 85,315, according to Stadium officials, and a heavy advance sale indicates turnaways for this week-end. Exceptional business is credited to the heavy radio schedule and word-of-mouth advertising. In addition to paid radio time, Jack Burnett, director of publicity, has had many of the performers on half a dozen day and evening programs which cover the territory within a 100-mile radius of Chicago.

This year's Olympia Circus leaves nothing to be desired in the way of variety, thrills, novelty and beauty. Most of the offerings are standard acts that have played the circuses and fair circuits for many years, but there is a sprinkling of acts seen here for the first time, and in the old stand-bys many new faces are in evidence. For a circus that is a one-time shot there has been a lavish expenditure for costumes. Guy Moore, of the Lanquay Company, is responsible for the gorgeous dressing of the show and has done a beautiful job. A red, white and blue theme runs thru the entire show, giving it a strong patriotic touch. William Burke and Sam J. Levy have done an excellent production job. The few draggy spots in the opening night show were quickly ironed (See CHI STADIUM CIRCUS on page 40)

Hamilton Grotto Show Is Success

HAMILTON, Ont., April 25.—Hindoo Koosh Grotto indoor circus presented here April 13-18 in the Hamilton Arena by Garden Brothers was a good show and successful from an attendance and financial standpoint. This was the first indoor circus held in Hamilton in five years, and it is planned to make it an annual event. Show had the nut in first three days. Most of the acts were booked by Charlie Zemater, of Chicago.

Nicely costumed acts included Cress Troupe, comedy acrobatics; Lewis's 12 Chow and Spitz dogs; Duttons, riding school; Herb Taylor and Company, table rock; Lewis's performing ponies, worked by Dorothy Herbert; St. Onge Trio; Senorita Consuello, traps; Smith's trained seal in excellent routine; Montana Frank with cowboys and cowgirls in trick and fancy riding, roping, etc.; Cycling Kirks; Great Knoll, high act; Duttons, high school camel; Susie Q, elephant; Frog Man, contortionist; Dick Clemens with four well-trained lions; Duttons in their familiar riding act; Cressonians, teeterboard. Excellent music was furnished by Garden Bros.' band under direction of Ken Good.

Staff included Robertson B. Garden, business manager; William A. Garden, equestrian director; M. R. Nutting, director of public relations; Gus Mauro, assistant manager; Len Humphries, secretary-treasurer; Norman E. Nutting, contest director.

Olympia Circus To Play Detroit

CHICAGO, April 25.—Success of this year's Olympia Circus, now playing at the Chicago Stadium, has led Arthur Wirtz, Stadium head, to book the show for a 10-day engagement at the Olympia Stadium in Detroit. Dates are May 8 to 17, inclusive. Terrell and Dolly Jacobs and a few of the other acts will not be able to play the Detroit show, but additional acts will be obtained from those now playing the Police Circus in St. Louis.

The Detroit Stadium is controlled by John Norris and Arthur M. Wirtz, president and executive vice-president and treasurer, respectively, of the Chicago Stadium.

Sensational Is Word for Ringling Gate at Garden

NEW YORK, April 25.—Pretty hard to figure what Ringling circus will have grossed when it concludes its 32-day run at the Garden on May 10, but business is so sensational and has been since the start on April 9 that even a good mathematician would have a hard time arriving at sound conclusions. As usual, neither John and Henry North nor anyone else in R-B officialdom will talk—the mum practice has been going on since time immemorial as far as revealing figures is concerned. Nevertheless, a stab at the box-office dope won't hurt.

Last year's four weeks' stretch brought in approximately \$1,200,000 from about 600,000 people who paid from \$1 to \$3.50 plus tax. This was an average of about \$44,000 per day or half as much per performance. With 32 days this year and 63 performances, and still no sign of relief in sight for the poor overworked men in the wickets, it's a fair guess that the current take will pass \$1,300,000. There have been almost continuous lines at the reservation windows since the start, and the people are not there to wait for a street car.

Last Sunday (19) the Garden was filled for both shows, and an unofficial score sheet had the take going past \$55,000 on the day. Current price range is \$1 to \$4, plus tax. Full price for kids on Saturday and Sunday, inaugurated last year, still prevails. As to number of customers, including children, for the stretch, the guess is between 650,000 and 700,000. An example of how really terrific the circus is doing is indicated in the fact that all hands have been instructed to include Fridays as taboo for exchange of passes into seats. Heretofore only week-ends and, of course, holidays, have been excluded. And time was when Sunday evening passes went begging. Nowadays the five performances from Friday evening to Sunday evening, in- (See RB BIZ SENSATIONAL on page 58)

Mills Advance Personnel

PAINESVILLE, O., April 25.—Ten days ahead of today's opening, Mills Bros.' Circus billing car went into action here. Playing under auspices as a fixed policy, show is being sponsored by Painesville Kiwanis Club. All equipment is spick and span and was ready days before the opening. Advance personnel includes James Dewey, general agent; Harry V. Winslow, special agent; Bill Jones, bill car manager; Henry Meyer and George Wilson, billers.

St. Louis Police Show Drawing Record Crowds

ST. LOUIS, April 25.—The 60th anniversary of St. Louis Police Relief Association, now being celebrated with the annual Police Circus, which opened on April 16, will shatter all previous attendance records. Tabulations show that for the first eight days the event has already played to 15,500 more people than for the corresponding days last year, when an all-time high record was set.

Showing for his first time indoors, A. E. Selden, "The Stratosphere Man," working on his high pole, swaying 35 feet while doing a handstand, his body less than three feet from the rafters of the Arena roof, closed each performance in sensational style, with a slide for life, getting deafening applause. Ernie Young, of Barnes-Carruthers Booking Office, booked, arranged and is directing the entire event. Frank Cervone is leading the band, Ray Dean is announcer and equestrian director and Joe Lewis is producing clown.

Program is presented in 28 numbers,



PRIVATE RUSSELL W. LEPPER, high-wire performer and former member of Blondin-Rellins Troupe, is serving with the Army Hospital Medical Section at Fort Ord, Calif.

Wood Will Feature Animal Acts in Y-P

LOS ANGELES, April 25.—Jimmie Wood will open his new animal show under the Yankoe-Patterson banner as a sponsored event of Venice High School May 1, with similar dates to follow in Culver City, Inglewood and near-by towns.

Wood will feature animal acts such as Castang's Hollywood Chimps and animal acts used in filming *Jungle Book* at Hollywood Korda Studios. Clarke's bareback riding horses also will be used. Music will be furnished by a callope.

Tents have been set up on a lot across from Y-P quarters and all equipment is now being repaired and improved. A number of old cages, some reminiscent of old circus days also will be on exhibit.

Jimmie and Ruby Wood entertained Mr. and Mrs. C. W. Webb, of Russell Bros.' Circus when it played Santa Monica. Bob Thornton is out again following an illness. Ruby Wood is now walking without her cane.

Eddie Confer and Cal Owens have left the show. Owens is working as a cook in Palm Springs. Confer is with the Southern California Gas Company, but expects to be drafted soon.

Jimmie Wood plans to have members of the Joseph Andrew Rowe Tent No. 6 as his guests for dinner in his cook-house soon.

Visitors to the Wood quarters included Hugh McGill, Bill Hoffman and Cheerful Gardner.

with three rings and two platforms. Show is well-balanced and runs 2 hours and 30 minutes.

No. 1: Grand Entry. 2: Wire acts—Pedro, Maximo; Weber Brothers and Chatita; Mons. Romig and Don Pancho. 3: Clown Alley. 4: Pallenberg Jr. and his bears and Pallenberg Sr. and his bears. 5: Lorenzo and Vicki (Paul and Vicki Lorenzo), King and Queen of the Air. 6: Balancing Divertissement—Aerial Solts; Mann Brothers; Zoppe Troupe; Gasca Trio and the Saxons. 7: Clown Walkarounds. 8: St. Louis Police Quartet. 9: Balancing by two Chinese troupes—Wen Hei Troupe and Jim Wong Troupe. 10: Tad Tosky and his Trip to Mars, a clown number. 11: Romig's dogs; Alf Loyal's dogs; DeMetri's bears and Little Fred's football dogs. 12: Aerialists—Ed and Jenny Rooney; Betty Stuart; Eva Lewis and Miss Romig. 13: Teeterboard—the Paludys; Six Danwills; Seven Fredysons. 14: Hanneford's camel and football mule. 15: Weber's slide, (See St. Louis Police Show on page 40)

Louisville Biz Tops '41 Opener

LOUISVILLE, April 25.—Cole Bros.' Circus, under management of Zack Terrell, made its bow here Wednesday and will continue in this city until tomorrow. The opening was above expectations, in fact better than last year, officials said. Weather conditions have been very good. Show had a sellout last night.

The show for the first three days was under strong auspices. Jefferson County Sportsmen's Club, with 1,138 members, combined with the Women's Recreation League of Louisville Defense Council, composed of 7,500 local club women, sponsored the initial trio of dates. The organizations combined to provide funds for recreational purposes at Fort Knox and Bowman Fields, near here.

The program offered was well received by the localites. In addition to an excellent array of circus acts, the management is also presenting a large and colorful spec, featuring Florence Tennyson, noted singer, and a big ballet. Ora Parks is looking after the press here, while Harry Thomas is attending to the radio duties and doing the big show announcing.

Following its engagement here the show will go to Owensboro, Ky., Zack (See Cole Bros. Opening on page 40)

Russell Continues With Big Business

LOS ANGELES, April 25.—For the third consecutive Sunday Russell Bros.' Circus played to record crowds in this area, when in North Hollywood the show surpassed all previous attendance records when it played to one straw and two packed houses under auspices of the Mount Sinai Home for the Aged. Show also ran into the hottest date of the season. Show played North Hollywood following two days in Santa Monica, where it had three good houses. Show moved from North Hollywood to Glendale and then to Huntington Park.

Mrs. C. W. Webb is sending the crowds home well pleased with the circus's (See RUSSELL BIZ GREAT on page 58)

Beers-Barnes Opens With Good Biz and Top Program

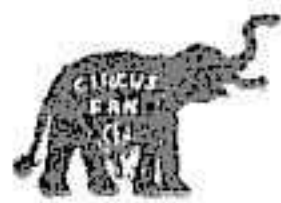
FRANKLIN, N. C., April 25.—Beers-Barnes Circus opened its season at Ware Shoals, S. C., to a well-filled night house. Equipment was rebuilt and painted at its Aiken (S. C.) winter quarters. Show is transported on 10 trucks and 12 house trailers. Big show uses a 70-foot round top with three 30-foot middle pieces, side show and menagerie use a 50-foot round top with three 20-foot middles.

Staff includes George Beers, Charles Beers and Roger Barnes, owners and managers; Mrs. George Beers, treasurer; Elmer Myers, general agent and banner salesman; Mr. and Mrs. Tex Lawton, candy stands; Charles Beers, equestrian director; Sadie Beers, superintendent of reserve seats; Paul Balfonte, side show manager; Oliver McCullough, side show tickets; Allen Grant and Henry Carter, billposters; Harry (Blackie) Ross, superintendent of animals; John Stoner, master mechanic; George Allen, formerly of Russell Bros.' Circus, steward.

Program is presented in one ring and on a stage. Acts include Rathburn Sisters, aerialists; Lois Troupe, wire walkers; Lois Barnes with Alice, performing elephant; Roger Barnes, jumping greyhounds and monkeys; performing bears; pony act, and Balfonte Brothers, clowns. Wyoming Ramblers, cowboy band, under direction of Walt Davis, is in the concert.

WPB Amusement Chief

CHRISTOPHER J. DUNPHY, New York, has been made chief of the Amusement Services Section of the War Production Board in Washington. Story on Page 3 of this issue.



With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago.
Secretary: W. M. HICKINGHAM, P. O. Box 4, Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Top," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 25.—Adele Nelson Tent No. 36 was raised March 24 in the home of Charles Davitt, Springfield, Mass., named in honor of the owner-trainer of Adele Nelson's elephants. Officers elected were Joseph Beach, president; Elmer Litch, vice-president; Wally Beach, secretary and publicity director; Charles Davitt, treasurer; Jonathan S. Lyman, historian.

George Cecil Cowing, CFA, Pasadena, Calif., who conducts a column, "The Pasadena Parade" in *Star-News*, paid tribute to Mr. and Mrs. C. W. Webb when Russell Bros.' Circus showed his town.

Members of the Hubert Castle Tent No. 35, Utica, N. Y., held their April 15 meeting at Ades's Grille, Clinton, N. Y. All members were present. Mr. Howard L. Adams, assistant manager of the Standard Oil Company of New York, Utica, was elected a member, making a membership of nine to date. Plans were discussed in detail for coming outdoor season. George Fisher saw the big show while in New York on a business trip and gave a very interesting account of the show. The Baker-Souter combination put on a skit called "The Mechanics of the Circus" which was interesting. Charles C. Baker, Bruce M. Souter and Frederic W. Roedel are planning to attend the Eastern meeting at Trenton, N. J., and expect to see the Big Show on the way back.

Mr. and Mrs. W. H. Hohenadel and son, Walter, Rochelle, with Pauline Blackburn, Dixon, Ill., attended the Olympia Circus at the Stadium in Chicago on April 18. Other circus fans present were Mr. and Mrs. Bob Clark,

Joliet, Ill. The party had a pleasant visit with Dolly and Terrell Jacobs and other friends before and after the show.

CFA P. E. Loxley, Cranston, R. I., caught the Hamid-Morton Circus at the Providence Auditorium on evenings of the 13th and 15th.

Albert J. Mayer, CFA of Cincinnati, attended the Cole opening in Louisville and was very much pleased with the performance. Stated that it is a good straight circus program with a nicely presented spec. He met some of the staff and performers. Edgar H. Wilson, CFA, Rockford, Ill., also attended.

ST. LOUIS POLICE SHOW

(Continued from page 39)

walking up and sliding down a 200-foot wire. 16: Bob Fisher's Fearless Flyers and Siegrist Flyers, casting acts. 17: Clown number. 18: Power's elephants. 19: Ernie Wiswell's comedy automobile. 20: The Hustris and the Gretomas, high wire. 21: Famous Walkmirs, high perch. 22: Bella Spalding, aerialist. 24: Dr. Ostermaier and his famous white horse. 25: Aerial Novelties, Rooney Girls and Atlantic Boys. 26: Romig and Rooney's horses; George Hanneford Family and the Zavatta Troupe. 27: Selden, the Stratosphere Man. 28: Finale, "Tribute to the Flag and splendid patriotic number.

Working the come-ins were Joe Lewis, Billy Finkle and Frank Prevost. Other clowns were Tad Tosky, George LaSalle, Arthur Chester, Jack Kennedy, Leroy Rector, Henry and Frank Savilla, Jimmie O'Neill, Billy Odell, Roy Barrett, Ernie Wiswell, Arnt Augestad, Lindsey Wilson, Mann Brothers, Bill and S. M. Bentlage, Charlie and Mamie Baker and George Gerber.

COLE BROS. OPENING

(Continued from page 39)

Terrell's home town, then into Indiana for seven stands.

The Staff

Staff of Cole Bros.' Circus, Inc.: Zack Terrell, president and general manager; J. D. Newman, general agent and traffic manager; Ora O. Parks, A. E. (Buck) Waltrip, Harry Chipman, C. Foster Bell, C. S. Primrose, press; Fred E. Schortmerier, general counsel; Fred Seymour, superintendent; Richard O. Scatterday, national advertising representative; Noyells Burkhardt, front door; Gene Weeks, concessions; Robert DeLochte, treasurer; Lorane Russell, auditor; Harry McFarlan, equestrian director; Mitt Carl, commissary; Hal Sinclair, assistant; Louie Scott, electrical superintendent; Harry Thomas, director performer personnel; Orville (Curly) Stewart, superintendent; Paul Nelson, director aerial displays; Arthur Hoffman, manager side show; Eugene Scott, manager; George Singleton, boss canvasman; Scottie Dunn, side show boss canvasman; William Dwyer, boss of props; Bruce Campbell, ring stock; Dutch Wise, boss ticket seller.

The Program

Harry Thomas, manager of production and official announcer, introduces the opening number, the spec *Sapa-Inca*, with a brief history of the South American pageant, which is augmented with songs and tribal dances. It was conceived and staged by Thomas; musical arrangements by Victor Robbins; dances by the Courtney School of the Dance, directed by Kevin Smith and Lillian Courtney, of Louisville; costumes by the Mahieu Company, of New York, and the Eva Langway Company, of Chicago; shoes by the Evans Company, of New York; electrical effects by Louie Scott.

Display 1. A take-off from a true story that Robert Ripley had on radio a few months ago.

No. 2. Fete of the Garlands, with 12 men and two women on horseback.

No. 3. The Aussie Imps, trampoline stars.

No. 4. Aerial bar acts, Voise Troupe in Ring 1, and Harold Troupe, Ring 3.

No. 5. Hubert Castle, in feats on slack wire; woman assistant.

No. 6. Parade of Clowns, with Otto Griebing, Horace Laird, Freddie Freeman, Harold Hall and others.

No. 7. Seals and Shetland ponies in the three rings, worked by Joe Belvoskey, Adolph Delbosq and Captain Danlo.

No. 8. Great Sultan, carried on track in mouth of elephant. Eugene Scott works bulls in a Carioca number.

No. 9. Riders in all rings, performers being Ernestine Clark, Miss Lucy and Rose Reiffenach.

No. 10. Clowns on the track.

No. 11. Boxing horses, Easter Cloud and Easter Boy.

No. 12. Elephantine ballet under

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Hen Lofgren, whose collection of Circusiana is not to be sneezed at, wonders whether anyone is collecting data on circuses that used numbers in their titles. He starts off with a few, and perhaps others will add to the list:

Barnum & London Circus, Madison Square Garden, Monday, March 10, 1883, mentioned 8 Monster Shows, but didn't say what they were. W. W. Cole's Circus playing Dunkirk, Saturday, April 29, 1882, mentioned 9 New Shows Consolidated, but did not give the names. At Jeffersonville, May 7, 1882, Old John Robinson's 10 Big Shows United was advertised, but did not enumerate the shows. At Janesville, October 23, 1882, the Great Forepaugh 22 Trained Elephant Shows, with Bolivar, Largest and Heaviest Elephant in the World.

Well, there's a starter. Perhaps that will be something for collectors to do during the warm summer nights. Try to dig out in some way what shows made up the numbers advertised. Let's know if you find out.

Other things to find out: What show used the longest title? What other shows had elephants mentioned in their titles? But hold on—you fellas are collectors, not quiz kids.

We strongly urge that collectors of Circusiana secure a copy of Allen and Kelley's elephant book, *Tons of Fun*, which dispels many of the false beliefs held about pachyderms, a high-hat word for elephants. They do forget; they don't live to be so tremendously old; after a certain age they're useless as performers; they like tobacco; they—ch, shucks! Read all about 'em yourselves, and feel as foolish about elephant lore as we did. We've been staying away from a certain elephant just because we dropped a chaw of 'backy into his—or her—trunk instead of a peanut 40 years ago. We could have gone up to him and rubbed his trunk with impunity for, according to *Tons of Fun*, he wouldn't have known us from Adam.

guidance of Scott. Helen Scott, Jean Allen and Marion Knowlton handling bulls in the rings.

No. 13. Griebing and clown band.

No. 14. Introduction of Senor Juan Lobo, Mexican star, and Whitey Govro, wrestler.

No. 15. Aerial ballet, staged by Paul Nelson; participants, Partello and Dearo, Ernie White, Rich and Nelson, and Bert Dearo.

No. 16. Marilyn Rich, aerial gymnast.

No. 17. Kentucky-bred three and five-gaited horses.

No. 18. Living art creations, depicting paintings of Indian Summer, A Persian Garden and Liberty. Florence Tennyson, soloist. Display directed by Thomas; electrical effects by Scott.

No. 19. Clowns.

Ruth Nelson Hurt

No. 20. Sixteen-hitch of Palamino stallions driven by Ruth Nelson. At first performance she was thrown and injured. Polly Insley will work the act until she returns.

No. 21. Reiffenach Troupe of riders, Clarence Bruce doing comedy.

No. 22. Lobo and his company of rodeo performers presented to patrons.

No. 23. Betty Rich, aerialist, one of stunts being heel catch.

No. 24. Menage number, riders being Jean Allen, Josephine Cofield, Virginia Cuddy, Priscilla Cuddy, Golda Grady, Polly Insley, Marian A. Knowlton, Helen Partello, Erlan V. Setine, Virginia Tiffany, Nersa Spear, Ethel Freeman, Ruth Nelson, Aletha Clark, Gertrude Scott, Marie Wolfe, Madeline Fisher, Jackie Burslem.

No. 25. Comic prize fight, Otto Griebing and Freddie Freeman.

No. 26. Acrobatic numbers. In Ring 1, Hal Silvers and Virginia Tiffany; No. 2, Australian Wallabies; No. 3, Delbosq and Dearo.

No. 27. Liberty horses, worked by John Smith, Adolph Delbosq, Bruce Campbell.

No. 28. Clowns.

No. 29. Six Flying Thrillers, featuring Eileen Harold in a blindfold double somersault.

No. 30. Hippodrome races. No. 1, Shetland ponies with novelty riders; No. 2, pony versus a horse and rider; No. 3, men's flat race; No. 4, Roman standing.

No. 31. *My America*, staged by Thomas. Likenesses of General MacArthur and President Roosevelt are unfurled in form of banners.

CHI STADIUM CIRCUS

(Continued from page 39)

out and the running time has been cut at least three-quarters of an hour. This was accomplished by shortening the routines of some of the acts and speeding up some of the numbers. Leo Hamilton's long experience in directing stands him in good stead and he handles the job expertly. A. E. (Jack) Kline's announcements carry clearly and distinctly to the far reaches of the Stadium. Izzy Cervone directs the band with a skill born of long experience, and supplementary music is supplied by Al Melgard at the pipe organ. Lighting effects are exceptionally good this year.

The program review is of the first night's performance. Since that time a number of changes have been made in sequence of acts, making better timing and a smooth and finished performance.

The Program

DISPLAY 1—Grand Entry. Two beautifully dressed girls on horseback carrying large American flags, followed by four girl baton twirlers, the band and the entire company. As the procession completes circling the track there is a blackout, and spotlighted in the organ loft is a huge "V" with Uncle Sam at one side and Liberty at the other, as Lillian Cole, prima donna, sings the *Star-Spangled Banner* while the audience stands en masse. A cleverly conceived idea, neatly executed.

DISPLAY 2—Dolly Jacobs presenting her bareback riding lion, which rides a horse as it waltzes around the arena, then lion leaps thru hoops of fire. A spectacular and pleasing act.

DISPLAY 3—Comedy acrobats. Hip Raymond, Georgette Brothers, Charles Conrad, Donahue and LaSalle, and the Randow Trio in table rocks and other comedy acrobatics.

DISPLAY 4—Capt. Terrell Jacobs with his large mixed wild animal group. Captain Jacobs puts his cats thru a series of routines that provides plenty of thrills and wins the acclaim of the audience. Featured are his rollover lion and the rope-walking lion.

DISPLAY 5—The Atenos, a thrilling aerial novelty seen here for the first time. Acrobatics on a high pole, followed by an amazing performance of the two men in revolving loops high in the air. The Atenos are probably two of the oldest acrobats in the business and they give a performance that is a real thriller.

DISPLAY 6—Clowns in a comedy wedding that garners the laughs.

DISPLAY 7—Roller skating acts. In center ring the Reynolds and Donegan Girls (6), a brilliantly costumed, well-trained group that gives a fast and finished performance featuring spectacular pyramid-building. On stages the Rollerettes, four girls, and the Buddies, man and two girls, in clever, expertly done routines.

DISPLAY 8—Peaches O'Neil Sky Revue. Here is the aerial act beautiful. Six attractive girls, beautifully costumed, show amazing versatility in a series of entertaining precision routines, including iron jaw, Roman rings, baton twirling on swaying poles, and various other stunts, climaxing with a precision tap routine on a narrow platform high in the air. A sensational applause-getter.

DISPLAY 9—Perch acts. In center ring the Antaleks presenting a clever and flashy perch routine climax of which is three girls atop the pole held on understander's shoulders. Also two of the three girls in the act are new, the act works with grace and precision and is an outstanding turn. On the stages Pape and Conchita in an entertaining routine in which Conchita does an iron jaw atop the pole, and a whirl on perch held on a ladder held on understander's feet.

DISPLAY 10—The 1943 Taxi, a comedy mule act by Happy Pitzer. Drew laughs.

DISPLAY 11—La Tosca, bounding rope. This pretty miss, in brilliant sarong, is given a special build-up, entering on a gaily caparisoned elephant preceded by a brilliantly costumed entourage. Her work on the bounding rope, finishing with a double back somersault, is excellent entertainment.

DISPLAY 12—Nelson's, Hill's and Haag's elephants in entertaining routines. All excellently trained and nicely

(See CHI STADIUM CIRCUS on page 58)

HUNT'S CIRCUS WANTS

Lithographers and Combination Billers. Truck drivers given preference. Must job on wire. State salary and qualifications. Pat Rogers is brigand agent. Want Trumpet, Baritone and Bass. Address: CHAS. T. HUNT, Plainfield, April 30; New Brunswick, May 1; Perth Amboy, 2; Madison, 4; all N. J.

ALBERTIS CO.
440 W. 42nd St., N. Y.
TIGHTS
SPANGLES
RHINESTONES
Cut Out This "Ad"

WANTED TO JOIN ON WIRE
For Big Show—Family Act with several people doing three or more. State lowest salary. Musicians for Big Show Band—Solo Cornet, Trombone, Baritone and Bass—to join on wire. Other Musicians, write. For Side Show—Magician that can do Punch and Judy or Ventriloquism, or both. Dancing Girls, Ticket Sellers, Candy Butchers, Ushers, Working Men, come on. For Cook-house—Steward, Cook, Waiters, Sall Maker and Elephant Man, come on. Can always place useful people. Sideshow Manager to join on wire. Answer as per route in The Billboard. **MILLS BROS.' CIRCUS.**

WANTED WANTED WANTED
For the
KING BROS.' CIRCUS
Mechanics, Ushers, Ticket Sellers, Man who has had experience in handling Tax Box. **GOOD ELECTRICIAN.** Can use Working Men in all departments. Report to **ALLEN KING, 121 Selden Street, Detroit, Mich.** P.S.: Show opens Plymouth, Mich., Friday, May 1st, and Dearborn May 2nd and 3rd.

FOR SALE OR TRADE
Five Male Lions, broke. Reason for disposing—no cage room. Wire
TERRELL JACOBS—Chicago Stadium
1800 W. Madison CHICAGO, ILL.

CIRCUS ACTS
To fill in date here May 6-7. Also reliable Domestic Animal Breaker for year-round work.
PATTERSON BROS.' CIRCUS
409 Cass, S. E. GRAND RAPIDS, MICH.

TIGHTS
KOHAN MFG. CO.
290 TAAFFE PLACE BROOKLYN, N. Y.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

FRESH wardrobe.

MARLYN WATSON, Springfield, O., has signed with Cole Bros.' Circus.

WALTER L. MAIN recently visited Gene Aury Rodeo during its Cleveland engagement and reported the show tops.

DOC WADDELL is touring Ohio, Kentucky and West Virginia, addressing clubs, lodges and schools.

BARNES brightened with multicolored lithographs.

JIM MALONE, of Tampa, Fla., handled exploitation for St. Louis Police Circus for Barnes-Carruthers.

FREDRICK W. WORK, CFA, Akron, missed Wallace Bros.' Circus opening for the first time in six years.

HUGH MCGILL, West Coast showman, visited Russell Bros.' Circus for three weeks. Stated everyone is singing praises for the show.

FRANK MACURA, one-time equestrian with the Barnum & Bailey show, is managing the 69th Street Rathskeller, Philadelphia night club.

CIRCUS: Where a lion's roar is thrilling instead of terrorizing.

C. S. PRIMROSE, contracting press agent for Cole Bros.' Circus, visited *The Billboard* office while in Cincinnati ahead of the show.

KARL KNUDSEN, 24-hour man, Cole Bros.' Circus, and Henry Griffin, assistant on canvas, visited *The Billboard* office last week while in Cincinnati on business.

BOB MORTON presented Joe Basile with a Salaam Temple Shrine fez during a Hamid-Morton party recently held in Buffalo while the show was playing there.

PETE MARDO, former clown and after whom the Akron CPA Tent was named, with his wife, the former Florence Robinson Harris, rider, is operating a tavern near that city.

YOUTHS following billposters from daub to daub, awed by the promised thrills and wonders.

NEARING their 30th birthday, Mary and Margaret Gibbs, Siamese twins, retired from circus life and settled in Holyoke, Mass., where they have opened a gift shop.

EARL ATCHISON, billposter with Cole Bros.' Circus last season, returned to Herrin (Ill.) Hospital, where he underwent his second operation within six weeks.

PRIVATE SAMUEL COHEN, formerly with L. Claude Myers band, now in 186 P. A. Band, Fort Ethan Allen, cards: "The *Billboard* March is the most popular march with soldiers here."

STEVENS AND MACK, musical act, are believers in buying War Saving Bonds and Stamps as well as providing for their own future. They plan on investing heavily after going to work this season.

SEPIAN YOUNGSTERS arguing about a litho depicting a battle of jungle beasts with "Which can whup, a lion or tiger?"

F. D. WHETTEN, owner-manager of Fred's Novelty Circus, advises from Richmond, Va., that his show recently opened there with Bible's Animal Circus for an indefinite engagement. Opening was good and money plentiful.

JACK E. LEWIS cards from San Francisco: "Recently resigned from Polack Bros.' Circus, where I handled advertising and publicity. Have accepted a position as manager for Avenue Show Printers here."

CAREY O. EMRIE, former trouper now located in Cincinnati, left last Wednesday to catch Cole Bros.' Circus in Louisville and from there to St. Louis to attend the Police Circus. He will return in several weeks.

FRED CRUTHERS, advance car manager, and crew of six men left Detroit to bill King Bros.' Circus at its opening stand. Frank Heistand, side-show man-

ager, is ready to open with a good line-up of acts.

CROWDS gathering on lots and in railroad yards before dawn, eager for a first glimpse of cars or trucks.

CLIFF McDOUGALL writes from Sacramento: "Harry (Red) Fink did a wonderful job of billing Polack Bros.' Circus here. Mabel Stark recently played here with Jack Joyce Circus on West Coast Shows. Newspapers here are co-operative."

H. R. BRISON advises from Glen Burnie, Md., that Bell Bros.' Circus opened at Elveton, Md., April 24. Show will play around Washington and Baltimore for several weeks. Mr. and Mrs. Harry Hunt were recent visitors at quarters.

W. H. CURTIS, owner-manager of tent show bearing his name, writes from Lynchburg, S. C.: "Recently visited James M. Cole Circus quarters in Penn Yan, N. Y. In my opinion he will have one of the finest framed small motorized circuses on the road."

SURE SIGN OF SPRING: When circus fans pay more attention to routes, dates and weather than to the humdrum of business.

NUMBER of graduates of William G. (Billy) Schultz's circus school who have performed professionally, will return to appear in a circus which opens May 4 at Vocational School, Manitowoc, Wis. These include Richard O'Connor, Mrs. John Pekarske, Jack Krundick, Bobbie Maurer, Anita Fidler and Elaine Griebing.

GEORGIA SWEET GILLIAM writes from Huron, S. D.: "My son, Pilot Officer Philip Marcus Sweet, former acrobat and trouped with me on Cole Bros.' Circus, was killed in active service in England on March 27. He was buried in Scapewick Church Yard, Lincolnshire. He was a member of Royal Canadian Air Force."

"ACTS that are still here include Valentine and Bell, bicyclists; Mr. and Mrs. Harry Bloodworth, wire performers, and Mrs. Roberts and self, horizontal bar performers. I brought my act over with E. K. Fernandez; the two boys with it, Bill Nix and Jack Harris have returned to the States," writes Stuart N. Roberts from Honolulu.

UNDER the marquee: Executives lolling in chairs, appraising the matinee house from the size of the early crowd on the midway.

ROSE AND CLAYTON BEHEE are playing Chicago Stadium Circus for Barnes-Carruthers. Hank Robbins joined as third member of the trio. Following their Stadium engagement they will play an Orrin Davenport date in Canada, then several for Al Martin before going to Atlantic City Steel Pier for summer.

E. E. PARKER writes from Santa Ana, Calif.: "Henry Colligan, Wautoma, Wis., 81, an employee of Ringling Bros.' Circus when it traveled on horse-drawn vehicles recently had a leg amputated in Wild Rose (Wis.) Hospital. He is now at the home of his son, Miles Colligan, Wautoma. He was on the front door of the show several years."

FROM H. B. Shive, Louisville, Ky., April 15: "Just came thru Louisville from a trip north and stopped at Hotel Watterson. The lobby looked like a showmen's convention and before going to the desk to check in I had shaken hands with Jake Newman, Dick Scatterday, Harry Chipman, C. W. Primrose, Ora Parks, Foster Bell, Harry Levy, Buck Waltrip, Art Stahlman and Homer Cantor, all former circus pals of mine."

EARLY-DAY SARCASM—Carnival Side Show Manager (at circus): "Do you recognize the profession? I am the side show manager on Wholes Shows." Circus Side Show Manager: "Shhh! If you wouldn't crack it so loud no one would find it out."

NOTES from Buck Banard's quarters, Etna, O., by John Kramer: Beihler's animal acts are in quarters and new stock is being broken. Gus Tranter, Georgetown, Mass., recently purchased some dogs and Colonel, one of Banard's menage horses. Larry Duane busy breaking jumping horses. Manager Banard will not take out his circus, but will play fairs with animal and riding acts for the

Sun office. Bill Meyers was a recent visitor in quarters and purchased a ticket office truck and other show equipment for his Barr Bros.' Circus. Madam Banard's health is improving and she will be ready to work fair dates.

CANTON (O.) Showmen's Club will hold its annual spring banquet April 30 in the Owls' Club, headquarters of the group. George W. Rinehart has been named general chairman for the event. Committee chairmen include Ruth Malloy, Art Hill, Jack Malloy and E. P. (Shorty) Atwood, Adelaide Chase, Gerald Fritch, Lueretia Shaub Leper and Roy (Buck) Maughman.

L. CLAUDE MYERS, bandmaster with King Bros.' Circus, advises from Webb City, Mo., that his band has been set for the last six weeks. This is the first time in many years that he has had his men lined up so far in advance. Bandsmen contracted include Eric Eklund, Fletcher Avery and Edward Reimers, cornets; Frank Owens and Avery Mills, clarinet and saxophone; Jack Campbell and Chester Espy, trombone; John W. Rich, baritone; Bob Burns, sousaphone; Ted Girard, drums; Hank Adams, clarinet and baritone. Myers plays clarinet and saxophone.

THERE is a big difference in writing copy for a trade journal and for local newspapers. In trade journals name people do not have to be identified as "Mister-So-and-So, famous circus owners whose show is now en route, or John Soprano, radio star whom millions have heard." Readers know who and what they are when names are mentioned.

Dressing Room Gossip

COLE BROS.—Well, another season has rolled around again and it only seems yesterday that we were saying good-bye to each other. Zack Terrell should be proud of his show from all angles, and on the lot his picture for sore eyes. We had three days' rehearsal in Louisville, with a full dress rehearsal Tuesday night, April 21, for the press and the mayor, his staff and about 3,000 attended. Everything went as if we had never closed, and did those new costumes come out. Show is under the direction of Harry McFarlan, assisted by Paul Nelson. Florence Tennyson, prima donna, was in perfect voice, and Harry Thomas, the Jimmy Wallingford of the White Tops, did a swell announcing job in tails.

The spec wardrobe is all new and what a spec. It must have given Mrs. McFarlan and Kate Luckey a big thrill to see their work going around that track rehearsal night. Lots of new people this year blended with us old-timers makes a grand combination. New this year are Ernestine Clarke, Elizabeth Clarke, Kay Burslem, Alethia Clarke, Hubert Castle and wife; the Wallabies, Australian acrobats, under personal direction of Digger Pugh; Bobby Kay, specialty dancer in center ring; Jimmy Watts, Laurence Cross, Danny McPride, Dennis Stevens, Mickey O'Brien, Albert White, Roy Barrett (to join later), Karyle De Motte, Stan Insley, Polly Insley, Bill Bailey, Louis Scott, Gertrude Scott, Eugene Arky Scott, Helen Scott, Louis Scott is chief electrician and Arky is boss elephant man. Lots of visitors, but was too busy to get their names, including Circus Fans.

FREDDIE FREEMAN.

Los Angeles

LOS ANGELES, April 25.—Eddie Hart has returned here from Orrin Davenport's winter dates. Hart is now playing a date with the dentist.

Maybelle Bennett, Harry Chipman's mother, is considering building a quarter-inch model of the 1904 John Robinson Circus. Harry was born on the circus that year.

Arthur Borella, who had a busy winter, has joined the Cole show.

Mabel Stark is using a gas lantern in her steel arena to be sure to have light in the event electric switches are pulled without warning for a blackout.

George Perkins, who has been employed by University of the City of Los Angeles for 12 years, has resigned to play the circus and movie studios as a clown. Ray Harris has sold him all his props and he, with Dick Lewis and Art LaRue, is with Polack Bros.' Circus.

Ben Wallace is training dogs for picture work in Hollywood.

Smiley B. Dailey, clown, has purchased a three-unit bungalow court in Pomona, Calif.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

TOTEM RANCH, near Maple Shade, N. J., will usher in the 1942 season with a rodeo April 19.

LEO CREMER has again been named to direct the rodeo at Colorado State Fair, Pueblo. Cremer has directed the event for several years.

TURK GREENOUGH, well-known rodeo performer, was inducted into the army last week at Missoula, Mont., and is now stationed at Fort Lewis, Wash.

JOE COKER, Fort Worth, clowned the rodeo held in connection with the fourth annual Bi-Stone Livestock Show at Mexia, Tex. Chubby Ainsworth, Gladewater, Tex., provided the stock. Phil Karner Jr. was chairman of the rodeo committee.

A GROUP of cowboys and cowgirls, headed by a string band, visited Fort Worth and other Texas cities recently to boost the annual rodeo at Dublin, Tex. They traveled in two special busses, with William Kerscher, Dublin Rodeo Association manager, in charge. Everett Colburn will be arena director at Dublin.

SEVEN contestants at the rodeo held in connection with the Southwestern Exposition and Fat Stock Show, Fort Worth, are now in the army and stationed at Camp Wolters, Tex. They are Buttons Yonnick, Elmo Walls, Eskei Leo Brennan, Tom Dee Knight, Sam Stuart, Claude Henry (Buck) Killough and Fred Orland Bristow.

DATES for the 1942 annual Gladewater (Tex.) Rodeo have been set, Murray C. Sells, Gladewater Round-Up Association president, announced last week. Other rodeos to be held in Texas this year are eighth annual Hill Country Championship at Kerrville; sixth annual Scurry County Rodeo, Snyder, and Midland Annual Rodeo.

CHEYENNE, Wyo., Frontier Days Committee under Chairman R. J. Hofmann, last week approved a plan to invest 75 per cent of shows' 1942 profits in war bonds, with the remaining 25 per cent to be donated to the Red Cross. Hofmann said the committee is going ahead with plans for the 46th annual presentation of the show. Committee members are looking forward to large attendances despite the war, and a special appeal is planned to boost local and State turnout. Show's budget has been cut about 25 per cent as a check against probable drop in attendance. However, Hofmann said that in 1941 the committee foresaw a good year and spent more money than ordinarily would have been expended. He added that last year's event was the most successful in show's history.

FOLLOWING are standings in the race for the Rodeo Association of America cowboy champion as released recently by Secretary Fred S. McCarger: Homer Pettigrew, 1,563; Louis Brooks, 810; Dick Griffith, 761; Hank Mills, 693; Bill McMackin, 673; Fritz Truan, 630; Everett Bowman, 612; Bob Estes, 540; Nick Knight, 490; Toots Mansfield, 456; Mitch Owens, 456; Ken Roberts, 450; Gene Pruitt, 445; Bart Clennon, 435; Roy Mathews, 410; Vic Schwartz, 390; Jess Goodspeed, 381; Charles Colbert, 376; Smoky Snyder, 376; Cecil Henley, 360; Howard McCrorey, 342; Jack Skipworth, 334; Earl Blevins, 328; Bud Linderman, 327; Frank Marshall, 323; Pete Grubb, 319; Jackie Cooper, 305; Buck Killough, 253; Buck Eckols, 252; Clay Carr, 250; Bob Williamson, 240; Doff Aber, 233; Nub Martin, 220; Buck Sorrells, 218; Joe Bassett, 218; Mickey McCrorey, 212; Asbury Schell, 209; Clarence Darnell, 206; Buck Davis, 200; Royce Sewalt, 200; Hubert Taylor Jr., 200. Bronk Riding: Bill McMackin, Nick Knight, Gene Pruitt, Bart Clennon. Bull or Steer Riding: Dick Griffith, Bob Estes, Ken Roberts, Frank Marshall. Bareback Riding: Hank Mills, Louis Brooks, Nub Martin, Cecil Henley. Call Roping: Homer Pettigrew, Toots Mansfield, Roy Mathews, Jess Goodspeed. Steer Wrestling: Homer Pettigrew, Everett Bowman, Fritz Truan, Howard McCrorey. Team Roping: Asbury Schell, Joe Bassett, Gordon Davis, John Clinc. Single Roping: Dick Robbins, Carl Arnold, Clay Carr, Ike Rude. Team Tying: Clarence Darnell, Fred Darnell, Roy Boss, Joe Bassett.

More Resorts Light Up

Carlin Opening Best in Years; All Optimistic

BALTIMORE, April 25.—Despite chilling winds which descended upon Baltimore suddenly after nearly a week of unusually mild weather, opening-day crowds at Carlin's Amusement Park last Saturday (18) topped opening attendance marks for the last 10 years. The formal opening saw approximately 90 per cent of the park and midway units ready for business.

Some concessionaires, particularly food and drink, were caught short and missed out on some new coin, believing the weather would hold back anything that resembled a worth-while opening-day crowd. "Slim" Anderson, veteran game and concession operator at Carlin's, read the cards right and got off to his best opening day since he first set up shop there.

John Carlin Jr., manager, expressed himself as being more than pleased with opening-day attendance. Much of the credit for the successful opening was due to the fact that thousands of newcomers, workers in defense plants in and around the city, were anxious for their first glimpse of Carlin's. Weather permitting, the park will operate on a daily schedule, rather than week-ends until Decoration Day as heretofore.

EXCELSIOR, Minn., April 25.—Excelsior Amusement Park had its pre-season opening week-end of April 18-19. Al Graham and ork, initial band of the season in the ballroom, went way ahead of last year's opening attendance, drawing 1,200 dancers at 30 and 40 cents each plus tax. Graham holds over this week-end.

Ballroom attractions from now until the official opening May 20 will be Ivan Kobesic orchestra, May 1-2; Don Reid's orchestra, May 9-10, and Ace Brigode's orchestra, May 15-17. Brigode holds over (See More Resorts Light Up on page 45)

Galveston Votes To Complete Pier

GALVESTON, Tex., April 25.—City commission has voted unanimously to complete construction of the \$1,500,000 steel Pleasure Pier running 1,500 feet into the Gulf of Mexico on Galveston beach, following recommendations from the city's special pier committee that "no useful purpose could be accomplished by stopping completion of the pier and no practical contribution to the war would be affected."

Mayor Brantly Harris signed the recommendation along with other members of the committee after the city made an offer to Washington to surrender priority rights if the material were needed for war. The steel superstructure of the pier, which will contain rides, dance floor, fishing pier, theater and concessions, in addition to a convention hall, has been completed and the structure will probably be ready for late summer.

Ocean City for More Light; Gov. Edison Opposes Idea

OCEAN CITY, N. J., April 25.—Regardless of what is done elsewhere, Mayor George D. Richards announced that this resort will adopt a daylight saving time on top of the present War Time for the summer.

However, in Trenton, Governor Edison expressed opposition to any move on the part of "the different municipalities in scattered sections" toward adoption of daylight saving time unless it is adopted in extensive areas or nationally. No legislation has been introduced in this State for daylight saving time, said the governor, who added that the move would first have to come from President Roosevelt. While the resorts and some industrial areas favor the extra hour, strong opposition has been raised by agricultural interests and the railroads, who declared that such a move disrupts schedules and increases operating problems.



HANK LAWSON, whose *Knights of the Road* are heard each morning over the NBC networks via KYW, Philadelphia, has turned park operator for the 1942 season. He has leased *Sunset Park*, near West Grove, Pa., which opens May 3. Under Lawson's management, rides will be installed at the park for the first time.

Capitol, Lincoln, Gets Amphitheater

LINCOLN, Neb., April 25.—Due to the influx of 5,000 army mechanics June 15 and a possible 15,000 more some time later, a new semi-circular amphitheater will be built at Capitol Beach to provide free boxing and wrestling shows and weekly trapeze acts for the soldiers, according to Manager J. Clair Lanning.

Park will open May 16, with the salt-water pool, managed by Ralph Beechner, and the skating rink, by Arthur Rogers, scheduled to open a little sooner, weather permitting. Due to the defense program, no new rides will be added this year, but a new Penny Arcade will greet patrons opening night.

Lanning, directly in charge of King's Ballroom at the beach, plans to use the dance pavilion as his main attraction and, beginning May 10, will run name bands for week stands, starting with newcomer Charley Flek, MCA outfit, and continuing with other MCA orks, including Herbie Kay, Harlan Leonard, Joe Sanders (or Johnny (Scat) Davis for week of July 4), and Lucky Millinder, featuring Sister Thorpe. Lou Breeze is scheduled for a one-nighter May 10.

Pool for Playland, Houston

HOUSTON, April 25.—Playland Park is negotiating for purchase of 15 adjoining acres, part of which will be used for construction of a \$60,000 swimming pool, 95 by 170 feet. Playland now occupies under lease, with option to purchase within three years, 20 acres for a 10-year period.

Briefs From All Around the Field

GEAUGA LAKE, O.—William Kuhlman, just back from Florida, reports that Geauga Lake Park here will bow officially Decoration Day, with week-end operations beginning earlier in the month.

CANTON, O.—Harry Shirk, in charge of concessions at Meyers Lake Park here, has been retained in the same capacity for the 1942 season. Shirk directed bingo activities at the park's Hofbrau during the winter.

BEDFORD, O.—Midget auto racing has been resumed at Sportsmen's Park near here and will be held every Sunday throughout the summer. Ben Jones, associated with the park two years ago, is back in an executive capacity.

CANTON, O.—Ehret brothers, Elmer, of Canton; Ray, of Chippewa Lake Park, near Medina, O., and George, of Buckeye Lake Park, near Newark, O., who have operated concessions at Eastern Ohio fairs more than 20 years, will abandon their fair route for the duration to devote all their time to park activities.

Memphis Spot Sets Horse Show, Rodeo

MEMPHIS, April 25.—The amusement park located on the fairgrounds here and operated under the auspices of the Mid-south Fair Association will formally open the season May 23. As part of the promotion for this season arrangements have already been completed for a Le-Bonheur Horse Show to be held May 24 in front of the grandstand, and a rodeo, sponsored by the local Exchange Club, June 4-7. Hal Ramsey, of Salisaw, Okla., has been contracted to produce the rodeo.

Line-up of rides and concessions for the opening remains much the same as in 1941. Due to priorities, no new rides have been constructed, but much painting, repairing and refurbishing is in progress.

A. E. Willis, Memphis, will operate the Aeroplane Swings, Miniature Railway and the shooting gallery. Charles Britton, of New Castle, Pa., reports that Berl Williams will again have charge of his (See Memphis Sets Shows on page 45)

Eltch Opening Set; Stock Policy Stays

DENVER, April 25.—Two major alterations are planned before Eltch Gardens opens its regular season, tentatively set for May 16. Eli Gross, assistant manager of the Gardens, reports that the Trocadero dance pavilion will be remodeled to provide more seating space at its two refreshment sections. He expects to open with Bob Strong's orchestra.

The Gardens will have a Scooter again this year, after having been without such a ride several years. The Scooter will go into the building which housed the Pretzel, the latter being moved to a new location.

Plans are still indefinite for the Eltch Theater, which will open for its 51st season. Arnold B. Gurtler, general manager of the Gardens, is currently in New York to study plays and negotiate for actors.

The theater will probably stick to its past policy of presenting plays which have been popular on the New York stage within the past year, each being given a week's run. Name actors and actresses from New York or Hollywood will be brought in to head the cast, with the remainder being lesser known big timers or local talent.

Sea Breeze Outlook Good

SEA BREEZE, N. Y., April 25.—H. A. Bornkessel, owner-founder of Boardwalk, Sea Breeze, has mapped May 10 as the opening date of the play spot's 15th season. With the population in the Rochester (N. Y.) area increasing in leaps and bounds, due to influx of workers in defense plants, Boardwalk bids fair to break all previous attendance marks this season, Bornkessel says.

George will carry on this season with concessions at Buckeye Lake Park, Ray will return to Chippewa Lake Park, where he has several games and concessions, and Elmer will devote his time to his cafe operations in Canton.

COLUMBUS, O.—Zoo Park, only local amusement center with the passing several years ago of the Olentangy Park, bowed Sunday, April 13, for the preview. Leo Haenlein is owner-manager. Play center goes on full-time schedule Decoration Day. A number of improvements have been made to the midway, including some new attractions.

AKRON.—Jimmy E. Gooding, treasurer of near-by Puritas Springs Park, has enlisted in the Army Air Corps and is stationed at Patterson Field, Dayton, O.

TOLEDO.—Jim Myre, former concession operator at Jefferson Beach Park, Detroit, has signed a three-year contract to manage all concessions at Willow Beach Park here.

A Noble Idea

CINCINNATI, April 25.—Roy E. Richwine, manager of Williams Grove Park, Mechanicsburg, Pa., has inaugurated a plan that is bound to react favorably for his park in the way of good will and at the same time net considerable benefit for the army and navy relief agencies, the USO, Red Cross and similar war funds. The plan is simply this. Richwine has dubbed one of the rides in his park the Victory Ride, and all proceeds therefrom, after deduction of operating expenses, are donated to the various war charities. Richwine's plan could be well adopted by other park men from Coast to Coast as a means of sustaining the various necessary war funds in our fight for victory.

Steel Pier Fee In Court Action

TRENTON, N. J., April 25.—Court action to prevent the charging of any fees, other than an entrance fee, on the Steel Pier, Atlantic City, has been filed in Chancery Court here by State Attorney General David T. Wilentz and John Giblin, as an Atlantic City taxpayer. In a complaint filed, Wilentz requested that the charging of fees for commodities and entertainment be enjoined and that Atlantic City officials be ordered to cancel licenses to pier concessionaires and be restrained from issuing mercantile licenses in the future.

The attorney general had been asked (See PIER FEE IN COURT on page 45)

New Pool Major Feature Of Pennsy's Rolling Green

SELINGSGROVE, Pa., April 25.—Roman M. Spangler, who has spent the last six years enlarging and modernizing Rolling Green Park to make it one of the leading playgrounds in Central Pennsylvania, has added a number of new features for the 1942 season, which gets under way late in May. Pre-season dances, however, will begin the week-end of May 8-9, when "Ducky" Geese and his orchestra play in Crystal Ballroom. Monday night dancing begins May 11.

Chief among Rolling Green's new attractions this season will be the new 78 by 206-foot swim pool, work on which began last year. It opens May 30. In addition, Spangler has enlarged the Penny Arcade and installed a new ride, Over the Jumps.

Spangler crashed the front page of *The Selingsgrove Times* April 16 with a four-column story with photo, labeled "Spangler 'Parking' for 20 Years," telling of the progress of the park under Spangler's direction and citing some of Spangler's experiences in show business.

Nantasket Beach Assured Of Boat Transportation

BOSTON, April 25.—Judge George C. Sweeney has awarded to Joseph Stone for the sum of \$35,000 four steamboats which have been used for transportation to Paragon Park, Nantasket Beach, local resort. Stone is the son of David Stone, owner of Paragon Park.

Operators at Paragon feared loss of summer business due to lack of transportation, but the situation has been averted with the sale. According to the Safety Council of the Commonwealth of Massachusetts sailings will be allowed in the daylight hours only.

Hershey Bows May 17

HERSHEY, Pa., April 25.—Hershey Park opens for the season Sunday, May 17. Policy will include booking of bands for free shows afternoons and evenings. John B. Sollenberger, Hershey's general manager, has been named chairman of the Dauphin County "Martin-for-Governor" committee to push the cause for Republican candidate Gen. Edward Martin.

WPB Amusement Chief

CHRISTOPHER J. DUNPHY, New York, has been made chief of the Amusement Services Section of the War Production Board in Washington. Story on Page 3 of this issue.

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American Recreational Equipment Association
By R. S. UZZELL

Arch E. Clair passed away April 13 while in the line of duty. He was secretary of the Johnny J. Jones Exposition, which he joined late last season. Playing in a band was his first venture into the amusement business. From Battle Creek, Mich., he took to the road. They trusted him to handle the money in the days when carnivals carried their funds done up in newspapers.
As manager of Norumbega Park, near Boston, he became well and favorably known, not only to the New England park men but also to our National Association. He made a good president of the New England Association of Parks, and was active in the organization until he left for Bay Shore, Baltimore, where he managed this resort for the Mahoney interests. He then went to Bass Lake, Knox, Ind., for a season before returning to the road as a carnival auditor.
His long career at Norumbega made him many friends in that community (See AREA on page 45)

Gravatt Plan Gets Support

ATLANTIC CITY, April 25.—The Gravatt Plan, calling for the outside rail of the Boardwalk to be curtained in the evening, is receiving the support of local amusement and business interests. Conceived by Frank P. Gravatt, operator of Steel Pier, the Boardwalk's screening, to serve as an after-dark trap to prevent light from shining out to sea, is seen as the answer to the dim-out, which is the toughest economic sacrifice shore business has been called upon thus far to make. Gravatt estimated the cost of the project at \$6 per front foot, and many beach-front interests have already volunteered to underwrite the expense for fronting their own establishments. Only objections raised to the plan is that the curtain would shut off the sea breezes and obstruct the ocean view.

Revere Beach, Mass.
By THE BEACHCOMBER

"They will come to Revere Beach this summer or stay home." This is the emphatic opinion of Dave Swartz, dispenser of half-sour pickles and good Jewish food and a fixture of beach area since the Chelsea fire . . . that was back in the 1900s, if you're wondering. . . . And it would appear that this beach is in for a banner year, what with the tire rationing, gasolineless nights and Sundays, and gas curfew now 7 p.m. weeknights hereabouts. . . . Boston elevated runs in here, one fare from any part of metropolitan area, embracing suburban points as far distant as 20 miles. . . . Did you ever stop to ponder that on this coast there are only two amusement areas plomped on the ocean fronts and have the people right on top of them. . . . Revere and Coney Island. . . . All the rest, from Old Orchard to Jacksonville Beach, are far away from their centers of population who bring them riches.
There have been several pep meetings of the beachies here lately, dealing with air raid instructions, fire control and care of the people, etc. The navy patrolling off shore here has made its findings, and very few changes in lighting have been recommended to the operators, indicating another good break.
There is a sudden rush of carnival (See REVERE BEACH on page 47)

MILWAUKEE.—A pair of African leopards, purchased from a dealer at Brownsville, Tex., has been added to the Washington Park Zoo.

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The Pool Whirl
By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Tax Note
Pool men, now busily engaged in preparing for the 1942 season, are finding themselves knee deep in tax regulations and ordinances. Many new tax laws went into effect after most outdoor pools closed last season. Accordingly, those who neglected to keep up with outdoor amusement problems during the off-season are now wrestling with conditions experienced by the indoor tanks at the start of their season last fall.
There's a new amusement tax which applies whenever and wherever a price is charged for admission, regardless of the nature of services or entertainment offered in exchange for the admish charge. Tax imposed must be paid by patrons and not pool ops. The rate amounts to 1 cent for each 10 cents or fraction thereof of the amount paid to any place, including admission by season ticket or subscription. However, no tax shall be imposed on the amount paid for admission for a child under 12 years of age if the amount (See POOL WHIRL on page 45)

Eastwood Stresses Patriotic Policy

DETROIT, April 25.—Wartime policy to further patriotic effort and provide reduced price entertainment for servicemen has been adopted by Manager Henry Wagner, of Eastwood Park.
A booth has been erected on the grounds for the sale of War Stamps. Patrons will be encouraged to devote a portion of their amusement money to stamp purchases. It will also be used for the convenience of the park's several hundred employees.
Reduced price admissions for servicemen have been adopted for the duration. At the ballroom, men in uniform escorting a girl will be admitted without charge, paying the regular charge for the girl. Men coming stag in uniform will be admitted at half the regular charge. In the park proper all rides will be open to servicemen at a nickel at all times. Cut prices will apply to either American or Canadian servicemen. Detroit, located on the Canadian border, has a substantial daily quota of servicemen from Canada, as well as a number from other parts of the British Empire, including notably pilots in training from Australia and New Zealand, who are daily visitors to the metropolis.

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WAR SHOW MAY SUB FOR CNE

Plant Taken For War Use

Toronto dates filled in by Conklins with fairs in Quebec City, Sherbrooke

TORONTO, Ont., April 25.—Canadian National Exhibition here, after 63 years of continuous operation, has been called off for the duration of the war. Announcement of the fixing of the fair, which last year drew total attendance of 2,100,000 for the two-week run, was made this week by Mayor Fred Conboy after a conference in his office with CNE officials on April 18.

Meeting was attended by J. A. Scythes, CNE president, and Elwood A. Hughes, fair's general manager. Earlier Conboy conferred with Col. Goodwin Gibson, of the Department of National Defense. All buildings and other facilities on the exhibition grounds are to be turned over to the government for housing of army, navy and air corps. A week's military demonstration at the usual CNE time, giving the public a portrayal of Canada's mechanical army, has been suggested as a substitute for the 1942 exhibition.

Arrangements now being made involve reimbursement to the CNE of about \$100,000 already spent in preparation for the fair. In addition the Defense Department probably will be asked to assume debt charges on exhibition properties. It was reported that the bulk of the CNE staff would be retained by the Defense Department.

Cancellation of the fair will not result in loss of bookings for the Conklin Shows' Prolexland, which was scheduled to provide the midway for the sixth consecutive year. Organization will fill in the time, providing the midway attractions at Sherbrooke Exhibition, August 31-September 5; Quebec Provincial Exhibition, Quebec City, September 6-12, and a War Charity Show here on August 24-29.

Ottawa Continues as Planned

OTTAWA, Ont., April 25.—Altho Canadian National Exhibition at Toronto has been canceled, this year's Ottawa Exhibition will be held under the same arrangements at last year, officials said here last Saturday. With cancellation of the CNE, Ottawa is the only city in Ontario holding a Class A fair this year. Officials said that last year's attendance more than justified continuation of the fair in 1942. Despite bad weather, attendance totaled 247,794, enabling the fair to pay the government \$9,035.17 in amusement taxes, \$4,250 in custom duties and give the city more than \$5,000 besides pay its own expenses.

Little Rock Ponders Plant Site Change

LITTLE ROCK, April 25.—Permanent removal of Arkansas Livestock Show and Rodeo from this city to Pine Bluff, Ark., is under consideration by association's board of governors which has named a special committee to study an offer of a Jefferson County delegation to provide an adequate plant to replace the one destroyed by fire here last fall.

Governor Adkins met with the board briefly this week and urged continuation of the show for "its contribution to the livestock industry's growth in Arkansas." He expressed no preference to the site, but said he favored a permanent plant, hinting that he might recommend more financial aid to be voted by the State in 1943. The 1941 Legislature set aside \$35,000 for premiums at the exposition.

Pine Bluff offer was made by the Chamber of Commerce there.

DECATUR, Ill.—Preliminary plans for this year's Coles County Fair were made by board of directors at a meeting in U. S. Grant Hotel here. Rogers Greater Shows will provide the midway.



WIN H. KINNAN, Ohio State Fair manager without a fair, has been transferred from the State agriculture department to the division of conservation and natural resources and made superintendent of Indian Lake at \$2,100 a year instead of his former \$3,600. Conservation Commissioner Don Waters, announcing the appointment, said Eugene Newland had resigned the Indian Lake post to return to farming. Kinnan will change jobs on May 1. State fairgrounds have been leased to the War Department.

Huntsville Maps Expansion Plans

HUNTSVILLE, Ala., April 25.—Encouraged by Secretary of Agriculture Claude R. Wickard's statement that fairs and expositions serve a useful purpose in bringing before the public the facts and needs of America's war effort, Madison County Fair Association members have begun preparations for this year's fair here.

Annual has been extended in scope to include all of the Tennessee Valley, and prospective exhibitors among the industrialists, farmers, livestock growers, poultry fanciers and 4-H clubs are being advised to turn their efforts to production of better exhibits than ever before.

NS Adds Two Race Dates

CHICAGO, April 25.—Rice County Fair, Faribault, Minn., and Mississippi County Fair, Blytheville, Ark., last week awarded contracts to National Speedways for a series of championship auto races under sanction of Central States Racing Association, said Al Sweeney, of the White-Sweeney speedway combine, who represented the organization at the fair meetings. In line with rubber restrictions, both fairs agreed that no long-distance events are to be presented.

Around the Grounds

LAUREL, Miss.—Approval of a budget providing about \$4,000 for cash awards at South Mississippi Fair has been announced by Hurdis Whitaker, secretary-manager. This is double the total money provided last year. Half of the money will go to livestock, swine and poultry exhibits. Mighty Sheesley Midway has been re-engaged for the midway.

COLUMBUS, O.—Ohio Fair Managers' Association, with Ralph C. Hines, president, is mapping plans for its annual mid-year conference to be held in the ballroom of Deshler-Wallick Hotel this year.

DAVENPORT, Ia.—Mississippi Valley Fair has obtained from Scott County supervisors an agreement to present to the voters in the November election the proposition that the county purchase the fairgrounds and buildings for \$50,-

W/PB Amusement Chief

CHRISTOPHER J. DUNPHY, New York, has been made chief of the Amusement Services Section of the War Production Board in Washington. Story on Page 3 of this issue.

Recommend Circuit For N. S. Annuals

TRURO, N. S., April 25.—At a conference Nova Scotia fair secretaries here last week, with A. B. Banks, provincial superintendent of fairs, presiding, members recommended that the annuals be lined up in a circuit as a measure of improving prospects of booking suitable vaudeville and midway attractions.

Under present plans the circuit would be known as the Nova Scotia Exhibition Association, and appointed to the committee to investigate its possibilities were H. E. Chisholm, secretary Bear River Fair, and D. White, secretary Lawrence town Fair. The latter and J. J. Ross, secretary Pictou Fair, and D. Chisholm, secretary Antigonish Fair, were elected to a committee on amusements. Also participating in the conference were C. Munn, North Sydney; D. W. Wood and F. Smith, Oxford; I. C. White, Musquodoboit; H. M. Clark, Windsor; J. J. Ross, Pictou; M. Mac Charles, Pictou, and F. Kempton, Caledonia. Reports indicated that at least 80 per cent of the fairs would be active this year despite the war.

Hankinson Tops 1941 Mark At Opening in Reading, Pa.

READING, Pa., April 25.—Hankinson Speedways, under Ralph A. Hankinson, successfully opened their Central States Racing Association national championship big car auto racing season here April 19. Despite cold weather, gate count was given as 26,834, with the gross topping last year's mark, altho the attendance was not as large as in 1941.

Hi ke in gross was accomplished by practically eliminating cut-rates and by making some slight advances in certain grandstand sections. Advance ticket sale was far ahead of last year, with no general admissions being put on sale until the day of the races. Hankinson completed negotiations with President Stanley Giles and Secretary Swoyer, of the Reading Fair, to present the races again next month.

Among contestants were Joe Chitwood, Bob Sall, Ted Horn, Buster Warke and Ora Bean.

92 Dates Are Set for Ohio

COLUMBUS, O., April 25.—With only one county annual, the Vinton County Fair at McArthur, deciding to cancel plans for 1942, 92 other Buckeye county fairs will carry on this year, Mrs. Don A. Detrick, Bellefontaine, executive secretary Ohio Fair Managers' Association, said here this week. Season opens at Ashley and ends at Columbus Grove, with harness racing being featured at 72 of the 92 fairs.

000. Title is now held by Union Savings Bank receivership and Liquidation Corporation.

AUDUBON, Ia.—W. G. Willson has resigned as secretary of Audubon County Fair Association to handle his duties as city and county rationing board chairman.

DES MOINES.—Paul P. Zerfass, Algona, Iowa State Fair board director, has entered politics and is a candidate on the Democratic ticket for State treasurer. He has been a member of the board since 1937.

SPRINGFIELD, Mass.—Eastern States Exposition officials report they are not encountering difficulty in booking shows despite reports that many have been discontinued for the duration. General (See Around the Grounds on opp. page)

Optimism Marks Regional Meets In Wis.; 77 Set

MILWAUKEE, April 25.—Regional meetings of Wisconsin State Association of Fairs were held April 15 and 16 at Weyauwega and Wausau respectively, with a note of optimism prevailing over the prospects for this year's annuals at both gatherings. John Omernik, Antigo, vice-president of the association, presided at Weyauwega, while Douglas Curran, Black River Falls, president, handled the gavel at the Wausau meeting.

Speakers at both gatherings included A. W. Kalbus, Milwaukee, assistant manager Wisconsin State Fair; James Malone, Beaver Dam, secretary of the State association and Dodge County Fair, and William Marriott, Madison, division of fairs, State department of agriculture and markets.

Indications are that 77 fairs will be held in Wisconsin this year as in 1941 and that gate admission prices will range from 10 to 60 cents. Secretary Malone suggested that fairs work in close conjunction with Civilian Defense councils and that they may derive additional revenue by storing articles necessary to national defense in their buildings because of the demand for additional storage for these purposes.

Since previous records revealed that fairs derive most of their patronage within a 30-mile radius, Malone told the meetings that the tire situation should not have too great an adverse effect upon patronage in 1942.

George B. Flint, Boyle Woolfolk Agency, Chicago, discussed his plan of the payment of premiums with War Bonds and Stamps. He asserted that 50 per cent of the fairs in Louisiana are following this plan and that it is being adopted in other States.

He explained that checks may be issued for the premiums to facilitate the procurement of State aid and that when the checks are cashed part or all of the face value of the check may be converted into stamps or bonds. He added that the plan will aid the government in meeting national emergency needs and that it will also increase national interest in co-operating with the government in the war effort.

Billy Williams, Williams & Lee Agency; William Linderman, Regalia Manufacturing Company, and Sunny Bernet, Globe Poster Corporation, attended the meetings.

Iowa's '42 Status Remains Uncertain

DES MOINES, April 25.—Status of Iowa State Fair here was still up in the air this week as Army Air Corps officials continued negotiations for use of the grounds for storage purposes. Latest announcement was to the effect that the board and the State executive council signed a contract submitted by A. O. Buck, attorney for the Army Air Corps engineer's office which would permit the board to use the north half of the grounds for a junior fair, with the War Department to use the southern half for storage purposes.

However, the contract has yet to be signed by the War Department and Buck was doubtful whether the contract would be approved as submitted. If it is the fair will retain use of the race track, grandstand and educational building. One element in favor of retention of the portion of the grounds was a legal technicality that the board cannot lease the grounds to do away with holding a fair. Iowa statutes require the board to hold a State fair and by holding a junior fair they could legally lease the rest of the grounds.

Hancock Signs Mo. State

CHICAGO, April 25.—Hogan Hancock, outdoor representative for MCA, wired from Sedalia, Mo., that MCA will produce the grandstand show at Missouri State Fair, using top names. At least three bands will be used during the week, Hancock said.

Fair Elections

CHARDON, O.—Four-H Club members elected to the junior board of Geauga County Fair this year are Doris Bishop, Dorothy Gastemier, June Strong, Dick Timmons, Raymond Warner and Clarence Kimpton.

CEYLON, Sask.—Officers of Gap Agricultural Society are Honorary President N. Hostetler, President J. Daniels, Vice-President Roy Aldred and Secretary-Treasurer R. Kines.

NASHVILLE.—Henry W. Beaudoin, secretary MidSouth Fair, Memphis, was elected president of the Association of Tennessee Fairs at the annual meeting in Nashville recently. John R. Wade, Trenton; Hugh DeLozier, Maryville, and G. E. McAdams, Petersburg, were named vice-presidents, and O. D. Massu, Cookville, secretary-treasurer.

DETROIT LAKES, Minn.—George W. Peoples, secretary-manager Becker County Fair Association here, was appointed a director of the Minnesota Federation of Fairs at the annual meeting in Radisson Hotel, Minneapolis, recently. Peoples fills the vacancy created by the death of Alden Olson, Hallock, Minn.

AROUND THE GROUNDS

(Continued from opposite page)
 Manager Charles Nash said he knew of no fairs in this area which had announced cancellation of this fall's program and consequently exhibits will be available as usual.

MEMPHIS.—Tennessee fairs will continue in wartime their policy of 100 per cent co-operation with the Department of Agriculture in the production of more and better meat and agricultural products, Henry W. Beaudoin, newly elected president, said here following his return from the annual association of Tennessee Fairs meeting at Nashville recently.

KENTON, O.—Despite the war, Harding County Fair will be held as planned, Bert Frederick, president, announces. Directors already have outlined plans for an immediate membership ticket sale. They announce that there will be two days of harness racing with the third day (School Day) to be devoted to contests. Charles Fulton, inducted into the army recently, has been replaced as fair secretary by Edward Althaus.

HUMBOLDT, Ia.—Humboldt County Fair Association has changed the dates for its 84th annual, Secretary Walter E. Crissey announces. Previous dates selected conflicted with other events.

LEBANON, O.—Members of Southwestern Ohio Fair Circuit met here April 19, with Secretary Earl J. Coburn presiding. Prospects for 1942 were expressed as encouraging. Highlighting afternoon program were talks by John T. Brown, State director of agriculture; Myers Y. Cooper, ex-governor; Win H. Kinnan, Ohio State Fair manager, and B. P. Sandles, Ohio Junior Fair manager.

HUGHESVILLE, Pa.—Lycoming County Fair Association has signed John B. Rogers Producing Company to present a Historical Spectacle based on local history for the 71st annual here, Secretary-Treasurer Elton B. Edkin reported. Hankinson Speedways have been contracted to promote championship automobile races under sanction of Consolidated States Racing Association.

MORE RESORTS LIGHT UP

(Continued from page 42)
 for official opening, playing the entire week.

Rudy Shogren, promotion man for the park, said that the park rides also showed a hefty increase in gross over that of a year ago. He pointed out, however, that last year's opening was marred by rain. Weather last week-end was perfect. It's Excelsior's 17th season.

Park staff includes Fred W. Clapp, Detroit, general manager; J. P. Colihan, assistant, and Shogren. The park has added a Plying Scooter ride this year and now has 12 rides.

PHILADELPHIA, April 25.—Outdoor centers in Eastern Pennsylvania are lighting up on week-ends to usher in the 1942 season. Operating week-ends until May 30, when it goes into daily operations, Williams Grove Park, near York, reopened Sunday (19). All the rides were in operation, including the new Laff-in-the-Dark thriller.

Also near York, "Shorty" Fincher's

Valley View Park is set to reopen May 10, with the Three Loose Nuts coming in from St. Louis to head the opening show, booked by the Jolly Joyce office here. The Joyce office also has the Jules Black-Harry Myers's School Days Revue, Hank Lawson and His Knights of the Road, and Harold (Buzz) Davis, of WDAS, here, for the May 3 opening bill at Sunset Park, near Oxford. Rambling Red Foley is coming in from Chicago to head the May 3 opener at Brendel's Manor Park near Baltimore, Md.

Forest Park, at Hanover, opened April 19, with Junior Buckwalter and His Girl Marimba Band heading the afternoon and evening free shows. The park's roller-skating rink is also open, and the Blimp, a new ride, is expected to be ready for operation within the next few weeks.

MECHANICSBURG, Pa., April 25.—Williams Grove Park opened last Sunday (19) and will continue week-end operations for a month before going on daily schedule.

Manager Roy E. Richwine says new features include Laff-in-the-Dark and a new Loop-o-Plane ride. A Victory Ride, the proceeds of which will go entirely to war funds, is another feature.

All buildings and equipment have been repainted and decorated, and the main midway will sport new revolving lamps from the New York World's Fair, and "pussy-willow" fluorescent fixtures on other avenues.

A few days before the opening a fire threatened the Roller Coaster. Caused by workmen burning leaves, the flames were brought quickly under control, with damage of about \$150 to the coaster structure.

PIER FEE IN COURT

(Continued from page 42)

by Vice-Chancellor Woodruff, of Camden, N. J., to institute the proceedings in behalf of Atlantic City's interests in view of the litigation started over the Easement Deed. Defendants in the action, besides the Atlantic City Steel Pier Corporation, are Frank P. Gravatt, its president; Mrs. Flora Gravatt, secretary-treasurer; Richard Endicott, assistant secretary, and the Atlantic City Steel Pier Corporation, a Delaware corporation. In 1901 the Chancery Court decree perpetually enjoined the charging of fees in addition to an admission fee on the pier. However, that decree has since been ignored, resulting in all the present litigation.

The complaint filed by Wilentz charged the pier's Delaware corporation was created and the pier title of the New Jersey corporation transferred to it in 1940 to "set up a pretended diversity of citizenship" to make it subject to the jurisdiction of the federal instead of State courts. The complaint said the Delaware corporation was a "tool" of the Gravatts and Endicott and that it was set up as a "shield" against charges of violation of injunctions and property deeds. Atlantic City officials were charged in the complaint with having "conspired, planned and schemed" with the pier's Delaware corporation and its officials.

POOL WHIRL

(Continued from page 43)

paid is less than 10 cents.

Especially of interest to pool and beach owners is the ruling that if the renting of a suit or towel is required for entrance to beaches and pools, then the total price is considered the price of admission and is taxed accordingly. On the other hand, if patrons may bring their own suits and towels and are not required to pay for the use of such equipment, there is no tax upon the rentals over and above the admission charged for the use of beach and pool.

Pool men are also required to collect taxes on complimentary passes issued. Moreover, if special rates are offered on certain days, such as Ladies' Day or Two-for-One Night, a tax is demanded based upon the established price. For example, if you ordinarily charge 50 cents for women and you have a special rate for Monday nights when you permit mermaids to swim at half rate, the law requires that you collect 5 cents tax based upon the existing established price.

You are also required to collect the tax on comps. It is permissible, however, to mark a certain number of free ducats "Working Press," which are tax free. On nights that you stage water carnivals or races and receive coverage from the local press, those reporters who are assigned to cover said competitish may be admitted without paying the tax; others—even tho

they be complimentary guests or newspapermen—must pay the tax.

Pool Ops Rejoice

Readers of this department know that this writer holds no friendliness toward Robert Moses, commissioner of parks for the city of New York. On more than one occasion it has been pointed out here that Moses disregarded wishes of commercial pool men and built municipals in direct opposish to the privately owned tanks—in locations, incidentally, where there was no need for free plunges. On one occasion this column invited Bob Moses to appear as guest at the meeting of the National Association of Amusement Parks, Pools and Beaches when that org convened in New York so that he could become better acquainted with the commercial pool and park men. This pillar has yet to receive an answer to that invitation, and it was fully three years ago.

Small wonder, then, that I rejoice with the host of privately owned pool operators at the news that New York's Mayor La Guardia's revised budget calls for the disbanding of various municipool operations. Park Commissioner Moses cries out loud in the local press that reduction of the city's budget means that many outdoor city pools will be forced to close this summer.

Lest there be a misunderstanding, may I hasten to add that I believe in the need of free city pools, and I believe many of them play an important part in maintaining the health of a big city like New York. At the same time I don't believe in building city tanks—operated without taxes—a block or so away from private enterprises.

The municipools in Greater New York that will be closed this summer due to lack of funds should be plunges in areas where they are not needed. If tanks and beaches are closed at random and others are permitted to operate in direct opposish to commercial plunges, then Mayor La Guardia is defeating his own purpose.

MEMPHIS SETS SHOWS

(Continued from page 42)

Tumblebug and Walking Charlie concessions. L. S. Burns, operator of the Old Mill, is en route here from Santa Monica, Calif. The Hammer Coaster Company, New York, has sent Frank Mohr back here to take charge of its Pippin Coaster and Pretzel rides. Mohr, already busy with preparations for the opening, believes 1942 will be the biggest season yet. L. V. Wood, of Philadelphia, is expected soon from his Florida vacation to ready the Merry-Go-Round. W. E. Long will be foreman again this season.

Largest single operator is the Memphis Funhouse & Amusement Riding Device Company, Inc., of which Henry W. Beaudoin is president. The firm operates the Whip, Dodgem, Noah's Ark and Penny Arcade. Lottie Gamble has again booked her photo gallery, candy floss and snowball concessions. Hasty Blair and J. P. Sloan will again operate refreshment stands. The latter also has the popcorn concession. Another refreshment stand has been booked by a Mrs. Hoffman. The restaurant is still under the management of Henry W. Beaudoin.

The Casino, which has been operating during the winter for dances, featuring Collie Stotiz and his orchestra, will close for the summer early in June, according to present plans.

AREA

(Continued from page 43)

and among amusement park men generally. He lost his wife about four years ago, from which loss he never fully recovered. There were no children. We all remember his fine hospitality at the summer meeting of New England park men at his place. He was one of those genial souls that one was glad to know.

Rubin Gruberg had been talking business in the lobby of a Jacksonville, Fla., hotel when he suddenly collapsed and was dead before anything could be done for him. He always told the writer that he was going to close out his carnival business and run an amusement park of his own. But that day never came.

Beach resorts are still confident of being permitted to operate without restrictions, except the dimming of lights.

FIREWORKS

WRITE FOR NEW CATALOGUE

COMPLETE SHOWS LISTED TO MEET ALL BUDGET ALLOWANCES. FULL INSTRUCTIONS FOR AMATEUR SUPERVISION WILL BE SENT WITH EACH SHIPMENT.

UNITED FIREWORKS CO.

DAYTON, OHIO

Gas rationing will cause doubling up in car use, so that more cars will carry a full load instead of coming in with one or two passengers. Long Sunday or week-end tours will be out for the duration.

The amusement industry has always done its part in drives for relief to dependents of men in service. Benefits will come in for consideration all along the line and for the duration. The amusement parks will make the relief societies of the army and navy known to the people everywhere. The campaign begins June 3 when each park will give up 10 per cent of its receipts one day each week. George H. Hamid is writing bales of letters on the subject. With the patriotic motive to spur him on and his own son in the navy, he will not fall us. On some of these relief days you will hear a lot of our fraternity making speeches on War Bond sales.

Mrs. Lynn Welcher, who passed away in California April 18, with her husband had 13 Old Mills on fairgrounds, many of which operated only one week each year. They owned the one at Memphis. Her husband preceded her in death in 1935. They made a comfortable fortune, which gave her a life of security in late years.

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 A TWO-GIRL HIGH ACT
 120 FEET NO NETS

Only Girl Aerialist Doing a Hand-Balancing High-Swaying Pole and One-Hand Stand at This Height.

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WANTED FOR FRANKLIN COUNTY FAIR

August 28-29
 Small Rodeo or other form of entertainment. Make your proposition promptly.
 FLOYD ANDERTON, Secy., Winchester, Tenn.

WANTED

To contact a show and carnival organization that would be able to show in Bowling, Mont., in connection with our Fair and Rodeo, July 3-15. Submit terms.

BROWNING FAIR ASSN.

Sensational Thrill Unit

JIMMY VAN'S AUTO-MANIACS
 Sylacauga, Ala.

MARION COUNTY FAIR

of Salem, Illinois
 WANTS A BIG CARNIVAL
 For June 29 to July 5. Let us hear from you.
 E. E. IRWIN

Rinks and Skaters

By STARR DE BELLE (Cincinnati Office)

Amateurs at Philly Convention Vote Unanimously That RSROA Will Be Their Governing Body

PHILADELPHIA, April 25.—Recognition of the Roller Skating Rink Operators' Association of the United States as sole governing body for amateur roller skaters was given by the amateurs in attendance at a meeting on the morning of April 17 in Convention Hall in connection with the annual convention and championships of the association, the amateurs unanimously approving the resignation of the RSROA from the Amateur Skating Union. By unanimous vote the amateur group asked the RSROA to continue governing them as it has in the past five years, regardless of the break from the ASU. The RSROA was asked to continue to govern local, city, State and national competitions for them.

While more than 400 attended the meeting, presided over by President Fred H. Freeman of the RSROA, only 309 were eligible to vote. Action paralleled that of the RSROA membership in supporting officers and board of control by unanimous vote in its break from the ASU and AAU. President Freeman gave a full explanation of the RSROA resigning its affiliation with the ASU. Also speaking on the same subject were Otto Albrecht, Cleveland, past secretary of the ASU and president of Ohio Skating Association, and Pat Hodus, Cleveland, past president of the ASU.

Amateur Groups Named

The assembly asked permission of the RSROA to recognize a committee of amateurs "to combat propaganda being spread in the New York metropolitan area by certain parties not in sympathy with the principles and ideals of the RSROA." A similar request was made by amateur groups in New England. The amateur group then appointed this committee of amateurs for New York: Dr. Keith Kuhn, Queens Roller Club, Elmhurst, L. I.; Al Knight, Wal-Cliffe Skating Club, Elmont; Eddie Hughes, Victor J. Brown Figure Club, Union City, N. J.; Eddie Campbell, Victor J. Brown Figure Club, Newark, N. J., and George Snyder, Wal-Cliffe Club, Elmont. A committee of three amateurs was appointed for New England, comprising Danna Healy, Richland Figure Skating Club, Hartford, Conn.; Ralph Decker, Morey Amusements, Bridgeport, Conn., and Daniel Porilla, chairman, Morey Amusements, Bridgeport, Conn.

The assembly further showed its support of the RSROA by unanimously returning the Van Horn Challenge Trophy for the senior ladies' figure division. Earl Van Horn, operator of Mineola (L. I.) Rink, a member of the RSROA until expelled at a board of control meeting

earlier in the week, had sent a telegram to the association asking that his trophy be returned. However, since the RSROA considered the trophy the property of the amateurs, action on the request was held over until the amateur assembly. That body voted unanimously to return the trophy and asked permission that the New York committee be given the privilege of returning it in person to Van Horn. Permission was asked and granted for the amateurs to draw a resolution of their own to accompany return of the challenge trophy.

New Rules in Effect

Amateur activities during the year were reviewed and Freeman informed contestants of the new amateur rules and competitors' cards approved by the RSROA, which are now in effect. After the day's events, which extended until midnight, contestants, their parents, guests and operators crowded the ballroom of Convention Hall for the annual buffet supper. More than 1,000 attended, the program including dancing. Calendar also included the annual operators' banquet on the last day in the ballroom of Convention Hall.

Ops Re-Elect; Chi, Cleveland Seek '43 Meet

PHILADELPHIA, April 25.—Fifth annual convention and championships of the Roller Skating Rink Operators' Association of the United States in Convention Hall here on April 15-18 was declared most successful, altho only six weeks previous it had been decided to move the convention to Philadelphia, it having originally been scheduled for Memphis until the army took over the auditorium there. President Fred H. Freeman said, "On every count this was the biggest and best convention in the five-year history of the association. There was better attendance of RSROA members, more contestants entered for championships, a more representative list covering the entire country, more interest on the part of everybody concerned and more proficiency exhibited in contests." He said the box office was excellent, attendance being twice as large as at the 1941 meets in Cleveland. Total attendance at the championships was estimated at 12,000, with 4,000 on hand for senior figure and dance events Saturday night.

It was decided to hold the 1943 meet in Chicago or Cleveland, choice to be made later by the board of control. A bid was entered from Denver and there is a standing bid from Memphis. Convention will be held during a corresponding week in 1943. At a final membership meeting Saturday afternoon harmony of members in support of the present administration, which resigned from the Amateur Skating Union and the AAU, was re-affirmed in unanimous reelection of the incumbent officers. They are Fred H. Freeman, Winter Garden Rollerway, Boston (also Chez Vous Rollerway, Dorchester, Mass.; Bal-a-Roue, Medford, Mass., and Nantasket Rollerway, Paragon Park, Nantasket Beach, Mass.), president; William F. Sefferino, Sefferino's Roller-drome, Cincinnati, first vice-president; M. H. Hinchcliffe, New

Wal-Cliffe Roller-drome, Elmont, L. I., N. Y., second vice-president; J. W. Norcross, Warnoco Amusements Rink, Greeley, Colo. (also Skateland Rink, Denver), third vice-president; William T. Brown, Southgate Roller-drome, Seattle, fourth vice-president, and Fred A. Martin, Arena Gardens Rink, Detroit, secretary-treasurer. In addition to Freeman, Norcross, Sefferino, Hinchcliffe and Martin, board of control continues with Jack G. Shuman, Shuman Amusement Company, Sandusky, O.; Alfred W. Kish, Lima (O.) Rink; Weston J. Betts, Redondo (Wash.) Beach Rink; Victor J. Brown, New Dreamland Arena, Newark, N. J. (also Hy-Way Arena, Union City, N. J.), and Mrs. Elizabeth Kelly, Chez-Vous Rink, Upper Darby, Pa.

Committees Are Named

President Freeman in his annual report renewed a plea for continued support of the association to further interests of amateur skating. He disclosed that the board of control on April 13 had expelled two members for alleged "seeking to split up the association over the ASU issue." Earl Van Horn, Mineola (L. I.) Rink, and Walter E. Klefer, Skateland, Saginaw, Mich. (also Skateland, Kalamazoo, Mich.). Applications of four new members were approved, those of Ernest E. Young, Riverside Rink, Natick, R. I.; Thomas S. Boydston, Lincoln (Neb.) Roller Rink; William F. Wagner, Ventnor (N. J.) Athletic Center, and John F. O'Neill, Beebe Rink, Long Island City, N. Y. Other applications approved were those of Albert T. Williams, Coliseum Rink, Parkersburg, W. Va., and Henry W. Mason, Health Center Rink, Norfolk, Va.

Comprising operators, amateurs and professionals, these committees were appointed: Revising amateur rules, tests and competitions, Perry B. Rawson, Asbury Park, N. J., chairman; Fred J. Bergin, Bal-a-Roue Rink, Medford, Mass.; Louis J. Berliner, Paterson (N. J.) Recreation Center. Constitution and by-laws revision, Robert J. Campbell, Clifton Roller-drome, Lakewood, O., chairman; H. W. Corse, Coliseum Rink, Dayton, O.; Jack D. Dalton, Roller-cade, Cleveland. Finance: Victor J. Brown, chairman; Mrs. Elizabeth Kelly; Charles Horvath, Skateland, Inc., Cleveland. Publicity and publications, Robert D. Martin, Arena Gardens, Detroit, chairman; B. Joseph Kelly, Chez-Vous, Upper Darby, Pa.; John Klick, New Dreamland Arena, Newark, N. J.; Violet Kelly, Chez-Vous; Dr. Keith Kuhn, Queens Roller Rink, Elmhurst, L. I., N. Y. Hockey, to be appointed later. Judges, tests and competitions, Fred J. Bergin, chairman; (See OPS RE-ELECT on opposite page)

CAPACITY crowd saw the third annual Daily News roller skating contest in Adelphi Rink, Philadelphia, on April 16. Judges included Fifi D'Orsay, screen star; Harold (Buzz) Davis, Station WDAS sports commentator; Jack O'Reilly, Station WPMN sportscaster, and J. Maxwell Kendrick, of Paramount movies. Raymond Guthrid, of The Daily News sports staff, conducted the contest. Winners in the most graceful division were Veronica Keyak and Leon Seneca, representing Pla-More Rink. Tops in waltz division were Kay Cuthberton and Edward Quinn, representing Carey's Circus Gardens Rink. Grand finals in juvenile division for speed and couple skating were conducted on the afternoon of April 18. Joe Carrone and Peggy Dilks, representing Roll-Arena, Gloucester, N. J., took top honors. Couple skating went to Shirley McAllister and Bob Nicholas, representing Jamison Rollerway.

BISCAYNE Roller Palace, Miami, now in its third week of operation, will be enlarged to accommodate more patrons. Owner Murry Rosenblatt, who recently enlisted in Coast Guard Reserves, is giving weekly parties for members of that organization. Rink is now under management of Don Goldman, formerly of Atlantic City, where he had many years of rink experience. George Latsch is organist and M. Rovell is pro instructor. Rink owners from all parts of the country have been visitors.

FEATURING a cast of 100 local and guest roller-skating experts, Carlin's Roller Rink, Baltimore, staged its third and most successful annual Roller Revue April 13 and 14. Crowds were well up to expectations for both performances, tho admittedly the date was several weeks too late to catch the peak of the roller-skating interests. Strong newspaper publicity was secured as result of a tie-up with The Baltimore News-Post and Sunday American, which netted a percentage of the gate for this newspapers' Charity Fund.

Amateur Contest Dates Set by ARSA

NEW YORK, April 25.—Amateur Roller Skating Association of America, affiliated with the Amateur Skating Union, Amateur Athletic Union and all their affiliated bodies, will hold national championships in Twin City Arena, Elizabeth, N. J., on June 24-27, it was announced.

Eliminations will be held on June 22-23 to qualify amateur skaters who were not represented in championships held during the past five years. All amateur skaters, regardless of rink affiliations, are welcome to compete, providing they have an amateur competitor's card of ARSA. Clubs which belong to this association appoint one delegate to represent a club. This delegate has one vote and skaters have a voice, it was announced by Barbara Killip, secretary for ARSA.

MANFIELD GROVE PAVILION RINK, East Haven, Conn., which has been newly renovated, opened on April 17 under direction of Albert E. Cory. It is being well advertised thru Southern Connecticut.



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No. 778

Crowns Change In 5th Annual Championships

PHILADELPHIA, April 25.—Fifth annual national championships of the Roller Skating Rink Operators' Association on April 15-18 in Convention Hall in connection with the convention gave this city an unprecedented roller show. While no records were broken, crowns changed heads and the meet was replete with thrills and spills. Over 300 contestants qualified for the 40-event card and represented 47 States.

Junior dance title was won by Bob Guthy and Eleanor Nash, Wal-Cliffe Skating Club, Elmont, L. I., N. Y.; William Kirby, Betty Sweeney, Jack Dalton Figure Club, Chester, Pa., second; Bob Bartlett, June Nader, Columbus (O.) Roller Club, third. Junior pair skating: Gene Woodson, Donna Jean Pospisil, Cleveland Roller Club, retaining their title; Curtis Kanitz, Rose Bova, White Plains (N. Y.) Figure Skating Club, second; Bill Van Wagner, Pat Carroll, Queens Figure Skating Club, New York, third.

Representing Coliseum Roller Skating Club, Washington, D. C., Clayton Doing won novice men's free skating title; Ernest Whettler, Detroit Figure Skating Club, second; Russ Kennedy, Lytle Dance and Figure Club, Redondo, Wash., third. Kathryn Adams, Skating Club of Dayton, O., won in novice ladies' free skating; Carol Bodden, Empire Figure Club, New York, second; Frances Klein-hass, Skating Club of Dayton, third. Gene Woodson, Cleveland Roller Club, won in junior boys' free skating; Curtis Kanitz, White Plains Club, second; Bob Shewell, Berthana, Jr. Figure Club, Ogden, Utah, third. Alden Sibley, Louise Moore, Detroit Club, won in novice pair skating; Jack Leifert, Betty Yarrington, Dayton, O., second; Eugene Borges, Geraldine Gordon, Queens Figure Club, third.

Second Title Is Won

Novice skate dance finals were taken by Louise Weaver, Tom Brandt, of Dayton Club; Jim Cosligan, Ruth Crouse, Les Roulettes Club, Philadelphia, second; Ed Spry, Phyllis Troop, Fred H. Freeman Club, Boston, third. Donna Jean Pospisil, Cleveland Club, won in junior girls' free skating, her second title; Margaret Williams, Detroit Club, second; Donna Lee Peters, Coliseum Club, Dayton, third. Irene and Jack Boyer, Columbus Club, won senior dance title; Ken Chase, Norma Jean Wescher, Dayton Club, second; George and Jeane Schneider, Wal-Cliffe Club, third.

Melva Block, Detroit Club, retained her senior ladies' free skating title by a narrow margin over Ann Manion, Detroit Club; Betty Jane Yarrington, Dayton Club, third.

Kenneth Chase Jr., Dayton Club, is new senior men's free skating champ. This was his second year in senior competition and he dethroned Robert Ryan, Dayton Club. Bruce Towle, Detroit Club, was third. Senior pair skating finals' crown went to Ray Lentz, Doris Gebreth, Empire Club, New York; Bruce Towle, Ann Manion, Detroit Club, second; William Best, Melva Block, Detroit Club, third. For the first time a senior fours skating title was awarded. Representing Detroit Club, title was taken by Dorothy Law, Louise Moore, William Martin, Alden Sibley. This contest proved popular and it is certain more fours will be entered next year.

Amateurs Among Judges

For figure and dance competitions Fred Bergin, Bal-a-Roue Rink, Medford, Mass., was chief clerk, with RSROA members as scorers, corner judges, timers, referees, chief timers, lap announcers, place judges, assistant clerks and starters. Judges, for the first time including a large representation of amateurs, included:

Edna Mae Altenbaugh, Lexington Club, Pittsburgh; Burnedette Archega, Blue and White Club, Astoria, L. I.; Ethel Arway, Frank Bartick Jr., Victor J. Brown Club, Newark, N. J.; Eldora Andrews Best, William B. Best, Detroit Club; Theresa Weld Blanchard, Skating Club of Boston; Jack Boyer, Columbus Club; Haldo Burns, Lytle Club, Redondo, Wash.; Edwin Campbell, Brown Club; Kenneth Chase, Dayton Club; Edna Haber Davis, Capitol Club, Washington, D. C.; Vivienne Davis, Lytle Club; Archie Ewers, Detroit Club; Elizabeth Empy, Berthana Club, Ogden, Utah; Estelle Fraser, Fred H. Freeman Club, Boston; L. W. Going, Portland (Ore.) Club; Wil-

liam Grinditch Jr., Philadelphia Skating and Humane Society; John Harrington, Freeman Club; William O. Hickok IV, Hershey (Pa.) Club; Edward Hughes, Brown Club; Charles Kennedy, Freeman Club; Russell Kennedy, Lytle Club; Ray Lentz, Empire Club; William Lennox, Les Roulettes Club, Philadelphia; Ann Manion, Detroit Club; Phyllis McQuin, Freeman Club; Evelyn Page, Rollerland Club, Oakland, Calif.; Charles Peppers, St. Lidwina Club, Oakland; John Pendergast, Detroit Club; Robert Ryan, Dayton Club; Jeane Schneider, Wal-Cliffe Club; Mrs. H. G. Salsinger, Olympia Club, Detroit; Shirley Snyder, Dayton Club; Edward Spry, Freeman Club; Bruce Towle, Detroit Club; Phyllis Troop, Freeman Club; Arthur Vaughn Jr., Philadelphia Skating and Humane Society; Ralph Viafora, Freeman Club; Thomas M. Vinson, Boston Club; Anstess H. Weir, Detroit Club; Marion Weissmuller, Fancy Skating Club of Chicago; Norma Jean Wescher, Dayton Club; Edith Whetstone, Philadelphia Skating and Humane Society; Betty Jane Yarrington, Dayton Club; Elizabeth Baub, Hershey Club; Edward Benninati, Blue and White Club, Astoria, L. I.; Mrs. W. G. Knopsider, Mrs. A. E. Ewers, Detroit Club; Irene Boyer, Columbus Club.

Speed Competition Keen

For speed skating Otto Albrecht, Cleveland, past secretary of Amateur Skating Union and president of Ohio Skating Association, was chief clerk; George Hietzler, assistant assignment commissioner of Cleveland and RSROA official, referee; Pay Hodus, assistant prosecutor of Cleveland and a past president of Amateur Skating Union, starter. Speed judges included Lawrence Hujo, Fourth Avenue Rink, Louisville; Hugh Shively, Arena Club, Detroit; Thomas Gilmore, unattached, Lima, O.; John Dini, 50,000-meter walking champion, A. A. U., and nominee for Pan-American athletic team, Pittsburgh. Lieut. Jim Lidstone, British Royal Navy, a British roller champion, was honorary judge for school figures Saturday night.

Bill Hay, Madison Gardens, Chicago, 1941 national speed champ, failed to qualify for the 440-yard final, title going to Frank Wander, Arena Rink, St. Louis, in 45.7 seconds. Hay lost his half-mile title to Harold Wyant, Hag's Rink, Dayton, in 1:31.2, and his mile title to Anthony Merrill, Arena Rink, St. Louis, in 3:01.5. Merrill also took senior men's two-mile in 6:03.3. Harry Lindberg, Arena, Detroit, a victim of bad breaks, came thru to take senior men's five-mile in 15:35.1. Betty Jane Ross, Madison Gardens, Detroit, grabbed off two of the three titles in senior ladies' competition, one-mile title in 3:18 and half in 1:35.6. Senior ladies' 440-yard went to Dorothy V. Law, Rollerade, Cleveland, in 48.8 seconds.

J. T. Gahn, Doling Park Rink, Springfield, Mo., took the intermediate boys' one-mile title in 3:05.3. Half mile went to William Schieman, Triangle Park Rink, Dayton, in 1:33.4, and 440 yards to Bill Duncan, Fourth Avenue Rink, Louisville, Ky., in 46.6 seconds. Jeannette Killoren, Lorelei Rink, St. Louis, copped all honors in intermediate girls' speed class, half-mile title in 1:34.5; 440 yards in 47.5 and 220 yards in 55.2 seconds. Bobby Joe Best, Doling Park Rink, annexed two in junior boys' speed class, half mile in 1:33.3 and 440 yards in 47 seconds. The 220 yards went to Vernon Von Zandt, Hag's Rink, in 23.5 seconds. Dorothy Mae Law, Detroit Club, ran off with honors in junior girls' speed class, getting the one-third mile in 1:06.6 and the 220 yards in 55.3 seconds.

James Godfrey, Arcadia Rink, Detroit, registered firsts in juvenile boys' class A competition, doing one-third mile in 1:01.1 and one-twelfth mile in 16.6 seconds. From the same rink Dale Godfrey took titles in juvenile boys' Class B finals, one-sixth mile in 33.5 seconds and one-twelfth mile in 17.8 seconds. In juvenile girls' Class A the 440-yard went to Lorraine Bradshaw, Rollerade, Cleveland, in 53.1, and one-twelfth mile to Dolores Molla, Arena, Detroit, in 18.7. Juvenile girls' Class B finals were won by Joan Reehl, Skateland, Dayton, doing one-sixth mile in 36.6 and the one-twelfth mile in 19.1.

Anthony Merrill Arena, St. Louis, won the all-round national senior men's speed championship with a total of 60 points, and succeeds Bill Hay, Madison Gardens, Chicago, to the crown. Dorothy V. Law, Rollerade, Cleveland, and Betty Jane Ross, Madison Gardens, were tied for the same title with 60 points each in senior ladies' class. Bill Schleman, Triangle Park Rink, Dayton, won the all-round intermediate boys' title with 60 points, with Jeannette Killoren, Lorelei Rink, St. Louis, copping the title with 90 points in intermediate girls' competition. Bobby Joe Best, Doling

WPB Amusement Chief

CHRISTOPHER J. DUNPHY, New York, has been made chief of the Amusement Services Section of the War Production Board in Washington. Story on Page 3 of this issue.

Park Rink, Springfield, Mo., won the junior boys' all-round title with 70 points, and Dorothy Mae Law, Detroit Club, the same crown for junior girls with 60 points. James Godfrey, Arcadia, Detroit, with 60 points, won the all-round speed championship in juvenile boys' Class A, with Dale Godfrey, same rink, winning Class B with 60 points. Lillian Bradshaw, Rollerade, Cleveland, got the crown for all-round speed skating among juvenile girls' Class A with 50 points, and Class B crown went to Joanne Reehl, Skateland, Dayton, with 60 points.

OPS RE-ELECT

(Continued from opposite page)

Edna Umbach, Bal-a-Roue Rink, Medford, Mass.; Edna Altenbaugh, Lexington Rink, Pittsburgh.

Amateur affairs, W. P. (Pat) Hodous, Cleveland, honorary RSROA member, chairman; William Lennox, Chez-Vous; E. F. Schleicher, Sefferino's Roller-drome, Cincinnati; Edna Haber Davis, Capitol Roller Club, Washington, D. C.; Grace Belscke, Arcadia Gardens Rink, Chicago. Amateur appeals, H. G. Diefendorf, Arena, Detroit, chairman; Dr. H. A. Whytock, Woolley's Rink, Salt Lake City; John J. Campbell, New Dreamland Arena, Newark, N. J. Dance, Perry B. Lawson, chairman; George E. Anagnost, Skateland Rink, Columbus, O.; Betty Lytle, New Dreamland Arena, Newark, N. J.; Melvin Umbach, Winter Garden Rollerway, Boston; Evelyn Page, Rollerland Club, Oakland, Calif. Figures, Eldora Andrews Best, Detroit Figure Skating Club, chairman; Mrs. Gladys Salsinger, Detroit Club; Arthur R. Eglinton, Steinway Rink, Long Island City, N. Y.; William Opatruy, Empire Roller-drome, Brooklyn; Fred Wickman, Hollywood Rink, Chicago. Speed, Cap V. Sefferino, Sefferino's Roller-drome, Cincinnati, chairman; Otto J. Albrecht, Victor J. Brown and Jack D. Dalton.

Attendance Is Biggest

With membership of about 150, attendance totaled about 90 members, more than any previous convention. Members and wives registering included George E. Anagnost, Skateland, Columbus, O.; Mr. and Mrs. Otto J. Albrecht (honorary), president of Ohio Skating Association, Cleveland; Mr. and Mrs. Victor J. Brown, New Dreamland Arena, Newark, and Hy-Way Arena, Union City, N. J.; Mr. and Mrs. Fred J. Bergin, Bal-a-Roue, Medford, Mass.; Joseph L. Bell, Bell's Rink, Fort Wayne, Ind.; William T. Brown, Southgate Roller-drome, Seattle; Mr. and Mrs. Robert T. Bollinger, Oaks Amusement Park Rink, Portland, Ore.; Mr. and Mrs. E. K. Bartlett, Skateland, Aurora, Ill.; W. J. Betts, Redondo (Wash.) Beach Rink; Ronald B. Balcom, president of Cavalier Arena, Richmond, Va.; Raoul E. Bernier, Portsmouth (R. I.) Rink; Herbert A. Briggs Sr., Riverside Rollaway, Agawam, Mass.

Mr. and Mrs. William H. Carpenter, Memorial Hall Rink, Dover, O.; Lake Winola (Pa.) Rink; Armory Rink, Tunkannock, Pa., and Town Hall Rink, Scranton, Pa.; H. W. Corse, Coliseum Rink, Dayton, O.; Mr. and Mrs. James J. Cicero and Rupert H. Cicero, Fair Grounds Rink, Ebsenburg, Pa.; Mr. and Mrs. Malcolm Carey, Jesse Carey, Malcolm Carey Jr., Circus Garden and German Rinks, Philadelphia; Blanche M. Carson, Armory, Milton, Pa.; Robert J. Campbell, Clifton Roller-drome, Lakewood, O.; Mr. and Mrs. Walter H. Delscamp, Skateland, Dayton, O.; Harry L. Denis, Coliseum Rink, Mansfield, O.; Jack Dalton, Great Leopard Rink, Chester, Pa., and Olympia Rink, Lancaster, Pa.; Jack M. Dalton, Rollerade, Cleveland; Mr. and Mrs. Leo Doyle, Rialto, Springfield, Mass.; Skaterina, Worcester, Mass., and Crystal Palace, Pittsfield, Mass. Mr. and Mrs. E. R. Eyer, Eyer's Rink, Anderson, Ind.; William J. Egan (honorary), Newark, N. J.; Arthur R. Eglinton, Steinway Rink, Long Island City; Mr. and Mrs. S. G. Loeffler, Coliseum, Washington, D. C.; Mr. and Mrs. Fred H. Freeman, Winter Garden Rollerway, Boston; Chez Vous Rollerway, Dorchester, Mass.; Bal-a-Roue, Medford, Mass., and Nantasket Rollerway, Paragon Park, Nantasket Beach, Mass.; Archie H. Feeser, Cadiz (O.) Rink; Anthony Fiducia, Skateland, and Columbus Circle Rink, New York.

Andrew O. and Al Fisher, Skateland, Johnstown, Pa.; Mr. and Mrs. Joachim

and Mary Foster, Mill Bridge Rink, Lyons, Ill.; Orville W. Godfrey, Arcadia, Madison Gardens and Edgewater Rink, Detroit; Mr. and Mrs. George C. Gelinos, Del-Wood Rink, Glassboro, N. J.; W. E. Genuo, Recreation Park Rink, Fulton, N. Y.; Charles Horvath, Skateland, Inc., Cleveland, and Rollerland, Columbus, O.; W. P. (Pat) Hodous (honorary), past president of Amateur Skating Union, Cleveland; Hyles Hagy, Hagy's Rink, Dayton, O.; Mr. and Mrs. M. H. Hinchcliffe, Mr. and Mrs. W. B. Hinchcliffe, New Wal-Cliffe Roller-drome, Elmont, L. I.; Mrs. Hazel Latourette, Imperial Rink, Portland, Ore.; Irving Jacobs, Mammoth Gardens Rink, Denver; Mr. and Mrs. A. O. Johnston, 12th Street Rink, Erie, Pa. Mr. and Mrs. Oscar M. Jellise, Fernwood Rink, Peoria, Ill.; Al W. Kish, Lima (O.) Rink; Mr. and Mrs. B. Joseph and Violet Kelly, Chez-Vous, Upper Darby, Pa.; Mr. and Mrs. Kenneth F. Kearney, Rollerland, Columbus, O.; Al Larsen, Southeast Rink, Salt Lake City; Sterling Caler, representing August F. Karst, Forest Park Rink, Hanover, Pa.; Mr. and Mrs. Edward H. La Venture, Whalom Rink, Fitchburg, Mass.

Exhibitors Have Booths

Frank J. Moser, New Planet Rink, Chicago; Cecil Milam, Wheeling (W. Va.) Rink and Washington (Pa.) Rink; Fred A. and Robert D. Martin, Arena Gardens, Detroit; Adam Metz Jr., Hillside Roller-drome, Richmond Hill, L. I.; Mr. and Mrs. Albert Minotti, Warren (O.) Rink; Mr. and Mrs. W. W. Morrison, Doling Park Rink, Springfield, Mo.; Mr. and Mrs. J. W. Norcross, Warnock Amusement Rink, Greeley, Colo., and Skateland Rink, Denver; Elmer M. Norman, Coliseum Rink, Baltimore; Benjamin Newman, Pax-a-Fun Rink, Buckingham, Pa. Perry B. Rawson (honorary), Asbury Park, N. J.; H. D. Ruhiman, Lexington Rink, Pittsburgh; Benjamin R. Richland, Irving S. Richland, Hartford (Conn.) Palace; E. V. Regalia, Florham Park (N. J.) Arena; William Schreyer, Mr. and Mrs. Richard B. Young, Westmont Grove Rink, Johnstown, Pa.; Mr. and Mrs. Joseph Seifert, Bay Ridge Rink, Brooklyn; Mr. and Mrs. John T. Swanson, Empire Roller-drome, Brooklyn; Ken D. Strayer Sr. and Jr., Johnstown (Pa.) Rink; Jack Shuman, Shuman Amusement Company, Sandusky, O.; Mr. and Mrs. Cap Sefferino, Sefferino's Roller-drome, Cincinnati; Mr. and Mrs. Edward Schrumm, Delaware Rink, New Castle, Del.

C. C. Sanders, Berthana Rink, Ogden, Utah; Mr. and Mrs. James Ferris, Fordham Palace, New York; Nathan Steinberg, Queens Rink, Elmhurst, L. I.; Al Stevens, Coliseum, Lorain, O.; William McMillan, representing G. L. Small, Rollerland, Oakland, Calif.; Mr. and Mrs. M. A. Wetrib, White Plains (N. Y.) Roller-drome; Mr. and Mrs. Louis M. Berliner, Paterson (N. J.) Recreation Center; Walter J. Wolf, Ringing Rocks Park Rink, Potstow, Pa.; Gordon R. Woolley, Woolley's Rink, Salt Lake City; Jack Wythe, Alhambra Rink, Syracuse; Robert R. Beard, N. A. Yingst, Chilhowee Park Rink, Knoxville; Ernest E. Young, Riverside Rink, Natick, R. I.; Thomas S. Boydston, Lincoln (Neb.) Rink.

Also declared satisfactory were the number of convention exhibits. Booths were set up for 12 exhibitors, including Chicago Roller Skate Company; Glash Shoe Company, Fitchburg, Mass.; Weyhing Bros.' Manufacturing Company, Detroit; Fred R. Kalck, Philadelphia; Brooks Shoe Manufacturing Company, Philadelphia; Skating Review, Chicago; Roll-a-Way Skate Company and Roller Derby Skate Company, Cleveland; E. P. M. Division, Hyde Athletic Shoe Company, Cambridge, Mass.; Richardson Ball Bearing Skate Company, Chicago; Skatin' Toons, organ records, Malvern, L. I.; Skating Magazine, Chicago; Athco Shoes of Athletic Shoe Sales Company, Chicago, and Globe-Union Skate Company, Milwaukee.

REVERE BEACH

(Continued from page 43)

operators and attractionists asking about available space in amusement area. . . . It can be said there is a waiting list on all frontage in the beach business area, has been for years. . . . Most owners install their own attractions, there is very little space ever rented out. . . . John McCarthy, Providence, opens a corner refreshment and food stand at Bath Street Court and Ocean Avenue.

MILWAUKEE.—County park commission has approved a snake exhibit for the Washington Park Zoo at the request of Zoo Director Henry M. Kennon. Kennon said he would catch the snakes himself.

Claude Ellis's

The Editor's Desk

CINCINNATI

THERE will be some coming along to take their places. At least, that has always been a rule of life. But recent deaths in outdoor show biz cast the mind into retrospect. During the past half century and more, death has come to the leaders of their times, as it must to all men. But since the passing of the Ringlings, Clarence Wortham, Johnny J. Jones, Con T. Kennedy and others it seems that the procession to Valhalla has been especially continuous and cruel in its inroads of figures who gave great color and capability to the trade of fun catering. We fear that the likes of some of them will never be seen again. To mention only a few, we are wondering how soon or when there will be even near counterparts of Dudley S. Humphrey, Harry Baker, Chick Starkweather, Pawnee Bill, Jess Adkins, Clyde Ingalls, Bennie Krause, Jack Lyles, C. W. Cracraft, Lincoln G. Dickey, John Alexander Pollitt, Almon B. Shaffer, Orville Hennies, Walter White, W. H. (Bill) Rice, Clifton Kelley, Fred Beckmann, John Ward, W. C. Kaus, Felix Bley, Arch Clair and Rubin Gruberg.

AMAZING is the optimism of some managers who, after having advertised more than 30 years for certain help (must be sober), continue to do so.

SOME showmen are not happy unless they have something over which to cry. They are potential mourners who unburden their hearts in the ears of locals. These mourners must seek outside listeners because those with whom they are associated have already put them on their walkaway list. Regardless of how trivial a matter may be, the crying ambassadors soon build big tops out of concession tents. Whatever a showman's troubles may be, the native often eagerly lends an ear on the chance of hearing some choice scandal or gossip that can be broadcast over the town. Whether or not the local listener understands the town crier's petty grievances doesn't matter. It's a cluck that he doesn't because he doesn't understand show business. But a showman's lament is something that the native can gloat over and revamp to his own satisfaction. What cares the native whether or not a member of the troupe was fined \$5 by the office for missing shows? He doesn't even know the party to whom the weeper is referring. Yet it makes a swell peon's life story to retell in barber shops. Most weepers keep up with the trend of the times and blame everything on existing world conditions, on local and national politics and on sanctimonious citizens who, they declare, no doubt are covering themselves by picking on the showman. This year the Weeping Willie will use the war as a reason for his bad luck or imaginary grievances. He will compare his priorities, curbs and rationing as being unfair against the amount allotted other industries. He will blame the war for labor shortages and bad moves. He will even weep about local fifth columnists trying to close down on what has been considered legitimate show business. He will rant, weep and rave over churches, lodges and schools promoting like entertainment under the guise of war relief while he pays high taxes and is forced to hold what he gets. The word war will be used so often that local listeners will imagine the entire profession is made up of anti-Americans whose only aim is to spread discontent. His wartime moans will be considered rich propaganda for scandal seekers to spread. When rehearsed at civic club meetings it will be put down in the minutes as wonderful anti-traveling show propaganda. Wallers and gnashers of teeth should be left at the weeping post this season.

ENTERTAINING a visiting fair manager or committeeman in the best show on the lot is being like the farmer who packs the big apples on top of the barrel.

FROM the Road: While weeks ahead laying out a route for Mills Bros. Circus, General Agent James Dewey reports that he "invariably met most cordial and favorable reception. Organizations and various officials that I contacted, as well

as members of the press, seemed to want the circus to come in and with that general mood prevailing it augurs well for the season." . . . "This season up to now is an enigma to me," Page Special Agent R. E. Savage, J. J. Page Shows. "As you mentioned recently in the column, a lot of mistakes will be made. Some folks in the business will make errors that will leave an indelible impression. It is a sure pop that the folks are going to have to do without many frills. This war does not appear to mean so much to some people but to me it is a terrible thing. Probably one of its results will be to turn us all back 20 years, even back to hayracks for loading." . . . If he had had more time to devote to furthering his plan for fairs to give War Savings Stamps as partial premiums, George B. Flint, Boyle Woolfolk Agency, "probably could have made it more widespread. As it is numerous fairs, notably in Wisconsin and Louisiana, are impressed by the idea. "The Treasury and Agriculture departments in Washington have had considerable correspondence with me," he writes, "and have tried to get me to devote my time to the project, which is impossible just now. So you see my idea has been pushed along by higher-ups and I am sure this would not have happened had it not been for the initial publicity given by you in a January issue."

NO, Hezekiah, the rubber ban probably won't bring back pig-bladder balloons to pumpkin fairs.

HOME! SWEET HOME! is a homicidal song in show circles. If you don't believe it, try singing it. To collect double indemnity on your polley whistle it in a dressing room. According to the old guard, the song is a jinx and thousands of mishaps have been laid at its door. A calliope player once hit it up in parade and the next day a departing trainhand left with his shoes. The reason that it is played on closing night is that nobody cares because they are all leaving. The guy who hasn't a home yelps when he hears it because he thinks the singer, who has one, is rubbing it in. When some managers buy a home they insist on their press agents singing it to the world, with the word "singing" added to it. Some say that it makes the First-of-May homesick but that he left a good one and probably couldn't get back if he wanted to. Suitcase managers have their bands play it at the opening because they know the band won't be there at the closing. "Be it ever so humble," lay off of it!

SOME press agents are as accurate as the guy who measured those advertised mile-long midways.

Nat Green's

The Crossroads

CHICAGO

FOLLOWING the lead of most of the indoor circuses of the current season, the Olympia Circus at the Chi Stadium is setting a surprisingly good attendance record. Whether it is a natural resurgence due to money being plentiful or the result of generous use of the radio combined with a bang-up show, the fact remains that a new circus attendance record for the Stadium is being set. Sam J. Levy and William Burke are to be congratulated on assembling a program that could not fail to click, and Jack Burnett deserves praise for his thoro publicity job.

NOTES on the Olymp'a Circus: A remarkable act is the Atenos. Not merely because of its thrills, but because the two Atenos have reached ages when most performers are on the retired list. The "younger" of the duo is '76 and the elder '80. . . . Altho suffering from an injured leg which necessitates walking on crutches, "Flash" Conrad (Prince Rupert) is going right along doing his spectacular high dive into a net. . . . The

Leonard Traube's

Out in the Open

NEW YORK

The Whirl of Today

"Watch for a big 'break' soon from Washington which will affect the open-air industry in its entirety. The War Production Board is working on it now. And it figures to be good news, in case the worriers are worried."—From *Out in the Open* of April 11.

IT'S good news because the appointment of Christopher Dunphy as chief of the Amusement Section of the War Production Board is the only one of its kind in the history of show business, indoor or outdoor. The selection was made last week (22) in Washington and the bossman starts on the job Monday (27). No matter what has happened or will continue to happen in this gargantuan war effort, it must be apparent to everyone that the government has shown the initiative in becoming conscious of every single phase of the entertainment industry, because Chief Dunphy is in charge of all types of amusement operations, including even sports, bowling alleys, billiard emporiums, dog and horse tracks, etc.

Dunphy, former motion picture executive, has asked your reporter to emphasize the fact that he will soon name a co-ordinator in his department to be put in charge of outdoor amusements. If that doesn't prove how open-minded he is, nothing will. We wish Mr. Dunphy lots of old-fashioned good luck. He's in a tough job and will have to make decisions at times that may prove a hardship to some operations. But that cannot be helped. There is a war to be won.

RUBIN GRUBERG, who was buried in Showmen's Rest, Chicago, last week, was one of the most appealing characters in the carnival business, and even those who never pulled with him were bound to be charmed in his presence, for he was a laugh-producer and a great fellow to have around. Let's not forget that he started from scratch almost below bottom and reached the top. It was a tough grind, but he made it.

The way we heard the story, Rubín married a merchant's daughter out of Montgomery, Ala., which became the home town, and broke into the business after playing poker with some of the carnival fraternity, including the late Clifton Kelley. Rubín lost so much money (that he didn't have) to the boys that he figured that was the business to be in, and before long he was peddling whips and things and coining plenty.

He was in the Mayflower Hotel, Jacksonville, Fla., when the end came. Down in the lobby were Archie and Milton Paer and Murray Polans, of midways. "Let's have dinner together, boys, after

I shave up in the room—and don't run out on me," Rubín is quoted as having said. And the way the Paer brothers told it to this pillar, "Poor Rubín ran out on us."

TEN tons of gold bars valued at \$10,000,000 were recovered from the wreck of the liner Niagara, sunk while en route from Auckland, New Zealand, to Vancouver, B. C., after striking a German mine on June 19, 1940. That's a lot more money than we ever hope to see in a few lifetimes, but that's not the point of this little story. This is the point: On September 5, 1940, we received a letter from Austin King, mailed from Corte Madera, Calif., and it said: "I hope you received some circus programs and newspaper clippings I mailed you in May. If not, they went down on the Niagara, which was mined near Auckland en route to Vancouver." The letter was quoted in a column of that period, but it wasn't until last week's news dispatches appeared that we learned our circus program got mixed up with a mere few bars of gold. And it certainly was worth the time spent in digging up Austin King's letter.

DRIBBLES. . . Mark Polakewich, impresario of the Desert of Maine, was in town to land a camel and other priceless commodities. Another visitor was Dave Endy, of Endy Bros. Shows. He's concerned about the gasoline situation, as is everyone else. . . . Billy Pitzer has charge of the front of the Zorima show on the Royal American midway and Palmer Cote may join the outfit. . . . Shorty Sutton and Betty Lee, whip manipulators, opened on Cole Bros. Circus after a run over Loew's circuit. . . . Emmett Kelly, sad-faced jockey of the Ringling show, will appear at the monthly luncheon of Circus Saints and Sinners, Astor Hotel, April 29. More than 1,000 reservations have been made and the total at door time will probably reach 1,300. Governor Bob Hurley of Connecticut is the man they will take over the hot burning coals. . . . We didn't know until the other day (so uneducated are we) that one of the girls in the Peerless Potters act is actually called Aerial Potter. . . . Patty Conklin phoned from Canada that Toronto Fair is definitely off, probably for the duration. But Patty is going ahead as if nothing happened. . . . The Ringling take in New York will go well over the \$1,000,000 mark for 32 days at \$4.40 top and \$1.10 bottom, with full price for children on week-ends, half price on the other five days. Maybe there's no money around, but the Garden gross sure smells as if there is—or don't youse rich guys think a million smackers is high-class scratch?

Medal Shows to work snakes in the side show.

OFF for Sedalia, Mo., early in the week, Hogan (MCA) Hancock planned to fly to New York, where his colleague, Pat Purcell, has been headquartering for a week or more. . . . At this time Aurora appears to be pretty definitely set for the 1942 Illinois State Fair. Somebody suggested holding the fair in Chicago, with amusements on the lake front, exhibits in an amphitheater and racing at Washington Park. Wonder who thought up that one! . . . The Great Knoll, who played the Hindoo Koosh Grotto Circus in Hamilton, Ont., reports he and the Cressonians had a pleasant visit there with Mark Wilder, a general agent of the old Mugivan-Bowers-Ballard days, and with Mr. and Mrs. Litson, former showfolk.

OUR recent notes on Peru winter quarters brought letters from a number of circus lovers. W. F. Duggan, Mount Dora, Fla., wrote: "I found your mention of an old Mills Dewey coin machine in the barns at Peru, Ind. I have spent a few years under the white tops and believe that I have deposited a few coins in that machine. I am now settled down in Florida and have a circus room in the basement of my home and I

(See THE CROSSROADS on page 58)

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Thursday for Following Week's Issue

NOTICE

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ATTENTION, CALENDAR MEN! — MAKE BIG money daily with Esquire's famous 1943 Varga Girl Calendar now. Can be specially imprinted with your customer's advertisement...

SALESMEN—SELL NOVELTY NECKLACE LINE to department stores, gift shops, chains. Good commission. MISSION, 2328 W. Pico, Los Angeles, Calif. my30x

SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily; 1,000 fast selling repeat items. Every business uses and must buy. No investment. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 55, Chicago. x

SEND FOR DETAILS TODAY ON PEARL Harbor Cluster Match Holder. New, Patriotic Novelty containing 240 matches. Will sell for 10c. Large profit for specialty salesmen. ERMET PRODUCTS COMPANY, Indianapolis, Ind.

FORMULAS & PLANS

HOT SALE HAMBURGERS — ZESTO Hamburger Spread. Millions clamoring. Jamming eating joints everywhere. Delicious, different. Both formulas, \$1.00. F. J. LAPLANT, Menominee, Mich.

INSTRUCTIONS BOOKS & CARTOONS

BOOKS AT 2 1/2c UP FOR CRIME, NARCOTIC, Health, Fun, Astrology, Magic, Minstrel, Boxing, Wrestling, Jiu Jitsu, Recitation, Snake and other shows. Write your requirements; 30 different samples, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 S. State St., Chicago, Ill.

JUST OUT! — 20 PATRIOTIC CHALK STUNTS. \$1.00. Sensational, terrific. Catalog of Chalk Talk Supplies, 10c. BALDA ART SERVICE, Oshkosh, Wis. my9x

BUSINESS OPPORTUNITIES

COLISEUM ROLLER RINK AND EQUIPMENT— Great sacrifice. Well located, Canton, O. 13,600 sq. ft. Floor Space, 200,000 to draw from; 38,000 on payroll in 68 of our major plants. \$5,000; \$200 per month. Particulars. T. S. CULP, 3309 6th St., S. W.

ESTABLISH OWN ORGANIZING SECRETARY Business — Organizing, Promoting, Representing by Experts. Both sex. Immediate paying assignments. JEFFREY HEIM, 9574 Maie Ave., Los Angeles.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 31 for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

FOR SALE — SUMMER RESORT AT Canadota Lake. Cement and Steel Bath House, Hotel and Restaurant. Proceeds last year, twenty thousand dollars. Can be doubled. E. P. LEE, Marcesan Beach Park, R. D. 4, Union City, Pa. my9x

FOR SALE OR RENT — PICNIC GROVE WITH Bathing Beach, Dance Floor and Eating Stand. P. O. BOX 235, Burlington, N. I.

SEND 10c STAMPS FOR ILLUSTRATED Catalog on "Hard-To-Find Merchandise." GOLD-SHIELD PRODUCTS, Dept. B, 350 Greenwich St., New York. my9x

PERSONALS

PHOTOSTAMPS REPRODUCED FROM YOUR favorite photo or snapshot. Glossy finish, gummed, perforated; 100 for \$1.00. Actual samples free. CAREY SALES, Box 46-C, Station S, Brooklyn, N. Y.

MISCELLANEOUS

FOR SALE — RUBBER BALLS, BATHING AND Beach Supplies, Straw Hats, U. S. Swimming Tubes, Concession Items. AUSLANDER, 6005 Fourth Ave., Brooklyn, N. Y.

PRINTING

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.

TWO COLOR FLASHY WINDOW CARDS, 14x22, \$3.00. Special prices on Heralds, Tickets, Route book free. HUBBARD SHOP-PRINT, Mountain Grove, Mo. my9

WILL YOU RISK ONLY \$1.00 FOR 125 FLASHY 2-Color Bond Letterheads? Five lines copy. Samples free. RIGGS PRESS, Vevay, Ind.

WINDOW CARDS — 14x22. ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

1,000 6x9 DODGERS, \$1.75; 100 ENVELOPES, 75c. Cash with order. Prompt delivery. THE REVIEW, Westfield, Ill.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

ABOUT 100 WURLITZER 412 CABINETS with Coin Chutes, 50 used and new Triway Ultratone Speakers. No reasonable offer refused for any part of it. FORMAN MUSIC, Main St., Watertown, N. Y.

ALL MACHINES GONE OVER, WORKING, IN good shape. 10 lumbos, F.P., \$99.00 each; 10 123s, F.P., \$35.00 each. BURNETT SISK, Newport, Tenn.

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, MI. Pleasant, Newark, N. J. np-my9x

ATTENTION, ICE CREAM CUP VENDORS — Ten Automatic Revco Ice Cream Cup Vendors for sale at sacrifice price. BOX C-396, Billboard, Cincinnati.

BLUE FRONTS, FIVE CENTS, 360,000 TO 400,000, \$52.50; Escalator, F.O.K. and Sky-scrapers, \$32.50; One Ball Automatic, Proakness, 1-2-3, Big Race and Photo Finish, \$25.00 each; Chuckolette, Bang Tails and Tracktime, \$35.00 each; A.B.T. Model F Targets, cream color case, \$12.50. TODD NOVELTY CO., P. O. Box 1203, Pueblo, Colo. x

CHICKEN SAMS — 4 USED, GOOD CONDITION, \$47.50 each, Write H. LEWIS HORTON, Plymouth, N. C.

CLOSEOUTS — 100 MILLS, JENNINGS, WAT-lings, Pace, Caille Jackpot Bells, \$19.50 each; lots ten. Sample, \$22.50. Double Jackpots, \$24.50. COLEMAN NOVELTY, Rockford, Ill.

COLUMBIA LATEST MODEL, \$65.00; MILLS Dewey, 25c play, refinished, excellent condition, \$89.50; Mills Dewey, 5c play, Marble-Glo finish, \$69.50; Caille Roulette, 25c play, new with stand, \$89.50. 1/3 deposit. SUN SALES, INC., 264 N. E. 79th St., Miami, Fla. x

FOR SALE — REFINISHED SLOTS: 17 BLUE Fronts, \$75.00; 15 Chiefs, \$49.50; 10 Rol-a-Tops, \$47.50; 4 Extraordinary, \$47.50; 2 Comets, 25c, \$47.50; 2 Coldens, \$40.00; 2 Silent Escalator, 3-5, \$40.00; 3 Duchess, \$15.00; 30 others at \$12.50. Plenty of Free Play Pin Balls. THE MUSIC MACHINE CO., Brunswick, Ga. my9x

MILLS BLUE FRONT, CHROME BELLS, BROWN Fronts, Jennings Silver Chief; Paces Races, Bakers Races, Mills One-Two-Three, both models. Write for list and prices. COLUMBUS COIN MACHINE COMPANY, 1257 W. Broad, Columbus, O. x

Q.T. ONE CENT AND TEN CENT GREEN Front, \$35.00; Rays Track, \$40.00; Imps, \$6.50. O'BRIEN, 89 Thames St., Newport, R. I.

ROCK-OLA WALL AND BAR BOXES, \$19.95 each; Keeney Wall Boxes, \$14.95 each; Wurlitzer 24 with Keeney Adapter in steel cabinet, \$199.50; Wurlitzer Twin Twelve with Keeney Adapter in steel cabinet, \$179.50. CENTRAL DISTRIBUTING CO., 916 Scioto, Indianapolis, Ind. my16x

SACRIFICE — TWO A.M.F. SINGING TOWERS, excellent condition. Write for price. BOX 339, care Billboard, 1564 Broadway, New York.

"SPECIAL" — 50 1c 5-COLUMN VARIETY Shops, Stands, \$17.50 each; 10 5c DuGrenier Candy Mans with Stands, \$37.50; 10 1c Play-ball-Poker Counter Games, \$9.95. Wanted: Vest Pockets, Totalizers, Counter Games. CAMEO VENDING SERVICE, 432 W. 42d, New York.

TWO BUCKLEY TRACK ODDS, ROUNDHEAD, \$109.50 each; Sky Fighters, \$149.50; two Target Machines, \$12.50. MORRIS MUSIC HOUSE, 168 S. Rampart St., New Orleans, La.

USED WURLITZER AUTOMATIC PHONO-graphs, Model 616, walnut cabinet, \$55.00; Model 616, Marble Glow cabinet, illuminated grill, side panels and dome, \$85.00; Model 400, \$45.00; Model 600, \$185.00. All prices F. O. B. Columbus, O. 1/3 deposit with order, balance C. O. D. COLUMBUS COIN MACHINE COMPANY, 1257 W. Broad, Columbus, O.

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

WANTED TO BUY! — LATE MODEL PHONO-graphs. Send your list today. Highest prices paid. BADGER SALES COMPANY, 1612 W. Pico, Los Angeles. my23x

WANTED — CHICKEN SAMS, JAIL BIRDS, Shoot-Chute, other Arcade Equipment. State lowest price. For Sale: Flickers, Broadcasts, Line Up, Home Run, \$22.00. 1/3 deposit. ACME AMUSEMENT CO., 3114 Boardwalk, Wildwood, N. J.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. 1fn

10 SHIPMAN POSTAGE STAMP VENDING MA-chines, 1941 model, like new, \$15.00 each. BOX 340, care Billboard, 1564 Broadway, New York.

22 VIBRO-MACHINES (FOOT MASSAGE), 1c. Big hit at World's Fair. Single. DAVIDSON TRADING, 300 Fourth Ave., New York.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettle, \$14.50; Cretors All Electric Bungalow, \$250.00. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, \$15.00; Eight-Quart, \$7.50; Portable Gasoline Pop-pers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianola, Iowa. my30x

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 31 for advertising of 8-16-35MM. Films, Equip-ment and Supplies. my30

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine, LONG EAKINS, 1976 High St., Springfield, O. my9x

TWO PUBLIC ADDRESS SYSTEMS — ONE Operadio, used two summers. This equip-ment retailed \$245.00; sacrifice \$80.00. Ramsey, \$25.00. Write, 226 "A" Ave., N. W., Cedar Rapids, Iowa.

175 STEEL FOLDING CHAIRS — USED BUT good, 75c each. O. C. EVANS, Mt. Sterling, Ky. x

FOR SALE—SECOND-HAND SHOW PROPERTY

COMPLETE TENT SHOW CHEAP — TRUCKS, Seats, Tent, Ready to go. Stored in Vir-ginia. Write TENT SHOW, Box 197, Greens-boro, Pa.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 31 for advertising of 8-16-35MM. Films, Equip-ment and Supplies. my30

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. my9x

FOR SALE — 35MM. SOUND FILMS; WEST-erns, Features, Actions and Shorts. Also Sound Projectors. Send stamp for complete list. Films bought, sold and exchanged. MOVIE, Box 249, Gainesville, Fla.

FOR SALE — CONDERMAN FERRIS WHEEL with Eli style Seats, in good condition; Parker Two Abreast Track Merry-Go-Round with Organ and Power Unit. Both for \$500.00 or will sell separate. L. R. McNEECE, Central Delivery, Sugar Creek, Mo.

FOR SALE — TILT-A-WHIRL, THREE YEARS old; Trucks, Semis, Tops, 20x40, 20x20, 14x20. BOX C-369, The Billboard, Cincinnati, Ohio.

FUN HOUSE EQUIPMENT — AIR BLOWER with 5 H.P. Electric Motor, Air Circulating Electric Fan, complete "Spill-the-Milk-Bottle" Game, attractive 35' Mural Backdrop, newly painted, made of double thick canvas. Scores of Plaster Pieces, plenty of assorted Stock. Sacrifice. THOMAS H. RYAN, Belvedere Beach, Keansburg, N. J.

LARGE ILLUSIONS — CREMATION, PRODUC-tion Cabinet, Oriental Trunk, Suitable big fairs. Write EUGENE LAURANT, 10322 S. Wood St., Chicago.

LOUD SPEAKER SYSTEM, 8 HOBBY HORSES and Carts for Kiddie Ride. Want Mug Joint or Camera. HERMAN WHITE, Edinburg, Tex.

NEW LAUGHING MIRRORS — GREATLY re-duced prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O. my9x

ONE 30'x70' SPECIAL BUILT KHAKI TENT, like new, with Stakes, Poles, Prosceniums. Seats for 250, 1 4KW Universal DC Power Plant, Trailer Booth, 10 35MM. Prints and Shorts. Various other Show Equipment. Write or see for some real bargains. SALINA THEA-TRE, Box 97, Salina, Okla.

PENNY ARCADE — COMPLETE TO EVERY de-tail. Wiring, Bulbs, Counter, very pretty Front, Jacks, etc. Lots of cards and stock, etc. 30x60 ft. Top in Blue, one year old, looks brand new. Most beautiful Arcade in country; 85 of the latest and best money getting machines, including 1940 Ford V8 Tractor, with 22 ft. enclosed factory Semi; good rubber, two new spares with tubes. Hurry. Booked with good show. Sacrifice for \$3,500 cash. JAMES YOUNG, R. 1, Ogilvie, Minn. x

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. my30x

CLOSEOUT — ONE NEW 1 1/2x2, ONE 3x4 AND one P. D. Q. Camera, equipped with F 4.5 Lens. CAMERA SHOP, Route 6, Box 103A, Salem, Ore.

DEAL WITH ORIGINATOR — FORMER CAR-nival Roadman. Leatherette Folders for 1 1/2x2. Price with free sample. G. GAMEISER, 146 Park Row, New York. my9

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. my30x

DIRECT POSITIVE SUPPLIES AND EQUIP-ment—Lowest wholesale prices. Complete line. Backgrounds, Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. my23x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 31 for advertising of 8-16-35MM. Films, Equip-ment and Supplies. my30

LAST CHANCE AT THESE LOW PRICES — Start a profitable lifetime business. Brand new, quick finish Double Photo Outfits com-plete, \$95.00. GLOSSICK MFG. CO., 300 Cass St., East Peoria, Ill.

NEW FOUR INCH F3.5 LENS IBSO SHUTTER; also used 2x3 Horizontal Camera to fit. FLOYD COOK, Randolph, Kan.

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue, F. BONOMO, 206 Melrose St., Brooklyn, N. Y. my9x

PHOTO MACHINES — MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan. my2x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. my23x

COSTUMES, UNIFORMS, WARDROBES

A BARCAIN — CLEARING COSTUMES, EVENING Gowns, Chorus Sets, etc. C. CONLEY, 310 W. 47th St., New York City.

CELLOPHANE HULAS, CAPES, CURTAINS, Minstrels, Red Band Coats, Caps, Orchestra Coats, Wigs, Clowns, Trunks, Majorettes, Shakos. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. my9

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. my23x

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), 8-1311 Walnut, Philadelphia, Pa. my9

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. my9x

SAMPLES 40 DIFFERENT LATEST TRICKS, Jokes and Novelties, \$1.00 postpaid. Wholesale catalog 10c. (Magic for Pitchmen). ARLANE, 4462 Germantown, Philadelphia.

ANIMALS, BIRDS, REPTILES

AGOUTIS, PACAS, KINKAJOUS, WILD BOARS, Coati-mundis, Monkeys, Lion Cubs, Snake Dens, Reptiles, Birds for show folks. SNAKE KING, Brownsville, Texas. my2x

ALLIGATORS, TURTLES, SNAKE DENS READY for shipment to shows. Write for special offer list. ROSS ALLEN, Ocala, Fla. my16

ANIMALS, BIRDS, REPTILES — ALWAYS IN stock. Write for our large free 24-page Catalog. 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

BEAUTIFUL DOVE — CLIMBS LADDER; BIRD and Ladder, \$5.00; four Dove Act with all Props, \$18.00. Good Magic accepted in trade. THOS. FINN, Hoosick Falls, N. Y.

CHINESE DRAGONS — REAL GIANTS FROM Nicaragua. Great flash. Leopard and Black Iguanas, Agoutis, Pacas, Coati-mundis, Badgers, Spider Monkeys, Rhesus Monkeys, Giant Lion Slaying Baboons. SNAKE KING, Brownsville, Tex. je13x

CINNAMON RINGTAIL MONKEYS, \$35.00; Giant Rhesus, \$35.00; Small Black Bears, \$50.00; healthy, broke to tricks, Collar Chain, broke; pair Giant Horned Owls, \$10.00. DETROIT PET SHOP, 3330 W. Lafayette, Detroit, Mich.

PLENTY HEALTHY SNAKES, ALL KINDS — Also Boas, Iguanas, Cila Monsters, Dragons, Armadillos, Horned Toads, Alligators, Racing Terrapins, Owls, Parakeets, Peafowl, Talking Parrots, Prairie Dogs, Porcupines, Agoutis, Pacas, Kinkajous, Coati-mundis, Monkeys, Lions, Ring-tail Cats, Squirrels, Dingos, Guinea Pigs, Rats, Mice, Pigeons, Bantams, White Doves, Rabbits. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. my16x

WANTED FOR RESALE — YOUNG PARROTS, Parakeets, Canaries, Guinea Pigs, Crows and what have you? DUBLIN PET SHOP, Bladenboro, N. C.

PARTNERS WANTED

NEW BALL GAME, NO SLOT. PROTECTED, Suitable Arcades, etc. No photos. Call or write for demonstration A.M. till 1 P.M. WALTER HANSELL, 326 E. 6th St., New York. Gramercy 7-9144.

SKATING PARTNER — GIRL FOR ADAGIO and Flying with roller act. Acrobatic or ballet training preferred. Good free style required. Will teach balance to right girl. Send picture, measurements and full information to BOX C-394, The Billboard, Cincinnati, O.

HELP WANTED

DANCE DRUMMER FOR SOLID DAY JOB — Play on side. State all, photo. Other side men, write. Strictly "Joes," lay off. L. L. ZIMMERMAN, Box 415, Wheelwright, Ky.

EXPERIENCED MUSICIANS WANTED IMMEDIATELY — Trumpet, Drums, Sax, others. Guaranteed minimum of \$35.00. Write complete details. HOWARD KRAEMER, General Delivery, Madison, Wis. Phone Gifford 2513.

FERRIS WHEEL, MERRY-GO-ROUND OPERATORS — Steady work all summer. GRIFFEN AMUSEMENT CO., Jacksonville Beach, Fla.

FIRST CLASS MEDICINE PERFORMERS FOR platform show in cities. Blackface to produce acts, bits, specialties. Piano Player. All must have good wardrobe. Strictly sober. Salary sure. Show opens May 11. State all first letter. H. DE GRACE, Princeton, Ind.

JUGGLER — MAN OR BOY. WORK IN Novelty act and do juggling. Single, steady. Wire, stating age. ROOM 315, Park Hotel, Houston, Tex.

WANT DANCE MUSICIANS FOR ROAD BAND — State draft rating. Doubles and Vocalists preferred. ORCHESTRA LEADER, Box 80, Grand Island, Neb.

WANTED IMMEDIATELY — PEOPLE ALL LINES doubling Parts and Specialties for radio show. Home each night. VAL'S RADIO PLAYERS, 414 Ogden, Menominee, Mich.

WANTED — HAMMOND ORGANIST. Non-union with skating rink experience. Address BOX C-397, care The Billboard, Cincinnati, O.

WANTED — EXPERIENCED TALKER FOR front of grind burlesque and vaudeville theatre. State experience, height and age. Good salary, long season. GEORGE YOUNG, 404 Ninth, Chester Bldg., Cleveland, O.

WANTED TO BUY

CASH FOR SPRINGS FOR TRAMPOLINE OR buy bed complete. State all. "GYMNASI," Gainesville, Ga.

GALLERY AMMUNITION — WILL PAY \$36.50 per case for Kantsplash, Spatterless, Spatter-proof; \$35.00 per case for regular 22s. Any quantity. MT. ROYAL NOVELTY, 306 E. Baltimore St., Baltimore, Md.

USED F. P. PIN BALLS — 5c AND 10c; VICTORY, Big Parade. No junk. Best price for cash. LINAM AMUSEMENT CO., Mt. Pleasant, Tenn.

WANTED TO BUY — THIRTY WIRE CABLE in any lengths over fifty feet, up to and including five hundred feet. Wire collect amount you have on hand and price. DONALD LEBERN, Columbus Amusement Co., 520 12th St., Columbus, Ga.

WANTED — ANY KIND USED 8x10 BANNERS. State description and price each. MONK RUSSELL, 455 E. Leafland, Decatur, Ill.

WE WILL BUY YOUR USED PHONOGRAPH Records — Advise quantity and lowest price. BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birmingham, Ala. tfnx

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

Orchestra Manager — Thoroughly experienced as manager, booker, front man, master-of-ceremonies. Financially responsible with top connections; will consider taking over organized dance band with a personnel of not less than ten. Draft exempt. Ambitious musician who desire reaching name band proportions. Will assume ownership, finance build-up and front the organization. Replies must contain detailed information on personnel, type of library, past experiences, photos, press notices and recent recording. Please be clear and concise and do not misrepresent. I haven't. Direct communications to Charles Kruger, Lock Box 33, Schoolcraft, Mich.

Roller Rink Manager and Floor Manager — Large or small rink. Thirteen years' experience. Have great program. Will go anywhere. Do not drink or smoke. Will give A-1 references. H. W. PIERCE, Box 249, North Little Rock, Ark.

AT LIBERTY BANDS AND ORCHESTRAS

ELEVEN PIECE COLLEGE Band desires a good Midwest summer location job. Plays good sweet and swing. Neat appearing, sober and reliable. All draft exempt. For further information write to KARL MILLER, 2338 E. Johnson St., Madison, Wis.

FAST ELEVEN PIECE COLORED ORCHESTRA — Available for one nighters in New York and nearby soon. For open dates write EDDIE ROBERTS, care Lido Ballroom, 146th St. near 7th Ave., New York.

SIX PIECE COLORED ORCHESTRA WANTS summer location. Modern style, showmanship and nice appearance. Write ORCHESTRA LEADER, 606 Franklin Ave., Brooklyn, N. Y.

Four Piece Hotel Orchestra — Concert and dance music. Hotel and dining room managers, write. Orchestra Leader, Box 1424, Alexandria, La.

AT LIBERTY CIRCUS AND CARNIVAL

DOUBLE SEX ANNEX ATTRACTION — Beautiful wardrobe, flash and blow-ups. Photos. Write, state full particulars. RAYE, Apt. 2, 1226 12th St., N. W., Washington, D. C.

RAY-RAMONA — HALF AND HALF FOR annex; first class. Write RICHARD BLAND, General Delivery, St. Louis, Mo.

Clown — White wardrobe and props. Out of the draft. A. J. DUFFY, 816 E. 6th St., Muscatine, Iowa.

Geo. Burkhardt — Comely Magician, Original King of Coins and Illusionist, presenting Levitation, Lady in the Bowl, Blade Box, Doll House, Crystal Ladder, Electric Act, Puppet Show and Mind Reading, with attractive young lady assistant. A laughing riot, everything I present. Have my own Cadillac transportation. Have elaborate museum equipment complete, plush drops and decorations. Available for parks, theaters, night clubs, circuses or rail road carnivals. I am experienced Side Show Manager with R. R. and motorized circuses. Museum Operator and Performer in every branch of amusements. Only reliable shows reply. Address Geo. Burkhardt, 804 Grand St., Brooklyn, N. Y. Phone Evergreen 7-5625. my9

Mexican Tattoo Artist — Have no show experience. Would like to join circus or carnival. Marvin E. Hunt, care Ernest Murdoch, R. 3, Jacksonville, N. C.

White Face Clown at Liberty — Neat wardrobe. Walk Arounds, Cornet in clown band, Clown Juggling. Formerly with Hagenbeck and Wallace, Colo Bros. and other circuses. Write George De Mott, Millville, Pa. my9

AT LIBERTY COLORED PEOPLE

Colored Bellhop — 15 years' experience, Atlantic City reference. Start on quick notice. East or Northern hotel preferred. Eddie Collins, 507 E. 8th St., Columbia, Tenn. my9

AT LIBERTY DRAMATIC ARTISTS

JUVENILE LEADING MAN — AGE 24, 5' 10 1/2", 160 lbs.; draft exempt. Will go anywhere. Excellent wardrobe. State all in first letter. Only reliable managers reply. Photo on request. R. BORDEN, 5101 Ave. I, Brooklyn, N. Y.

At Liberty May 15 for Summer Engagement — General Business man, playing Alto Sax, Clarinet, Marimbas, Musical Specialties. Draft deferred. State highest. Erman Gray, Floydada, Tex. my2

Feature (Hokum) Comedian — Versatile rep. radio, med. man. Natural Toby, strong Black, capable Character Man, General Business. Show stoppin' Singing, Talking, Dancing (all styles), Specialties. Quartette Man, Baritone, Bass. Draft exempt. Banner Letterer. Essential requirements. Long experience, excellent references. State salary. Ticket? Certainly. Frank (Sun Flower) Carmel, 816 Columbus Ave., Marysville, O.

AT LIBERTY MISCELLANEOUS

MECHANIC — WIDE EXPERIENCE automatic phonographs, pinball machines. Specialist for Bally one ball machines. Draft exempt, free to travel. Wants to improve his position. BOX C-386, Billboard, Cincinnati. my2

Yodeling Cowgirl — Age nineteen. Also does Trick and Fancy Riding. Would work in other acts if necessary. Paradio Fern, care Billboard, 1564 Broadway, New York City. my9

AT LIBERTY M. P. OPERATORS

OPERATOR WITH NEW VICTOR SOUND PROJECTOR, mike, phono. 9x12 screen, etc. Sober and reliable. Free to travel. Available immediately, anywhere. Have own transportation. Anything reliable considered. Address FLOYD KRUCER, Arco, Minn.

Projectionist — draft exempt. Twenty years' experience. Single, sober, reliable. Theatre or tent. Go anywhere. Arthur Blair, 914 Central Ave., Cincinnati, O. my9

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Button, Gene (Three-Legged Boy)
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Thomas, Charlie
Thomas, Hobert & Betty
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Cherrington
THOMAS, RICHMOND
HOBSON
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and D.
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THOMPSON, WM.
THORE

Thompson, Pauline
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WAGNER, JERRY
JOS.
Wagoner, M. E.
(Spike)
Walker, Mrs. Art
Peg
WALKER, JAKE
Walker, John E.
Walker, Mrs. J. E.
Wall, Ois L.
Wall, Ted
WALLACE, GEORGE EUGENE
Walsh, Jack
Waltman, Lloyd
WALTON, LOUIS
JOS.
Ward, Mrs. Josephine Wright
Ward, Mrs. Margaret G.
Wardwell, Edgar
Warner & Leigh
Warren, James R.
Wassau, Akbar
WASHBURN, BERNARD CARL
WASHINGTON, JOSEPH
WASHINGTON, LEROY
WASSERMAN, HARRY
Waters, Harry L.
Watkins, Cliff
WATKINS, FRANK GILES
Walkins, Ira M.
Watkins, Marie
Bella
Watson, Jack
Watson, Mrs. Red
WATTS, WM.
BENNETT
WEATHERS, SANDY F.
WILLIE LEE
WEAVER, GERALD OWEN
Weber, Mrs. Jacklo

Webb, Bill & Kathryn
WEBER, FREDERICK
Weber, Melba
WEBSTER, EARL CLARIS
WEBSTER, JAS.
CLARKSON
Weiner, Earl
WEINMANN, GEO.
LAWRENCE
Weiner, Sam
Weinstein, Julian
P.
Wells, Jack E.
Wells, J. C.
Wells, Sam
Wendler, Mary
Andreo
WENTZ, GEORGE
CASPER
WESLEY, GEORGE
West, George
West, Leon
West, Stanley & Margie
Weston, Ethel & Lewis
Weyls, Ed
Whetten, Fred
Whiddon, W. P.
Whitaker, Pete
Whitaker, Wm. E.
White, Francis
Arthur
White, Gaylord S.
White, Geo. D.
White, Joe
White, John Jos.
White, Sol
White Hawk, Billy
WHITE, THOMAS
VIRGIL
Whitler, Arthur
WHITNEY, JAS.
JOHN
WHITSETT, GEO.
West, Dolly
WIGGIN, JAS.
EDGAR
Wilbert, Louis A.
Wilke, Clyde
Wilkey, Mrs. Lola
WILKINSON, ROBT. L.
WILLARD, VERNIE CLYDE
JAMES
William, Robert
Williams, James
Williams, Mrs. Alma
Williams, Bernice
Williams, Bubba
Williams, Carolyn
Williams, Dewey
WILLIAMS, HOWELL C.
HAROLD WEBB
Williams, Irene K.
Williams, Jeanne
WILLIAMS, JOSEPH WARD
WILLIAMS, MICHAEL
LEROY
Williams, Lonia
Williams, Mrs. Ophelia
WILLIAMS, RALPH LOUIS
Williams, Snow
Williams, Steve
Pipo
Williams, Texas
Slim
Williams, Mrs. Vadie
Willow, Hester
WILLS, CLAUDE
VERNON
WILSON, ALFRED
JONES
Wilson, Alice
Wilson, Bob
Wilson, Mrs. Dave
Bell
Wilson, Dianna
Wilson, Mrs. Emily
WILSON, FRED
WILSON, HARRY JNO.
Wilson, Jack L.
Wilson, James
WILSON, JOHN
DANIEL
WILSON, LOYD
Wilson, Russell
Wilson, Mrs. Wm.
M.
WILT, CARLETON
RELLER
Wimberly, Tex
WIMMER, ORMAN
RUDOLPH
Windsor, Harvey
Winklow, Eddie
WIPF, ROBT. D.
Wiscom, Mrs. Mabel
Withers, Howard
WODOWSKY, ABRAHAM W.
Wolf, Jack
Wolfe, Billie L.
WOLLARD, ROBT. LEO
WONG, GEORGE
W.
Wood, H. Earle
WOOD, WESLEY
LARRY
WOOD, WALTER
WOODCOCK, W. J.
Bill
Woodley, F. J.
Woodwards, J. C.
WOODARD, RAY
WRAY, JOHN
HENRY
WRIGHT, HENRY BROWN
WRIGHT, HERBERT
Wright, Ted
WYATT, THOS.
EARLE
Wyatt, Mrs. Mabel
YOUNG, DONALD
W.

YEDMAN, HOMER
GEORGE
Young, Eddie
Young, Ernest
Young, Fay
Young, Flo
YOUNG, J. FLOYD
Young, Johnnie
(Red)
Youngs, Leola
Young, Mrs. Nancy
Youngblood, Zela
Zaina, Count Jos.
Zavatta, Thomas
Zaylor, W. T.
Zeta, Madam
ZUCKER, MORTIMER
Zulsdorf, Louis
Brady, Jack, 15c
Miller, B. E., 5c
Fire, James G., 22c
Aarons, Herman
Adams, Minnie G.
Alexander, G. V.
ANGELL, HOWARD
WILLIS
Ashby, Marjorie
Auewall, Donald J.
AVER, T. J.
Babson, William
Bales, Miss Bobby
Barnes, Floyd
Barnes, Tom
Berterton, Earl
BERNETT, CHARLES
RICHARD
Bowman, Elba
Beyer, Mrs. Al
Brady, Jack
Brady, I. R.
CAMPBELL, MEREDITH
CLIFFORD
Carrigan, WM.
JAMES
Carrel, Thomas
CATRON, JAMES
LEE
Cawthorne, Wild
Bill
Christiansen, Harley Vaughn
CLARK, RAYMOND W.
Clark, W. J.
Collins, H. E.
COWERT, CECIL
EMANUEL
Crownover, Ray
DAVIES, WILLIAM
WALTER
DAVIS, WILLIAM
GEORGE
Delbert, Raymond
Lewis
Dell, Elmer
Denning, Mrs. Betty
DIXON, JACK
CLAUD
Dolan, Williams
Drake, Joseph
DUNN, JESS
Ellis, Mrs. Laura
Erdman, Leo
FRID, ROLAND
ANDREW
Fisher, A. H.
EDWARD
Gerlach, Roy
(Duke)
Gould, Max
Goode, W. L.
(Bill)
Gray, Edw. J.
Green, Miss Mildred
Leonard
Leona
HARDING, DALPHIN
DEAN
HARRIS, DON-
ALD CURTISS
Hann, Mrs. Yandall
Hennes, Mrs. Hazel
Russell, Jane
Santos, Edward
Sheldon, Ray
Sherry, Bob
Smith, John
Southland Rhythm
Girls
Sullivan, Edward
Swanson, George
Spurr, Jules
Stryker, Harry
Starb, Betri
Stewart, Jacqueline
Stuart, Sid
Thomas, Clifton
Thomas, Mrs. E.
Valentine Sisters
Vincent, Ray
Vnuy, Marion
Watts & Newman
Wayne, Ellen
Weber, Bill B.
Welse, Bernice
White, Arthur J.
Wintman, Sully
Wolfe, Art
Wolper, Wm.
Zena, Joseph J.

Youngs, Leola
Young, Mrs. Nancy
Youngblood, Zela
Zaina, Count Jos.
Zavatta, Thomas
Zaylor, W. T.
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WILLIS
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Auewall, Donald J.
AVER, T. J.
Babson, William
Bales, Miss Bobby
Barnes, Floyd
Barnes, Tom
Berterton, Earl
BERNETT, CHARLES
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Brady, I. R.
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Carrel, Thomas
CATRON, JAMES
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Christiansen, Harley Vaughn
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Clark, W. J.
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COWERT, CECIL
EMANUEL
Crownover, Ray
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WALTER
DAVIS, WILLIAM
GEORGE
Delbert, Raymond
Lewis
Dell, Elmer
Denning, Mrs. Betty
DIXON, JACK
CLAUD
Dolan, Williams
Drake, Joseph
DUNN, JESS
Ellis, Mrs. Laura
Erdman, Leo
FRID, ROLAND
ANDREW
Fisher, A. H.
EDWARD
Gerlach, Roy
(Duke)
Gould, Max
Goode, W. L.
(Bill)
Gray, Edw. J.
Green, Miss Mildred
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Leona
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Welse, Bernice
White, Arthur J.
Wintman, Sully
Wolfe, Art
Wolper, Wm.
Zena, Joseph J.

Alberta, Albert
Alvin, Mike
Anderson, Manfred
Aver, Joseph
Baccamazzi, Michael
Bainchetti, Poggio
Baker, James M.
Barnett, Ben
Baron, Martin E.
Bell, Mrs. E.
Bender, Greta
Benway, Pete
BOISONEAU, CHARLES
Bradley, Philip
Brady, Mary
Brunner, Helen
Brookes, Leo
BURKE, STANLEY
Buzz, Cowboy
Carey, Joe
CAREY, WILLIAM P.
Carney, Miss
Carney, Robert
Chapman, Joan
Charbunian, E. N.
CHASTAINE, BADGER
CLANCY, THOMAS
HENRY
Cody, Terry
Coette, Betty
Cole, Gertrude
Conway, Rosa
CORTEZ, GENE
PEPPER
Corwin, George
Daly, Joe
Davemort, James
Davis, Ches
Deters, Florence
Doherty, Joseph A.
DOODY, ARTHUR
Eagle Eye, Chief
Falls Sisters
Fern, Parario
FARRELL, FRANCIS
LEONARD
Forshea, Hal
Fowler, Ollie
Gibstral, Abraham
GOODWIN, MICHAEL
ROBERT
GORRUSO, JOHN
JAMES
Grant, Louis
Grimes, Frank
Grova, Joseph
GUTHRIE, JOHN
Harrison, Robert
Hardenbrook, Burt
HEAGNEY, PAUL GEORGE
Higgenbotham, Agnes
Hubbard, Harlin
Hyde, William E.
Jeffcott, Thomas
F.
Jones, Flo
Kass, Dorothy
KELLY, BRANDON
Kirchoff, Mary E.

Youngs, Leola
Young, Mrs. Nancy
Youngblood, Zela
Zaina, Count Jos.
Zavatta, Thomas
Zaylor, W. T.
Zeta, Madam
ZUCKER, MORTIMER
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AVER, T. J.
Babson, William
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Barnes, Tom
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Bowman, Elba
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Carrel, Thomas
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Cawthorne, Wild
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DAVIS, WILLIAM
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(Duke)
Gould, Max
Goode, W. L.
(Bill)
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Green, Miss Mildred
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Stuart, Sid
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Vincent, Ray
Vnuy, Marion
Watts & Newman
Wayne, Ellen
Weber, Bill B.
Welse, Bernice
White, Arthur J.
Wintman, Sully
Wolfe, Art
Wolper, Wm.
Zena, Joseph J.

ALBERTA, ROBERT
LA MOTTE, JOHN C.
LA MOTTE, JOHN P.
LA RUE, (Frenchie)
LA RUE, GEORGE
LE DUC, VINCENT
LAND, CHARLES
McAlear, S. H.
Mahalla, Prof.
Mahood, Mary
Maier, Mildred
Mamos, Harry
Manns, Mr.
Marcolita
Martin, Alton
Masters, Charlie
Metcalf, Dorothy
Miller, Eddie
Mitchell, Wm.
Montagne, Jack A.
Morris, Fred L.
Mott, Whitey
Mulligan, Alton
Murray & Parker
Natalie, Cliff
Nathanson, Sidney
Neise, Ike
Neiler, Ricard Tex
Osborne, Rae
Paiga, Shirley
PATRICK, PAUL
PA.
Perry, Jack
(Capt.)
PHILLIPS, THOMAS P.
Polo, Eddie
Powers, Mrs. Edward
Proper, Russell
Redington, Joe
Reed, Wm.
Deborah
Reynolds, James
Reynolds, Fred
Rich, Charles
Roe, Chuck
Rogers, Lynn
ROMANO, ERNEST (DE
TROTTO &
MIMI)
Russell, Jane
Santos, Edward
Sheldon, Ray
Sherry, Bob
Smith, John
Southland Rhythm
Girls
Sullivan, Edward
Swanson, George
Spurr, Jules
Stryker, Harry
Starb, Betri
Stewart, Jacqueline
Stuart, Sid
Thomas, Clifton
Thomas, Mrs. E.
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Vincent, Ray
Vnuy, Marion
Watts & Newman
Wayne, Ellen
Weber, Bill B.
Welse, Bernice
White, Arthur J.
Wintman, Sully
Wolfe, Art
Wolper, Wm.
Zena, Joseph J.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
Parcel Post

Brady, Jack, 15c
Miller, B. E., 5c
Fire, James G., 22c
Aarons, Herman
Adams, Minnie G.
Alexander, G. V.
ANGELL, HOWARD
WILLIS
Ashby, Marjorie
Auewall, Donald J.
AVER, T. J.
Babson, William
Bales, Miss Bobby
Barnes, Floyd
Barnes, Tom
Berterton, Earl
BERNETT, CHARLES
RICHARD
Bowman, Elba
Beyer, Mrs. Al
Brady, Jack
Brady, I. R.
CAMPBELL, MEREDITH
CLIFFORD
Carrigan, WM.
JAMES
Carrel, Thomas
CATRON, JAMES
LEE
Cawthorne, Wild
Bill
Christiansen, Harley Vaughn
CLARK, RAYMOND W.
Clark, W. J.
Collins, H. E.
COWERT, CECIL
EMANUEL
Crownover, Ray
DAVIES, WILLIAM
WALTER
DAVIS, WILLIAM
GEORGE
Delbert, Raymond
Lewis
Dell, Elmer
Denning, Mrs. Betty
DIXON, JACK
CLAUD
Dolan, Williams
Drake, Joseph
DUNN, JESS
Ellis, Mrs. Laura
Erdman, Leo
FRID, ROLAND
ANDREW
Fisher, A. H.
EDWARD
Gerlach, Roy
(Duke)
Gould, Max
Goode, W. L.
(Bill)
Gray, Edw. J.
Green, Miss Mildred
Leonard
Leona
HARDING, DALPHIN
DEAN
HARRIS, DON-
ALD CURTISS
Hann, Mrs. Yandall
Hennes, Mrs. Hazel
Russell, Jane
Santos, Edward
Sheldon, Ray
Sherry, Bob
Smith, John
Southland Rhythm
Girls
Sullivan, Edward
Swanson, George
Spurr, Jules
Stryker, Harry
Starb, Betri
Stewart, Jacqueline
Stuart, Sid
Thomas, Clifton
Thomas, Mrs. E.
Valentine Sisters
Vincent, Ray
Vnuy, Marion
Watts & Newman
Wayne, Ellen
Weber, Bill B.
Welse, Bernice
White, Arthur J.
Wintman, Sully
Wolfe, Art
Wolper, Wm.
Zena, Joseph J.

MAIL ON HAND AT
CHICAGO OFFICE
12th Floor Ashland Bldg.
155 No. Clark St.

Anderson, Andy
Arlen, Bea
BINGAMAN, CLARENCE
PAUL
Blakely, William
BLACKWELL, HUBERT
Brown, Mrs. Hattie
L.
Byden, Dorothy
Carson, June

CARTER, THOMAS
Clement, Violet
Coette, Betty
Collins, Mrs. Ruth
I.
Cowens, The
Craven, Ruth
Cummings, Howard
Davis, Frank H.
DeWolfe, Linton
Dickerson, Harry
Dixon, Joe
DOERING, HERBERT
WILLIAM
Donnelly, R.
Downs, Gen. Red
Drake, Jim
Draper, Earl
Duval, Miss
Bobette
Eagle Eye, Chief
George
Edwards, Clurley
(Bug House)
Ernest, Miss Ora
Evans, Robert Lee
FOGLESONG, FREDERICK W.
PUNDBERG, QUINTON
Geddis, Mrs. Geo.
GRAHAM, JOHN
HENRY
Griffiths & Wells
Hager, Jas. R.
HARRIS, JOHN
T.
HARRISON, ELBERT
ERNEST
Harzog, H. W.
Harvey, Jack S.
Hestand, Col.
Frank L.
Ingo, Charles G.
Ingleson, R. H.
Jamison, Jimmy
Jasper, Irene
Johnson, Mrs. Geo.
C.
Jones, Little
Johnny
Kennedy, Jerry
Laird, Joan
Lasher, Harold
LEE JR., HARRY
Lewis, Stan
LONG, MAURICE
McKIDDIE, JASPER
Marshall, Mrs. F.
M.
Martin, T. Bradley
Mathews, Whitley
Mayberry, Mr.
Mayer, H.
Miller, John
Morgan, Charles
Aug.
Muto, Francis
Myers, Tim
Newton, Irene
O'Donnell & Loyce
Polk, Mr. & Mrs.
Ollie
Rabits, Santo
Ray, Yogi
Re, John Joseph
Rock, Mildred
Rouchelle, Polly
Ryan, Jack
Samara, Miss Vera
Smith, Harry
(A. E. F.)
Starns, Harry
Steel, Gene
Stephens, Al
Steppi, Al
Strouble, Albert J.
SUTTON, WILLIE
WILSON
Teator, Jacqueline
Tilstrom, Burr
Valentine, Wm.
Velo
Wallum, Fay
Wayne, Ann
Wendt, Charley E.
(Dusty)
Wernuth, Natalie
Wouffield, Harry

FUZZELL LAUNING
(Continued from page 29)

ous Allied flags on the midway.
All shows and concessions displayed
War Bonds and Stamps posters. Mr. and
Mrs. T. Neils arrived from their home in
Hot Springs with their concessions.
General Manager Fuzzell said the shows
have been awarded midway contracts for
Southwest Free Fair and Stock Show at
Arkadelphia, Ark., and Red Oak (La.)
annual celebration.
Staff includes T. A. Fuzzell, general
manager; Mrs. Belle Fuzzell, secretary;
Roy Goldstone, concession manager;
Harry Fallor, chief electrician; Samuel
E. Oldham, mechanic; F. W. Pratt, mail-
man and The Billboard sales agent.
Concessions
Midway coffee shoppe, James Alden,
manager; V. C. Priest, assistant man-
ager; J. W. Kitchens, chef; Claude
Grant, assistant chef; Bryant McCloud,
assistant; Kansas Kid Lee, griddle man;
Marie and Helen Smith, waitresses; ball
games, Rose Stone, Viola McGlinchy and
A. McAbee; cigarette gallery, Jacques
Morris; skillo, George Clark and Slim
Logan; fishpond, Bud Justin; logs, Cur-
ley Brown; custard, Dave Thomas;
string game, A. P. Triplett; Frank Stone,
one; watch-la, Mr. and Mrs. F. E. Walker;
swingers, Frank Miller.
Radio stand, Paul Robeson; penny
pitch, Mrs. Paul Robeson; penny pitch,
Mrs. Bob Price; palmistry booth, Mrs.
Robert Montez; corn game, J. T. Mc-
Glinchy, caller; Jack Frieboolt and Jack
Price, clerks; pan game, Mr. and Mrs.
Doolan, and Jack Cotten, assistant;

games, T. Neils, owner; Sy Claybourne
and Lee Baungardenes, assistants; pop-
corn, Mr. and Mrs. P. W. Pratt; con-
cession truck mechanic, Floyd Harvey;
canvas, Henry Manson; concession stock,
William Miller with Joe Yancy Jr., as-
sisting. Andrew Underlon is night
watchman.
Rides
Ferris Wheel, Bill Pilger, foreman;
Arky Clopton, assistant; Kiddie Autos,
Stanley Miller; Kiddie Ferris Wheel,
Carlton Griffith; Merry-Go-Round, L.
E. Dagle, foreman; Frank Murray, assis-
tant; Loop-o-Plane, Gene Crum Jr.; Tilt-
a-Whirl, Charles (Tarzan) McCammon,
foreman; Frank Janney, assistant; Chair-
plane, Bob Price, foreman; ticket check-
ers, Gene Crum Sr. and Mrs. Dotty Crum.
Shows: Mechanical Village, Irvin
Nolte, owner; Athletic, Tommy Daven-
port, manager; Follies Revue, Mrs.
Martha Nolte, owner; Florence Janney
and Martie Nolte, dancers; Arthur Shea,
announcer; Jungeland, Irvin Nolte,
owner; Frenchy Beauchamp, manager;
Reptile Show, Joe Murphy and B. Pike;
Circus Side Show and Oddities, John
Ozudek, manager; Harry Carney, lec-
turer; Zambino, pinhead; W. R. Galther,
tickets; Bill Larrange, fire man; Prince
Allaw, mentalist; Rosella Shay, torture
cabinets; Janet Breen, rifle shooting;
Mae Joc, penguin baby in annex; Bill
Smith, canvas.
Showfolk were sorry to learn that
Chief and Mrs. Clearwater's son, Little
Bear, is seriously ill in a New Orleans
hospital. They operate the Indian Vil-
lage. C. A. Vernon, Four Star Exposition
Shows, visited.

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Second Bill To Standardize Service Flag Is Introduced

WASHINGTON, April 25.—A second bill advocating the adoption of a standard design for service flags has been introduced in the House of Representatives by Representative Young, Ohio. This measure follows close on the heels of a similar proposal introduced by Representative May, Kentucky. Official opinion is that action on standardization of service flags may be taken soon, and it is also felt that other measures touching on this subject may be introduced.

Official Recognition Sought

May's bill, asking for a standard service flag design, is now pending consideration by the Committee on Military Affairs. The measure introduced by the representative from Ohio requests Congress to officially recognize service flags now sold by workers in the merchandise field as the national service flag. The bill particularly asks for the designation of the national service flag and national service emblem, and also defines the organizations and persons who shall be entitled to wear and display the same, and for other purposes. Young's measure has

been referred to the committee on the judiciary.

The Young Measure

The proposed measure reads as follows after the usual technical introduction:

Be it enacted, etc., that the national service flag, a flag with red border, white field, blue, silver or gold stars above a blue-lettered V, symbol of victory, spread from border to border on the white field, which has, by common consent, been used and displayed by many people of the United States since dictatorship aggression involved this nation in war with Japan, Germany and Italy, is hereby officially recognized by the Congress as the national service flag.

Section 2. That any club, lodge, church, school, college, university, society, firm, corporation, business establishment, school district, town, city, county, State, municipality, or other political subdivision, or any bureau or department of the national government, or of any State, county, or city government, or any other legitimate organization shall be entitled to display the said national service flag, said flag to contain (1) a blue star for each member of the aforesaid club, lodge, church and so forth who shall have served in and been honorably discharged from, or who may be serving in the United States Army, Navy or Marine Corps during the aforesaid war; (2) a silver star for each member who shall have been wounded or captured by the enemy during said war, and (3) a gold star for each member who shall have been killed or shall have died from the effects of wounds received in said war, or who shall have died of disease contracted while in the service.

Section 3. That the wife, widow, father, mother, grandfather, grandmother, son, daughter, grandson, granddaughter, stepson, stepdaughter, stepfather, or stepmother of any member of the United States Army, Navy or Marine Corps, described in Section 2 of this act, shall also be entitled to display the national service flag, with stars appearing thereon as indicated in Section 2 of this act.

Measures Beneficial

It is felt that this measure, plus the one introduced by May of Kentucky, will be beneficial to the premium trade inasmuch as they advocate official sanction of the service flags. A standardization of design would meet with approval of all in the industry, from manufacturers to specialty workers who sell the flags to the public.

The service banners are meeting with ever-increasing demand, it is reported, now that men are being called to the colors in greater numbers. Merchandise field observers anticipate a banner business in service banners and base their judgment on reports received of heavy sales all over the country.

Cigarette Lighter Demand Stronger

CHICAGO, April 25.—Cigarette lighters are coming back strong in the merchandise field, according to reports received from key cities. Observers in premium circles believe that demand will continue to grow, as there are indications that book matches will be difficult to obtain.

Alert merchandise workers will be able to cash in on the trend that is now in the process of developing. Lighters currently offered have all the latest fea-

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Remember the run sailboat clocks enjoyed on cards and boards several years ago? Well, several such models are to be found in the Victor clock close-out being offered by the New York Merchandise Company, and the firm's catalog folder on these is worth a looksee.

Among the clocks featured in the catalog folder are a jeweltone mirror sailboat electric clock, a walnut sailing ship electric clock; a red, white and blue triple-panel mirror electric clock, and assorted electric and wind mirror, wood and metal timepieces. The mirror sailboat is 10 by 10 inches over-all with clock set in a wood steering wheel on a boat-shaped base. Dial is either two-tone gold or silvered, frame is chromium metal and back is bronze sprayed. Sail is made of jeweltone mirror glass. The walnut sailing ship clock is 20½ inches wide with solid walnut base, hull, sails and steering wheel in which clock is set. The red, white and blue victory clock is 7 by 7 inches and is made up of three glass panels, one red, one blue and a mirror glass center.

No matter how dull business may be, give a salesboard operator something to get his teeth into, something which has a fair amount of flash and consumer appeal and he'll go to town. John Public will invariably chance a few pennies on a card when given half an incentive—this is particularly true today.

A salesboard give-away does not necessarily have to be new. Of course, if it is new and timely, so much the better. However, we all know of instances where an operator picked an item that had been on a jobber's shelf for months, in some cases for years, and turned it into real folding money on a fast-turning deal. And such occurrences are not at all surprising when you consider how many reasons there may be for an item not taking hold when first introduced. And when this happens, the item may lie dormant indefinitely, until rediscovered, despite the fact it may have had definite merit right along.

Occasionally operators become so hungry for dough they will, thru a combination of bad judgment and cash-bait dangling, get themselves into a jam. Stunts like offering big cash awards in spots near schools leave them wide open to the charge they are coaxing tuition and lunch money from children. When that happens there usually is an immediately crack-down and all operators in the territory suffer. There is no percentage in such operation and the sooner the boys realize this the better.

Are you giving any thought to your summer promotions? Many operators are already laying plans to follow the crowds to the summer resorts and will soon be on their way to combine business with pleasure. For not only have they found they can make money, laying cards at the summer hotel locations but they can have a good time themselves while doing it. Items such as cameras, athletic equipment, sports wear, portable radios and picnic sets have always been popular with the guests. Operators who have remained in town during the dog days would do well to consider going out to the seashore or country this season.

HAPPY LANDING.

tures, are attractive, with plenty of eye-appeal and flash for salesboards bingo operators and concessionaires' stands. Lighters are also an ideal gift for men in the armed forces.

Wire Workers Report Demand For Sea Shells

MIAMI, April 25.—The popularity of sea-shell jewelry continues unabated according to reports received from wire workers thruout the country. The novelty shells have plenty of flash and color, and the individualized name appeal also clicks, it is said.

Workers report that the advent of Mother's Day boosts sales of shell jewelry, particularly items having appropriate wording. One mother-of-pearl brooch, with the simple term "Mother" spelled out in rolled gold wire is said to be doing very well. In addition, single and multiple strand necklaces and bracelets made of different varieties of shells, including dove, bubble, horn, peanut, bleeding tooth and helmet shells, are also being well received, it is reported.

According to workers specializing in these items, good sales are being made at fairs, conventions, celebrations, carnivals, etc. With the coming of warm weather shore and mountain resorts will be worked by demonstrators, pitchmen and novelty workers. The items all have universal appeal and it is said that the personalized name sea shell items are approaching something in the nature of a national craze.

In addition to jewelry items, there are many sea-shell novelties available. Some of these include swan, bird, frog, pelican, etc., whatnots; ash trays, lucky bleeding tooth shell pocket pieces, vases, lamps, shell wall plaques, a keep-'em-flying aeroplane made entirely out of sea shells, etc. It is also reported that there is a good demand for other tropical items such as Cuban maracas, charm strings, sea fans, sea plumes, coral sponge, starfish, shells from the seven seas, sombrero hats, baby alligators, etc.

Carnival, Bingo Operators Expect Banner Season

CINCINNATI, April 25.—The outdoor season is starting to move in high gear as the weather grows milder and a record take is anticipated. A great many outdoor events have been scheduled for the coming season and the crowds are coming out in a spending mood, with the zippers off their purses. The hunt for fun is assuming tidal-wave proportions thruout the country, and opinion in the outdoor field is that business will be better than average this year.

The spurt given to industrial areas by the war defense industries continues and the workers, earning substantial weekly pay checks, are eager to spend money for entertainment. With the priorities program restricting many household items, automobiles, radios, etc., the public is turning more and more to the quest for amusement.

Carnival display stands, in addition to the usual run of plaster items, including dolls, animals, etc., are showing a nice selection of eye-catching merchandise. Here again priorities are expected to stimulate interest in stands featuring restricted items which alert operators stocked prior to the opening of the season.

Bingo operators with carnivals as well as those operating games in communities in their territory also anticipate a better than average year. The popularity of the game has never been higher and now there are many promotional angles that can be exploited to increase attendance. The game is a favorite fundraising medium and now there are many worth-while opportunities in connection with civilian defense as well as charities for men in service.

Staple, practical items seem to be favored everywhere, with blankets, clocks and lamps to the fore.

BINGO BUSINESS

By JOHN CARY

BINGO BUSINESS is still booming in Natchez and environs, our correspondent reports. The play was never better than at present and seems to be getting even better, according to operators of games. In addition to the regular games, there are benefits for various church organizations and these say their best means of raising funds are the bingo games. The play is good and merchandise prizes are awarded by the operators.

Across the river at Louisiana, especially in Concordia, Tensas, and Catahoula parishes, at Bob's night club, Charlie Smith's night club and other places, bingo is being played on a big scale. In Natchez, White's, Chris Anderson's, the Windmill night club and others are getting a good play.

The law is no longer frowning on the game, as was the case in the past. The law had confused bingo with other forms of gambling, but now peace officers are among the best players. Halls, where the games are played, are always filled to capacity with players. In Monroe, La., where bingo was banned some time ago, the games are opening again. Church organizations as well as others are playing. All in all, it looks like bingo is back to stay in this section of Southwest Mississippi and Northeast Louisiana.

Proceeds from bingo games held weekly at Swift Current, Sask., go to local charities. Recently, three bingo nights were operated on behalf of the H. M. C. S. Swift Current, a mine sweeper named after the city. Money went to buy a radio for the boat.

ACCORDING TO Police Chief Weatherley's regular monthly report, a total of 252 bingo games were held in Cincinnati during March. The games drew a total attendance of 276,327 persons. The report showed that gross receipts were \$196,753, of which amount \$46,293 was returned in prizes, according to the police department. The average cost per person was 64½ cents.

THE NEW catalog of Metro Manufacturing Company, mentioned in these columns two weeks ago, has made quite a hit with the trade, according to Sid Finkelstein. A very great number of requests have been received and Finkelstein states that the firm is sending out catalogs promptly to all inquirers.

BAKER DeLUXE BINGO BLOWER



Trouble Proof in Every Respect

BAKER'S GAME SHOP
2907 W. Warren DETROIT, MICH.
Catalog Free—Mention Your Business.

PATRIOTIC BUTTONS

General MacArthur and Many Others!

Send 25c for sample assortment and price list showing over 70 rapid-moving patriotic items.

Write for "Early Bird Catalog" showing patriotic selection and summer goods. Please state your business.

New Catalog Ready Soon

LEVIN BROTHERS

Established 1886. Terre Haute, Ind.

NOVELTY JEWELRY

Identification Jewelry

ALSO ASSORTED EARRINGS BROOCHES NECKLACES

Jeweled Crosses

Send \$2.00 for Samples. Also Assorted Brooches, \$2.50 Gross.

FOUR STAR ORNAMENT CO.
257 West 38th St. NEW YORK CITY

FLOWERS FOR MOTHERS' DAY

Best Quality Cloth Carnations

No. 51—Cloth Carnations in Red and White—\$25.00 per 1000; \$2.75 per 100.

No. 42—Rosebuds in Red and White—\$15.00 per 1000; \$1.75 per 100.

Prepared Green Fern for Carnations and Rosebuds—Per Bunch 25c. Three Bunches Fern required for 100 Flowers.

Prepared Green Foliage for Carnations and Rosebuds—Per Lb. 35c. Two Lbs. Foliage required for 100 Flowers.

50% Deposit, Balance C. O. D. Sample Box Carnations, Rosebuds, Fern and Foliage sent postpaid for \$2.00.

FRANK GALLO
Importer & Manufacturer
1428 LOCUST ST. ST. LOUIS, MO.

WHOLESALE CATALOG

FREE

For Salesmen, Dealers & Agents 200 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

SPORS

4000 MONEY-MAKERS FAST-SELLING PROFITABLE GOODS

WHOLESALE CATALOG NO. 58 SPORS COMPANY

SPORS CO., 542 Lumbert, Le Center, Minn.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Patriotic Pillow Tops

Two new pillow tops have been placed on the market by Military Promotions Company. Both are very attractive and it is claimed they look good for a run. One pillow top features a reproduction of General MacArthur encircled in a victory wreath. Within the wreath are action shots of planes, ships and other U. S. armaments. His name is reproduced along the bottom of the photo. The second pillow top with the slogan United We Stand along the bottom. Photographs of an airplane in flight, a tank and a ship are reproduced and the legend across the top reads: On the Land, on the Sea and in the Air. Firm reports it has had nice repeats on its regular stock and, in addition to the two new items introduced, plans to create others constantly. It is said the market has been more active than in many years past. Business is particularly good at army camps, navy bases and military cantonments throught the country, it is reported. Pillow tops are 20 by 20 inches in size, including fringe; come in assorted colors and are packed in individual mailing containers.



Patriotic Banners

Banner merchandise is going very strong at the present time, according to reliable reports. The Reiter Novelty Company announces a new group of banners that are in keeping with items issued in the past by this house. One banner, 18 by 20 inches in size, carries the legend Keep 'Em Flying for Victory along the bottom and reproduces the American flag in red, white and blue, with two reproductions of airplanes in flight. A very attractive, eye-catching number. Firm also issues a Liberty Banner having the slogan In God We Trust To Save America for Liberty. Another banner

MacARTHUR BUTTONS

RED, WHITE & BLUE



Buy 100 or 1,000,000 IMMEDIATE DELIVERY!

100.....\$1.25

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

BINGO CARDS

COMBINATIONS UP TO 5000

TRANSPARENT MARKERS
AER-O-MIX BLOWERS

WRITE FOR BULLETIN

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed

STARTS AT \$3.95

MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
737 Walnut St., Philadelphia, Pa.

The Nation's LAUGH Sensation!

DOGS by ZITO



Screamingly Funny Gag Line appears under this picture. You'll agree when you receive your samples.

NOW IN COLOR POSTCARDS!

Here's the fastest selling "HOT" item ever offered! They giggled at Zito's ready-framing pictures—they laughed at Zito's miniatures—now you can "Keep 'Em Screaming" with Zito's Post Cards and CASH IN ON IT! Set consists of twelve assorted Zito Dog Post Cards in full color. Sell at 5c each or 50c per dozen.

YOUR PRICE

100 Sets18c Per Set
1000 Sets15c Per Set
5000 Sets12c Per Set

Terms: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York.
Sample Set25c

You enjoy a tremendous profit, and the turnover is terrific. FREE Window Display, showing complete set, with each order for 100 sets or more. These post cards are selling like hotcakes now at army camps, leading hotels, drug stores, resorts, carnivals, fairs, novelty stores, etc. Don't wait! Send your order TODAY!

ATTENTION, ALL JOBBERS!

We have a special deal for you. Territories are now open for exclusive representation. You'll do a land-office business with this item and we guarantee complete price protection. Write for details today!

NOVEL ART PICTURE CO., Inc., 220 W. 42nd St., N. Y. C.

Big Flag-in-Action Display

Sells Everywhere on Sight

COLORFUL FLAG WAVES REALISTICALLY. Chain stores, drug stores, cigar stores, taverns, offices, hotels and churches... everyone raves over this most gorgeous electrical display of "Our Star-Spangled Banner." A new invention gives spectacular off-on illumination to 1127 sparkling plastic buttons on all glass front. Neatly framed in 17x19-in. wood frame. Plugs into 110 V. A.C. or D.C. Sells fast at \$11.75 retail. Get in on the easy sales to patriots who want them now. No. B55—Sample \$7.50 F.O.B. Chicago. In lots of six, each \$8.50. In lots of twelve, each \$6.25. Money-back guarantee. Return at our expense if not the best money-making item you have seen in months. Write or wire today. 25% Deposit, Balance C. O. D.

JOSEPH HAGN COMPANY
Exclusive Distributors
217-223 W. Madison St. CHICAGO

AMERICA! KEEP 'EM FLYING!

NO. 5563 RUBBER SUCTION CUP FLAG HOLDER SETS \$10.50 PER 100 SETS

Now type suction cup holder attaches quickly to headlights, windshield or other smooth surface on any car. No bolts or other attachments required. Made of black rubber with three evenly spaced holes holding flags as illustrated. Complete with three 4x6 inch cotton flags mounted on sticks with gilt spear-heads.

Our new 1942 GENERAL CATALOG will be ready about May 1st. SEND FOR YOUR FREE COPY TODAY!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

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—Enamel-ware—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.

GENERAL MacARTHUR BUTTONS AND BANNERS

ONE IN EVERY HOME—ONE ON EVERY LAPEL



General MacArthur Buttons. Actual size as illustrated.

No. 3N562—

Per 1000, \$9.50; Per 100, \$1.00.



General MacArthur Banner. Size 9x12 in. White Rayon. Imprinted Red, White & Blue.

No. 48N57 — Per Dozen, \$1.80.

We Have a Complete Line of Patriotic Goods and Jewelry for Engraving

N. SHURE COMPANY

200 WEST ADAMS STREET CHICAGO, ILL.

features the slogan United We Stand—130,000,000 by Franklin D. Roosevelt. A similar banner carries the name of General MacArthur in place of the President's. The latter two banners feature raised illustrations of President Roosevelt and General MacArthur. The firm reports that there is a heavy demand for banner merchandise at this time.

MacArthur Bust

One of the most striking of the General MacArthur items to hit the market is the General Douglas MacArthur bust offered by Joseph Hagn Company. The fighting general has become the nation's hero and this item is expected to have plenty of appeal from Coast-to-Coast. Workers will be able to interest thousands of citizens in homes, offices, stores, etc., to display this exact reproduction of General MacArthur. The bust is constructed thruout of a plastic composition and has a lustrous bronze finish. On the base is inscribed the phrase, We Shall Win or We Shall Die: MacArthur. The size over all is 8 1/2 inches high and 5 3/4 inches wide. The bust comes individually boxed in an attractive carton and weight is approximately three pounds.

Sugar Sign

With the rationing of sugar scheduled to begin in May, the Patriotic Specialties Manufacturing Company is offering a patriotic, humorous red, white and blue sign on heavy 4 1/2 by 7 1/4-inch boards. The slogan is worded to create laughs but the firm states the sign can help in conserving sugar. It is reported workers handling the sign have made good sales. The slogan reads: Be Patriotic, Use Less Sugar. Stir Like Hell. We Don't Mind the Noise.

Blackout Button

Another addition to the list of blackout items is the blackout button offered by Gordon Novelty Company. The item glows in the dark and is said to be a fast seller. Additional items offered by the firm include a blackout rosebud as well as luminous lacquer and paint.

To correct a mention made in last week's issue, Harry Reiter is manager of Reiter Novelty Company. The firm announces it is moving to a new address at 1141 Broadway, New York City.

PIPES FOR PITCHMEN & BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

JACK KAHN . . . is working New York City with good pass-outs on Korn Cure.

GUS ANANTE . . . seen working stoppers to good takes in Lincoln, Neb.

The public does not play favorites with pitchmen. The ones who collect are those who put it over. Ain't it the truth?

AL RICE . . . have into Lincoln, Neb., recently with a nice car and carrying a house trailer.

DR. R. D. SMITH . . . is still in Oakland, Calif., cruising around in his 40-foot cabin cruiser.

STANLEY NALDRETTE . . . comes in from South Bend, Ind., with the news that Paul and Ethel Miller blew in to that city recently.

BRIDGEPORT, CONN. . . . we are told, has a fine workable lot. A few of the shops there are good also. New Britain, Conn., also offers workable spots, according to reports.

WHAT'S BECOME of Maurice (Speed) Hassel, Al (Rug Needle) Richards, Salem Bedoni and Marvin South?

JAMES OSBORN . . . and family left Lincoln, Neb., recently, headed west. Jim was working pot lifters and was said to be having trouble getting steel.

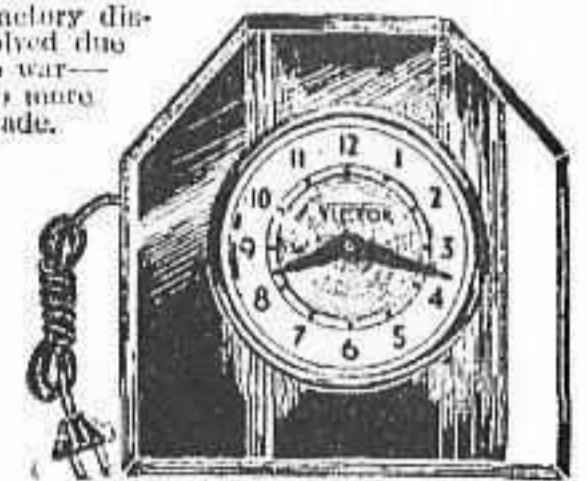
MARY RAGAN . . . reports that after working in one spot five years she has had fever and expects to work several fairs this fall. She adds: "Guess a lot of the boys and girls were surprised at Madaline's being a grand-

ACT QUICKLY WHILE STOCK LASTS!

Here's your chance to get some of the POPULAR, NOVELTY

VICTOR CLOCKS

Factory dissolved due to war—no more made.



Write at once for FREE CATALOG FOLDER describing and picturing 35 FLASHY MODELS

Mirror Glass • Metal • Wood

NEW YORK MDSE. CO., INC.

32 West 23rd Street New York City

CORN GAME SPECIALS

- BB1—Silox Coffee Maker \$1.63
- BB2—Wall Brackets (Pair)85
- BB3—Traveling Set 2.50
- BB4—Traveling Bag 4.15
- BB5—Tablecloth-Napkin Set 1.50
- BB6—Large Coaster Wagon 2.80
- BB7—Fold Glasses 1.70
- BB8—Bathroom Hamper 3.12
- BB9—Poker Chips in Rack 1.00
- BB10—Chrome Plated Tray 1.47
- BB11—3-Pc. Dresser Set 1.88
- BB12—Manicure Set 1.10

Send for New Catalog.

ROHDE-SPENCER CO.

223 W. MADISON CHICAGO, ILL.



GOING STRONG

Lustrous Satin Banner—Gold Cord, Tassels and Fringe.

9"x12"—\$18.00 Gross
12"x18"—30.00 Gross

MacARTHUR BANNERS

9"x12"—Sample 25c
12"x18"—Sample 50c

Our design is original and we use the best materials, giving you the finest finished product in the country. Protect yourself—don't buy cut-price banners! Write for circular and price list.

"A" BANNER CO. 105 Livingston St. N. Y. CITY

ELGIN • GRUEN \$2.95 BULOVA Start at

Take advantage of these re-conditioned nationally-advertized watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

STAR WATCH CO. Wholesale Jewelers 124 S. 8th STREET, PHILA., PA.

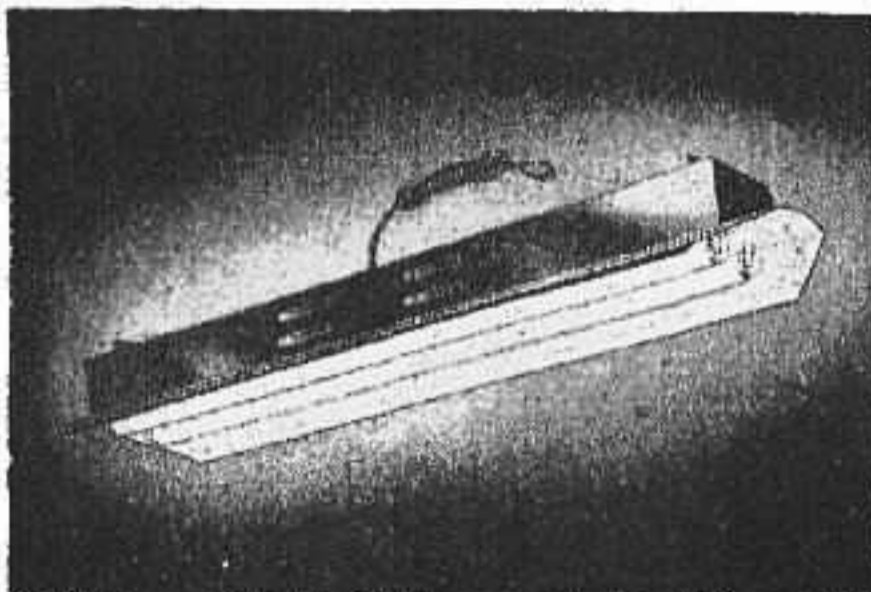
LUMINOUS

- BLACKOUT SAFETY ITEMS. THEY GLOW IN DARK.
- Gardenia \$1.80
 - Arm Band 2.50
 - Victory Button75
 - Sample Kit, one of each, \$1.00.
 - Hat Band \$1.50
 - Plastic Ring 1.50
 - Plastic V Pin 1.50

STROBLITE CO., Dept. B-4, 35 W. 52 St., N. Y.

PAINT YOUR OWN SIGNS WITH LETTER PATTERNS

AVOID SLOPPY WORK and WASTED TIME. NO EXPERIENCE NEEDED for EXPERT WORK. WRITE FOR FREE INTERESTING SAMPLE. JOHN T. RAHN-N1330 CENTRAL AVE-CHICAGO



SALE OF FLUORESCENT FIXTURES BANNED AFTER JUNE 2nd, 1942 SELLING OUR STOCK WHILE IT LASTS AT LOWEST WHOLESALE PRICES—ORDER NOW

PORTABLE INDUSTRIALITE MODEL

Used extensively for Carnival Stands, Shows, Displays, the Industrialite is completely wired, ready to install. Latest fluorescent equipment: high power factor corrected ballasts, starting compensators and replaceable automatic lamp-starters. Equipped with

G.E. control units, U.L. approved. Supplied complete with 6-ft. rubber-covered cord and plug, screw-eyes, 8-ft. chain. "Glazemetal" reflectors. For two 48-in., 40 W. bulbs, 110-125 V., 60 Cs., A.C. only. Reflector, 13 1/2 x 54 in. Ship. wt., 35 lbs without tubes. No. B9E38—Retail \$21.95. Your Cost Net, Each \$12.90. In Lots of 6 or More, Each \$11.60
40-Watt Tubes. Each \$1.72
25% Deposit, Balance C. O. D. Catalog of Other Kitchen, Desk, Store, Etc., Models on Request.

JOSEPH HAGN CO. 217 W. MADISON STREET, CHICAGO, ILL.

GENERAL DOUGLAS MacARTHUR



★★ BUTTONS ★★

RED, WHITE and BLUE with a Beautiful Picture of Our Country's Outstanding Hero in the Center. Selling Like Wildfire. Millions Sold Daily.

Buttons sold in 1,000 lots only—\$15.00 per 1,000. Full cash or money-order with all orders—NO C. O. D.

MacARTHUR PRODUCTS CO.
P. O. BOX 3920, MDSE. MART STA., CHICAGO, ILL.

Fast Selling Sea-Shell Novelties at Lowest Prices

- #701—Flower Vases, Quart Size, Made of Beautiful Sea-Shell Doz. \$6.00
- #729—Beautiful Pink Conch Shell With Light Inside Doz. 4.50
- #751—Genuine Indian Tomahawks Doz. 4.80
- #776—Cuban Necklace Leds With Bracelets to Match Doz. 7.20
- #801—Asst. of What-Nots, Turkeys, Owls, Dolls, Ashtrays, Etc. Doz. 1.00
- #702—Sweet Grass Sewing Baskets (Hand Made) Doz. 3.00
- #705—Beautiful Five Point Starfish, 9 Inches Up Doz. 1.20

Order by Above Numbers. 25% Deposit With Order, Balance C. O. D. No Orders Shipped Less Than \$5.00.

RED'S NOVELTY SHOP, P. O. Box 504-E, Boca Raton, Florida

Jackmaster

1-BLADE KNIVES Regular & Midget 12 to Display Doz. \$1.80

★ PATRIOTIC

- and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.
- ★ FLAG SETS FOR AUTO, BICYCLE, WINDOW—With Suction Cup, 3 Flags, \$1.60 Doz. Sets, 3 Flags with Metal Holder, \$2 Doz. Sets. With 5 Flags, \$2.50 Doz. Sets.
- ★ PATRIOTIC BROOCHES & BUTTONS—Big Variety—80¢ per Dozen.
- ★ PENCIL FLASH LITE—\$2 doz.
- ★ SUN GLASSES—Moth Cakes—Fly Swatters—Glass and Furniture Cleaners. Our Free Catalog shows many new Spring Items for Wagon Jobbers, House Canvassers, Premium and Salesboard Operators.

CHAMPION SPECIALTY CO., 814-U CENTRAL ST., KANSAS CITY, MO.

No Charge

SALESBOARD ABC's

for this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today!

REPRINT EDITOR, THE BILLBOARD, 25 OPERA PL. CINCINNATI

Reprint Editor, The Billboard
25 Opera Place, Cincinnati

Please send me my free copy of Salesboard ABC's. You may send it to—

Name

Address

City State

mother of a big boy born February 26 to daughter Patsy. ABE GILSTRAP . . .

better known thru his contributions to this column under the name of Buddha, has decided to drop the cloak of anonymity. Okay, Abe, and many thanks for your interest and frequent pipes.

SEEN AROUND NEW YORK . . . Ben Hobo Benson pitching The Hobo News, Archie Smith and Kane pitching glass cutters, Ben Frankel handling novelties and Teddy Brice going strong with horn nuts.

SUCCESSFUL PITCH COMBINATION . . . spotted in New York includes a group whose full names escaped our correspondent. Anyhow they are Millionaire, Dutch, Spanish, Johnnie and Beech. They're all partners and money-getters. Pipe in and identify yourself, fellows.

DO YOU REMEMBER when Harry Corry made the joke pass out in Houston and the take almost filled the gunny sack?—Bob Posey.

LISLE (DOC) WILLIAMSON . . . writes in from Jefferson Barracks, St. Louis, reporting that he has been ill since 1937, explaining that is why he hasn't piped in more often. Williamson, professionally known as Liss Williams, would like to hear from old friends in the med and also from his son, Buster Williams.

TOBY JOHNSON . . . scribbles in from Greenville, Tenn., that he recently opened in a drugstore window at Newport, Tenn., made one demonstration, selling a half gross of tonic, and was immediately closed up. Seems that the druggist thought it was too much business to handle. "I've been thrown out for not doing any business, but never has anything like this happened to me," claims Toby.

BOB POSER . . . en route thru Wabash, Ind., writes: "Sunshine and a vacant door in a fair spot—that's here. Everyone seems to have a little stuff for a grind joint. I have not seen another roadie since February in old Mississippi. Where are they?" Poser continues: "If Thomas (Seldom Skoff) Kennedy finds that spot that has not had horn nuts and flukem tell him not to keep it a secret."

ABE (BUDDA) GILSTRAP . . . tells us that items going over big in New York are radio plugs, gloves, astrology, glass-cutter knives, wind-up tags, novelties, socks, pull-the-string monkeys, MacArthur buttons, holy pictures, billfolds, ties, tricks, shoestrings, horn nuts and razor-blades. Abe asks for pipes from Joe Carroll, Mighty Atom, Munnie Ettinger, Red McCool, Bill Meader and Gypsy Brown.

SEVERAL PITCHMEN from New York have asked for pipes from workers in Chicago, Detroit, St. Louis, Atlanta, New Orleans and Los Angeles. Don't forget: Pipes depends on its friends.

M. M. FURLEY . . . pipes in that he got a free reader in Omaha on the o. m. Says he worked three days there and did well. Reports that most of the boys are headed for the smoke stacks and that he expects to follow them soon. He asks for pipes from Ray Eiders, med worker; Charles Chalmer, flukem worker; Clinton Cole, solder worker; Jimmy Ryan and Paul Miller. Furley is working flukem and solder.

MRS. GEORGE BEYER . . . writes from Dayton, O., that her husband has been confined to the U. S. Veteran Hospital there for the past two weeks suffering from a heart condition. Mrs. Beyer is carrying on the jewelry layout in the meantime in a Dayton store. She reports business good. Mr. and Mrs. Tom Allen worked the same store with shampoo and had a successful run. Doc Erling also drops into the store occasionally.

PITCH FRATERNITY MEMBERS . . . says Mary Ragan, were recently dinner guests at her home. Those present were: Pat Carey, coils; Art and Sadie Novanty, coils; Senator Rockwell, razor blades; Jake Kaplan, sheet; Goo-Goo Davies, sheet; Doc and Edna Smith, herbs; Dutch and Nellie Hendricks; Pearl and Mr. Westler; Ralph and Josie Quinlan, med; Marie and Lee Yandell, needle workers; George Rubin Lorraine, med; Doc Connolly, sheet; Herb Johnson, gummy, and Ambrose Peterson, a retired pitchman.

HEARD RECENTLY: After pitching for a solid 30 minutes to some soldiers on hair soap, the worker was told by one of the khaki boys that regulations said they could only use O.D. soap. Ouch!

AL R. WEST . . . otherwise known as Paddy the Clown, pipes in that he is with the Johnny J. Jones Exposition. He contributes an item about Reverend Cummings, saying: "Ask any of the older pitchmen who have ever worked the South or the Southwest about him. He was a gospel shouter and the public liked it. Why? Because the Reverend (and that title was not honorary) was not only a real troupe-pitchman, but he really carried out his religion and beliefs—sometimes appearing to the onlooker to carry things to the extreme." West declares that he shed tears when he heard of the death of Blackie of the Northwoods. "For four days," says West, "he nursed me thru sickness. I know of dozens of others he has done as much for—and asked nothing in return except their good will." West concludes with a request for pipes from Eddie and Ruth Pine.

MRS. ROBERT (MAE) NOELL . . . pipes in from a stand at Blue Ridge, Va., to let everyone know that she and her family "is ez fine ez silk." She tells us that it is still too cool to work outside, but that business promises to be very good. She reports that Bob, currently scouting for a new stand on his

Fitchdom Five Years Ago

Tommy Patty was in Cincinnati with razor blades. . . . Tom Sigourney also there from Muscatine, Ia. . . . J. Margolen was working coupon fountain pens in Nashville. . . . Bennie Lawson worked Alton, Ill., with the sheet. . . . Dorothy Sullivan clicked with hair-curlers in Chicago. . . . Joe Clack and the Mrs. in St. Louis with the Mrs. to the hospital. . . . King Joy worked Pikeville, Ky., to good takes. . . . Blackie Kessler, with gummy, and DeGast, with solder, worked St. Louis. . . . Milton Bartok, med worker, working drug windows. . . . W. G. Barnard was in Detroit. . . . Doc Vandy V. Cooper was hibernating in Terre Haute, Ind. . . . B. E. (Frenchy) Thibaut headed for the smokstacks after Coast wintering. . . . Billy Lockhart was in Dayton for his season's debut. . . . Truman Barker, of med note, was readying for summer. . . . The Wards were ready to leave Alva, Okla., with their med aggregation. . . . Jack Fuller, working Springfield, Ill., with tonic. . . . George Sauerwein working liniment in Memphis. . . . Jack Shelford was buying laurel and flowers for Mother's Day business. . . . Irving Cronin worked Pitt with dot-and-dash pamphlets. . . . Luther Frye, med purveyor, was working Illinois and Indiana. . . . DeWitt Shanks was conspicuous by his absence around Knoxville, Tenn. . . . Thomas A. (Slim) Rhodes working the short jam with blades and watches. . . . Guy Warner, of health massage fame, working to good takes in Nashville. . . . George Cleveland there, too. . . . Tom Dean readying his show. . . . Burt Roberts was in the Cracker State. . . . Tom (Curley) Forrest was working in the Atlanta Ford plant. . . . Salem Bedoni was clikering with Blue Ribbon Shows. . . . George Shields was in St. Louis. . . . Cal Hicks working good takes in Dallas. . . . Jeff Farmer had his best day at Dresden, Tenn. . . . J. Edgar Smith piped in from Elkins, Conn. . . .

motorcycle, does not intend to go south this year and may play halls with a complete layoff scheduled for next winter. She adds: "Things are so uncertain these days that we do not even pretend to know just what may be in store for us this season, but lets all hope that everything glides along smoothly for the good old U. S. A. and that this war fools all the experts by being so short it will make us all dizzy—WITH UNCLE SAMMY THE VICTOR." Mrs. Noell would like to see pipes from Harry B. Moore and E. J. Franklin and family. She concludes: "Well, Noell's Ark hasn't sunk yet—we're still floating"—and they must be, for they have a motorcycle, panel truck, big International truck and complete menagerie. Their two children, Velda Mae and Robert Earl, are with them. Wilson Anderson is also with the Noells.

J. M. COOKE . . . sends in his first pipe since 1921. He has been working Louisiana, Mississippi, Alabama, Georgia, Florida and Arkansas since last June, spending the Christmas holidays in Tampa. "Contrary to what a pitchman hears about the \$100 reader and Florida license plates," says Cooke, "I worked in Tampa proper six times on my o. m. All I had to do was to call the sheriff's office and tell them my location. The fee-grabbing constables are out in Florida now." Cooke worked Plant City, Dade City, Brooksville, Orlando, Ocala, Clearwater and Gainesville, all in Florida, to good takes. Says he worked Georgia from September until December and did not see a pitchman. Arkansas, he relates, is not so good in the vicinity of Manila, but from Little Rock to the South business is good. Cooke met Doc Roberts in Keiser, Ark., jamming resurrection plants, and saw a number of the boys working paper. He reports he has heard that Harry (Soapy) Williams, of Bonham, Tex., has passed away. "In my estimation, he was the granddad of all soap workers," says Cooke. Cooke reports that his cur-

Get Ready Now! "Mother Pins" for Mother's Day! Mother MOTHER-OF-PEARL PINS Over "20" Styles Get set now—with the hottest Mother Day item of them all. Rolled gold wire "Mother-of-Pearl" Pins. Priced remarkably low for volume sales; over 20 new styles. Write or wire for special "Pearl Mother Pin Circular" today! BIG MILITARY JEWELRY LINE! For a complete line of Military Jewelry—Rings, Lockets, Compacts, etc.—write for Catalog M42 Today! HARRY PAKULA & COMPANY 5 N. Wabash Ave. - Chicago, Ill.

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REX HONES Now \$5.25 a Gross Send \$1.00, Bal. C. O. D., Plus Postage. Each Hone in flashy silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Home men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR5, Chicago, Ill.

PITCHMEN A new invention, Accelerator Control. Holds gas pedal at any speed desired; driver does not have to push while driving. Can be thrown out of gear and car is same as before installed. Retail for \$1.00. Send 50c for sample and complete information. ACCELERATOR CONTROL CO. Monroe, Mich.

SUBSCRIPTION MEN Make more money selling this flashy, specialized Farm Magazine. Attractive \$1.00 deal. Sells fast at farm sales, carnivals, shows and on rural routes. Experienced men wanted anywhere in the United States. List publications previously worked and territory you expect to cover. Write H. M. CURLEY, Manager of Agents, Room 311, Sandstone Bldg., Mount Morris, Ill.

LEADER VALUES RED, WHITE & BLUE INSIGNIA, on card. Lends itself to different designs. All can wear them. 100 Cards \$1.40 PATRIOTIC INSIGNIA, as above, 3 on an attractive card. 100 Cards. \$1.40 WAR SLOGAN BANNERS, blazing colors, on fine material. Double gilt spear point stick with cord and tassels. Big stock, in two sizes, 5x8 in.—Doz. 80c. Gr. 6.50. 12x15 in.—Doz. 1.20. Gr. 12.00. What a flash! Display many of them and you'll sell them in quantity. BLACKOUT BUTTON, Glows in the dark. Gross 3.75 BLACKOUT FLOWER. Dozen 55c. Gross 6.50 IDENTIFICATION NECK CHAINS, flexible glass, in crystal and assorted colors. Quality gilt ring and attachment. Dozen 2.75 MOTHER-OF-PEARL PINS. Attractively boxed. Dozen 1.95 SINGER RAZOR BLADES, world's finest. Still at the old price. 100 Blades .85 All orders must be accompanied by deposit or full payment. 26 years of value giving in Novelties, Notions, Gifts, Premiums and Sidelino Merchandise. 192-page catalog sent with shipment.

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BIG BANNER SELLERS VICTORY BANNER Everyone wants to show he is doing his part. . . . \$1.75 Doz. \$18.50 Gr. #PRT SERVICE BANNER 1.75 Doz. 18.50 Gr. #DFN REMEMBER PEARL HARBOR BANNER 2.00 Doz. 21.00 Gr. #REM All high-quality banners—beautiful colorings on lustrous satin, 9"x12"; complete with gold fringe, spearheads and tassels. Samples of all banners, each 25c. 1/3 deposit with order, balance C. O. D. Many other patriotic banners and pennants—write for circular. LIBERTY PRODUCTS, Dept. K, 277 Broadway, New York, N. Y.



rent headache is getting cans and supplies. "Prices on supplies have almost doubled in the last six months," he reports. Cooke had another headache because he threw a piston thru the block on his car. He closes by reporting that he and his wife are still passing out the soap and punk—and if he has to, he says, they will go back to the horse and hack, as he intends to work Missouri, Illinois and Wisconsin this summer. Cooke concludes by asking for a pipe from Bernard (Rad Worker) of Birmingham.

- PA.—Bryn Mawr. Dog Show, 3.
 - Philadelphia. Dog Show, 2.
 - TEX.—Plainview. Dairy Show, 28-May 2.
- May 4-9
- ARIZ.—Douglas. Rodeo, 8-10.
 - CALIF.—Hanford. Pioneer Days, 8.
 - Sonora. Rodeo, 9-10.
 - GA.—Savannah. Livestock Show, 7-8.
 - Atlanta. Horse Show, 8-10.
 - ILL.—Chicago. Home Show, 8-10.
 - Chicago. Nat'l Premium Expo., 4-5.
 - IA.—Pella. Tulip Time, 7-9.
 - MASS.—Boston. Dog Show, 9.
 - MICH.—Benton Harbor. Blossom Festival, 3-10.
 - MO.—St. Joseph. Apple Blossom Festival, 7-9.
 - Springfield. Dog Show, 5.
 - NEB.—Omaha. Shrine Circus, 4-9.
 - N. J.—South Orange. Dog Show, 9.
 - Trenton. Dog Show, 10.
 - OKLA.—Tulsa. Dog Show, 8.
 - TENN.—Memphis. Rodeo, 7-10.
 - TEX.—LIBERTY. Rodeo, 8-10.
 - UTAH.—Richmond. Dairy Show, 7.
 - WASH.—Spokane. Livestock Show, 6-8.
 - WIS.—Sheybezan. Turner Indoor Circus, 6-9.
 - CAN.—Amherst, N. S. Motor Show, 8-9.

annual pilgrimage to Bellevue Hospital on Thursday to appear for the kids. It was the 40th annual appearance of a circus. Next year the hospital will have a new bandshell and stage for the visiting troupes.

Roland Butler, press chief, will make Boston and Philly his next stops. Frank Braden goes to Washington, and Gardner Wilson will handle the outdoor opening in Baltimore. Allen Lester, contracting press agent, is scheduled to make Boston and come back here for the wind-up, then to Philly and after that on the advance car. Radio agents Bev Kelloy and Frank Morrissey will divide stands. Clowns Felix Adler, Charlie Bell, Lou Jacobs, Emmett Kelly, Johnny Tripp and Paul Jung (alho it looked like Paul Jerome) gave the inquiring photog of *The News* some good ammunition in Tuesday's issue. Other publicity?: It hasn't been of more volume in many, many years—and this was supposed to be the year in which newspapers are conserving space. The circus, it seems, is red-hot news.

Eugene Randow Trio, Laddie Lamont, Hip Raymond and Happy Spitzer. Show, which has daily matinees, runs thru May 3. Prices are 50 cents to \$2.20.

RUSSELL BIZ GREAT

(Continued from page 39)
debut on the West Coast. . . . Olivera Trio, perch act, is expected to join the show following the expiration of present contracts. . . . Prop men blossomed out in red uniforms at the Hollywood run. . . . Russell show is using girl ushers because of difficulty in getting men for the job. . . . Ray Harris will stay with the show while it is in Southern California. . . . A new blackout shade has been made for one of the center lights. . . . Joe Ford, transportation superintendent, is doing a good job of getting the show into the towns on time, and George Werner is doing a good job of getting the top up in time for opening matinees. . . . Eddie Woekener is meeting many of his old friends on the handstand. . . . J. King Ross, equestrian director, has received many compliments on the fine manner in which he made the show go on during the blackout in Los Angeles. . . . Line-up of the W. E. DeBarrie side show is keeping the ticket sellers busy. . . . Al Martin, who is over 80 years old, is putting in his 62d year on a circus. He claims a single man lasts longer.

CHI STADIUM CIRCUS

(Continued from page 40)
presented, finishing with Ruby Haag being carried down track in mouth of a huge bull.

DISPLAY 13—Aerial Swing Ballet. This has been dressed up and is a pleasing display, with Lillian Cole's singing adding to its effectiveness. In the ballet are Ethel Hamilton and Cyse O'Dell, traps, and on the ladders the Misses Romo, Martin, Rudford, Hale, Nemeth, O'Neill, Radke, Danwill, Conley, Sullivan, Rogers, Haag, Fisher, Wallenda, McGrail and Leach. At the finish Conchita does a spectacular iron-jaw routine in which phosphorescent costumes give an eerie beauty to an otherwise old stunt.

DISPLAY 14—Three excellent bicycle troupes. The Victoria Troupe, four girls and two men, present an elaborate routine in center ring, including a band on wheels. On the stages St. Clair Sisters and O'Day and Larimer and Hudson present clever stunts, the former using high, miniature and regulation bikes.

DISPLAY 15—Bette, 16-year-old high school girl of Evansville, Ind., doing the rolling globe on the spiral. An old stunt, done for the first time by a girl, who broke the act in only recently. Bette is graceful and works with the sureness of a veteran. Act holds attention and gets a big hand.

DISPLAY 16—Clever dog and pony acts in ring and on stages. Entertaining stunts by Torelli's, Wilbur's and Gaultier's dogs and ponies.

DISPLAY 17—Princess Marlene in wire slide and Prince Rupert in dive into net from high platform provided thrills.

DISPLAY 18—Well-balanced juggling acts by the Six Willys, the Canestrellys, and Laddie Lamont, Two Novellos and Georges Laddy. The Six Willys have several spectacular routines and make a great flash.

DISPLAY 19—The Great Peters, a sure-fire thriller with his upside-down loop walking, trapeze stunts, and his feature stunt, leaping 70 feet into space with a noose around his neck. A spectacular trick that draws gasps from the audience.

DISPLAY 20—Clown numbers on track.

DISPLAY 21—The Eris Troupe (Repenkis), still a great riding act that goes over big. Features Justine Loyal in his horse-to-horse somersault thru hoop.

DISPLAY 22—Clown antics.

DISPLAY 23—Bronze statues, presented by Ernest Brenck and Company. Beautiful display.

DISPLAY 24—Joe Greer's Liberty horses. A well-trained, entertaining group.

DISPLAY 25—Clown antics.

DISPLAY 26—Flying acts. The Flying Behees and the Flying LeMars in regulation flying routines.

DISPLAY 27—The Grotofents, high wire. A pleasing performance featuring the excellent clowning of Frank Cook, whose drunk bit is very good and gets a tremendous hand.

DISPLAY 28—The Liizeed Troupe, the Decardos and the Brannocks in finished ground acrobatics, the Liizeeds featuring pyramid building and the other two groups teeterboard work.

DISPLAY 29—Finale. The Zaccchins, Hugo and Mario, in their double-cannon act, still a thriller that holds the audience.

Personnel of Clown Alley includes Percy Radamacher, H. J. Klippel, Joe Coyle, Earl Shipley, Van Wells, Red Carter, Happy Kellems, Terry Thompson, Whitey Harris, Oscar Lowande, Georgelette Brothers, Chester Sherman, Raymond Duke and Sylvester. In addition several acts double in clowning. These include

C. R. (Buck) Reger is finding that a banner man's lot is a tough one with so many products off the market because of war restrictions. Mrs. Reger is an inside ticket taker. Dick Lewis, CFA, has made clown alley almost every night since the show opened. . . . C. W. Webb, Edna Antes and Myrtle Pelke are out again after being on the sick list while the show was in Hollywood. . . . T. Vance Hill, railroad executive of the San Francisco Surface Railways, caught the show at Santa Monica. It will be recalled that Hill was responsible for the Barnes circus locating its first winter quarters in Venice. The late Al G. Barnes named the famous Vance elephant after Hill. . . . Justus Edwards is doing press work ahead of the show, while Bill Antes is handling press with the show. . . . Paul Eagles is on the show every day in an advisory capacity. . . . Mr. and Mrs. S. L. Cronin catch the show several times weekly. . . . Visitors in Santa Monica included Jimmy and Ruby Wood, Jimmy Wood Jr., Cheerful Gardner, Bud Chandler, Glenn F. Harrison, Hugh McGill, Mr. and Mrs. Eddie Confer, Ishmael Escalante, LaVerne Houser, Babe Gardner and George Faburn. . . . North Hollywood visitors included Stan Rogers, Walter Matthie, Joan Lewis, Kenny Hull and Dick Lewis.

THE CROSSROADS

(Continued from page 48)
want that old slot machine for the room."

Russell T. Warner, director of publicity for the Circus Model Builders and Owners' Association, writes from Reading, Pa.: "Regarding your mention in Crossroads of the old Forepaugh wagon, the Five Graces, the CMBOA started the ball rolling (to save the wagon) some time ago. It was thru this association some of the old wagons at quarters were saved when the rest were burned. This 'ball' is still rolling more than ever but is sure a stubborn one and not so easy to accomplish as you may think. Negotiations are now under way between the Norths and CMBOA, but what the outcome will be is still a question. We were the first to appeal to the Norths to save these few remaining wagons."

THE Service Men's Center in the old Elks' Club building is having such demands upon it that steps are being taken to provide additional quarters in which the tens of thousands of soldiers and sailors in this district can be cared for and entertained. A plan is on foot to take over the old Auditorium Hotel and Auditorium Building, both of which have been closed for some time because the owners could not pay the taxes and keep the buildings going. If the plan goes thru the county will wipe out all taxes due on the buildings in return for their free use as a service center. At conclusion of such use the buildings will be put in first-class shape and turned back to the owners.

WANTED

Girls to work Milk Bottle Game in Amusement Park. Guaranteed salary all season. Write, state experience.

JOHN BOLLOW

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Events for Two Weeks

April 27-May 2

- CALIF.—Lodi. Legion Picnic, 2-3.
- Los Angeles. Dog Show, 2-3.
- Oakland. Garden Show, 28-May 3.
- D. C.—Washington. Folk Festival, 29-May 2.
- IND.—Evansville. Food Show, 28-30.
- Fort Wayne. Dog Show, 3.
- MO.—Columbia. Dog Show, 3.
- N. C.—Raleigh. Celebration, 26-May 2.
- OKLA.—Guymon. Rodeo, 2.

RB BIZ SENSATIONAL

(See RB BIZ SENSATIONAL on page 58)
clusive, are practically capacity. Press department is considering a plan to have FDR put in a "directive" for an eight-day week.

A selected part of the show made the

An Important Announcement to CARNIVAL OWNERS AND MANAGERS INDEPENDENT SHOW OWNERS CONCESSIONAIRES • SHOWMEN

Here's your opportunity to help the boys who are fighting our fight, and to aid those they left behind!

★ A MEETING ★

for the purpose of discussing our part in the

NATIONAL DRIVE FOR FUNDS

in behalf of the

NAVY RELIEF SOCIETY and the ARMY EMERGENCY RELIEF FUND

will be held in the clubrooms of the

NATIONAL SHOWMEN'S ASSOCIATION*

1564 BROADWAY NEW YORK, N. Y.

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MAY 7, 1942

Your attendance at this meeting is more than an opportunity for you to do your part in this important drive. It's a privilege and a patriotic duty! The boys in the armed forces and their families are counting on every one of us.

OUTDOOR AMUSEMENT WAR RELIEF FUND

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Army Emergency Relief Fund

Stanton Griffis
Chairman Special Events Committee
Navy Relief Society

Colonel H. Clay M. Supplee
Army Emergency Relief Fund

Clarence Dillon
Chairman National Citizens' Committee
Navy Relief Society

*Clubrooms made available thru the courtesy of the National Showmen's Association.

Ted Deglin
Vice Chairman in Charge of Publicity.
Special Events Committee
Navy Relief Society

DUNPHY AMUSE. CHIEF

(Continued from page 3)

and be prepared to make proper recommendations to whatever agencies references should be made. In many cases, it will be in a position to make final disposition of their appeals. It will be necessary for the section to make statistical studies and research and to compile pertinent and factual information in order that it may be informed with regard to the industry and its relationship to the civilian economy and the war program.

"It will be the duty of this section to prepare programs to meet the needs of the various services, to handle all applications for preference ratings, to propose methods of conservation of materials and equipment and to decide the essentiality of any one service over another. It will be necessary to conduct a considerable volume of correspondence, carry on personal interviews with members of the industry, arrange for and conduct meetings with the industry and industry committees when deemed desirable."

It is expected that a number of these functions will take some time to work out. Officials of the branch are avoiding discussion of preference ratings and conservation program for the present. Amusement section will not have the final say-so on priority applications coming from the industry, it was said.

DUNPHY WELCOMES OAC

(Continued from page 3)

been mainly in the film production industry. He therefore asked *The Billboard* to underscore the fact that he will "very shortly" name a co-ordinator in his department to be in charge of outdoor amusements. He described the amusement section as "a newly defined focal point and facilitating agency which encompasses every field of professional entertainment and sporting enterprise," functioning as part of the Service Branch of the WPB of which N. G. Burleigh is chief. This eliminates A. Julian Brylawski, erstwhile "chief of the amusement section," as reported on page 34 of the last issue. Brylawski was the only direct amusement contact until a permanent division was set up with Dunphy in charge.

Jurisdiction Is Wide

Categories under the new chief's jurisdiction take in every single type of operation in show business. They include, as given out by Dunphy, motion picture theaters, motion picture production, professional football and baseball; horse, dog and auto racing; amusement devices and parks, bands and orchestras, pool and billiard establishments, bowling alleys, dance halls, shooting galleries, ice and roller rinks, athletic fields; sports promotions, including prize fights; vaudeville, legit, opera, carnival, circus, fairs, special events, celebrations, night clubs and beaches and swimming pools, except municipally controlled beaches-pools.

Dunphy was a member of the board of directors of United Artists, was president of the Gloria Swanson Production Company and was also director of studio publicity and advertising of Paramount Pictures, working out of Hollywood and also assisting Adolph Zukor at Par. He saw active service in France, 1917, with the rank of captain of the staff of General James G. Harbord, chairman of the board of Radio Corporation of America. He accompanied Secretary of War Newton D. Baker to France for post-war conferences.

New chief is also well known in sports, particularly as an amateur golfer, having copped numerous trophies, winning the qualifying round in the National Golf Links of America tournament, 1940, and getting into the finals. In 1929 he won a leg on the trophy put up by *Motion Picture Daily*. Three years ago he was finalist in the Crump Cup Pine Valley (N. J.) tournament, one of the most prized affairs on the simon-pure fairway shelf.

Under Civil Service

Post is under civil service for the duration "and a maximum of six months thereafter." Primary qualification for the job, as described by U. S. Civil Service when it went into the field for a man, is "progressive experience as an executive or business manager in the amusement and entertainment field," it having been emphasized that applicants "should have a broad knowledge of the amusement business in general and an intimate knowledge of one or more of its specialized branches, such as circuses, carnivals, amusement devices, dance halls, skating rinks, race tracks of various types, bowling alleys, theaters (both motion picture

and legitimate stage), etc." Also required was "a considerable degree of familiarity with the supplies and equipment used in the amusement business" and "facility in personal and public relations such as to indicate ability to represent the War Production Board in important conferences."

Chief Dunphy said his outdoor co-ordinator will be a specialist in that branch of the amusement industry and that his own official duties will commence on Monday (27) in Temporary Building E, Fourth Street and Adams Avenue, Washington. He has a New York office (private) at 65 East 55th Street, but was in the process of divorcing himself from it as required by the government of certain of its employees.

More OAC Support

DES MOINES, April 25.—Executive Vice-President A. R. Corey of the Outdoor Amusement Congress released additional information on pledges of support which have been sent to his office from various show fields. Among them were the following:

M. H. Barnes, president Barnes-Carruthers Fair Booking Association, Inc.—"We are in full accord with the aims and objectives of the OAC, so we herewith enclose our application for membership."

Ray E. Myers, manager Pleasureland Shows—"This organization is in accord with the objectives as outlined by the executive council at the Chicago meeting in March and feels that the congress will fill a much wanted need during the present emergency."

Jack Edwards, agent Byers Bros.' Shows—"Yes, we approve the objectives of the OAC and you will find enclosed our membership enrollment. We stand ready at all times to serve our country in its all-out war effort and for the betterment of the outdoor amusement industry."

C. L. Jack Raum—"I agree wholeheartedly with the objectives of the OAC and place myself at your disposal to do anything possible in my territory to help the cause along."

Ned E. Torti, Wisconsin De Luxe Corporation—"It gives the writer great pleasure to state that we are 100 per cent in favor. Wherever possible we would like to participate in its program. In looking over the list of officers and directors, we feel that they are all very capable in their respective fields, and will know what to do and when to do it."

Captain Mack, Captain Mack Attractions—"We are happy to be enrolled with the OAC. The Outdoor Amusement Congress, always alert to vital national interests, particularly this one, has already combined in this all-out effort to aid the 'American Victory Campaign.'"

Iowa Retains Part Of Plant; Closes Deal for Jr. Fair

DES MOINES, Ia., April 25.—Iowa will hold a junior fair this year with use of the northern half of the fairgrounds, including the grandstand and educational building. The southern half will be leased to the government for use as an air corps storage depot. The War Department accepted the proposal submitted by the fair board, and John Mullen, president, announced a meeting of the board would be held within a week to complete plans for the smaller fair.

Under present plans the junior fair will be a 4-H Club annual, with a grandstand show and perhaps racing. It is believed the fair will be shortened to probably five or six days instead of the usual 10. Ground retained by the fair includes the camp grounds, grandstand and education building, race track, race barns, old mill, the midway space, secretary's home and the main parking lots.

Fair has signed Barnes-Carruthers for the grandstand and Beckmann & Gerety Shows for the midway. Thearle-Duffield will provide the fireworks display.

Aurora Fairgrounds Sold

AURORA, Ill., April 25.—Old Central States Fairgrounds and Exposition Park here, once valued at \$5,000,000, were sold at foreclosure today to Edward Baker, St. Charles, Ill., sportsman and owner of the famous trotter Greyhound, for \$125,000. Grounds are being considered as a site for Illinois State Fair.

Colley Matches Ride Tickets With War Stamps

HUGO, Okla., April 25.—Fair weather resulted in satisfactory business for J. J. Colley's Shows at their inaugural here. Junior Chamber of Commerce sponsored the week's stand which ended April 4. Highlighting the engagement was Owner J. J. Colley's presentation to the holder of every ride ticket a War Stamp of equal value at the matinee on opening day. Much favorable publicity resulted in local and State papers.

Committee co-operation was good and Boy Scout Day was the best of the week. Engagement in Madill, Okla., was hampered by inclement weather until Friday and Saturday, when shows played to good enough business to wind up the date in the black. General Agent McFarlin returned from a successful booking trip. In addition to Owner Colley, staff includes Edward McFarlin, general agent; Ralph Reed, secretary; Casey Smith, lot superintendent, electrician and *The Billboard* sales agent.

Prell Okay in Hopewell; War Stamps Are Awarded

HOPEWELL, Va., April 25.—Sam Prell's World's Fair Shows played to strong business at their week's stand here when weather permitted. C. W. Franklin, press representative, reported. Local papers and radio station co-operated in the highly successful Children's Day matinee, with War Stamps giveaways a big feature. Leading rides were Spitfire, Rocket, Ferris Wheels and Ride-O-Cash Miller's Palace of Wonders topped shows.

Visitors included members of Cethin & Wilson Shows, and T. W. (Slim) Kelly and Cole Porter, World of Mirth Shows. J. Highsmith joined with his cookhouse to satisfactory business. Matt Crown, builder, and Don Crown, designer, rebuilt the Hot Harlem Show and French Casino fronts. Edmondo Zaccini, free act, also joined with his new Penny Arcade.

Shows' Civilian Defense unit has been completed, with every member attending the various meetings held several nights during the week after the close of the shows.

Arthur Registers Good Biz At Montebello Engagement

BAKERSFIELD, Calif., April 25.—Arthur's Mighty American Shows moved in here this week from Montebello, Calif., where they played to strong business for 10 days under American Legion Post auspices despite rain.

In addition to the bad weather, shows experienced a one-night blackout, but came out on top just the same. Shows were the first to play inside the city limits in six years and the circus attraction was popular, with the reserves being filled nightly. Saturday and Sunday were exceptionally good. Legionnaires co-operated.

Bill and Margaret Gerlins added their Horse Show here, and Mr. and Mrs. John Olson's Circus Side Show topped shows, while the Octopus led the rides. Other shows reporting fair results were Glenn Henry's Amazon Babies; Eva Perry's Casa Rumba; R. L. Bishop's Athletic Show; Dolores Arthur's Dope Show and Ethel Olson's Deep Sea Shows. Aerial Baretis

have been added to the circus attractions.

Among visitors were Mr. and Mrs. Richard Laney, Madam Delmar, Mrs. Bill Meyers, C. H. Alton, Virgie Martin, Harry Phillips, Bess Newman, Mr. and Mrs. Casey Taylor, Lee Emerson, Frank Babcock, Ed Jessup, Mr. and Mrs. Jack Baret, Doc Cunningham, Della and Joseph Ryan, Candy Moore, Mr. and Mrs. Richard Alexander, Charles Youngman, Charles Soderberg, Mrs. R. P. Byam, Connie Byam and M. Hinkle. Everett W. Coe, general agent, accompanied by Betty Coe, left for Oregon and Washington on a booking tour. Grace Piersol replaced Mary Lou Folx as marquee mistress.

Closing here were Danny Hanson, W. H. Bullock, Mary Ball, Al Long and William Fiore. Additions included Bess Newman, Mario Sylvester, Robert Roy, Jay Sells, Gordon Hall, Aaron Turner, Walter Lomax and Mr. and Mrs. Jack Baret.

Bright Lights Expo Starts Okay at Stony Creek, Va.

STONY CREEK, Va., April 25.—Bright Lights Exposition Shows opened their 1942 season on a new lot here April 18 to good business. A test blackout was held Monday night but midway was dark only a short time.

Roster includes John Geomas, general manager; Hattie Dolan, treasurer and ball game; F. A. Norton, secretary, mailman and *The Billboard* sales agent; Herb Beard, lot superintendent and three concessions; Frank Elswick, cookhouse; George Hill, bingo and two concessions.

The Dukes, popcorn and ball game; Ealy, palmistry booth and hi-striker; Charles Pfhall, shooting gallery; A. J. Hermann, five concessions; Bill Schuler, two concessions; Floyd Kulle, photo gallery; E. J. Copanas, novelties; Francis Purvis, Revue; Captain McVay, Animal Show; Charles Hull, Chairplane foreman and electrician; Red Garland, Ferris Wheel foreman; Bob Williams, Kiddie Ride foreman. Captain McVay's high act is the free attraction.

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ROUTES

(Continued from page 14)

Schenk, Al (Lexington Casino) Phila, nc.
 Scott, Hazel (Cafe Society Uptown) NYC, nc.
 Shadrach Boys (Stamp's) Phila, c.
 Sharon, Nita (Belvedere) Baltimore, h.
 Shaw, Wini (19th Hole) NYC, nc.
 Shields, Ella (Jimmie Dwyer's Sawdust Trail NYC, nc.
 Shore, Willie (Roosevelt) New Orleans, h.
 Soyer, Ida (Rainbow Room) NYC, nc.
 Standish, Helen (Ball) Phila, nc.
 Staples & Cerney (Patio) Cincinnati, nc.
 Stearns, Roger (1-2-3 Club) NYC, nc.
 Stephenson, Natoma & Gail (Swing) Rochester, N. Y., nc.
 Stirling & Rubia (Rayott) Niagara Falls, N. Y., nc.
 Stoker, Bill (Alamo) Asbury Park, N. J., nc.
 Stone, Al (Band Box) Hollywood, nc.
 Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.
 Stuart, Marylyn (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Sumner, Helen (Ivanhoe) Chi, re.
 Suns, Three (Piccadilly) NYC, h.
 Sybil & Sandra (Golden Dragon) Cleveland, nc.

T

Tanner Sisters (Chicago) Chi, t.
 Tarasova, Nina (Casino Russe) NYC, nc.
 Taylor, Key (Chez Paree) Chi, nc.
 Tell, Gladys (McAlpin) NYC, h.
 Thomas, Danny (5100 Club) Chi, nc.
 Three Guesses (Hurliane) NYC, nc.
 Three Sons of Jive (Hickory House) NYC, re.
 Tomak, Sid, & Reis Bros. (Ball) Phila, nc.
 Toy & Wing (Roxy) NYC, t.
 Tufts, Sonny (Famous Door) NYC, nc.

V

Vallee, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.
 Vernon, Wally (Chase) St. Louis, h.

W

Wade, Bill & Betty (New Yorker) NYC, h.
 Walzer, Oscar (Fifth Avenue) NYC, h.
 Ware, Dick (Bismarck) Chi, h.
 Weber Bros. & Chatita (Police Circus) St. Louis 14-28.
 Wences (Beverly Hills) Newport, Ky., 24-May 7, cc.
 Weston, Doris (Pierre) NYC, h.
 Whalen, Maurice & Betty (Leon & Eddie's) NYC, nc.
 White, Danny (Iceland) NYC, re.
 White, Jack (18 Club) NYC, nc.
 White, Jerry (Bill's Gay '90s) NYC, nc.
 White & Varno (Chateau) Rochester, N.Y., nc.

Williamson, Herb (Log Cabin) Sault Ste. Marie, Mich., c.
 Windell, Mona (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Wood Trio (Swan) Phila, nc.
 Wood, Napua (Lexington) NYC, h.
 Wyse, Ross Jr. (Chicago) Chi, t.

Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.
 Youngman, Henny (Glenn Rendezvous) Newport, Ky., nc.
 Yvette (Blackstone) Chi, h.

Z

Zorita (Famous Door) NYC, nc.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Plainview, Tex.
 All-American: Lawton, Okla., 30-May 9.
 All-American Expo.: Meridian, Miss.
 American Expo.: Terre Haute, Ind.
 Anderson-Srader: Junction City, Kan.
 Arthur's American: Modesto, Calif., 28-May 3.
 B. & V.: Hackensack, N. J.
 Bach, O. J.: Hoosick Falls, N. Y.
 Badger State: Milwaukee, Wis., 1-9.
 Baker, Tom, Attrs.: Columbus, Ind., 2-9.
 Bantley's All-American: Cumberland, Md.; Uniontown, Pa., 4-9.
 Barker: Alton, Ill.
 Baysinger, Al: Effingham, Ill.
 Beckmann & Gerety: Wichita, Kan.
 Bee's Old Reliable: Elizabethtown, Ky.; Frankfort 4-9.
 Bill Joy: Rockmart, Ga.
 Blue Ribbon: Jeffersonville, Ind., 29-May 9.
 Bremer's Consolidated: Webb City, Mo.
 Bright Lights Expo.: Waverly, Va.
 Brodbeck: Kingfisher, Okla.; Hays, Kan., 4-9.
 Buck, O. C.: Trenton, N. J.
 Buckeye State: Milan, Tenn.; Union City 4-9.
 Bullock Am. Co.: Belmont, N. C.
 Bunting: East Peoria, Ill., 2-9.
 Burke, Frank: Roswell, N. M.
 Byers Bros.: Wood River, Ill.; E. Alton 4-9.
 C. & L.: Waynesville, Mo.
 Central States: Ellsworth, Kan.
 Celin & Wilson: Baltimore, Md.
 Chanos, Jimmie: Portland, Ind.; Muncie 4-9.
 Coleman Bros.: Hartford, Conn.
 Colley, J. J.: Konawa, Okla.
 Conklin: Hamilton, Ont., Can., 6-9.
 Convention: Pottsville, Pa.
 Cotton States: Paducah, Ky.
 Crafts Fiesta: San Diego, Calif.
 Crystal Expo.: Forest City, N. C.
 Curt, W. S.: London, O., 2-9.
 Denton, Johnny J.: Rockwood, Tenn.
 Dick's Paramount: Derby, Conn.
 Dixie Belle: Mount Vernon, Ind.
 Dodson's World's Fair: Springfield, O., 30-May 9.
 Douglas Greater: Spokane, Wash.
 Dumont Am.: Bridgeport, Pa.
 Dyer's: Gideon, Mo.
 Ebersole's: De Soto, Mo.; Steelville 4-9.

Elite Expo.: Coffeyville, Kan.; Eldorado 4-9.
 Ely Bros.: Chester, Pa.
 Evangeline: Hesser, La.
 Fidler United: (Kingshighway & Patterson) St. Louis, Mo.
 Florida Expo.: Bath, S. C.
 Fleming, Mad Cody: Moultrie, Ga.
 Four Star Expo.: Belleville, Ill.
 Franks Greater: (Broadway & Ogleshorpe) Macon, Ga., 27-May 9.
 Frisk Greater: (6090 S. Broadway) St. Louis, Mo.
 Fuzzell: Dexter, Mo.
 Garden State: New Holland, Pa., 4-9.
 Gold Medal: Harrisburg, Ill.
 Golden Arrow: Fulton, Ark.; Delight 4-9.
 Golden Belt: Malden, Mo.; Salem 4-9.
 Golden State: San Luis Obispo, Calif.
 Gooding Greater: Bluefield, W. Va.
 Gooding Unit, No. 2: Point Pleasant, W. Va., 1-9.
 Gooding Unit, No. 3: Marion, O., 30-May 9.
 Great Lakes Expo.: Cairo, Ill.; Vincennes, Ind., 4-9.
 Great Sutton: West Frankfort, Ill.
 Happy Attrs.: Mount Vernon, O., 2-9.
 Heller's Acme: Glen Rock, N. J.; Hasbrouck Heights 4-9.
 Hennies Bros.: Selma, Ala.; Birmingham 4-9.
 Henry, Lew: Burlington, N. C.; Graham 4-9.
 Heth, L. J.: Owensboro, Ky.
 Hubbard's Midway: Mansfield, O.
 Hughey & Gentsch: New Albany, Miss.
 Hyalite Midway: Henryetta, Okla., 27-May 9.
 Ideal Expo.: Baltimore, Md.
 Jones Greater: Madison, W. Va.
 Jones, Johnny J., Expo.: Washington, D. C., 27-May 9.
 Joyland: Fresno, Calif.
 Kaus Expo.: Eddystone, Pa., 27-May 9.
 Kaus, W. C.: Emporia, Kan.
 Keystone Modern: Bristol, Tenn.
 Lake State: (Vandyke & Timken) Vandyke, Mich.
 Lane, C. E.: Russell, Ark.
 Lang, Dee: Granite City, Ill.; Alton 4-9.
 Large, H. P.: Sesser, Ill.
 Lawrence Greater: Dunellen, N. J.
 Lewis, Art: Norfolk, Va.
 Liberty United: Columbia, S. C.
 Lone Star State: (7th & Berry sts.) Louisville, Ky.
 M. & M.: Kingston, N. Y., 30-May 9.
 McKee, John: Advance, Mo.
 Manning, Ross: Poughkeepsie, N. Y., 30-May 9.
 Marks: (Church Hill location) Richmond, Va.; Hampton 4-9.
 Melvin's United: Buffalo, Mo.; Clinton 4-9.
 Mid-Way of Mirth: Louisiana, Mo.; St. Charles 4-9.
 Mighty Monarch: Odenton, Md.
 Moore's Modern: Staunton, Ill.
 Motor City: Richmond, Ind.
 Oliver Am. Co.: (Kingshighway & Chippewa) St. Louis, Mo.
 Ozark: Foreman, Ark.; De Queen 4-9.
 Page, J. J., Expo.: Johnson City, Tenn.
 Page, W. E., Am. Co.: Russellville, Ky.; Gainesboro, Tenn., 4-9.
 Palmetto State: Charleston, S. C.
 Pan-American: Du Quoin, Ill.
 Parade: Coffeyville, Kan.
 Patrick's Greater: Emeryville, Calif., 28-May 4.
 Pike Am.: Ellington, Mo.
 Playtime: North Billerica, Mass., 4-9.
 Pleasureland: Monroe, Mich.
 Penn Premier: Stroudsburg, Pa.
 Pioneer Victory: Waverly, N. Y., 4-9.
 Prell's World's Fair: Baltimore, Md., 27-May 9.
 Prudent's: Patchogue, L. I., N. Y., 1-9.
 Pryor's All-State: Smithers, W. Va.
 R. & I. Am.: Bladenboro, N. C.
 Reid, King: Hudson, N. Y.
 Reynolds & Wells: Junction City, Kan.
 Rogers Greater: Christopher, Ill.
 Royal American: (Grand & LaCleda) St. Louis, Mo., 27-May 10.
 Rubin & Cherry Expo.: El Paso, Tex.
 Scott Expo.: Kingsport, Tenn.
 Scottie's Attrs.: Karnack, Tex.
 Sheesley Midway: Huntsville, Ala.
 Shugart, Doc: New Boston, Tex., 27-May 6.
 Siebrand Bros.: Hawthorne, Nev.
 Silk City: South Amboy, N. J.
 Sims Greater: Welland, Ont., Can., 1-9.
 Smith Greater: Orange, Va.
 Smith, George Olyde: Duncansville, Pa.

Sol's Liberty: Danville, Ill.
 Southern: Vicksburg, Miss.
 Southern States: Ruskin, Fla.
 Sparks, J. P.: Ensley, Ala.; Cullman 4-9.
 Strates, James E.: Lebanon, Pa.; Harrisburg 4-9.
 Sunburst Expo.: Syracuse, N. Y., 2-9.
 Sunset Am. Co.: Excelsior Springs, Mo., 1-9.
 Tassel, Barney: Kenbridge, Va.
 Tidwell, T. J.: Wichita Falls, Tex.
 Tivoli Expo.: Parsons, Kan.
 Tower Am.: Jonesville, S. C.
 Victory: Sellersburg, Ind.
 Victory United: Oswego, Kan.
 Virginia Greater: Ashland, Va.; Riverdale, Md., 4-9.
 Wallace Bros. of Canada: Woodstock, Ont.
 Wallace Bros.: Madisonville, Ky.
 Ward, John E.: Hammond, La.
 West Bros.: Jacksonville, Ill.; Quincy 4-9.
 Wilson, E. G.: Monroe, Mich.
 Wonder Shows of America: Little Rock, Ark.
 Wolfe Am.: Honca Path, S. C.
 World of Fun: Middleport, O.
 World of Mirth: Philadelphia, Pa., 1-9.
 World of Pleasure: Pontiac, Mich., 1-9.
 World of Today: Salina, Kan.; Independence, Mo., 4-9.
 Yahr Am. Co.: St. Paul, Minn., 2-9.
 Zaccini Bros.: Covington, Va.
 Zeiger, C. P., United: Albuquerque, N. M.

Russell Bros.: Anaheim, Calif., 28; Santa Ana 29-30; San Diego May 1-5; Oceanside 8; Long Beach 7-9.
 Singer's Midgets, Elephants & Pony Circus: (Grand Ave. & LaCleda lot) St. Louis, Mo., until May 10.
 Wallace Bros.: Ashland, Ky., 28; Gallipolis, O., 29.

MISCELLANEOUS

Campbell, Loring, Magician: Bluefield, W. Va., 29; Beckley 30; Hinton, May 1; Green Bank 4; Moorefield 5; Piedmont 6; Accident, Md., 7.
 Daniel, B. A., Magician: Marysville, O., 29; Ashley 30; Sparta, May 1.
 DeCleo, Harry, Magician: Columbus, O., 27-May 2.
 Lee's Colored Minstrels: Mobile, Ala., 27-30.
 Levone Am. Co.: (K. of P. Hall) Columbus, O., 29-30.
 Lippincott, Magician: Dallas, Ga., 29; (Grove) Atlanta 30; Dalton, May 1-2; Alabama City, Ala., 3-9.
 Marquis, Magician (Alpine) Ripley, W. Va., 29; (Strand) Pitcairn, Pa., 30.
 Morgan, J. Doug, Show: De Kalb, Tex., 27-May 2; Paris 4-9.
 Neff, Magician, & Wonder Workers: Westfield, N. J., 29; S. Huntington, N. Y., 30; Kings Park, May 1; Riverhead 4; Port Jefferson 5; Flemington, N. J., 6; Phila 7.
 Ricton's Dogs (school show): Rome, Ga., until June 1.
 Virgil, Great: Dayton, Tenn., 29; Rockwood 30; Lenoir City, May 1.

ADDITIONAL ROUTES

(Received Too Late for Classification)

DeCruz, Netha (McVann's Club) Buffalo 27-May 2.
 DeSimone, Cheena, Dancers (Yacht Club) Pittsburgh 27-May 2.
 Hale's, Tige, Band: Harrisburg, Ill., 27-May 2.
 Jaxon, Great (Beiden Hotel) Canton, O., 27-May 2.
 Rio, Mildred (Evans Hotel) Miami Beach, Fla., 27-May 2.

New Funhouse for Buckeye; Name Bands To Continue

BUCKEYE LAKE, O., April 25.—A. M. Brown, manager of Buckeye Lake Park, has closed a contract for a new funhouse for the park's midway.

The increased patronage of Crystal Danceteria has encouraged the management to continue the week-end policy, Brown reports. Wayne Martin's orchestra will continue thruout April. Danceland, one of the largest roller rinks in the State, will operate Wednesdays, Fridays, Saturdays and Sundays. Name band policy, popular here last season, will be continued this season, starting with the opening of the regular season early in May.

With the Zoos

HOUSTON.—The first leopard cub ever born in Hermann Park zoo is doing well in fifth week. Club was born of a five-year-old black but shows spots of 15-year-old spotted father, Old Spots, Tom Baylor, park zookeeper, reports.

PHILADELPHIA. — Denizens of the Philadelphia Zoo were assured by Roger Conant, curator, that they need have no fear of being slaughtered or losing their homes despite what is happening to their brethren in the Detroit Zoo, where 38 animals recently were done away with because of the war, with its boost of feed prices and the drop in funds. Conant explained that the Detroit Zoo was overstocked.

HOUSTON.—Spring has arrived at the Hermann Park Zoo, with the birth recently of six beavers, a leopard, Mandrill baboon, a monkey and the laying of five Cassowary eggs, first in history of zoo. Zookeeper Tom Baylor reports the baboon, born in mid-March, is the best attraction of the zoo. Baylor reports that 7,148 visitors on Good Friday was followed by over 10,000 on Easter Sunday to set a new daily high mark for the zoo.

LITTLE ROCK, Ark.—With passage of ordinance calling for civil service examinations for all attaches, Municipal Zoo will have new zoo department in the city government to be headed by a superintendent instead of a curator. Under him will be an assistant superintendent, curator second class and assistant curators. Salaries will begin at \$175 per month for superintendent, \$110 for assistant, \$105 for curator first class, \$80 for curator second class, \$75 for helpers and \$60 for night watchmen.

DETROIT.—Increased cost of feed is causing an immediate reduction of animals in Detroit Zoological Park, according to Director John T. Millen. He is selling a number of larger animals, including bears, lions, buffaloes and deer. (See WITH THE ZOOS on opposite page)

CIRCUS

Beers-Barnes: Burnsville, N. C., 29; Spruce Pine 30; Bakersville May 1.
 Cole Bros.: Evansville, Ind., 28; Terre Haute 29; Anderson 30; Indianapolis May 1-3; La Fayette 4; Fort Wayne 5; Richmond 6; Middletown, O., 7; Cincinnati 8-10.
 Cole, James M.: Penn Yan, N. Y., 6.
 Hamid-Morton: Chicoutimi, Que., Can., 28-29; Ottawa, Ont., May 2-6.
 Hunt's: Plainfield, N. J., 30; New Brunswick May 1; Perth Amboy 2; Madison 4.
 King Bros.: Plymouth, Mich., 1; Dearborn 2-3.
 Mills Bros.: Bedford, O., 28; Cuyahoga Falls 29; Mogadore 30; Minerva May 1; Salem 2; Wellsville 4; Toronto 5; Yorkville 6.
 Polack Bros.: San Francisco, Calif., 1-9.
 Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York City, until May 10.

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Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., April 25.—Circus Model Builders and Owners' Association, recently in convention in Peru, Ind., was conceived by several ardent circus fans in 1936. These fellows, who passed their spare time away by building miniature circus wagons, tents and other circus equipment, thought it would be a good idea to band all such model builders together and form an organization for the purpose of interchanging ideas, etc. How well this idea carried can be readily seen by glancing at the latest membership list, which contains names from over 28 States. This association, organized by six men from Chicago and vicinity in 1936, now shows a membership list of well over 100.

Main purpose of the organization is to educate the general public to the circus by continually placing their miniature shows before it all year round and thus getting it more interested in the traveling shows. Besides their activities in the building of models, these fellows also go in very strongly for the historical phase of the circus and quite a few of the members have very fine and valuable collections of circus pictures, heralds, lithos, passes, letterheads, etc., and some have acquired enough old circus relics to rig small but highly interesting circus museums in their homes. At some of these museums much of the old obsolete circus equipment of years gone by can now be seen.

During the summer months, when the shows are on the road, the members of the association frequently hold get-togethers or social gatherings on the various lots where they look over the show's equipment and obtain new ideas for their models. Many of their most successful model displays have been held in some circus back yard where they have entertained the show's management and personnel with their little reproductions.

Circus Model Builder can always be counted on to be among the first at the runs in the morning to see the show come in and also one of the very last to stand along the tracks and watch the lights of the last section fade into the night. CMB is a real follower of the circus and always tries to be a friend to all circus folk.

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AMERICAN SOCIETY FOR THE CONTROL OF CANCER

New York, New York

Letter From Stanley Dawson

LOUISVILLE, April 25.—Staying in Hot Springs until all the circus element had left, Dutch Wise, Thomas and Ching Renaud and the writer left for the East. Stopped off at Little Rock and visited Mr. Blake, former showman, who is a hotel proprietor there. Stayed two days in Cole quarters, Louisville, and found it active, with all bosses making great headway. Met Captain Seymour, Curley Stewart, Yellow Burnett, Charles Lucky, Walker and Waxie, Mrs. McFarlan and Harry Thomas. Office force, Mrs. Estrella, Owner Zack Terrell, Russell, Lehman and Smith were busy. Noticed Sparkey and Irish still with the menagerie. Visited Joe Haworth.

Leaving there for New York, Thomas Renaud left from Trenton for Montreal. Ching Renaud stayed in Louisville. Before leaving saw Jean Allen, Dorothy Herbert, Johnny Farthing and Mr. and Mrs. Paul Nelson. In New York met Fred Smythe, Gene Hodgeman, Bernie Head, Louis Rosenberg, Jake Besser, Mike Healy, Joe Trosey, Harry Lee, Harry Bert, Al Humkey, Freddie Martin, Abie Albert, Freddie De Palma and others.

Visited Tom Muir and Herman Mann in Plainfield, N. J. At Trenton Elmer Kemp showed us the town and we drove to Hunt Bros. Circus quarters, where we met Harry Hunt. Visited Mr. and Mrs. Bert Cole, Staten Island, N. Y.

En route west we saw Ray MacMillan, now cafe proprietor, at Bellaire, O. Visited F. E. Gooding at his Columbus (O.) quarters. Johnny Enright showed us thru the plant. Missed Buck Saunders there but met Dick Cavanaugh, Eddie Richter and W. T. Boyer. Had lunch with Don Howland and made a trip to his plant. Was surprised at his collection of circus biographies, posters and pictures.

Revere Beach, Mass.

By THE BEACHCOMBER

Plan to raise a large fund among the beachmen, which was to be matched dollar for dollar by a gift from the city and which "almost" succeeded at a meeting called by Mayor Raymond E. Carey last fall, has apparently died, as two of the major operators refuse to come in with their share of the ante-up. The rest of the gang, naturally, do not want to put up their money, because they would be helping those two hard-heads while helping themselves . . . a committee pleaded with the two, who, incidentally, are "big rich." It was the little struggling fellows who were first to appreciate such a grand gesture of an aggressive, beach-minded mayor. It's a pity, but nothing can be done about it. . . . The uniforms of Uncle Sam very much in evidence. . . . A lot of British Naval uniforms, too; but don't tell Shickelgruber. . . . Servicemen added to the grosses last season, and this income should at least double this summer. . . . Uncle Sam's spending lies between Washington and Boston, about 85 per cent of it . . . the rest is spotty around the country.

Mr. and Mrs. Ernie Messle, Richard (Goggles) Cronin back from Miami. . . . A new set-up of horse-race (Shad-owgraphic) game replaces a Penny Arcade, which was removed to a new location under the Derby Racer. . . . About a half dozen arcades, large and small (the larger ones are magnificent set-ups), are now on the front. . . . Show of Thrills will bow earlier than usual, opening Friday, May 15, its eighth year, owned and operated by W. J. (Bill) O'Brien. . . . Louie the Schlossberg, pioneer mental act with the Barnum show for many seasons, writes from Chicago that the liquor and food emporium is clicking in a big way. . . . Eddie Terminiello opened up his short-range shooting gallery for Sundays, as did the Rotherham long-range gallery. . . . Peter (Pallasades Park) Brenner opened two O'Brien games. . . . Rocket Ride, with new air-cushioning, bowed. . . . Hurley's Merry-Go-Round, Bubble Bounce, Dodgem, Caterpillar, Tilt-a-Whirl also early openers. . . . The south end vacant lots are occupied by the Army Air Corps.

Cyclone Coaster* opened, as did some of the Harding and Zaccaria rides. . . . Most of the independent games, food and drink stores in the north end area open up full blast when Cyclone throws on its lights. . . . Acts playing the clubs, lodges, cafes and roadside spots report a banner winter and spring, with only half enough acts in Boston for bookers to place and wages much above

WITH THE ZOOS

(Continued from opposite page)

to reduce operating cost, he told city council, and asked for an additional appropriation for feed.

NEW ORLEANS.—A more stringent guard system and method of regulating visitors to the Audubon Park zoo has been put into effect following a recent attempt by unidentified persons to kill Duke, the park's 21-month-old lion, by feeding him pieces of jagged glass in ground meat. George Douglass, superintendent, said Duke suffered hemorrhages while attendants feared for his life. The act of glass feeding is similar to attempt on a Dallas zoo lion recently.

FORT WORTH.—Twenty thousand persons attended the recent opening of Forest Park Zoo. Ginger, the lioness, highlighted the occasion by giving birth to a trio of three-pound cubs. Because of the crowd, Trainer Gilbert Fry gave two performances of his trained animals. Harry Jackson gave numerous talks on the new animals he has bought for the snake attraction.

CINCINNATI.—A covered grandstand and stage, with seating capacity of 312 persons, is being erected at the Cincinnati Zoo to show off the various animal acts. The structure, roofed but open on the sides, will be of frame construction and will cost about \$1,000.

COLUMBUS, O.—C. J. Penfield, head of the Columbus Zoo Association, announces that Nick Francisco, chairman of the Old-Timers' Baseball Club, which sponsored the recent AAU boxing tournament for the benefit of the zoo, has turned over to him a check for \$3,303 as that group's contribution to the zoo's membership campaign now in progress.

PHILADELPHIA.—For the first time in the history of the Philadelphia Zoo the bald eagles are raising a family.

NEW ORLEANS.—With acquisition of a large collection of alligators from a local importer, whose farm near here has attracted nationwide attention, the Audubon Park Zoo now has on display over 200 'gators. Included in the collection is Aleck, presented to the New Orleans Board of Trade pool in 1890 and now 11 feet long. Aleck was named by the late Sarah Bernhardt.

BOB ORTH, former circus trouper, writes from Los Angeles: "Spent several days on Russell Bros.' Circus lot. It is a great show and had an enjoyable visit with officials and performers. Sgt. Philip Escalante, serving in the army at San Diego, Calif., visited and worked in the bar act. Everyone is proud of him. Smiley Daily, clown, asked me, 'Why don't you join out? It is cheaper than following the show around.'"

other areas. . . . Bill Student, of Hollywood Sunshine Dogs, writes from Pittsburgh that he has been playing Midwest this winter . . . act is penciled in Show of Thrills for second season. . . . Val Ray, assistant manager of same spot, in from St. Louis, was with Lerow Brothers' Unit with Hennies Bros. and Dick Best's outfit with Royal American Shows for past three years. . . . "Priddy Boy" Lloyd, with handsome velvet Punch frame-up, purchased from Al Flosso's magic emporium in New York, doing the best night club spots with this Punch act and bits, also emceeing some units. . . . There is considerable theater work, altho broken time, but building up, in RKO houses. Some of the early arrivals, summer beach spots, are filling in time on this work.

Autry Big Draw At Cleveland Arena

CLEVELAND, April 25.—Gene Autry's Flying A Ranch Rodeo proved a good draw at the Arena here April 9-14. Attendance for the six-day event exceeded that of last year's 12-day stand, Al Caffodio, arena secretary, reports. Abe Lefton capably handled the emcee chores, and Autry, with horse, Champion, clicked handily in his two appearances daily. Official line-up included Lou Herget, secretary - manager; Autry, producer; Lonnie Rooney, arena director; Al Caffodio, arena secretary; Leo Murray and Harry Knight, judges; Thelma Rooney and Al Caffodio, timers; Abe Lefton, announcer; Hoyt Hefner and Scrappy Patch, clowns; Buff Brady Jr., Norma Holmes, Fay Knight, Don Wilcox and Berntee Taylor, trick riders, and Buff Brady Jr., Cy Compton and Buddy Mefford, trick ropers.

Results—Bronk riding—First go-round, Fritz Truan, Bill McMackin, Bud Linderman, Doff Aber. Second go-round, George Yardley, Bud Linderman; Larry Finley and Bart Clennon split third and fourth. Third go-round, Doff Aber, Nick Knight, Bill McMackin, Gene Pruett. Fourth go-round, Ace Elmore, Bill McMackin, Johnnie Tubbs, Fritz Truan. Finals, Bill McMackin; Bud Linderman and Doff Aber split second and third; Fritz Truan.

Calf Roping—First go-round, Clyde Burk, Tom Coleman, Sonny Hancock, Homer Pettigrew. Second go-round, Shorty Matlock, Bud Spillsbury, Dee Burk, Everett Shaw. Third go-round, Clyde Burk, Homer Pettigrew, Bud Spillsbury, Dee Burk. Fourth go-round, Homer Pettigrew, Sonny Hancock, Bud Spillsbury, Shorty Matlock. Fifth go-round, Everett Shaw, Clyde Burk, Frank Autry, Jack Skipworth. Sixth go-round, Homer Pettigrew and Dick Truitt split first and second; Clyde Burk, Dee Burk. Finals, Bud Spillsbury, Homer Pettigrew, Clyde Burk, Everett Shaw.

Bareback Bronk Riding—First go-round, Louis Brooks, Frank Finley, Frank Marshall, Hoytt Hefner. Second go-round, Jimmy Sloan, Hoytt Hefner, Carl Dossey, Dick Griffith. Finals, Jimmy Sloan, Frank Finley, Hoytt Hefner, George Mills.

Steer Wrestling—First go-round, Buck Jones, Hub Whiteman, Tom Coleman, Bill McMackin. Second go-round, Homer Pettigrew, Frank Finley, Earl Blevins, Charles Colbert. Third go-round, Mike Fisher, H. D. Binns, George Yardley, Louis Brooks. Finals, Mike Fisher, Charles Colbert, Earl Blevins, Buck Jones.

Brahma Bull Riding—First go-round, Dick Griffith, Frank Marion, Jack Williams, C. J. Shellenberger. Second go-round, Smoky Snyder, Mitch Owens, Jim Whiteman; Hoytt Hefner and Charles Colbert split fourth. Third go-round, Gerald Roberts and C. J. Shellenberger split first and second; Bob Estes, George Mills. Finals, Dick Griffith, Smoky Snyder, Bob Bates, Frank Marshall.

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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.

The Will To Win

In girding itself for the future, the coin machine industry can take courage from the spirit and record of coinmen in some of the countries that have been in the war much longer than we. That the industry can stick together and maintain a high rate of efficiency has been amply demonstrated in war times.

Canada has been actively in the war much longer than the United States and in some respects the Canadian industry has gained advantages due to war activities. It was early demonstrated that music machines and amusement games have a special appeal to men in the service and also to workers in industrial plants. Canadian operators felt the pinch of an import ban a long time before the American trade came face to face with priorities orders. During the entire war period the Canadian industry has kept going, has adjusted itself to new conditions and has also contributed its full efforts to helping win the war.

Our last trade reports from France, made near the end of 1941, showed clearly that the havoc of war had almost but not completely destroyed the industry in a nation where it was once prosperous. Our reports did show that ex-coinmen and the few that remained in the business still maintained the fraternal spirit insofar as conditions permitted. That is an encouraging feature about the industry, that no matter how adverse conditions may become, there is a fraternal spirit that still keeps coinmen together in some fashion. Our last report from Paris said that coinmen even managed to get together now and then for a fraternal meeting.

The pathetic picture of France today is enough to stir the American coinman to the fullest devotion to duty, in the hope that America may soon be able to help deliver a former ally from under the heel of the dictator and also the traitor. Many American coinmen will recall personal friends among French coinmen and also pleasant business relationships as they think of France and French coinmen today.

In England, where the coin machine industry had attained a high state of success, there is a living example of how the trade can carry on under the most adverse conditions of war. News reports have kept Americans well informed of how much destruction has been visited upon

English cities, and yet the coin machine industry carries on with great efficiency. If there is any example that can show what an industry may do under war conditions, it is the example our fellow tradesmen have set in England. Copies of *The World's Fair*, English coin machine trade paper, still reach American readers, and it is with great interest that they turn to see what news there is about operators and distributors and how the trade is keeping its machines repaired and in good condition.

Our most recent report from London (dated March 20) gave some idea of how being close to the war can finally cut down the trade. Of the 291 sportlands in metropolitan

London in 1939 it is reported that only 69 are still in business. That is a concrete picture of how bombings and the other misfortunes of war finally cut down locations, reduce trade and bring a decrease in the business. But in spite of all hardships the English trade is still carrying on and will be ready to come back with a vim when the war is over.

Compared with the hardships which have come to French and English coinmen, we in America expect to have nothing that begins to compare with it. The fact that they keep faith in the future of the industry should be of the greatest encouragement to the American industry, if any should begin to lose hope.

Operators and distributors will have many advantages, along with the disadvantages, and they will be able to keep coin machines in operation and hold the industry together for an early start when better days are here again. Manufacturers will be able to offer a large degree of co-operation even though their plants may be taken over completely for war production. American cities and towns and American industry need the music, amusement and services which the industry has to offer, and the industry can make definite gains in public prestige even in war times.

The industry comes to the critical stage of America's part in the war with a high degree of unity. The industry is united in its purpose to help win the war. The industry in the main depends on operators and distributors to keep coin machines at a high state of efficiency for the duration.



Help Uncle Sam to crack down on all those propaganda evils at home which give aid and comfort to the enemy. (Cartoon from *The Chicago Sun*.)

NEWS OF
PRIORITIES and MATERIALS

Developments of the Week in All Industries

A complete survey of uses of metals during the first quarter of 1942 and anticipated requirements for the second quarter is being undertaken by the WPB. It was announced April 19. Questionnaires are being mailed out to all American users of metal in raw or semi-fabricated form, to be filled out and returned to Bureau of Census not later than May 15. Reports will be analyzed by the census bureau and the WPB. Questionnaire is a refinement of a metals survey which was mailed out to 11,000 users on January 30. It was said it will not duplicate that form because of the different type of information required.

Donald M. Nelson, WPB chairman, April 15 addressed an open letter to major war contractors asking them to spread more work by subcontracting whenever deliveries can be hastened by this policy. "More subcontracting will help win the war," the letter said in part. "Production speed is the dominant factor in the race with the Axis. We have no time to wait for new tools and plants. Plants with as few as five or six machines can and should be used in subcontracting."

Industries which produced more than \$5,000,000,000 worth of civilian goods last year have received orders to shift to war production, a UP survey discloses. Investigations shows that 757,500 workers were employed last year in industries now being converted or under WPB instructions to shift to manufacture of war goods in the immediate future. An incomplete check—military reasons prevented complete disclosure of contracts held—indicated that war contracts awarded in these converted plants would approach \$13,000,000,000. April marked the most striking effort at mass conversion yet launched by WPB. During that month five industries were stopped from making civilian goods.

Henry Morgenthau Jr., secretary of the Treasury, April 23 disclosed that the Treasury will recommend legislation to make newly mined silver available to industrial users at the world market price just as imported silver is now. He also urged that "this would be a good time to strike all silver legislation off the books."

Senator Downey (Dem., Calif.) on April 18 introduced a bill that would give the President power to seize any and all privately owned automobiles. At the same time the senator recommended that immediate steps be taken to "remove some 10,000,000 cars from the roads and place them in a vast pool to meet a serious transportation crisis we can expect within a year or so."

Downey said he was convinced that there "simply will not be any tires for the 30,000,000 civilian automobiles for four or five years even if we get all the synthetic rubber hoped for by Jesse Jones and others."

The government has directed that deliveries of iron products may be made only upon military priority ratings after May 15. At the same time steps were taken to suspend deliveries of steel plates to users having supplies on hand.

The priority action of WPB brought the country's 2,700 iron foundries under restrictions which previously applied only to steel. No iron or steel products may be delivered except on orders carrying an A-10 preference rating or higher.

Twenty-five radio manufacturers were granted permission by WPB to continue production of civilian radios from one to six weeks beyond the original deadline of midnight April 22. Production will stop, however, in 30 of the 55 manufacturing companies. The 30 companies produced approximately 57 per cent of the civilian output, on a dollar basis, last year.

Continuing its move toward putting American industry wholly under the production requirements plan, J. S. Knowlson, director of industry operations of WPB, April 20 announced limitation of preference ratings on individual applications for material to be used in general manufacturing.

Effective immediately, no individual application from a manufacturer for materials to be incorporated in his products

over a period of more than one month will be approved.

Under the production requirements plan producers file a single application to cover all of their materials requirements for a calendar quarter.

There will be 60,000 more new automobiles available for rationing this year than the 340,000 originally indicated by manufacturers' reports, an official count by OPA shows.

Passenger car figures received by OPA in an inventory check show 399,565 new cars in the hands of dealers, distributors and manufacturers as of February 11. This is in addition to the government "pool" held by them. Up to March 31 about 41,000 cars had been released under rationing certificates from the non-pool inventory of approximately 400,000 new passenger automobiles.

It is understood that manganese will be used as part of the metal content of the new nickels the government will put out. Manganese ore output jumped 89 per cent in 1941 over 1940.

The National Industrial Conference Board, Inc., reports that there was a decline of 850,000 in the number of jobless persons in the U. S. in February, bringing total unemployment down to about 4,000,000.

Coinography

Green & Price, well-known operators of Italy, Tex., are still in the operating business and doing well. Looking back over the past, Green recalls when he was hit by the depression—and hit hard. About this time the marble machine craze had hit the Southwest and Green suggested to Price that they give it a try.

Pooling their funds, they found they had a total capital of \$50. They purchased several Bingo machines. Then they started making their own type of table called Hi-Lo. Many Texas operators will remember the old Hi-Lo tables that had only holes and numbers on a shifting board that released the marbles for replay.

They built their Hi-Lo tables on a production basis of one and two machines each week until they had a string of 50, then they increased to 150. All along they kept buying factory machines also. These pioneer Texas operators recall the big days with Rock-Ola's Wings and the early Bally hits. They had the territory surrounding Italy well blanketed with tables of every make and then they started out distributing games in a big way.

After a few months Green & Price opened offices in the following Texas cities: Abilene, Waco, Sweetwater, Kilgore, Dallas, Mount Pleasant and Belton. They also had their home office in the little town of Italy. Their expansive activities bespoke the rapid growth experienced by many coinmen during the balmy days of Wings, Bingo, Contact and Put-an-Take.

While they were sitting on top of the world, so to speak, they established profitable routes of venders, scales and phonos.

News Highlights April 20-25 . . .

WASHINGTON.—The Ways and Means Committee started to work on the new federal tax bill on April 22.

PORTLAND, Ore.—A candidate for the State Senate says, if elected, he will propose an old-age pension plan and raise part of the revenue by licensing amusement machines.

BUFFALO.—The long-awaited pinball test cases were heard on April 16 and 17 and were dismissed by the city court.

SEATTLE.—The State Tax Commission reported that revenue from slot machines and pinball games in six months amounted to \$610,228. Due to greatly increased business in the State a bigger revenue is expected in 1942.

MILWAUKEE.—The city council postponed voting on the mayor's veto of the recently passed pinball license until May 4. The license ordinance passed the council originally by a vote of 18 to 7.

Coinmen Criticize Paper for Unfair Article on Games

On March 11, 1942, *The Philadelphia Record* published on its editorial feature page an article entitled: "What Makes a Pinball Machine Tick?" It was a typical "expose" of the inner workings of a pinball game, with pictures, branding the games as "the worst kind of public enemy." As is usual in such "exposes" several wild exaggerations appeared in the article.

At least two coinmen in the Philadelphia area wrote the newspaper in criticism of the article. The two letters may be suggestive to other operators and are reprinted as follows:

Unfair to Storekeepers

"To the Editor: We have learned from this war that propaganda is a terrible weapon which can do the work of thousands of guns, tanks and soldiers. It has been stated that the soul of Hitler's army, its fanatical devotion to the fuhrer, its great efficiency, its defiance of death is the product of the grandest scale propaganda scheme of which the world has ever become cognizant. It has also been said that the United States is still in the kindergarten class of the school of propaganda.

"Therefore, I don't suppose we can brand as propaganda an article that we read in an American newspaper like *The Record*. No matter how many evil names are called, no matter how many half truths are magnified to make them look like the full story, no matter how many misstatements of fact—we still cannot call it propaganda. What then? Must we label it ignorance?

"In such a country as America, with its free press, which puts such a heavy responsibility upon a powerful newspaper lest it abuse it, it would be nice to believe that *The Record* would be willing to print a retraction if it were proved to it that it had overstepped its privileges by misinforming the public. Let's see if there is any truth in such an idealism.

"I refer particularly to your feature article in today's *Record*, which you title 'What Makes a Pinball Machine Tick?' In it you call it a totally defenseless piece of mechanism a lot of nasty names, such as fifth columnist, false friend, public enemy, nickel snatcher, making it appear that these poor machines are wicked monsters, slacking in their duty to Uncle Sam.

"Don't you realize, Mr. Editor, that by doing that you are, by inference, calling everyone who makes money from pinballs those same nasty names? Don't you see that you have, by inference, called thousands of little storekeepers, druggists, confectioners and gas station proprietors traitors to their country. That's not a very nice thing to do, Mr. Editor.

Some Facts Overlooked

"Just for the record, let me point out to you some facts that your reporter evidently overlooked. Let us see then if you can call these little men traitors.

"Didn't you know that the manufacture of pinball machines was stopped on February 1 of this year; and that at the present time all the facilities of these 'nickel snatcher' factories are being utilized for the defense of our country? This includes the services of hundreds of skilled electrical mechanics who were given jobs during the depression years and were trained to their present skills by working on these 'false friends.'

"Did you know, Mr. Editor, that during last October every little traitor in every store where there was a pinball machine paid the United States government his

first installment of a \$10 per year defense tax? Did you know, Mr. Editor, that all these little fifth columnists have been paying \$21.50 per machine to the State; and that most cities receive a tax of \$10 or more for each machine?

"True, there is a lot of scrap metal in the machines which are now in operation; but there is also a lot of scrap metal in your presses. The average life of a pinball machine is one year, and when the ones we have are worn out (and the scrap metal is still good) we will be perfectly willing to turn it over to a government agency. However, we insist that we be allowed to get our investment out of the games first.

Operators Know Evils

"We know the evils of the pinball business as well as anyone. We know that children sometimes play them, and we deplore the fact; and we do everything we possibly can to stop them. We know that some men put more in the machines than they can rightfully afford. But we also know that millions of people derive legitimate pleasure and diversion from playing our machines.

"Please remember, Mr. Editor, that the courts did not declare pinball machines 'gambling and devices of the devil.' They merely declared certain gadgets illegal. The pinball machine itself remains a thoro' legal form of amusement. I wish you'd make that clear to your public.

"So now, Mr. Editor, even at the risk of being called a fifth columnist for wasting vital defense material, I think you should put your linotyper to work setting up another article to fulfill your obligation to the public. Give them the whole story this time, because all of us little traitors feel downright insulted.—P. L., Philadelphia."

Publishing Has Its Evils

"To the Editor: In today's *Record* you carried a special article highly critical of the operation of pinball machines, and altho we do not deal in that type of apparatus, nevertheless many phonograph operators with whom we do business do operate these games, so I feel justified in making this reply, which I believe should receive as much prominence in publication as your article.

"I intend making no apology for anyone. That certain evils exist in the business there can be no denial, but where is the industry in which some evils do not exist? Even newspaper publishers are not above criticism for conditions which they tolerate and practices which they condone, about which even our President has seen fit to comment. Nor is big industry entirely free of blame for evil practices, as you well know. But these practices fortunately are confined to but a few individuals, and it is not fair to condemn everybody because of the actions of these few.

Article Is Misleading

"Let us analyze the criticisms of your article. First, it speaks of all the materials wasted on these games that might well be used in defense industries, a statement that is entirely misleading. These materials were used for manufacturing purposes long before the present situation became critical, and undoubtedly were purchased long before their actual use. And why blame the manufacturer of these games for existing material shortages when, if the truth were stated, many shortages are the direct result of the shortsightedness of some of our so-called leaders who preferred piling up gold in Fort Knox rather than raw materials, or who needed a Pearl Harbor before seeing the advisability of carrying out Congressional legislation to build tin smelters and synthetic rubber plants. Furthermore, the manufacture of amusement devices of this nature was definitely discontinued several months ago.

"Secondly, a statement that these games use as much wire as a house is totally inaccurate, since the wire used is #18 gauge without rubber covering, whereas house wiring calls for #14 and #10 gauge rubber-covered wire, and if a comparison were made as to the copper used I would say that a house requires from four to six times as much copper.

"And speaking of fifth columnists, how about those statesmen who year in and year out opposed every attempt at preparedness, who would not permit fortifica-

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

The music machine operators heaved a collective sigh of relief this week when they received the full information about the War Production Board's shellac conservation order M-106. For a while operators were under the impression that record curtailment would run high, but they now realize that altho there may be some difficulties, they will not be too severe.

Visitors' Parade

There were quite a number of visitors in the city this week—and all took a stroll along Coin Row.

Sam Taran, of Mayflower Novelty Company, St. Paul, Minn., was the guest of Dave Simon at Lindy's in the early part of the week. Sam also visited with Dave Margolin and Joe Eisen, of Manhattan Distributing Company.

Fred Iverson, of Seaboard Sales, returned from a road trip thruout the New England States. When Bernie Sossens, Hartford (Conn.) distributor, showed up on the Avenue, Iverson took him around to some of the better shops to replenish his wardrobe.

Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Company, spent the better part of the week in the city.

Murry Sandow in from Hartford, Conn., for one day (Friday)—and then back to his country stamping grounds.

Dave Stern, of Elizabeth, N. J., and Don Petrin, ex-contender for the heavy-weight crown, were a twosome along the Row.

Nick Poppolis, operator, of Waterloo, Me., spent a few days in Elizabeth, N. J., as the guest of Dave Stern who, in addition to concluding quite a business deal, also showed Nick the time of his life.

Invalid Improves

Hymie Budin was greatly improved this week, but has to stay in bed for a while. No visitors allowed, but all mall cheerfully accepted. Write to him at his home, 2201 East 26th Street, Brooklyn, N. Y.

Ciggy Venders Click

Lou Cantor no sooner returned to his office from a trip thru the Eastern States than he left to make a complete coverage of the metropolitan New York and New Jersey territory. Lou claims the sale of National Cigarette machines has been extremely fine.

DuGrenier Execs Huddle

Blanche Bouchard, treasurer of Arthur H. DuGrenier, Inc., visited New York this week from Haverhill, Mass., to talk war production matters over with Bip Glassgold, sales manager of the company. Miss Bouchard states the firm is all out for war production, and Glassgold pointed out operators should take care of their present equipment for the duration. The firm will continue to extend its service facilities and parts department to the trade.

Bilotta Sponsors Bowlers

Johnny Bilotta, of Newark, N. J., who promotes all types of professional athletic teams, is now sponsoring a bowling team, which he is willing to stack up against any in the country.

They're in the Army

Jimmy Gilroy, who was inducted into the service two weeks ago, was assigned

to the Air Corps Technical School Squadron at Kessler Field, Miss. Jimmy is being trained for the Air Service.

Abe (General) Fish's office is taking on a military appearance as the General gets ready to become a private.

Quality Minico Strip

Jack Schwartzberger, of Minoco Productions, is proud of the recent Soundies release, as 9 out of 10 Lucky Strike hits are on the strip. The tenth is a show tune and couldn't be cleared. The hits are divided almost equally between Minoco and RMC.

New Housewife

Bernese Panzer, Modern Vending Company, resigned this week to work hard at being a housewife. Bernese remained at work one year after her marriage, in accordance with the plan agreed upon at that time.

Robbins' Plan Clicks

Dave Robbins, of D. Robbins & Company, has been testing out a plan for music machine operators in New York City and found it clicked very well. Dave is now offering the plan nationally.

Coming and Going

Bob Connors, advertising manager for Rudolph Wurlitzer, was in the city after being absent for quite a long spell.

Murray Schultz, formerly of Atlantis Distributing Company, Boston, Mass., and now with the U. S. Air Corps, returned home for a furlough.

London Offers Equipment

Lew (Leader) London, of Leader Sales Company, Reading, Pa., announces that he is offering used machines of all types to coinmen. Lew is proud of the reconditioning job done in his plant and points out that more attention has to be paid to equipment at this time so that it will last for the duration.

Here and There

Mike Munves claims he will take a three-month vacation soon.

Bill Alberg says the only salable item in his office is himself—so he offers himself to the trade.

Nat Cohn and Glenn Wallich (Paramount Pictures executive) took in the opening of Ray McKinley at the Commodore Tuesday night.

Earle C. Backe, of National Novelty Company, is limbering up for the tennis season. Backe's tennis prowess is well known in the trade. Talking about business, Backe stated that his Rotor Table games are making a hit with the resort trade and arcades thruout the country.

Tells How To Get Most From Trucks

WASHINGTON, April 25.—One of our cries today is "Make It Do" or "Make It Last." Everything from a scrap of paper to a locomotive must be nursed along and made to last as long as possible or longer. Trucks and automobiles are among the most important items to be nursed and kept in good condition. Every coinman with a truck, fleet of trucks or private automobile can assure longer life for his equipment and business if he will follow the suggestions for economical operation of trucks which were issued April 18 by the Office of Defense Transportation.

Preventive maintenance as the "stitch in time" in automotive operation was stressed, with the comment that the manuals of operation issued with new motor vehicles should be heeded.

"Worn or damaged parts may largely be reclaimed or rebuilt," the ODT said. "As the war progresses parts will become harder to get because it is necessary for factories to concentrate on actual fighting material. If many of the more expensive parts are rebuilt the reuse of parts can be the means of saving large quantities of vital raw materials.

"Among the typical parts, drive shafts, worn at the joints because of neglect, need not be scrapped. Two new universal joints may be welded to the old tubes to make a serviceable assembly.

Metal Coating Is Urged

"Crank shafts need not be scrapped even if they are so worn at the main or connecting rod bearing surfaces that re-

grinds to standard sizes are impossible. Mechanics familiar with metal coating can reclaim the shafts by cleaning the foundation material, spraying the metal and then having it ground or machined to the required size. This process has many possibilities for replacing worn material in the automotive field.

"Worn valve faces may now have hard surfacing materials welded to them in much the same manner as that by which new aviation valves are made. This restores a valve that may have lost so much material that it seats too low in the cylinder head by building metal up to original dimensions and providing a hard, heat-resistant face.

Asks Watching of Tires

"Tire conservation can go a great deal further than it has in the past. One of the best ways to conserve tires on trucks is by organizing a systematic inspection program. Tires must be inflated regularly to the recommended pressures. Dual tires must be properly mated so that they will distribute the load evenly. Wheel alignment and other mechanical factors must be checked in order to prevent excessive wear, and foreign objects of all kinds must be removed from tires as soon as these are picked up so that they cause but minimum damage.

"Tires should be pulled for retreading as soon as the non-skid design has worn smooth. When they are attended to at this point in their wear they may be retreaded several times. Every time a tire is retreaded about 60 per cent of the total rubber originally built into it is saved. When this is multiplied by the millions of tires in service the savings can amount to many thousands of tons of rubber annually."

Rotor Tables Click With Resort Trade

NEW YORK, April 25 (MR).—Earle C. Backe, National Novelty Company, Merrick, L. I., in New York on business, reports that his Rotor Table games are clicking with the resort trade thruout the country. A few weeks ago Backe introduced the games with the result that the demand is now very heavy, he reports.

"The games are fine for resorts and arcades," Backe reports, "for they hold customers. Most arcades now serve food and drinks and find that such places, either their own or concessions, are terrific pullers for business to them. Food and drink can actually be served on the Rotor Tables and the customer can also play the game at the same time.

"Resort operators realize they must have something of real interest to hold customers and get as much profit from them as they can without seeming to do so. The Rotor Table games, because they are attractive to customers and such natural playing objects, instantly win patrons and get the play and extra profits for resort operators.

"We are making deliveries just as fast as we can on all models of the Rotor Table games at this time."

Fort Worth

FORT WORTH, April 25.—A number of machines, phonographs, marble tables and venders were lost in the recent North Side flood which caused a million dollars in damage to that section of Fort Worth. In many taverns and cafes the water stood seven and eight feet deep. Operators and their servicemen saved dozens of machines by getting on the job early and getting their machines moved to high ground.

According to reports, former operator Eddie Vinson will soon be helping to bring bombing planes off the assembly line at an airplane plant.

Sid Johnson, a former operator, is also employed at a big bomber plant as a guard.

Music operators are not highly alarmed over the announcement of record production. They contend that with a production of 30 per cent they will be able to keep sufficient platters on their phonos.

The Rex Novelty Company, William Busse and the Roth Novelty Company made co-operative tie-ups on the film *To the Shores of Tripoli*, featuring the marine hymn in the No. 1 spot for run of picture at the Comerford Theater. A tie-up also was made with local record shops and 5 and 10-cent stores.

tion of Guam, and who shouted 'warmonger' at those who advocated building up our military establishments?

Look at Other Side

"Now let us look at the other side of the picture. I do not know how many pinball games are in operation thruout the United States, but I do know that the government recently obtained many millions in much-needed revenue from these games; nor has the State of Pennsylvania overlooked this source of revenue, as witness the Mercantile Tax of \$21.63 placed on each location where these games are installed. And we should not forget the thousands of persons employed in the manufacture of amusement games, the innumerable families who derive their living from the income obtained, and the many storekeepers who are helped in their business from money coming from these games.

"I have always admired your policy of turning the spotlight of publicity upon all who thru selfishness, venality and a lust for power have done so much to undermine our democratic institutions. I sincerely hope that you continue to do so. But, honestly, don't you think there are more important things to shoot at, especially in these trying times, rather than point the finger of scorn at the lowly bagatelle?

"In closing, I might add that I know many cases of operators of these games cheerfully giving up their business, without complaint and without seeking deferment, when called to the service of our country."—G. A., Philadelphia.

OLIVE'S SPECIALS FOR THIS WEEK

Sold on Money-Back Guarantee

CONSOLES

(FREE PLAYS)

JUMBO PARADE	\$ 99.50
JUMBO PARADE (Fac. Rebuilt)	119.50
BALLY HIGH HAND	195.00
JUMBO PARADE (Combination)	175.00
(PAYOUTS)	
JUMBO PARADE	\$92.50
1938 TRACKTIME	89.50
1937 TRACKTIME (Rebuilt)	35.00
SUGAR KING (Like New)	82.50
SUGAR KING (Late Model)	62.50
GOOD LUCK	30.00
ARCADE EQUIPMENT	
1 ANTI AIRCRAFT (Brown)	\$ 52.50
1 ANTI AIRCRAFT (Black)	37.50
1 BALLY TORPEDO (Like New)	257.50
1 Scientific BATTING PRACTICE	132.50

Each Machine Cleaned and Checked—Ready To Place on Location.

WRITE FOR COMPLETE PRICE LIST OF FREE PLAY PIN GAMES & SLOTS.

Terms: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 3620)

WANTED

Exhibit Rotary Merchandisers. Will pay \$150.00 for machines in good condition.

WANTED

Skee-Ball, Mechanic. Will pay \$40.00 per week. Long season. Write to

BOX D-210, Billboard, Cincinnati, Ohio.

CLAW MACHINES

Dome Top, refinished and reconditioned, \$55.00.
1/3 Deposit—Balance C. O. D.

Novelty Sales Company
4445 Belair Road Baltimore, Md.

HERE'S VICTORY FOR YOU!

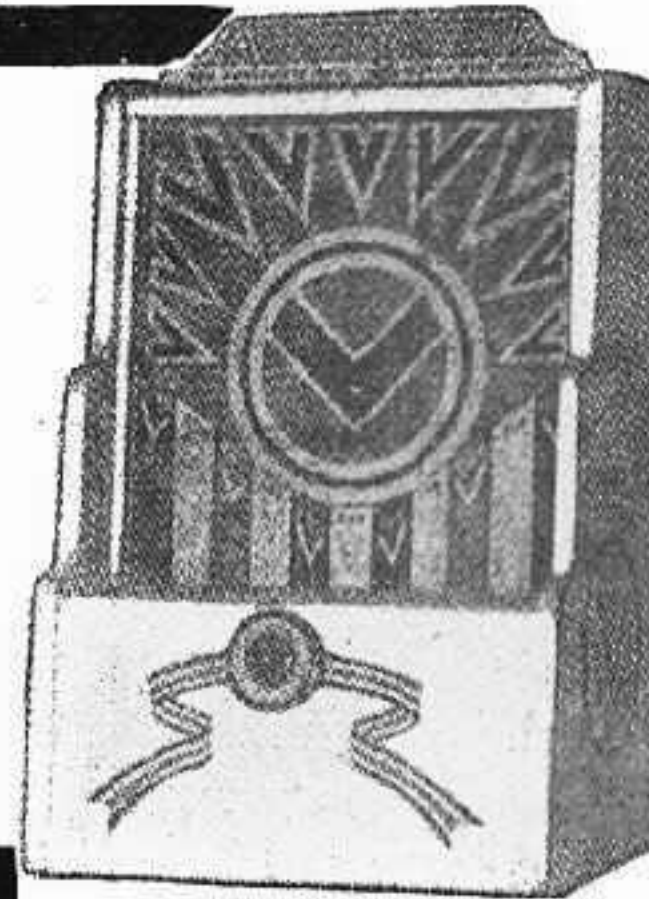
All Wood—No Critical Materials
REALLY A DEFENSE GAME

TAX FREE - - - PROFIT PLUS

Distributors — Jobbers — Operators —
Write for the Best Deal Yet.

PLANET MFG. CO.

49 Selden St., Detroit, Michigan



Minneapolis-St. Paul Variety of Notes in Bulletin To Keep Operators Well Posted

MINNEAPOLIS, April 25.—Congratulations are in order for M. M. (Doc) Berenson, of Minnesota Automatic Machines. Doc became engaged to marry Dorothy Conner, of Minneapolis. Their wedding is tentatively scheduled for May 5.

William Burns, Minneapolis coin machine operator, has been inducted into the army.

Most men at some time or another in their lives have wanted to be firemen. Don Leary, dapper young treasurer of the Minnesota Amusement Games Association and head of the Automatic Sales Company, has finally had the chance. He joined the defense auxiliary fire force in Minneapolis recently.

Harry Lerner, H & L Novelty Company, reports business good. Harry has been kept on the jump lately and now he's adding to his duties by taking over the chairmanship of the Emanuel Cohen Center Men's Club team in the forthcoming 1942 welfare fund drive of the Minneapolis Federation for Jewish Service.

It's Colonel Hy Greenstein now. Hy, executive of Hy-G Amusement Company, has been given the title as one of the leaders in the annual campaign of the Minneapolis Federation for Jewish Service.

Star Sales Company has lost its mechanic, Irvin Zellmer, who has been drafted by Uncle Sam for army service.

Poor Sherna Schanfeld, Hy-G Amusement Company secretary. For months now Sherna has been reporting the names of coin machine men who have entered the armed forces and at last the war has hit home. Her boy friend, Phil Schwartz, has been given a 1-A classification. Says Sherna: "He's 1-A in the army, but he's A-1 in my heart."

Operators are all doing their share to win the war. The work of Don Leary, Automatic Sales Company, in outfitting the Service Men's Center here with an automatic phonograph has already received wide publicity. It was the coin machine operators who first recognized the need of buying War Bonds and Stamps, beginning their efforts long before Pearl Harbor. Thousands of dollars have been invested by operators and distributors here in bonds and stamps. The number of column men who have volunteered their services or have been drafted for army service is large.

The activities of one coin machine operator in Minneapolis in connection with Uncle Sam's war effort are a bit unique. Sam Bender, Coincraft Company, for years has spent a good deal of his time as leader of Adath Jeshurun Boy Scout troop here. His scout work has given him some excellent first-aid training. As a result, with the outbreak of war Bender volunteered his services to Civilian Defense headquarters and is now busily engaged teaching first aid to a class of 50 women each week. In addition to this Bender has undertaken the task of working with an emergency service unit in his neighborhood in connection with Civilian Defense. Thus this column man spends three nights each week voluntarily helping his country, his friends and his neighbors in preparing for any attack the Axis may make on this section of the country.

MARBLE TABLES	
1 Fox Hunt, F.P.	\$30.00
1 High Hat, F.P.	30.00
1 Mills 5-in-1, F.P.	75.00
1 1939 Model 1-2-3	35.00
1 Mystic, practically new.	45.00
1 Bally Beauty	12.50
1 Top Notcher	12.50
1 Bally Alley	12.50
1 Folly	30.00
1 Keeney Texas Leaguer, 1 1/2	15.00
1 Home Run	12.50
1 Big League	12.50
1 Jolly	12.50
3 Lime Lights, Each	12.50
1 Gold Star	12.50
1 Exh. Flash	12.50
1 Nippy	12.50
1 Score Champ	12.50

SLOT MACHINES	
1 Watling Double Jack Pot 10¢ Play Gold Seal Award	\$25.00
1 Watling Slot Machine, 10¢ Play	25.00
1 Mills Q.T.'s, 1¢ Play	30.00
8 Mercury 1¢ Cigarette Machines, Token Payout, Each	8.00

PHONOGRAPHS	
2 Wurlitzer's P-10	\$40.00 Each
2 Mills	25.00 Each
3 Wurlitzer's Model 24	150.00 Each
2 Gables	20.00 Each
2 Wurlitzer's Counter Model 61	85.00 Each
5 Wurlitzer's 8-16	85.00 Each
25 Wurlitzer's P-12	55.00 Each
5 Wurlitzer's P-400	60.00 Each

Shreveport Novelty Co.
608 N. Market St. SHREVEPORT, LA.

As a contribution to association work, a bulletin issued by the Michigan Automatic Merchandisers' Association, Inc., to its members is reprinted herewith in full. The contents of the bulletin indicate the variety of information which may be helpful to operators. Raymond J. Kronmeyer is executive secretary of the association, with headquarters at 263 Houseman Building, Grand Rapids, Mich. The bulletin follows:

TIRE SITUATION SERIOUS

Hope for tires is abandoned, according to following statements made by Ben W. Lewis, price executive of the rubber and rubber products division. "We don't want to exaggerate the degree of relief this will bring in the near future (referring to truck deliveries considered essential to the community), as the extent of such retreading service will depend on the amount of rubber made available for it in the form of rubber called camel-back. As a matter of fact in the face of recent developments in the Far East, we must prepare you for the definite possibility that in the not far distant future you may be faced with having no tires available and we want to suggest that you be laying your plans to handle your problem in some suitable way should such a contingency develop."

EXEMPTION OF FOODS

Machinists' Lodge No. 475 presented a resolution at the city federation meeting to exempt the sales tax from all foods. This resolution already adopted by the machinists' lodge was unanimously adopted by the federation, and instructions included notification of all AFL bodies in the State of Michigan by the local secretary. The Michigan Federation of Labor has already adopted a similar resolution. The Federation of Auxiliaries also adopted the same resolution at their regular meeting, and the circulation of petitions by both organizations is under way.

OFFICIAL EMBLEM DESIGNED

The official seal was approved for design at the last meeting and will be available for display on the members' machines as soon as we have the requirements of the members. It is our aim to keep the standards of the association high, and the eligible member should feel proud of the privilege to display the seal on his machines.

It has been decided upon by the association to lease the use of the labels at the rate of 1 cent per label per year, which is less than half the cost if you were to buy them in lots of 1,000 as an individual operator.

We have also made arrangements to procure the individual label with your name and address, phone number and sales tax license number printed on the extra label, that will blend in with the general design of the seal. These can be purchased in lots of 1,000 or more at the rate of \$10 per thousand.

PROPOSED FEDERAL TAXES

U. S. Congress: At the initial hearing before the House Ways and Means Committee on March 3 on the subject of additional federal revenue, statements were presented by Secretary of the Treasury Morgenthau and Randolph Paul, tax adviser to the Secretary of the Treasury. The proposals made have been widely publicized in the daily papers. In the excise tax proposals of Secretary Morgenthau there were included taxes on (1) carbonated drinks—(a) schedule for bottled drinks based on 1 cent per bottle retalling at not more than 10 cents; (b) 80 cents per pound of carbonic gas used in unbottled drinks; (2) candy and chewing gum, 15 per cent of manufacturers' sales price, and (3) an increase in the tax on cigarettes from \$3.25 per thousand to \$3.50 per thousand on 10-cent brands and \$4 per thousand on 15-cent brands. There is no federal tax on carbonated soft drinks, candy or chewing gum now.

OPPOSE SALES TAX

An organization known as the "Repeal Missouri Sales Tax Committee," with Elmer E. Walter, chairman, and Capt. Charles P. Johnson as campaign director, is making an effort to arouse the interest of the merchants in a movement to repeal the 2 per cent sales tax.

A release points out that President Roosevelt "is opposed to a general sales tax"; that Marriner S. Eccles, chairman of the board of governors of the Federal Reserve, opposes both a general or State

sales tax, and that 85 per cent of the people contacted in the State are opposed and 95 per cent of the people to a sales tax on food.

The committee plans to place the issue on the ballot at the election next November.

The committee says that when a tax is passed to a majority of the people earning \$3,000 or less it reduces the purchasing power to all retailers and consumers and at the same time increases the cost of living. It also said that ample funds can be provided without a sales tax and that if 25 States can operate without any pay relief, Missouri can also do so.

Low London Offers Reconditioned Machines

READING, Pa., April 25 (DR).—Low (Leader) London, Leader Sales Company, reports he is offering a large quantity of reconditioned equipment from his various warehouses.

"As every operator knows," Lew explains, "the reconditioned machines we offer are hard to distinguish from new equipment. We have a reconditioning system second to none in the country. Our slogan, Low London's True-Value, and the letters we have from operators all over the country testify to the fine type of machine we ship to everyone who buys from us.

"With the entire industry seeking equipment we are prepared to co-operate by offering a variety of machines. We urge speed on the part of operators and also caution them to realize that all purchases must last for the duration. We are prepared to give fast action and shipments will go out immediately on all orders."

JACK'S BARGAINS

Two Each—Roxy, Bally Champion. One Each—Oh Boy, Bally Beauty, Big Town, Mr. Chips, Gattlieb's Score-a-Line, Sports, Jolly, Buckaroo, Punch, Lucky, Follies, Anabel, Super Six. All \$12.50 each. Home Run, \$18.00; 7 Up, \$28.00; Power House, \$18.00; 4 Roses, \$32.00; Ump, \$18.00; 2 Old Model APT Game Hunters, \$8.00 each. All Pin Games free play. Guaranteed perfect condition. 1/3 Dep., Bal. C. O. D. JACK'S AMUSEMENT, 5129 Columbia Ave., Philadelphia, Pa.

WAR SPECIAL—MUST GO

ONE BALLS	
Sport Specials, F.P.	Each \$87.50
Sport Event, F.P.	87.50
Turf King, C.P.O.	197.50
Mills 1-2-3, Used Very Little	59.50

CONSOLES	
Paces Races, 30-1, C.P.O.	\$69.50
Mills Square Bell	69.50
Keeney Ky. Skill T., C.P.O.	69.50
Exhibit Longchamp Jr., C.P.O.	39.50
Mills Jumbos, F.P.	89.50
Keeney Super Bell, Conver.	219.50
Ball Club Bell Conver.	279.50

SLOT MACHINES	
Mills Gold Chrome, 5¢, 3-5	\$149.50
Mills Cherry, 5¢	109.50
Mills Brown Front, 5¢	99.50
Mills Melon, 5¢	99.50
Mills Blue Fronts	89.50
Columbia Bells	49.50
Watling Roll Top	49.50
Watling D.J.P.	39.50
Watling S.J.P.	34.50

Every Machine Rebuilt. Deposit Required.
HARRY HOKE
520 Minnesota Ave., N. E., Washington, D. C.

LATE SLOTS
ALL COMPLETELY REBUILT
Mills 5¢ Chrome Bells \$169.50
Mills 5¢ & 10¢ Blue Fronts 94.50
Mills 5¢, 10¢ & 25¢ Brown Fronts 89.50
Mills 5¢, 10¢ & 25¢ Gold Award 119.50
Mills 5¢, 10¢ & 25¢ Melon Bells 89.50
Mills 5¢ Futurity 65.00
Mills 5¢ Roman Head 49.50
Mills 5¢ War Eagle 99.50
Mills 5¢, 10¢ & 25¢ Cherry Bells 89.50
Jennings Chief, S.J.P., 4 Star 89.50
Pace Deluxe, D.J.P.
1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
3147 Locust St., ST. LOUIS, MO. **THE CALL NOVELTY CO.**

2 10¢ Jennings Console Chiefs, like new.
10 5¢ Pace Bantam Slots.
10 10¢ Pace Bantam Slots.
Make Offer, All or Part.
2 Grotchen Sugar Kings, \$155.00; new, in Original Cases.
1-Ball Automatics, Handicappers, Paddles, Preakness, Aksarben, Lady Luck, Derby Day, Daily Races, Veivets, Challengers, Policy, Spot Light, Grand Prizes. Make offer.
VICTOR BALL COMPANY
SALT LAKE CITY, UTAH

KEEP TOKYO BOMBED
A complete Jap changeover with striking battle scene background in 4 colors, consisting of 5 Jap cutouts and streamer, each separate and quickly attached on location to your Chicken Sam, Shoot the Chutes and Jailbird Machines does the trick. Volume production now permits new low price of \$5.00 COMPLETE EACH MACHINE. LOTS OF 5 OR MORE \$3.50 EACH.
Terms: Full cash with order.
THE BEVERATOR COMPANY
CAMBRIDGE, OHIO, U. S. A.

CONSOLE BARGAINS
FREE PLAY MINT VENDERS
Bally Club Bell \$245.00
Paces Reels 179.50
Bally High Hand 129.50
Evans Jungle Camp 72.50
Keeney Super Bell \$189.50
Jennings Silver Moon 95.00
Bally Big Top 84.50
Mills Jumbo Parade 75.00
All Prices Subject to Prior Orders, Terms: 1/3 Deposit, Balance C. O. D. Write for Price on Full Line of Pin Tables.
MECHANICS SERVICE COMPANY
2124 Fifth Avenue Atlantic 0662 Pittsburgh, Pa.

THERE'S ALWAYS A BETTER BUY AT "LEHIGH"
Mutoscope Moving Picture Machines, Complete with Reels, Each \$35.00
9 Ft. Skee Ball 45.00
New Challengers, \$37.50—Used 25.00
New Kicker & Catcher, \$29.75—Used \$18.75
High Hands, Used Only 3 Months 149.50
Super Bells 199.50
FREE PLAY NOVELTY GAMES
4 Diamonds \$39.50
Target Skills 29.50
Star Attraction 39.50
Sun Beam 29.50
Three Scores 39.50
Stratoliner 19.50
Send 1/3 Dep. With Order. Mention 2nd Choice.
2ND & GREEN STS., PHILADELPHIA, PA.



MUSIC MERCHANDISING



RECORD FIRMS INTO ACTION

Victor Asks One Scrap Disk With Purchase of Three New Disks; Columbia Drops Okeh

No Decca or Columbia salvage plan announced as yet—Decca to keep 35-cent label—Victor gives credits at 5 cents a pound on scrap

NEW YORK, April 25.—Following on the heels of the WPB shellac order, the three major recording companies went into action this past week to ensure that adequate records would be available over the country's record counters. Indications were that Columbia Records would do away with the 35-cent Okeh label. The Chicago RCA-Victor distributing branch sent a letter to all distributors and automatic phonograph operators in its area asking that one old record be turned in for every three new records purchased. These scrap records will be credited to the dealers' and operators' accounts at 5 cents per pound.

Executives of the Decca company said that their plans are to utilize their black label 50-cent record more extensively, but at the same time keeping up the standard of the 35-cent label. Indications were, however, that Decca would cut the number of releases on the latter label.

Columbia by the end of the week had already switched Benny Goodman, Dick Jurgens, Tommy Tucker and Gene Autry over to the 50-cent label from Okeh. Firm has about 30 attractions in all on the Okeh label, and hopes to be able to salvage all of them for the 50-cent disk. According to Marie Sacks, artist chief for Columbia, it will depend on what kind of deals can be worked out individually with these Okeh attractions. All present contracts between Columbia and its disk artists will have to be suspended, thru the clause which lets the firm out of its contractual commitments thru circumstances beyond its control. Sacks feels that if the bands and artists will make a few sacrifices in their contracts all can be kept on the rolls.

Decca Artists to 50-Center?

It is expected that Decca, too, will be bringing some of its top names from the 35-cent blue label over to the new black label series. One Decca exec, however, pointed out that when a Jimmy Dorsey was switched to the 50-cent label, it would be on future stuff only, meaning that none of the artist's former disks would merely be re-labeled with the black seal. Properties such as J. Dorsey can certainly pull more than their weight on the black label, it is felt.

RCA-Victor, at week's end, had not announced any policy change along these lines, altho it was figured by the trade that it would act similarly to the way in which Decca and Columbia are handling their labels. In effect, of course, this is the price rise that has been predicted for some time.

Neither Decca nor Columbia has announced a salvage plan yet. Chances are, now that the ice has been broken by the Victor distrib branch in Chicago, that Decca and Columbia will follow suit. Companies were a little cautious about announcing anything simultaneously, for fear the government might construe it as a violation of the anti-trust laws. Distributors and dealers will no doubt modify these plans when shifting them over to the consumer, since cost of handling and shipping of scrap back to the factories will have to be charged against the dealers. Dealers' ratio to the public might then call for two used disks for every three bought.

Admit Policies Temporary

All three of the major companies admit that policy changes made now are of necessity temporary, because of unsettled world conditions. But at the same time all of them expressed optimism over operations under the WPB's shellac order.

Don't Sell 'Em

The coin phonograph operators just can't be cautioned too many times now about the matter of dumping their surplus used and old records. These very disks are more than likely to be the operators' "ration" tickets for new disks. Some sort of general salvage plan will no doubt be set up now that disk companies must get by with just 30 per cent of the shellac they consumed last year; and a natural plan would be to have the consumers turn in their old records in proportion to the number of new ones they buy. If such a plan were made compulsory, as is now being talked about by both the War Production Board and the record companies, then operators would have plenty of use of their shelved stocks. Prices offered on used disks will naturally go up, but it's better to have the records than the money.

Collegiate Musical Tastes Spotlighted; Miller Still King; O'Connell, Eberle Top Vocalists

NEW YORK, April 25.—The musical likes and dislikes of students at America's leading colleges and universities, as probed by *The Billboard's* Fifth Annual College Music Poll, re-elected Glenn Miller the king of the campuses for the third consecutive year by an overwhelming majority. Blue ribbons as favorite singers went to Helen O'Connell, Jimmy Dorsey songstress, and Ray Eberle, Miller's featured vocalizer. Results of the orchestra poll were announced on pages 3 and 19 of last week's issue. Vocalist rankings are carried in the music section of this issue.

One hundred fifty-eight colleges and universities cast their ballots this year, representing a combined enrollment of over 500,000 students.

Operators with college locations will find much of interest in the results of this poll that will be of help to them in keeping their machines crammed full of records that will get maximum play from Joe and Jane College. To the trade in general, however, the big news of this poll is that once again the power of the nationwide music machine network to maintain and build the popularity of a band or vocalist is demonstrated. Miller's *Chattanooga Choo Choo* was one of the prime reasons why he piled up such a healthy majority as campus king.

Runner-Ups

Second to Miller in the "favorite orchestra" bracket was Tommy Dorsey, who was runner-up last year, too. For consistency, TD is tops in the collegiate market. While he has never won the poll, he's placed three times, and racked up in the show spot the other two years. Outside of Miller's third time repeat, outstanding achievement in this year's poll was Harry James's rise from a basement position in last year's tabulations to third position 12 months later. In copping third place, James nosed out such stalwarts as Benny Goodman, Jimmy Dorsey, Vaughn Monroe, Sammy Kaye, Kay Kyser, Charlie Spivak and

"It will just be a matter of tightening our belts for awhile," is the way one major disk exec put it.

As part of this tightening process, Columbia dropped the publicity services of Constance Hope Associates, moving this division of its work to the home plant in Bridgeport, Conn. It was also understood that the firm was cutting considerably on its budget for the classical catalog.

Woody Herman who finished in the third to tenth brackets in that order. The next ten in order were Freddy Martin, Artie Shaw, Claude Thornhill, Alvino Rey, Jimmie Lunceford, Shep Fields, Bob Crosby, Guy Lombardo, Les Brown and Fred Waring. Martin, Shaw and Thornhill tied three ways for the 11th birth as did Crosby and Lombardo for 15th.

Outstanding gains during the past year in student favor, in addition to James, were registered by Vaughn Monroe who climbed to sixth this year, thus bearing out the collegian's selection last year of his group as the "most likely to succeed." Charlie Spivak also jumped from 23d last year to ninth.

On the nose-dive side, Kyser skidded from third to eighth. This marked the first time since 1938 he had placed outside the first three. Artie Shaw also slipped from fourth to 11th.

Vocalist Choices

Outstanding note of the vocalist poll this year is the indisputable evidence that band vocalists are becoming more and more of a power as band features. College youth definitely like or don't like them and their opinion of the band gains or suffers accordingly.

In the fem division, Helen O'Connell, Jimmy Dorsey's talented chirper, took first place by almost as wide a margin as Miller took the top ork honors. Competition for second place, however, was bitter with Marion Hutton, Miller's songstress, nosing out Ginny Simms, last year winner, by three slim points. Hutton's feat was all the more remarkable because of the fact that she only rejoined Miller last August after being out of the business for the greater part of 1941. Helen Forest, who was with Goodman last year when she ranked third in the poll, slipped to fourth this year, but her power with collegians suffered none at all as the result of switching to Harry James's crew, it appears. Peggy Lee, new Goodman chirper, came from out of nowhere this year to wind up a strong fifth topping such other faves as Anita O'Day (Krupa), Yvonne King (Rey), and Jo Stafford (T. Dorsey).

Male line-up this year was the usual dogfight between Ray Eberle, Frank Sinatra and Bob Eberly. Only change this year was Ray's climb to the No. 1 with Sinatra sinking from the pinnacle to No. 2 niche. Bob Eberly continued in third as did Harry Babbitt in fourth. Vaughn Monroe set a precedent by placing fifth (See COLLEGE TASTES on page 69)

TALENT and TUNES ON MUSIC MACHINES

By HAROLD HUMPHREY

News Notes

Major recording companies were still not in the groove last week on their new production schedules, but all figured they would be by the end of this week. Business of regrouping their artists and revising former commitments with the bands is what's taking the time. . . . Ginny Simms is set to appear in RKO's next film vehicle starring Fibber McGee and Molly. It's the first time that Miss Simms will be in a picture without appearing with Kay Kyser and the band. . . . It's reported that Sears, Roebuck alone has ordered 75,000 of Freddy Martin's "You Can't Hold a Memory in Your Arms." . . . Lucy Monroe, the "Star-Spangled Banner" girl, has announced that she will furnish the Stage Door Canteen in New York with any or all Victor records which the servicemen's club desires. . . . Hal McIntyre has added two new vocalists and a quartet to his band. . . . Latest returns on the sale of Glenn Miller's "Chattanooga Choo Choo" recording now bring the total to 1,210,000 sold by mid-February. . . . Leo Reisman just completed "I Look at Heaven" and "Lamp-lighter's Serenade" for Decca before the shellac order hit. . . . Benny Goodman, Dick Jurgens and Gene Autry were the first of the Okeh artists to be switched to the Columbia label, following the WPB's shellac conservation order. Others are expected to follow, with Columbia ultimately dropping the Okeh label—at least for the duration.

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:

DETROIT:

Arthur Murray Taught Me Dancing in a Hurry. The King Sisters.

This novelty fox-trot from the film *The Fleet's In* is now beginning to take hold in the coin phonographs here. General release of the film has no doubt helped the song along. Disk holding the most favor with patrons in this city is the one cut by the King Sisters, but there are plenty of other good versions out too for the operators to choose from.

PHILADELPHIA:

Not Mine. Jimmy Dorsey.

The Dorsey band recorded this as one of the show tunes in the maestro's picture *The Fleet's In*, and operators here are reporting his disk as a comer in the machines. Again it should be mentioned, as with the above tune, that the release of the film is no doubt helping the tune plenty. Operators can usually count on firm tie-up tunes to do a job for them at the slots.

LOS ANGELES:

Clink, Clink, Another Drink. Spike Jones.

The Spike Jones outfit is well known out here, and his records are nickel-grabbers in the music boxes for that reason. In the case of this novelty operators are giving it a prominent mention in their reports. Victor has aided the promotion of this disk by putting out special promotional material for the operators to plug it, too.

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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

The Hoosier Hot Shots are set for the first Sunday in June at Lone Star Ranch, Reed's Ferry, N. H., with other personal appearance dates to follow. Neighboring music machine operators can probably make profitable tie-ups. . . . Judy Canova, with no picture commitments for the moment, will make a string of personal appearances thru the Midwest starting late in May. First set so far are Riverside, Milwaukee, week of May 29, and Oriental, Chicago, week of June 5. . . . With Carson Robison's version of *1942 Turkey in the Straw* doing terrific business thruout the country, operators in Spokane report that they can't get pressings of it fast enough to meet the demands.

prove highly popular in spots where story-ballads are favored.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"BIG BAD BILL": Texas Jim Lewis and His Lone Star Cowboys (Decca 6031)—When reviewed a couple of weeks ago, this was reported as almost a certainty for big machine play. Already it's figuring in the reports from various locations, particularly in the South. A highly amusing novelty with top vocal work, both solo and ensemble, and terrific band backing that includes outstanding novelty effects. Lewis and his boys are currently playing personal appearances on the West Coast, and ops there should pay particular attention to this one.

Week's Best Releases

Montana Slim (Bluebird B-8983)
Headin' for That Land of Gold and West of Rainbow Trail

The topnotch cowboy yodeler has a couple of excellent entries here, with the A side, *Land of Gold*, one of his finest recordings in quite a while. It's a soft, rolling Western ballad that shows possibilities for the pop lists as well as the Westerns, and Slim gives it excellent treatment, including swell yodeling sessions. A honey. *Trail*, on the B, is another ballad, taken at a brighter and more bouncy rhythm, and is also a very pretty tune. Again Slim comes thru splendidly on both singing and yodeling.

Letter Box

Without question, the biggest national folk-tune rage at the moment is Carson Robison's *1942 Turkey in the Straw*, with ops in all sections reporting it high on their lists. It's displacing pops from the lists in bigger cities and is, in general, sweeping the country. . . . Three Gene Autry disks that are showing up high in the reports lately are *Too Late* (around Dallas), *Lonely River* (in Michigan) and *Deep in the Heart of Texas* (in bigger cities, particularly in the North). A special release of the latter, incidentally, has just been issued by Okeh, with *Keep Rollin' Lazy Longhorns* as the flipover. . . . Two versions of *Sweethearts or Strangers* are still showing strong, with Gene Autry's recording highly popular in Canada and Jimmie Davis's version going big in the Midwest. . . . *Live and Let Live*, in the Walker and Sullivan version, is reported high on their lists by various operators thruout the South. . . . Dallas is giving a heavy play to Bob Wills recordings, with his *It's All Your Fault and Ride On* leading the list. . . . The Light Crust Doughboys are highly popular thru the Midwest, according to operators in that section, with their *Snow Deer* and *Zip Zip Zipper* getting the bulk of the play. . . . Up in Ottawa, the machines keep turning with *My True and Earnest Prayer* (Wilf Carter) and *Frankie Went Out Courting* (Fleural Brothers). . . . Charlotte operators report that nickels are being drawn by *Down in Baltimore* (Southern Medley Boys) and *Fort Worth Jail* (Jimmy Wakely). . . . In Charleston, W. Va., operators say, top favorites are *The Girl on the Greenbrier Shore* (Carter Family) and *Barstool Cowboy* (Spike Jones). . . . Knoxville likes *When the World Has Turned You Down* (Ernest Tubbs). . . . *Meet Me Down in Honky Tonk Town* (Al Dexter) is going strong in Richmond, Va. . . . Ernest Tubbs's version of *Walkin' the Floor Over You* is still strong in the Midwest, operators report.

Roy Rogers (Decca 6037)
Don't Waste Your Love on Me and A Man and His Song

A couple of ballads given typically fine treatment by Rogers with his unassuming but highly appealing voice. *Love*, on the A, is a pretty tune with heavily saccharine words, while *Song* never comes up to its own possibilities. However, Rogers's work lifts them both. On both sides, the vocal is broken by a band chorus, nicely played.

Tennessee Ramblers (Bluebird B-8984)
Why Should I Be Blue and You're Always on My Mind

Blue, on the A, features an excellent baritone vocal and topnotch band work, soft and lovely, led by a muted horn. A pretty ballad given fine rendition. Same general pattern holds for the flipover, a sweet, lilting tune given very appealing treatment by the band, with the vocal this time a tenor. Lovely guitar glisses are featured.

Cindy Walker (Decca 6038)
Till the Longest Day I Live and Eye Lo Baby Buntin'

Lullaby on the B side is that valuable rarity, a war song with a novel approach. Taking the nursery rhyme as its basis, the lyric goes rousing patriotic, with a cute, bright tune giving it added lift and Miss Walker doing a swell vocal job. Should prove extremely popular. The A side is a torchy ballad in slow tempo, helped plenty by Miss Walker's familiar style of excellent song-selling. Swell for sentimental tavern play. Face-up side depends on local tastes, tho both should pull plenty of nickels.

Modern Mountaineers (Bluebird B-8982)
Mary Jane and Baby, You've Let Me Down

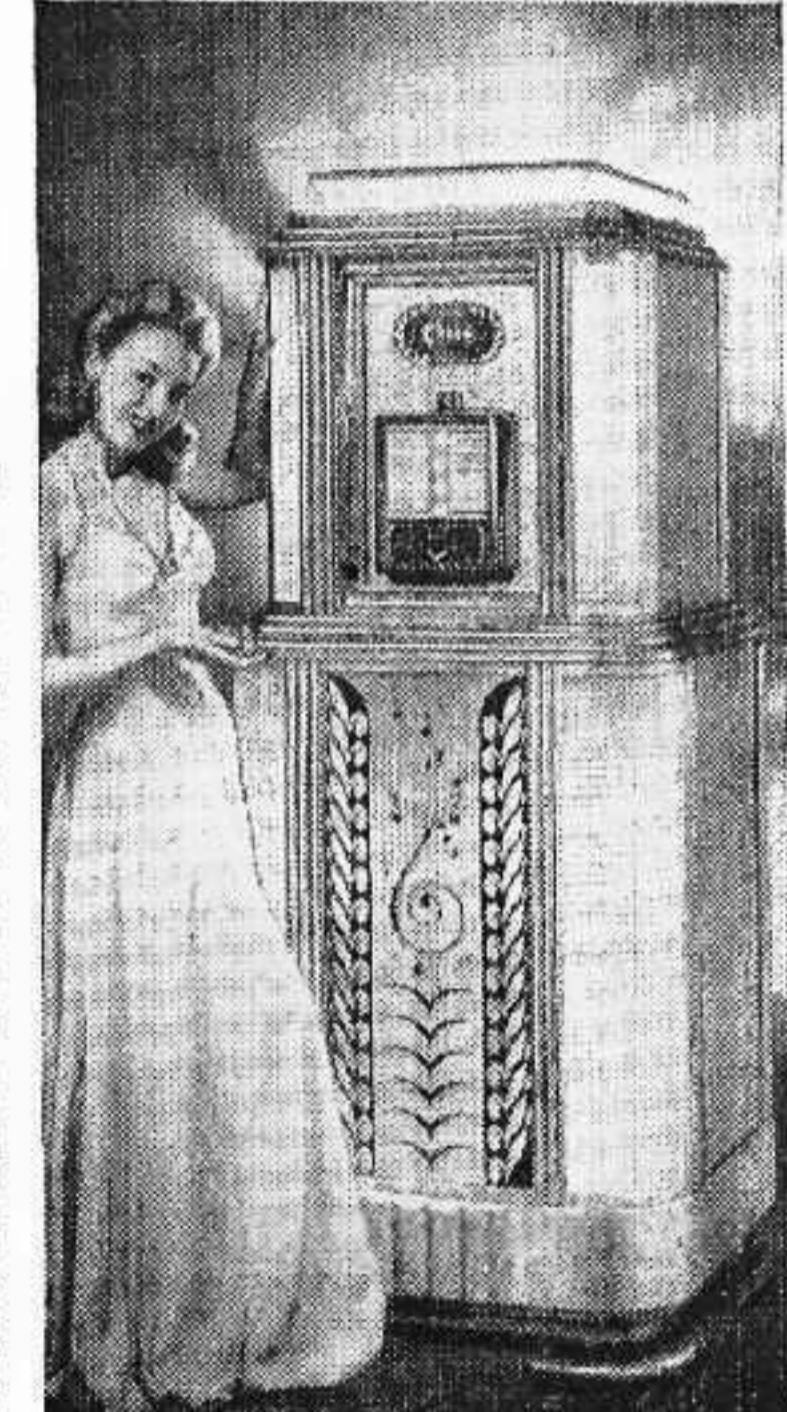
Mary Jane is a fast and bouncy tune with catchy lyrics, and is carried by two vocal choruses, with nice band work between, led by fiddle and steel guitar. Same general pattern and excellence of treatment is followed for the flipover, a bluesy item. Both sides okay for dancing.

Doc Hopkins (Decca 6039)
Wreck of the Old 31 and Wreck Between New Hope and Gethsemane

A couple of swell train-wreck ballads given outstanding vocal treatment by Hopkins in his clear and highly effective voice. Excellent rhythmic guitar accompaniment also helps plenty. Rick folk flavor for both sides, and both should

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RCA Victor
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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 ●

TANGERINE	JIMMY DORSEY (Bob Eberly-Helen O'Connell)	Decca 4123
Almost every one of the reports this week shows the novelty from Dorsey's pic <i>The Fleet's In</i> is one of the top machine disks. It is still gathering steam and should be good for a solid month or more of nickel-nabbing before other tunes from the same film take the spotlight.		
DEEP IN THE HEART OF TEXAS	ALVINO REY (Bill Schallen-Skeets Herfurt)	Bluebird 11391
(9th week)	BING CROSBY (Woody Herman-Muriel Lane)	Decca 4163
	HORACE HEIDT (Ensemble)	Columbia 36525
I DON'T WANT TO WALK WITHOUT YOU	HARRY JAMES (Helen Forrest)	Columbia 36478
(8th week)	DINAH SHORE	Bluebird 11423
	BING CROSBY	Decca 4184
	GUY LOMBARDO (Carmen Lombardo)	Decca 4104
MOONLIGHT COCKTAIL	GLENN MILLER (Ray Eberle-Modernaires)	Bluebird 11401
(7th week)	TOMMY TUCKER (Don Brown-Voices Three)	Okch 6526
	HORACE HEIDT (Charles Goodman)	Columbia 36512
	BING CROSBY	Decca 4184
A STRING OF PEARLS	GLENN MILLER (No Vocal)	Bluebird 11382
(7th week)	BENNY GOODMAN (No Vocal)	Okch 6590
SOMEBODY ELSE IS TAKING MY PLACE	BENNY GOODMAN (Peggy Lee)	Okch 6497
(5th week)	RUSS MORGAN (Morganaires)	Decca 4098
	VAUGHN MONROE (Vaughn Monroe)	Bluebird 11454
JERSEY BOUNCE	BENNY GOODMAN (No Vocal)	Okch 6590
(2d week)		

● COMING UP ●

DON'T SIT UNDER THE APPLE TREE	GLENN MILLER (Tex Bencke-Marian Hutton-Modernaires)	Bluebird 11474
In first place this week, the fine novelty looks ready to move into Going Strong with another seven days or so at its current speed. Miller is still almost all alone on the machines with the tune and looks as if he may continue that way.		
SKYLARK	GLENN MILLER (Ray Eberle)	Bluebird 11462
	HARRY JAMES (Helen Forrest)	Columbia 36533
	DINAH SHORE	Bluebird 11473
Last week we told you to give this song time. It needed less time than we thought and now is ready to make its bid. Is almost as strong as the tune listed above it and is moving along fast. Three artists listed are in the lead, but others are in the running. Tune may make it.		
MISS YOU	DINAH SHORE	Bluebird 11322
	BING CROSBY	Decca 4183
	FREDDY MARTIN (Clyde Rogers)	Bluebird 11286
Moves down another notch this week, not because it isn't doing all right, but rather because it is not making the kind of progress one looks for in a Going Strong song. Will probably linger in this classification for a little while longer and then peter out, unless it begins moving this week.		
A ZOOT SUIT	KAY KYSER (Sully-Trudy-Jack-Max)	Columbia 36517
	ANDREWS SISTERS	Decca 4182
	BOB CROSBY (Nappy Lamare)	Decca 4169
Moved up a slot this time, but only because those under it are still not in stride. The song is definitely out of the running for Going Strong listing and will have to be satisfied with being merely a good, solid machine attraction. Figures to be around for perhaps another three weeks or a month.		
SLEEPY LAGOON	HARRY JAMES (No Vocal)	Columbia 36549
	JIMMY DORSEY (Bob Eberly)	Decca 4304
	VAUGHN MONROE (Vaughn Monroe)	Bluebird 11496
Made healthy if unspectacular progress this time and shows unmistakable signs of future well-being. At this writing the three bands listed are in the best position, but there is always a chance that another unlisted outfit may be the one to turn the trick during future weeks.		
WHO WOULDN'T LOVE YOU?	KAY KYSER (Trudy-Harry)	Columbia 36526
As pointed out in Possibilities last week, all this song needed was a chance. The ops gave it that chance this week, and the Kysers managed to scrape together enough nickels to earn ranking here. Future is very uncertain, but there is a good chance for it.		
Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."		
HOW ABOUT YOU?	TOMMY DORSEY (Frank Sinatra)	Victor 27749
(7th week)	EDDY DUCHIN (June Robbins-Johnny Drake)	Columbia 36501
Still on hand.		

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.

CLEVELAND OPS PICK WINNER



Elaine Beatty

Winner Cleveland Operators' Assoc. Amateur Contest sings with

Sammy Kaye

the hit from the new Twentieth Century-Fox Pic., "My Gal Sal"—"HERE YOU ARE" Reverse side discs the song of the hour; "Johnny Doughboy Found a Rose in Ireland"; vocal refrain by Tommy Ryan, Victor Record 27870.

★ ★ ★

T. DORSEY WAXES 3d SHOW STOPPER

from his new M. G. M. movie, "Ship Ahoy."



"I'LL TAKE TALLULAH"

vocal by T. D., Frank Sinatra, and the Pied Pipers. Reverse side spotlights Buddy Rich's drums in "Not So Quiet, Please." Victor Record 27869.

★ ★ ★

McINTYRE GROOVES IRVING BERLIN SENSATION

"I THREW A KISS IN THE OCEAN" (vocal refrain by Penny Parker) coupled with a cutting of slow, solid swing "Daisy May." Victor Record 27872.

To help your customers to keep going with music—

order these hits from your

VICTOR RECORD

distributor today

★ BUY U. S. WAR BONDS ★

THE FOUR KINGS RIDE AGAIN



with the first vocal—but terrific—of "JERSEY BOUNCE." Reverse side—"HEAVENLY HIDEAWAY." Bluebird Record B-11522.

Other Jersey Bouncers—

- Shep Fields on B-11490
- Earl Hines on B-11126
- Jan Savitt on Victor—27809

★ ★ ★

"MY LITTLE COUSIN" TOPS BY JOAN MERRILL



The song that's sweeping the Nation gets de luxe vocal specialty treatment. Reverse side (strictly class, too)—"You Can't Hold a Memory in Your Arms." Bluebird Record B-11526.

★ ★ ★

NEWS-MAKING BLUEBIRD HITS!!

"Breathless" and "I Threw a Kiss in the Ocean"; SHEP FIELDS and his orchestra. B-11497.

"Don't Sit Under the Apple Tree" and "The Lamplighter's Serenade"; GLENN MILLER and his orchestra. B-11474.

"SKYLARK" — by Glenn Miller, B-11462; Dinah Shore, B-11473; Earl Hines, B-11512.

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PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Listed below are: (1) Films to be released within the next two weeks which feature tunes that have been or are scheduled to be waxed by recording companies; (2) the national release date for each film; (3) the recordings of the film tunes, as well.

"Ship Ahoy"

(M-C-M)

Tommy Dorsey and orchestra
Eleanor Powell-Red Skelton
Release Date: May 15

RECORDINGS:
"Last Call for Love"
Tommy Dorsey (Victor)
Freddie Martin (Bluebird)
Bob Crosby (Decca)
Jan Garber (Classic)

"Poor You"
Tommy Dorsey (Victor)
Freddie Martin (Bluebird)
Bob Crosby (Decca)
Dick Jurgens (Okeh)

"I'll Take Tallulah"
Tommy Dorsey (Victor)

"I'm Getting Sentimental Over You"
Tommy Dorsey (Victor)
Jack Leonard (Okeh)
Frances Langford (Decca)
Carmen Cavallaro (Decca)
Four Ink Spots (Decca)
The Charioteers (Okeh)
Andy Iona (Decca)

"Hawaiian War Chant"
Tommy Dorsey (Victor)
Merry Macs (Decca)
Guy Lombardo (Victor)
Harry Owens (Decca)
Bob Chester (Bluebird)
Andy Iona (Decca)
Al Kaloha (Decca)

"Sweetheart of the Fleet"

(Columbia)

Jinx Falkenburg-Joan Davis
Release Date: May 22

RECORDINGS:
"When Johnny Comes Marching Home"
Glenn Miller (Bluebird)
Carl Hoff (Okeh)
Guy Lombardo (Decca)

"We Did It Before"
Barry Wood (Victor)
Dick Robertson (Decca)
Eddy Howard (Columbia)
Carl Hoff (Okeh)

"Holiday Inn"

What will probably be one of the best film musicals of the year, Paramount's

COLLEGE TASTES

(Continued from page 66)
as a singer in the 1942 entries. It marks the first time a leader has rated this high as a vocalist.

Shore Popularity
While *The Billboard* College Poll confines votes for female vocalists to those who are primarily band singers or who have built their reputations by this type work, the college kids refused to be confined to such rules this year when it came to Dinah Shore. While Shore's votes had to be disqualified since she is not a band vocalist, still she polled 117 votes, enough to place her second only to Helen O'Connell. Interesting sidelight to Miss Shore's performance is that recordings are principally responsible for her high standing.

Records Important
One of the most important bits of information revealed by the poll was the stellar role played by recordings in determining band and singers' popularity with the collegians. Opinion was practically unanimous that recordings are the most important single factor in determining the popularity of the orks and chirpers on the popularity scale. Many reports, in fact, stated that collegians are dyed-in-the-wool music box fans and that the disks they hear on phonos are greatly responsible for shaping their musical tastes.

Further detailed analysis of collegiate musical tastes will be found in the Music Department this week and for the next two issues.

forthcoming *Holiday Inn*, shows plenty of promise for profitable music machine tie-ups. Film stars Bing Crosby, Fred Astaire, and 10 brand-new Irving Berlin tunes, most of which will undoubtedly find their way to the recording studios.

Decca executives are reportedly conferring with Bing on the waxing angle, and insiders whisper of a Crosby rendition of a tune called *White Christmas* in terms both warm and wonderful.

More on "Sal"

Besides the two new tunes, *Here You Are* and *Oh The Pity of It All*, mentioned here last week as being strongly plugged in 20th Century-Fox's *My Gal Sal* (to be released May 8), there are two oldies featured in the film that also are available on records. These are the title tune and *On the Banks of the Wabash*.

News Note

Dinah Shore, Bluebird recording artist, has signed for Sam Goldwyn's RKO release of a Bob Hope-Dorothy Lamour film, as yet untitled. She will be featured in an important singing spot.

Record Round-Up

Bing Crosby and Mary Martin have coupled on the higher priced Decca disk with their version of *Wait 'Til the Sun Shines, Nellie*, from Paramount's *Birth of the Blues*.

Two film-tune sides have been turned out by Orrin Tucker (Columbia). They are *Tangerine* from Paramount's *The Fleet's In* and *Always in My Heart* from Warner's film of the same name.

Palastrant With Charm Cabinet Co.

NEW YORK, April 25 (MR).—Ben Palastrant, Boston, has been appointed Eastern district sales manager for Charm Music Cabinet Company, Chicago, according to an announcement from Ben Boldt, head of the firm. Palastrant, district sales manager for Packard Manufacturing Company, takes on this additional non-competitive line for the Eastern and New England States, and will begin appointing distributors in the territory immediately.

Palastrant and Boldt met and conferred in New York and an agreement was arranged.

"I have studied the replacement market for phonographs," Boldt stated, "and knowing the music machine field as I do, I see great possibilities in this attractive, inexpensive cabinet."

Palastrant assures fast and continuous deliveries of all model Charm cabinets. He reports that his distributor set-up will be ready in a few weeks. He plans to travel thruout the territory to see all his music machine friends.

Modern Supplies Disks For Music Operators

NEW YORK, April 25 (DR).—Nat Oohn, Modern Vending Company, has advised customers that the firm has made arrangements to supply operators with sufficient quantities of records as in the past.

"We have made arrangements," Nat claims, "to secure enough records to supply the needs of our operators. Music machine men who at first were worried about the War Production Board Shellac Order are now familiar with the significance of the ruling and have calmed down."

"While records may be slightly harder to obtain, if operators buy wisely they can operate practically as before. Our record department will continue to sell and service music operators as formerly and with the new arrangements just completed records in sufficient quantities should always be in stock."

"In addition, War Stamps and Bonds are being sold in sizable amounts to visiting music operators thru our office. It makes me happy to see that colmen are taking part in this important government drive."

Capacity Crowd Expected at Pa. Annual Banquet

PHILADELPHIA, April 25.—With advance reservations heavy, a capacity crowd of about 300 is expected to join in the festivities Sunday (3) at Club Ball to mark the fifth annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and South New Jersey. Many expressions of well-wishes were sent to Jack Cade, business manager of the association, by industry leaders thruout the country for the membership's continued faith and optimism shown by not canceling the annual event.

A large delegation of out-of-towners is expected, with the honored guests' list headed by Sam Kressburg, of the J. P. Seeburg Company, New York. There will be no speech making, promised Cade, who will act as toastmaster. Instead, the entire emphasis will be on a good time, excellent entertainment and food. The floorshows of the Club Ball and Kaliner's Little Rathskeller will provide for the entertainment, augmented by a large number of the recording artists. Music for dancing will be provided by Alan Fielding's orchestra.

The banquet theme will accent the patriotic spirit of the times. And in keeping with that theme, Cade disclosed that the souvenir for both the gents and the ladies will be a special booklet containing \$1 worth of Defense Stamps. All the other features planned are being held in reserve for the night of the banquet so as not to spoil the surprise element. Festivities will begin at 6:30 p.m. and continue until the wee hours, with a carefully planned program to make it a most memorable occasion for both association members and guests. In keeping with the good-time spirit to prevail, the affair will be informal.

Singing Pictures' New No-Cost Angle

NEW YORK, April 25 (MR).—Tri-Way Products Company, Inc., manufacturer of the Singing Picture Illuminated auxiliary speakers, reports a new no-cost plan for operators. The plan makes it possible for operators to obtain the speakers without cost, as reported to the firm by a leading music operator.

"Due to conditions, we have solicited the co-operation of location owners to help in obtaining merchandise to improve the appearance and profit of our routes," the operator explained in a letter. "We have received commitments from location owners to pay a net figure for Singing Pictures and have yet to fail to secure the consent of the location owner to take \$1 a week from the cash-box to pay for them."

"In one location where we made this arrangement on the Old Glory Model the location owner saw pictures of your smaller models and asked us to place three of them in his rear lounge. We quoted him the circular price and are now taking \$4 per week from the cashbox to pay for the four models. That is why we've sent you such large orders. We find that we have been able to get a better take from our machines, maintain greater interest in music and also give the customers better tone."

The firm reports that operators are getting location owners to pay for the speakers in many territories.

Three Music Operators Make Movie Tie-Up

WILKES-BARRE, Pa., April 25.—Three operators in Wilkes-Barre, Pa., were quick to make tie-ups with local theater manager in connection with the film *To the Shores of Tripoli*. The operators, Rex Novelty Company, Roth Novelty Company and William Busse, agreed to feature the *Marine Hymn* on their automatic music boxes. Results were most gratifying, especially so since the area has the largest Marine enlistment rating in the Philadelphia division.

In addition, one record shop played four different recordings of the hymn and used a special display featuring picture, promotion material. Local 5-and-10-cent store record departments also featured the record and displays.

Thus, besides getting play on machines and plugs for records, the co-operators also helped the local recruiting program considerably.

Acme Sales Distributes Break-Proof Replacements

NEW YORK, April 25 (DR).—The break-proof plastic corners placed on the market by Acme Sales Company, used in phono music machines, have been a boon to operators, according to Sam Sacks, president of the firm. He states they have been instrumental in solving the problems operators are running up against these days.

Sam points out that the plastic corners make it possible for operators to keep many of their machines on locations and thus assure a steady take. The replacements make the machine flashy and attractive once more and this also reacts to the operator's benefit, Sam says. The break-proof quality is guaranteed, Sam reports, and once the corners are set in a machine the chances of a replacement being necessary are slim.

Sam reports he has a good supply of the plastic corners on hand and emphasizes the fact that all orders receive immediate attention and shipments are made promptly.

New Decca Branch Opens in Buffalo

BUFFALO, April 25.—The Decca Distributing Corporation has opened a branch office and salesroom here to facilitate sales to stores and operators in Western New York and part of Pennsylvania who formerly had to deal with the firm's Syracuse office. This was inconvenient for its customers and slowed up deliveries. The new office is under the management of Arnold A. Ridgeway.

Employees in stock and shipping rooms and outside salesmen number 15. Located in the middle of Buffalo's coin machine row, the branch will carry a stock of 150,000 records and will serve the New York towns of Buffalo, Niagara Falls, Olean, Rochester, Erie, Warren and Bradford, Pa., including all smaller towns between those cities.

Ridgeway, who was formerly of Decca's Syracuse branch, was succeeded there by James Bray.

1942's MOST CATCHY RHYTHM TUNE

WHO DO YOU THINK YOU ARE?

Chorus:

*Who d'ya think you are—Say!
Who d'ya think you are?
I'm in a fix with all those tricks
You play on my heart.*

*Maybe you'll go too far—Yes!
Maybe you'll go too far
And then you'll find that we're
gonna wind up being apart.*

*I love you, dear,
But why do you act so mean?
And when you're near
You kiss and you run
Like a son of a gun!*

*Who do you think you are—Say!
Who do you think you are?
Who d'ya, why d'ya, what d'ya,
Who d'ya think you are?*

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recorded by
**BETTY BRADLEY with
HAROLD GRANT'S ORCH.
ON STANDARD
RECORD T-2048**

Professional copies and Orchestrations (arr. Jack Mason) available.

COLONIAL MUSIC PUB. CO., INC.
168 West 23rd St. New York, N. Y.

The Billboard

RECORD BUYING GUIDE—PART 1

for the seventh consecutive week says

“GOING STRONG!”

And—

The Billboard

MUSIC POPULARITY CHART

shows that this terrific tune is taking top place from COAST TO COAST!

Mr. Operator! Continue to hold a place

in every music machine for



MOONLIGHT COCKTAIL

It's still a best-seller in Music Machine Records—in Retail Records—and in Sheet Music, Nationally, in the East, Midwest, West Coast and South! Just pick your artist—they're all recording MOONLIGHT COCKTAIL!

- GLENN MILLER Bluebird 11401
- TOMMY TUCKER Okeh 6526
- GLEN GRAY Decca 4114
- BING CROSBY Decca 4184
- HORACE HEIDT Columbia 36512
- JOE REICHMAN Victor 27810
- DOLLY DAWN Elite 5017

Jewel MUSIC PUBLISHERS
1674 BROADWAY, NEW YORK

THE NEW "COUNTRY TUNE" SENSATION—ERNEST TUBB'S

WALKING THE FLOOR OVER YOU

DICK ROBERTSON
DECCA No. 4189

BOB ATCHER Okeh No. 6496 ERNEST TUBB Decca No. 5958

AMERICAN MUSIC, INC.
1211 N. Polansetta Dr. Hollywood, Calif.

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.

IF YOU ARE BUT A DREAM JIMMY DORSEY (Bob Eberly) Decca 4312
TEDDY POWELL (Peggy Mann) Bluebird 11516
ENRICA MADRIGUERA (Patricia Gilmore) Victor 27858

Adapted from a work of Anton Rubinstein, this ballad has all the flavor of previous Tin Pan Alley loans which became hits. Can be compared to *Our Love* and to other Tschalkowsky hits. Looks good and has a great send-off in the Dorsey, Powell and Madriguera versions. Watch it go.

WE'LL MEET AGAIN ... BENNY GOODMAN (Peggy Lee) Okeh 6644
HAL MCINTYRE (Penny Parker) Victor 27859

A war-flavored ballad with plenty on the ball both as to melody and lyric, this tune has found favor from radio bands and now gets exceptionally good treatment on wax from Goodman and McIntyre. Has plenty on the ball and, according to the best trade opinion, figures to be a real hit. That means nickels for the ops.

POOR YOU TOMMY DORSEY (Frank Sinatra) .. Victor 27849
BOB CROSBY (Bob Crosby-Quartet) .. Decca 4316
DICK JURGENS (Harry Cool) Okeh 6654

Another potential hit from T. D.'s forthcoming *Ship Ahoy* pic, this tune is on the cute side, with an extremely catchy melody. Dorsey's rendition, of course, shapes up as the best bet because of his identification with the film. Other two are very good bets, too, however, and should not be overlooked. Song may make the grade.

HERE YOU ARE FREDDY MARTIN (Stuart Wade) Bluebird 11509
GLEN GRAY (Kenny Sargent) Decca 4298
TONY MARTIN Decca 4310

This is one of the best ballad compositions of the season and, as such, deserves another fling here. Is from the picture *My Gal Sal*, is published by a live outfit and is a cinch to get plenty of vital air plugging. Any operator who doesn't slap the tune on his boxes is making a mistake. Gray's disk came out this week, and others are sure to follow.

● 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.

MY BUDDY ALVINO REY (No Vocal) Bluebird 11517

A heavy waltz favorite of the last World War, this tune has lived right thru the years and is a timely revival, especially in view of the mediocre material Tin Pan Alley has been passing off as sentimental war songs lately. Rey dresses it up in an even, slow fox-trot rhythm with an arrangement stressing his own masterful electric guitar. Lack of a vocal will not hurt this one.

WE'LL MEET AGAIN ... HAL MCINTYRE (Penny Parker) Victor 27859

This band is definitely big time and bobs up here with a song that is also big time. This may be the platter that will give the band a seat in the inner sanctum of the phono network. Apart from the timely title, song is one of those sweet and simple sentimental ballads that takes hold on the first listen. Plattermate is also designed for phono play. A more pretentious love song, it's an adaptation from Tschalkowsky's *Pathetique Symphony—The Story of a Starry Night*.

YOU'RE TOO GOOD FOR GOOD-FOR-NOTHING ME. HARRY JAMES (Helen Forrest) Columbia 36566

In surroundings of lush strings and soft saxes, this new torch ballad looms big. It follows the formula that James has used so successfully with all his other ballad hits on the waxes, his own silvery trumpet sharing the song selling with the superb piping of Helen Forrest. Both combine for an outstanding interpretation that will find high favor among the phono patrons.

IF YOU ARE BUT A DREAM TEDDY POWELL (Peggy Mann) Bluebird 11516

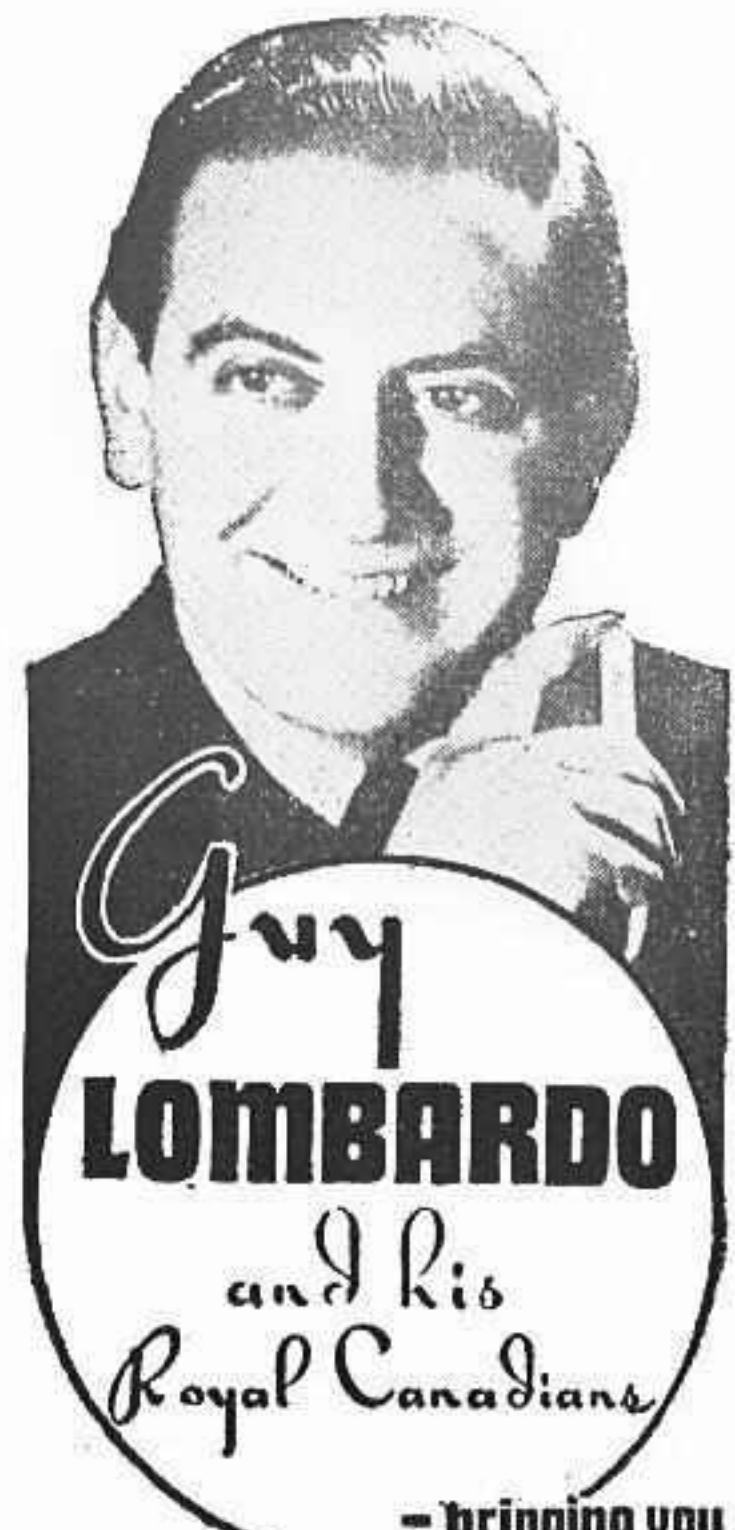
It looks very much as if Tschalkowsky will have to move over and make room on the hit parade ladder for Anton Rubinstein. This lovely ballad is transposed from the old master's familiar *Romance*. A gorgeous tune with a swell set of matching lyrics, it has everything needed to make a hit. Peggy Mann's singing leaves nothing to be desired and, with the maestro beginning to show plenty of life, this shapes up as a very formidable entry in the phonograph sweepstakes.

THE LAST CALL FOR LOVE JAN GARBER (Russ Brown-Trio) Elite 5022

Based on the familiar *Taps* bugle call theme, this *Call* makes highly likely ballad fare for the music boxes. Morover the tune stems from the score of Tommy Dorsey's screen effort, *Ship Ahoy*, which gives it added exploitation value. Garber endows it with a sweet touch of generous proportions. Russ Brown and a girl trio combine for some excellent singing, and the whole thing adds up to an A-1 effort.

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.



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MOVIE MACHINE REVIEW

Program 1065

Produced by Minoco and RCM Productions, Inc. Released by Soundies Distributing Corporation of America, Inc. Release date, April 27.

A mixture of musicals, some good, some bad, some passable. Program also includes a reissue of a Cinemasters subject, featuring Ray Kinney and band.

MAXINE SULLIVAN is the feature in a blues tune (*Case o' the Blues*) that is not up to standard. The photography is not flattering and the production lacks both logic and imagination. If you concentrate on the voice alone you will probably find enough in it to please you. (Minoco)

MITCHELL AYRES and band swing out in fine style to tune of *Boogie Woogie Bugle Boy*, with vocals furnished by boyish Tommy Taylor. The boys really do a good job on this one, with one of the trumpet men in uniform tearing away with a couple of boogie choruses. It is fast and entertaining. (Minoco)

EILEEN SHIRLEY, cute and sexy, leads a fake all-girl band once more in *Jump Fever*. If such a bevy of beauties playing instruments could be gathered under one roof, a band booker would have a fortune in store for him. As it stands, it is a good sight—particularly in this production which features the shapeliest in bathing outfits. (Minoco)

GRACE POGI AND IGOR, standard dance team, interpret the fantasy *May I*

Have the Next Trance With You?, their routine laid against an interesting production of racing clouds. They appear to be dancing in the clouds, executing intricate lifts and spins with admirable grace. Short is backgrounded by a singing choir, heard but not seen. (RCM)

TED FIO RITO and band, with CANDY CANDIDO and his double voice on vocals, dig up an oldie, *Ma, He's Making Eyes at Me*, and do a passable job. Candy does a take-off of a girl, singing to himself at the bass. His switch from a high soprano to a low voice will net some laughs. (RCM)

RAY KINNEY and THE ALOHA MAIDS, hula dancing group, are the features in the reissue of *Kona Moon*. This short is unusually timely and the music, dreamy and soothing, is always a pleasant antidote for the swing-infested shorts on a normal program. Kinney's band does a good job on the music and the maestro himself is fine on the vocal. (Cinemasters)

BUDDY ROGERS is seen in one of his last Soundies, as he expects to be in the navy by the time this reaches print. He sings *Tangerine* to a flirting senorita (CAROLA) and takes a hand at some of the band's instruments. Latin set is atmospheric. (RCM)

THE FOUR POLKS, two girls and two boys (all kids) playing instruments and doubling on vocal harmony, do a fair job on *The Old Oaken Bucket*. Out of the well come beauties in scanties, smiling and strutting. Okay, tho not too exciting. (RCM)

Operator Suggests Need of Plan To Combine Shipments

To the Editor:

There is a problem in the phonograph operating field which is as far from being solved today as it was 10 years ago. I am sure that every operator has had difficulty in getting the records he would like to have simply because of the fool idea of certain record distributing agencies in not bothering to fill small orders. I don't know how many times my requisitions have been returned because the amount of records ordered did not come up to the \$5 demand or the \$3 minimum.

Phonograph operators order their records not so much by the title or number as they do by the band. In any recording the band or orchestra is the important thing. Records are purchased according to the number of spots that will patronize certain orchestras or bands. For instance, I have one spot which plays Glenn Miller and 25 others that do not. I have 25 spots that play anything put out by Ernest Tubb and three that do not. Decca has Ernest Tubb and Victor has Glenn Miller, yet just because I need only three Glenn Millers and do not need enough other records from this distributor to make up the \$5 order, I simply will not order but will try to look over Decca's for something which will take the place of the wanted records, as I am placing a big order with Decca. This has happened many times and in a year's run it means that one or the other company has lost many sales because various operators do not see fit to sink their money into some records just to build up the order.

I have wondered about this for several years. My point is that it could be worked to help the merchants, operators, distributors and on back to the manufacturer. Why in the name of common sense don't these distributors all get into the same building, or at least co-operate enough so that operators could simply send one order and it could be made up of any and all records requested. Then there would not be any such thing as a big or small order. There would be hundreds of records sold where in many cases now there are none.

As an example: If I want 3 Victor records, 10 Bluebird records, 5 Deccas and 2 Standards, and all of them could be made up at the same counter in the distributing room, it would increase satisfaction all around. Record distributors would not have to turn to selling washing machines and radios to stay in business.

I know I would like such an arrange-

ment, and I am sure it would be a fine thing for all concerned. Record companies, get off the high horse (you've all got good products), get together; take up the slack and lost motion and sell more records than ever before. Think it over! K. G. K., Illinois.

Robbins Phono Plan Clicking

NEW YORK, April 25 (DR).—"A great deal of interest has been shown in my announcement of a new plan for stimulating the income of phonographs," says Dave Robbins.

"We have tested this plan in a great many New York City locations with good results. The best part of the whole thing is its small cost. This idea is very timely and appeals to the merchants as well as to the patrons of the phonographs."

How To Save Gas

The Consumer Division of the Office of Price Administration has issued the following list of suggestions for further conservation of gasoline:

1. Trade rides with your neighbors, cut out Sunday drives, walk more.
2. Drive slowly and carefully. Speed and careless driving are wasteful of gasoline.
3. Take care of your engine. A faulty engine wastes gasoline.
4. Use the right oil. A lighter oil in winter will make your engine run easier and burn less gasoline.
5. Keep your carburetor and spark properly adjusted.
6. Use your hand choke sparingly.
7. Use first and second gear as little as possible.
8. Have your spark plugs cleaned every 5,000 miles, and have the distributor points checked for cleaning and adjustment at the same time.
9. If your clutch is slipping, get it adjusted immediately. A slipping clutch means a waste of engine power and gasoline.
10. Clean your air cleaner every 5,000 miles.
11. Keep your battery charged. A well-charged battery means easier starting, less choking, less gasoline consumption.
12. See that the station attendant doesn't overflow the gas tank when filling.
13. Keep your tires properly inflated. It takes more gasoline to drive a car with underinflated tires.
14. Park in the shade whenever possible. Gasoline evaporates quickly from your tank when the sun's rays hit it.

Patronage Picks Up in Spokane

SPOKANE, April 25.—The operating end of the coin machine business picked up in nice shape during April, a survey taken here shows. Altho an increasing number of local boys are being taken away by the armed forces, near-by army camps are growing and the expected influx of persons seeking war work has started. Estimates of the ultimate increase of population here due to war projects in this vicinity run as high as 70,000.

Operators who hold distributorships are keeping a backlog of new and used equipment to protect their own operations. They say you can get all the used phonographs you want at about the same old price, but that prices on new phonographs are up considerably.

A good demand for late model used pinball tables is noted, but not for older models. There is said to be little advance in price of used pinballs. On the other hand, sales volume has dropped off on new equipment. While new pinballs are available, they are said to cost two and one-half times as much as formerly, and only desperate operators will pay that kind of a price.

A large distributor of pinballs and phonographs reported he has not as yet been faced with an acute shortage of new machines.

Plant Damaged by Flood

DES MOINES, April 25.—With war priorities causing enough trouble, Art Wittern, owner of the Hawkeye Novelty Company, found out what a flood was like.

A broken water main flooded the basement of the company and caused damage estimated at \$3,000. The loss was not covered by insurance.

The firm employs 11 persons and Wittern said it would probably be 10 days or two weeks before machinery could be repaired and work resumed. The firm has been manufacturing match machines.

Washington State License Succeeds

OLYMPIA, Wash., April 25.—That the State of Washington is deriving a nice revenue from its law permitting the operation of coin amusement devices was made evident this week when the State tax commission made a report on the revenue from the slot machine and pinball machine law. The report covers the period from May, 1941, to October, 1941, six months, showing the State's tax at \$610,228. The commission states that if this ratio is maintained, that by May, 1943, they will bring a revenue of \$2,500,000. But it is an established fact that the devices brought in a far greater amount after October, 1941, because of the longer evenings and more time spent in clubs and places of business, as well as the Washington area having gained a population of probably 150,000 over that of last fall, because of the increased enrollment in the army camps and the war production plants.

Washington has a most effective and satisfactory law governing the operation of coin amusement devices, as has been evidenced from the co-operation given it by the operators and owners of locations. In effect for some years, there has been no shutdown with the exception of a few days a year ago when thru a misunderstanding the machines were inoperative until the State tax commission clarified a ruling questioned by the State Liquor Control Board.

Slot machines are permitted only in clubs, paying a tax of 20 per cent of the amount deposited in the machines, and pinballs pay a percentage on all moneys received. In addition to the State tax, counties and cities also exact a license of either so much per machine or a stated sum for each operator, with the number of machines limited.

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ART JARRETT'S

"DON'T SIT UNDER THE APPLE TREE"

VICTOR 27851

ART JARRETT (Victor 27857).

Three Little Sisters—FT; VC. Heavenly Hideaway—FT; VC.

The stylized teletype brass, low-voiced clarinets and octave-playing piano lend themselves smoothly for these two sides. Both sides in song hit potentiality. *Three Little Sisters*, one of the cuter novelties, has the mixed quartet out of the band topping off the vocal. Jules Loman-Lou Ricci's *Heavenly Hideaway* is one of those tinkling and tuneful melodies that keeps rolling along in rollicking fashion. In slow tempo the band plays the opening refrain, with Betty Barrett coming up for the second chorus.

Both are new songs and both loom bright as potential hits for the phonos. There's no choosings here, either side—and even both—being worthy of spins in the music boxes.

ARTIE SHAW (Victor 27860)

Carnival—FT. Needle-nose—FT.

Two new orchestral swing items that set off the large band and the maestro's clarinet virtuosity make for two interesting sides. Composed and arranged by Paul Jordan, *Carnival* is the fanciful elaboration of a swing riff. Strings are used extensively for the opening chorus. George Auld's tenor sax, Shaw's clarinet and Hot Lips Page's growling trumpet share the second chorus, and the clarinet paces the band's third and all-out chorus. More commercial and more along jump rhythm lines is the Ray Conniff-Eddie McKimmey *Needle-nose*. Also spreading from the conventional swing riff, unison saxes pave the way for the first chorus. Shaw's vital clarinet and Page's plunger horn share a second chorus, and the band ensemble takes it out for a third chorus.

Considering the interest shown in "Jersey Bounce" and "A String of Pearls," Shaw's "Needle-nose" stacks up as a nickel-tempter.

LES BROWN (Okeh 6653)

Don't Sit Under the Apple Tree—FT; VC. Breathless—FT; VC.

The sharp rhythms of Les Brown apply a gay and engaging beat for the familiar *Apple Tree* ditty. The bright ensemble is featured thruout by Butch Stone's sultry singing. *Breathless* is taken at a more moderate tempo, which doesn't make it sound as breathless. However,

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 20)

Brown's arrangement is just as dance-inviting, with Betty Bonney for the rolling lyrics.

"Don't Sit Under the Apple Tree" is the side with the higher grade of polish, but Les Brown has to cover much ground to overtake others on the song. He gives it a superb rendition and, in view of the band's increasing following, it is definitely worth a spot in the boxes.

FATS WALLER (Bluebird 11518)

We Need a Little Love—FT; VC. The Jitterbug Waltz—W.

Jovial Fats is in fine form for both sides, both of his own composition. Interest is centered on the waltz side, an instrumental for which Waller devotes himself entirely to the Hammond organ. As the title suggests, it's the conventional riff pattern, only this time confined to the three-four time. Starts the side alone, band joining in for the latter choruses. *Little Love* is a nice enough ballad taken in slow and groovy tempo, highlighting the piano and vocal gyrations. Waller is in a mellow mood, both for the singing and playing.

There is little in these two sides that goes beyond the appeal of the rabid Waller disk-collector. At locations where Waller sides are favored the novel "Jitterbug Waltz" is a fitting phono item.

FRANK SINATRA (Bluebird 11515)

The Lamplighter's Serenade—FT; V. The Song Is You—FT; V.

Again standing apart from the Tommy Dorsey crew, Frank Sinatra brings much lyrical delight to this disk. In slow tempo he sings the *Serenade* in honeyed fashion. And the singing is even more romantic for the Oscar Hammerstein-Jerome Kern standard from *Music in the Air* on the B side. Takes it at a moderate tempo, but doesn't confine himself to the strict beat in building up the vocal punches. Accompaniment, scored and directed by Axel Stordahl, emphasizing silky strings and woodwinds, is strictly top hat.

While these sides are more for counter sales, operators cannot overlook the popularity of Tommy Dorsey's vocalist with the phono fans. "The Lamplighter's Serenade" shapes up as the more favored side.

ENRIG MADRIGUERA (Victor 27858)

Full Moon—FT; VC. If You Are But a Dream—FT; VC.

Two attractive pop numbers of the newer crop are transcribed here in the suave rhythms of Madriguera. *The Moon* song, a haunting lullaby, is set to slow rumba beats, with Patricia Gilmore contributing an attractive vocal. Violin is used more extensively in the playing of Rubinstein's *Romance*, which comes out of Tin Pan Alley as the dreamy *If You Are But a Dream*. Again Miss Gilmore enhances the side in song.

Expounding the suave rhythms isolated primarily with smart hotels and supper clubs, Madriguera's music fills the bill at the more exclusive music box locations. For such use, "If You Are But a Dream" is the side, by virtue of the vast commercial possibilities of the ballad.

THE FOUR VAGABONDS

(Bluebird 11519)

Slow and Easy—FT; V. The Duke of Dubuque—FT; V.

A radio quarter originating from Chicago, with this its preem platter. Four-some brings little to the waxer not already grooved by the Four Mills Brothers, with vocal bass and simulated brass instruments, guitar accompanying. *Slow and Easy* is the general run of jive song, harmonized as the title indicates. A faster beat is applied to the mild novelty on the B side.

Phono possibilities are doubtful save where the quartet enjoys popularity.

BOB CHESTER (Bluebird 11513)

There Are Rivers To Cross—FT; VC. I Do—FT; VC.

There is no denying the huge popu-

larity enjoyed by Drigo's *Serenade*, which has often been transposed into fox-trot tempo. This time, Bissell Palmer has set the melody to a set of *I Do* lyrics. However, the wedding is not a happy one, and Bob Chester's straightforward rhythms add little. Gene Howard vocals the middle chorus. The same moderate tempo is taken for the sentimental ballad on the A side, and Howard again sings the vocal refrain.

Neither side shows much except for patrons partial to the Chester band.

DICK JURGENS (Okeh 6654)

The Insect Song—FT; VC. Poor You—FT; VC.

Jurgens introduces a highly diverting novelty in *The Insect Song*. With the band music mimicking the sounds of the insect world, much of the side is devoted to Buddy Moreno singing. *Poor You* is a slow ballad played softly and smoothly, with Harry Cool the troubadour in top order. Song is from the *Ship Ahoy* movie.

Jurgens fans will undoubtedly delight in his novelty, "The Insect Song."

SONNY DUNHAM (Bluebird 11514)

Sweet Talk—FT; VC. You're Blase—FT.

For those who find favor in Sonny Dunham's powerhouse trumpeting, there's a full dish in *You're Blase*, sentimental song of an earlier day. Scaled in the high register, Sonny's open horn rings true and with heavy tonnage for the opening chorus. Band plays the second chorus, and the trumpeting maestro takes the slow ballad out on a high note. Una Mae Carlisle's *Sweet Talk* is also taken at a slowish tempo, to which the rhythm ditty isn't particularly suited.

The chief interest to music operators is in catering to the band's particular followers, for whom "You're Blase" is the side.

FREDDY MARTIN (Bluebird 11509)

Here You Are—FT; VC. Oh, the Pity of It All—FT; VC.

With strings and low-voiced saxes underlining the orchestral scoring for both sides, Freddy Martin introduces two new Leo Robin-Ralph Rainger tunes from the forthcoming *My Gal Sal* movie. Stuart Wade's fine baritone makes the romantic ballad on the A side impressive. Even more impressive is *Pity of It All*. An infectious rhythm ditty, with cute character to make it contagious. Eddie Stone, assisted by the band chorus, goes far in attracting attention to the song and side.

A Robin-Rainger score is always to be reckoned with, and here again the movie music shows promise a hit. The nod goes to the brighter "Oh, the Pity of It All."

ORRIN TUCKER (Columbia 36565)

Tangerine—FT; VC. Always in My Heart—FT; VC.

Scores from two recent pictures are the song material for this pairing. Both *Tangerine*, from *The Fleet's In*, and the title song on the B side are already familiar with the disk spinners, and Orrin Tucker takes both in stride. Emphasizing the blend of strings and woodwinds in the smooth patterns, Tucker's melodic treatment for both songs is rich in dance appeal. Designed for foot-gliding in moderate tempo, both sides have strong vocals in the romantic efforts of Bob Hayes. Gets the vocal assist from the band boys on *Tangerine*, with a beguine beat interposed by the orchestra for *Always in My Heart*.

For smooth dance rhythms, either side will find much favor in the music boxes.

LAWRENCE WELK (Decca 4309)

Pennsylvania Polka—FT; VC. Lady Play Your Mandolin—FT; VC.

Adopting polka rhythms to fox-trot tempo, Lawrence Welk produces a perfect blend in *Pennsylvania Polka*. Tune-

ful and toe-tapping, it makes an inviting polka. Bill Kaylor cuts in with the vocal appeal. An Oscar Levant-Irving Caesar oldie gets another fling in the *Lady Play Your Mandolin* revival. Welk takes it at a bright and breezy tempo, with Kaylor again for the vocal appeal.

Where polka rhythms are favored, "Pennsylvania Polka" is right up there with the best of them.

CHARLIE SPIVAK (Okeh 6646)

What Does a Soldier Dream Of?—FT; VC. I'll Remember April—FT; VC.

Spivak's sparkling playing of these ballads makes another attractive twosome. Again, it's the maestro's trumpet to open and close the sides; but this time it's Garry Stevens standing up alone to sing the sentimental tunes. For *I'll Remember April*, the lush melody from the *Ride 'Em Cowboy* movie, the Stardusters blend their voices with the orchestra to lighten Stevens's song session and go far in making this the most attractive side. The war ballad on the A side is all too sad and somber.

While Spivak gives each a flawless interpretation, effectiveness of the songs in music boxes rests chiefly on movie tie-ups for the "I'll Remember April" side.

POLKAS

Music machine operators seeking out international and old-time rhythms have phono material in three polka platters off the presses this week. On the Standard label, Henri Rene and his accordions, assisted by electric organ and guitar, offer a tuneful *Oyster Stew* (T-2039) in the medium polka tempo. The accordions share the side with the guitar. Gayer and faster is the *Tickle-Toe* polka on the flipover. Employing a haunting minor refrain, it's all the accordion wizardry of Rene.

Also on the Standard label, Scandinavian Ambassadors couple a lively old-time waltz, *Grandpa Waltz*, with a schottische styled for dancing, *Welcome to the Party* (T-2052). In fact both sides are excellent for old-time dancing.

Harry Harden and His Musette Orchestra on the Decca label also come up with worthy material for the phono trade. Harden fashions *Flight of the Bumblebee* as a fanciful polka in fast tempo. Varied use of woodwinds and xylophone accents the bee-buzzing theme. Plattermate, *Musio Box* (4296), is played as a schottische. As the title implies, it captures the spirit of the music box.

POPULAR ALBUMS

Moanin' Low (Victor P-118). The torchier of the torch songs of earlier days get a glowing rendition by the deep-voiced Lena Horne for this package of eight sides. Ned Freeman is credited with fashioning the swank orchestral arrangements, which are strikingly interpreted by Lou Bring, directing the orchestra emphasizing strings, woodwinds, a muted trumpet and celeste. The sultry chanting of Miss Horne puts each of the ballads in a low-down groove, starting with *Moanin' Low*, the album's title tune, and keeping it soulfully blue for *I Gotta Right To Sing the Blues*, *The Man I Love*, *Where or When*, *Stormy Weather*, *Ill Wind*, *Mad About the Boy* and *What Is This Thing Called Love*.

Show Tunes of Sigmund Romberg (Columbia C-88). Still another folio of the evergreen music of Sigmund Romberg. Like the others, an ever-welcome addition to everyone's music library. Eight of Romberg's finest melodies are entrusted to Al Goodman and his orchestra, and he serves each of them up in salon style with a smooth performance in the best of musical comedy pit tradition. Standouts are *One Alone* and *The Desert Song*, both from the musical of the latter name. Like listening pleasure is afforded in the remaining sides, including *Will You Remember?*, *When Hearts Are Young*, *Lover Come Back to Me*, *One Kiss*, *Deep in My Heart*, *Dear* and *When I Grow Too Old To Dream*.

Family Favorites in Song (Victor P-113). Strictly for holding the family ties closer when the occasion calls for a family songfest, this package parades "Hearthside Melodies That Take You Back." It's homey music to say the least. The Victor Mixed Chorus, with organ and a small string section, all under the baton of Emile Cote, dish out the first four sides, *Home Sweet Home*, *Carry Me Back to Old Virginia*, *There's a Long, Long Trail and Till We Meet Again*. Tenor soloist Webster Booth carries on with *I Hear You Calling* and *Macushla*. The Victor Salon Orchestra finishes it out with *Indian Love Call* and *The Song of Songs*.

OPERATORS EVERYWHERE say
"IT'S GOING HOT!"
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BARBARA
POLKA coupled
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TICA TI—TICA TA (vocal: Bill Kaylor)

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Style by

LAWRENCE
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(Sensational swing arrangement)

HEAVEN IS MINE AGAIN
(Vocal by Jayne Walton)

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AGAIN

(Vocal by Bill Kaylor)

SHRINE OF SAINT CECILIA
(Vocal by Jayne Walton)

4309 PENNSYLVANIA POLKA
LADY, PLAY YOUR MANDOLIN

DIRECTION OF
FREDERICK BROS.' MUSIC CORP.

Many of 250,000 Service Stations Will Close Down

Reprinted From The Journal of Commerce, N. Y., April 15, 1942

The rationing of gasoline is cutting down severely the sales volume of many of the approximately 250,000 retail gasoline service stations in the United States. More than half of these stations are owned and operated separately or in small independent chains. The reduced sales volume is making it progressively more difficult for many of these independent service stations, which have no other source of income, to survive.

Roadside retail service stations are concerned principally with serving private automobiles, of which some 25,000,000 are in service. Sales of gasoline and lubricating oil to other types of highway vehicles are relatively small in volume. Motor trucks, of which upward of 6,000,000 are in operation, are supplied to a large extent from gasoline storage plants and pumps owned by the truck operators. Fleets of taxicabs and busses are normally served by the garages in which these vehicles are housed. Retail service stations are thus dependent almost entirely upon private automobiles, which are most vulnerable to wartime restrictions.

Service stations are needed during the war to provide motor fuel, lubricants and repair service for the cars that will remain in operation for essential civilian use. As the number of cars in operation declines, however, a number of marginal outlets will be forced out of business. This is all the more inevitable because many new service stations were opened during 1940 and 1941 in areas adjacent to defense plants, so that competition has become keener than ever in many communities.

The decline in gasoline consumption will be offset in large part, for the petroleum industry as a whole, by increased sales of fuel oil, aviation gasoline and other special products to the armed forces and defense industries. However, these war requirements will be filled mainly by bulk plants and marine terminals, and thus will not prove of material help to the industry's retail outlets.

Some reduction in the number of retail service stations, which would eliminate thousands of marginal outlets that never possessed a firm economic basis, was probably unavoidable in any event, even if there had been no war. Wartime conditions, however, threaten to force the closing of many stations which in normal times performed an important economic function. Some plan may yet be devised by the government and the service stations to help such concerns to remain in business under the difficult conditions that lie ahead, until the return of peace will enable them to operate profitably once again.

More Manganese From U. S. Mines

WASHINGTON, April 25.—Owners of the major portion of the large manganese reserves in Arizona are carrying out experimental work and will submit preliminary plant designs and cost estimates with a view to entering into the necessary contracts to bring this large property into production. In Arkansas arrangements are under way for the construction of a concentrating plant with a daily capacity of 300 to 500 tons.

The production of manganese from the "black ores" of the Cuyuna Range in Minnesota has been dependent upon the satisfactory solution of the metallurgical problems involved. After six months of experimental work a solution has been worked out, and negotiations are proceeding for the erection and operation of a plant and for ore delivery. The plant will have a yearly capacity of 200,000 tons of 60 per cent manganese nodules.

Manganese in Montana and Nevada

A company in Montana is producing high-grade manganese nodules from its plant at the rate of 112,000 short tons yearly and is making plans for increased production under its contracts to deliver to the Metals Reserve Company. Arrangements are being made for the construction of a concentrating plant in the Phillipsburg area.

In Nevada a manganese producing company is proceeding to erect and op-

erate a leaching plant under contracts with the Defense Plant Corporation and the Metals Reserve Company. Before the end of 1942 this property should be producing high-grade sinter at the rate of 110,000 short tons per annum. Facilities are expected to be expanded in 1943. Arrangements are under way to provide milling facilities for the manganese deposits in other Nevada areas.

Other Manganese Developments

Two companies in New Mexico, one now operating a small mill and the other designing a mill of 250 to 300 ton daily capacity, have contracts with the Metals Reserve Company for sale of their output.

Steps are being taken to produce approximately 300,000 tons of 16 per cent nodules per annum from the great low-grade Chamberlain deposits in South Dakota. This output will be either held in stock pile for the present or blended with high-grade concentrates if required. A contract has been concluded with the owner of the principal ore area in Utah, who proposes to erect his own concentrating mill.

The Metals Reserve Company has made 50 additional contracts for manganese production in as many as 13 States.

OEM Issues List Of Local Offices

WASHINGTON, April 25.—The Office of Emergency Management (OEM) has recently issued the following list of its Information Division field offices and officers in charge:

ATLANTA.—Marvin Cox, 1507 Candler Building; Tel. Jackson 5880; territory, Georgia, Florida, Alabama, Tennessee, Mississippi.

BALTIMORE (Branch of Philadelphia).—Thomas Stevens, 1528 Baltimore Trust Building; Tel. Plaza 8170.

BIRMINGHAM (Branch of Atlanta).—Irving H. Beiman, 301 Phoenix Building; Tel. 4-7761.

BOSTON.—E. Bigelow Thompson, 17 Court Street; Tel. Lafayette 7500, Ext. 204-205; Evenings: Lafayette 7502, 7503, 30 Cornhill.

BUFFALO (Branch of New York).—Harry S. Mullany, 432 M & T Building; Tel. Washington 2077-2078.

CHICAGO (Branch of Detroit).—William F. Sullivan, 2600 Civic Opera Building; Tel. Andover 3600, Ext. 21 22, Evenings: Andover 3604.

CLEVELAND.—Samuel Slotky (consultant), 472 Union Bank of Commerce Building; Tel. Cherry 5884; territory, Ohio, Kentucky, West Virginia.

DALLAS.—L. L. Sisk, 419 Fidelity Building; Tel. Riverside 4651, Evenings: Riverside 4651, 4652; territory, Texas, Oklahoma, Louisiana.

DENVER.—Eugene Cervi, 505 United States National Bank Building; Tel. Main 4231; territory, Colorado, Wyoming, New Mexico, Utah, Montana, Idaho.

DETROIT.—Paul Jordan, Boulevard Building, 7310 Woodward Avenue; Tel. Trinity 1-5500, Ext. 53; territory, Illinois, Wisconsin, Michigan, Indiana.

HOUSTON (Branch of Dallas).—Maurice Gardner, 1011 Electric Building.

INDIANAPOLIS (Branch of Detroit).—Joseph Collier, Tenth Floor, Circle Tower Building; Ma. 9411, Ext. 18.

JACKSONVILLE (Branch of Atlanta).—William Bennett, 520 Lynch Building; Tel. 5-1846 or 5-1847.

KANSAS CITY.—Marvin McAllister, 300 Mutual Building; Tel. Victor 7780; territory, Missouri, Nebraska, Kansas, Arkansas.

LOS ANGELES (Branch of San Francisco).—Richard Washburne, 724 Western Pacific Building, 1031 South Broadway; Tel. Richmond 0311.

MEMPHIS (Branch of Atlanta).—Ewing Johnson, 2111 Sterick Building; Tel. 5-7421, Ext. 17.

MILWAUKEE (Branch of Detroit).—George A. Mann, 7022 Plankinton Arcade; Tel. Broadway 4440.

MINNEAPOLIS.—Dowsley Clark, 326 Midland Bank Building; Tel. Main 3244, Night, 5032; territory, Minnesota, North Dakota, Iowa, South Dakota.

NEWARK (Branch of New York).—James J. Kennedy, Globe Indemnity Building, 20 Washington Place.

NEW ORLEANS (Branch of Dallas).—David McGuire, 409 Canal Building.

NEW YORK.—Clifton Read, 703 Chanin Building, 122 East Forty-Second Street; Tel. Murray Hill 3-6805, after 7 p.m. Murray Hill 3-6828; territory, New York State, New Jersey.

OKLAHOMA CITY (Branch of Dallas).—Harrington Wimberly, 422 Key Build-

ing, Oklahoma City; Tel. 7-0919.

OMAHA (Branch of Kansas City).—Lawrence May, 504 Grain Exchange Building; Tel. Jackson 6466.

PHILADELPHIA.—Howard Browning, 666 Pennsylvania R. R., Suburban Building; territory, Pennsylvania, Delaware, Maryland.

PITTSBURGH (Branch of Philadelphia).—William Schoyer, Fulton Building; Tel. Grant 3790.

RALEIGH (Branch of Richmond).—William Sharpe, Sir Walter Hotel; Tel. 3-1901.

RICHMOND.—William Bourne, 2d Floor, Johnson Publishing Co. Building; Tel. 7-2331; territory, Virginia, North Carolina, South Carolina.

SAN FRANCISCO.—Dean Jennings, Western Merchandise Mart, 1355 Market Street; Tel. Klondike 2-2300; territory, California, Washington, Oregon, Nevada, Arizona.

SEATTLE (Branch of San Francisco).—Howard Macgowan, 234 Henry Building; Tel. Elliott 0200.

SALT LAKE CITY (Branch of Denver).—Ottis Peterson, 308 David Keith Building; Tel. 3-7676, Night, 3-7679.

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\$15,000 Complete Jennings Telephone Studio with all equipment in perfect condition.

30 UNITS

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All Necessary Spare Parts, Etc.

These 30 units are presently on location, doing approximately \$600 per week, our end.

The only reason for selling is that owner will soon be called into services of Uncle Sam.

No Reasonable Offer Will Be Refused.
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WIRED MUSIC SYSTEM

For Sale—Cheap!

20 OUTLETS—2 UNITS—80 2-WAY CONVERSATION WALL BOXES
... CUSTOM BUILT ... COMPLETE ... A-1 CONDITION.

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Now in operation in Little Rock. Purchaser can continue operation in present locations or take equipment elsewhere. Must dispose of immediately.

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10 SEEBURG REGALS, MARBLE-GLO @ \$154.50

10 SEEBURG CROWNS, MARBLE-GLO @ \$169.50

All completely reconditioned by Factory-Trained Service Men.

1/3 Deposit, Balance Sight Draft.

SHAFFER MUSIC COMPANY

514 South High Street
Columbus, Ohio

SHAFFER MUSIC COMPANY

446 Virginia Street, East
Charleston, West Virginia

Baltimore Operator Now Army Captain

BALTIMORE, April 25.—Campbell Weir, founder and president of Dispensers, Inc., soft drink beverage vending organization with headquarters in Wilmington, Del., and a branch in Baltimore, has enlisted in the army air corps, has been commissioned a captain and is now stationed at Houston, Tex.

Captain Weir is a native of Wilmington and a graduate of the United States Military Academy at West Point. After graduation he did not choose to follow a military career, but entered the commercial field.

Several years ago he entered the coin machine soft drink vending business, operating under the trade name of Thirst Quenchers. About two years ago Dispensers, Inc., was organized by Captain Weir.

Captain Weir is of an inventive mind and about a year ago designed and developed a special rubber mat for installation in theater locations. This mat is placed under and in front of the Dispensers units, thus serving to preserve the rug floor covering of the theater locations and at the same time presenting a neat and attractive appearance around the soft-drink venders.



Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Opposition to Cigarette Tax Increase Is Strong

Tobacco growers and cig trade join in saying present rate is high enough

WASHINGTON, April 25.—During the period of hearings on various excise tax proposals before the House Ways and Means Committee the tobacco and cigarette industry made strong protestations against any increase in the tax on cigarettes. J. Melville Broughton, governor of North Carolina, speaking for the tobacco growers of that State, appeared before the committee in opposition to the Treasury proposal to increase cigarette taxes from 6½ cents to 8 cents a pack.

Such an increase, said Broughton, would disastrously affect the growers because it inevitably would cause a decline in the price paid to farmers for their tobacco.

Tobacco farmers, he said, already are faced with perplexing problems because of farm labor shortages, the inability to get sufficient fertilizer and the general increase in the cost of farm operations.

"Burden Upon Grower"

Because of existing price ceilings on tobacco products, said the governor, the burden of increased taxes will not fall on the consumer, or even the processors and manufacturers, but upon the grower.

Tobacco taxes now, Broughton said, are six times what the farmer gets for his crop, and if the Treasury increase were voted they would be eight times the farmers' yield.

At present the taxes on a tobacco crop amount to about as much as the sale value of the farm on which the crop is grown, he added.

Tax Called Unique

W. Kess Scott, North Carolina Commissioner of Agriculture, who preceded the governor on the stand, pointed out that tobacco produces about 51 per cent of the total farm revenue of North Carolina. The State raises about 600,000,000 pounds of tobacco a year, he said.

Both witnesses emphasized the fact that the tobacco tax is unique in that tobacco is the only farm product in America that has been subjected to progressively higher taxation ever since the first World War.

Because North Carolina has a sales tax, several members of the committee pressed Broughton for his views on a general sales tax.

Offers Suggestion

"I fear," said Broughton, "that a general sales tax imposed by the federal government would cause considerable confusion in those States where sales taxes already are in effect."

The governor suggested that this confusion might be mitigated if the federal government became the sole collecting agency of the sales tax and rebated an agreed proportion to the States.

Sees Rise in Prices

State Senator J. C. Lanier, of Pitt County, North Carolina, who described himself as a "practical tobacco farmer," told the committee that an 8-cent tax on cigarettes will drive standard brands entirely out of the 15-cent class, possibly to 18 cents. Moreover, he said, consumers will be driven to cheaper brands, with the result that the government really will be a big loser with the tobacco farmers themselves.

Lanier expressed the view that the United States Treasury will collect \$850,000,000 in tobacco taxes if the rate is left where it is, but that if the rate is

Editor Criticizes Selfish Arguments

Typical of protests and arguments by the tobacco trade in opposition of proposed increases in the federal excise tax on cigarettes is the following editorial by Everett Emerson, in *The Tobacco Record*, April 15:

PLAIN ARITHMETIC

Carl B. Robbins, president of the Axton-Fisher Tobacco Company, made an unreasonable and contradictory appeal for a change in the federal excise tax on cigarettes that would, if adopted, give the so-called "economy" brands a decidedly unfair price advantage over the popular brands.

Appearing before the House Ways and Means Committee on Friday, April 3, he argued that the excise increase should be based on a differential proportionate to the manufacturers' selling costs on both types, suggesting a \$3.50 per thousand rate on "economy" brands and \$6.80 for the standard priced cigarettes.

This would amount to ½ cent per pack increase on the cheaper class and slightly more than 7 cents on the popular priced cigarettes.

The difference in manufacturers' selling costs on both classifications is about 12½ per cent. An increase in ratio to these figures is exactly the amount the Treasury proposed in its new tax schedule, which lists a \$3.50 levy on "economy" brands and \$4 per thousand on cigarettes in the popular-price category.

These figures make it obvious that the Axton-Fisher executive's perception of percentages is seriously impaired by the fact that the manufacture of an "economy" brand "normally" constitutes 75 per cent of his firm's business.

If the \$6.80 per thousand excise impost, as Robbins suggested, were enacted, it would force the retail price on popular brands above 20 cents even in the States where no local levies exist. "Economy" brands would cost the consumer about 13 cents in the same States.

The average pack-a-day smoker would literally be penalized \$25.55 per year for the privilege of smoking his favorite brand.

This "proportionate differential" would cause a considerable number of popular-brand smokers to switch to "tax-bargain" brands. And manufacturers of that type would enjoy a prosperity to which they are not justly entitled.

Selfish attempts to short-cut to affluence by means of federal tax coups are not in keeping with the spirit of the times. They hamper the nation's victory effort by usurping government officials' invaluable time and energy.

boosted "the probability is that the government will not even collect the \$747,000,000 indicated for the present fiscal year."

Last War Figures

In 1917, when taxes were \$1.25 a 1,000, cigarette consumption totaled 38,000,-

Bottlers Hurt By Shortages

Maryland group elects officers and talks of soft drink outlook

BALTIMORE, April 25.—The sugar shortage and its effect on the bottling industry formed the principal subject for discussion by Maryland Bottlers of Carbonated Beverages, Inc., at its 21st annual convention held here recently.

Edward W. Piper, Baltimore, prominent distributor of bottlers' equipment and supplies and secretary of the Maryland Bottlers' organization, stated that the sugar shortage in Baltimore and the surrounding area was extremely acute and described it as profoundly affecting the soft-drink industry.

As a result, Piper declared, all sugar-using industries have been on an 80 per cent quota as compared with their sugar supplies at the same time last year. "And," he added, "we look for a further reduction in allocation." He declared that the ration-card system probably would be more effective and just as satisfactory as the present allocation plan.

Piper pointed out that the carbonated beverage industry was not the only one affected by the sugar shortage. Ice cream, candy and all other sugar-using industries are being hit just as hard, he declared.

The sugar supply in the South and West was described by Piper as "relatively plentiful," but here as "acute." He declared that the sugar-using industries were looking to the arrival of the 1942 crop of sugar from Cuba and Puerto Rico and to a possible redistribution of the crop along the Atlantic seaboard from sections which are relatively well stocked. Many companies, he asserted, have frozen large quantities of sugar and are hoping that some of this will be redistributed.

This, he added, did not necessarily imply that certain concerns had hoarded supplies, but that at least they had received their orders, which is more than a number of industries here could say.

The past year, Piper declared, was a banner year for the soft-drink industry and this year's demand has exceeded that of last year. But the dealers just do not have the sugar to meet the demand, and the bottlers have had to ration the trade, even going so far as to reduce the size of bottles in some instances.

One substitute, Piper explained, has been resorted to—the using of corn sirups and sugars, 20 per cent corn being added to 80 per cent cane sugar and this has been remarkably successful. Maryland bottlers, he said, were keeping up the quality of their soft drinks

000,000. In 1919, when the tax was \$2.05, consumption was 90,000,000,000. In 1929, when the tax had risen to \$3 per 1,000, consumption had risen to 151,000,000,000.

Farm representatives answered this by explaining that these increases had been possible without increasing prices above 15 cents a pack, and that, moreover, it was in this period that women began smoking extensively. This time, however, if taxes are increased, they said, it will be necessary to boost the retail prices to 17 cents or 18 cents.

HOME RUN (Tax Free)
The New Outstanding Ball Gum Vender—with the fascinating amusement feature that **BATS THE BALL THRU THE AIR.**
1 Home Run (with 25 lb. carton Ball Gum) includes 100 striped balls complete only... \$24.50.
Terms: 1/3 Certified Deposit.
Balance C. O. D.
VICTOR VENDING CORP.
6711 W. Grand Ave. CHICAGO
Size 11"x21"x15"

SKILL GAMES	VEND. MACHINES
Anti Aircrafts \$49.50	Silver Kings .. \$4.50
Skeeballette .. 79.50	Supreme Jr., 1¢ 2.25
West. Baseball 75.00	Supreme .. 2.75
Chicken Sam .. 60.00	Robbins Duo .. 6.50
Parachute ... 79.50	Columbus Mod.A 3.50
Texas Leaguer 35.00	Snacks, 3 Comp. 7.50
ABT Big Game 27.50	Eveready .. 5.00
Circus, New .. 13.50	Log Cabin, 2 Comp. 5.00
Civilian Defense, New .. 13.50	Adams Gum Vendor .. 12.50
Bomb Hit, New 17.50	Model 40 .. 5.00
Kicker & Catcher, New .. 27.50	1¢ & 5¢ Comet. 3.25
Pikes Peak, New .. 19.50	DuGreenier H .. 15.00
Electric Shockers, New .. 12.50	DuGreenier G .. 12.50
Bingo .. 7.50	National 6-30 .. 22.50
Cross Cross .. 6.50	National 9-30 .. 50.00
Selection ... 13.50	DuGreenier S, 7 Col. 45.00
O'Boy .. 13.50	National 9-18, Candy .. 60.00
Big League .. 13.50	Advance, 2 Col., 15¢ .. 5.00
Ocean Park .. 13.50	Advance, 4 Col., 15¢ .. 7.50
Roxy .. 13.50	Aristocrat, 20¢ 20.00
Lucky .. 13.50	Card Machines. 3.95
Sporty .. 13.50	Ball Gum Vendors, 1¢ .. 2.95

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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LUSTRE BALL GUM DOUBLE POLISH
All sizes—1/2—150—170—180—195
Spotted-Striped-Harlequin
GUM PRODUCTS, INC.
804 Main St., Cambridge, Mass.

REBUILT LIKE NEW!

3-COL. SNACKS Sample \$7.95
Lots of 5, \$7.50 ea.
4-COL. EVER-READY Sample \$4.50
Lots of 5, \$4.00 ea.
Write for Complete List of Bargains.
1/3 Down, Balance C. O. D.
I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.

Vending-Arcade Machines

TAX FREE. Leading money makers for Candy Nuts, Gum, \$4.75 up.

Ten View 5¢ PEEK SHOW, \$25.50.

Ten Selection 1¢ PEEK SHOW, \$24.50.

1¢ or 5¢ VIEW A SCOPE, \$24.50.

ELECTRIC GUN Shocker, NEW LOW price, \$24.50.

4 NEW "NUDE-ART" Films for VIEW A SCOPE just released. Nos. 1, 2, 3, 4, 75¢ each.

400 NEW 2x2 Slides for PEEK SHOW. Ten for \$2.50.

TORR 2047A-50. 68 PHILA., PA.

VENDER SUPPLY NOTES

The formation of a Confectionery Industry Advisory Committee of the Food Section of the War Production Board will be announced in the near future, according to John M. Whittaker, Chief of the Candy Section.

Invitations to candy manufacturers are expected to be sent shortly. An overall group will be invited for a conference in Washington, and will then elect the Advisory Committee.

Analyzing contributing factors and starting with the encouraging one of domestic consumption, it seems safe to predict that cigarette smokers will consume several billion more cigarettes in 1942 than the record-breaking consumption of 206 billion in 1941. War and related activities are largely responsible. In times of large national income, such as now, tobacco purchases climb for the reason that more people have more money to spend on smoking products. This includes industrial workers, business men and women, men in the armed forces—every classification of person, in fact.

Reports from the Midwest say that stores there find some brands of chewing gum disappearing, while others flourish. It depends on the manufacturer's use of his rationed sugar supply.

The total amount of honey which may be used by any manufacturer in the manufacture of other products is limited to 60 pounds per month in 1942, the WPB ruled in a clarification of the honey conservation order. Some manufacturers had interpreted the order to mean that up to 60 pounds could be used in the manufacture of each of several products, the board said.

Sugar allowances for restaurant and other food services were fixed at 50 per cent of their former use in an order issued April 22 by OPA. Other institutional and industrial users are cut to 70 per cent of their former consumption. These include makers of candy, chewing gum, bakery products, ice cream, bottled drinks, dairy products, table sirups, cereal products, preserves and desserts. The order provides that these percentages, at the option of the user, may be applied to the corresponding month of 1941 or to the amount used in March, 1942.

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., April 25.—Stocks of farmers' stock peanuts in the hands of growers and speculators continue to lessen, tho the movement to the mills during the past week has been light. Some are holding best peanuts for 8 cents per pound, but most millers are unwilling to pay prices higher than those prevailing in recent weeks and few sales have been made above 7½ cents per pound delivered.

Stocks of peanuts in the Virginia-North Carolina area are lessening so rapidly that many mills will be closed by early summer if they continue to ship as heavily as during recent weeks. The weekly trade letter of one miller states that his actual sales for the month of March alone far exceeded the quantity of peanuts left unsold in the mill. In other words, the sales of this firm for one month were in greater volume than stocks remaining to take care of sales of the following seven months until the arrival of new crop peanuts in November. A few mills have more peanuts than this, but it is not certain that there will be enough peanuts to go around for the rest of the present season.

Nevertheless, because of the higher prevailing prices for peanuts and peanut products, demand for peanuts has been lighter, the market rather inactive, and there is an undercurrent of slight weakness in the price situation.

In the Southeastern States the weather is reported still cool but many peanuts are being planted. The demand for seed indicates a very heavy acreage in the Southeast. Farmers are rapidly taking peanuts that were requisitioned from the shellers for seed purposes. In the Southwest heavy rains are delaying further plantings and some damage is feared from the excess moisture. It is reported that if much replanting is done in the Southwest a seed shortage may develop.

First quarter earnings of Pepsi-Cola Company before taxes will be better than last year's, Walter S. Mack Jr., president, said April 22.

Rationing of sugar to 70 per cent of last year's consumption, Mack said, does not limit Pepsi-Cola as much as it does competitors because the company sells a concentrate and not a sirup. Bottlers add their own sugar, he explained.

In fixing allotments on sugar deliveries for May the method will change from that of recent months when the amount was restricted to 80 per cent of the amount delivered in the corresponding month of the previous year. An announcement from OPA is reported imminent, setting quotas for each of the various groups of industrial users based on 1941 deliveries.

Among the ingredients vital to the production of body candy and ice cream, the supply of which will be entirely cut off on May 31, is coconut oil. About 100,000,000 pounds of coconut oil are used annually by the various food industries. Of this quantity, about one-third is consumed in the production of candy and coatings for ice cream pops. Primary reason given for ban on coconut oil is that it is needed in the production of glycerin.

A new radio program, three times weekly newscast, has been started by Brown & Williamson Tobacco Corporation in behalf of Avalon cigarettes over six stations of CBS's Pacific Coast network.

MARKETS IN BRIEF

NEW YORK, April 23.—Peppermint oil (dollars per lb.): Natural, \$6 to \$6.25; United States pharmaceutical, \$6.50 to \$6.95.

NUTS

CHICAGO SPOT MARKET PEANUTS

	Cents per lb. in bags
Jumbos	9.75 @ 10.00
Fancies	9.75
Extra large	13.75 @ 14.00
Medium	13.75 @ 14.00
No. 1 Virginia	13.87½
No. 2 Virginia	12.25 @ 12.50
Southeast	
No. 1 Spanish	13.75 @ 14.00
No. 2 Spanish	11.75 @ 12.00
No. 1 runner	12.75 @ 13.25
No. 2 runner	11.00 @ 11.50
Texas	
No. 1 Spanish

DuGrenier Execs Confer in N. Y.

NEW YORK, April 25 (MR).—Blanche Bouchard, treasurer of Arthur H. DuGrenier, Inc., came into the city this week from Haverhill, Mass., to confer with Bp Glassgold, sales manager of the company, concerning war production the company is undertaking. The two executives took up the matter of how this production will affect the industry in general.

"We're all out for war production," stated Miss Bouchard, "and have been gearing our plant for months to enable us to do our share in the emergency work. Now we're ready."

"Operators must take care of their present equipment," Glassgold said, "because the government stop order on the manufacture of new equipment goes into effect April 30. We'll be able to extend our service facilities and parts department to the trade, but I doubt that there will be any new machines for the duration."

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., April 25.—Sergeant Milton Bainbridge, of Brooks Field, Tex., was a guest of his former employer, Benjamin Sterling Jr., and Mrs. Sterling at Rocky Glen Park while on furlough. Bainbridge was sales manager for the Wurltzer distributor.

Benjamin Sterling Jr., Wurltzer distributor in Northeastern Pennsylvania, has been appointed a member of the U. S. defense staff in Lackawanna County.

Candy Trade Expresses Opposition to New Tax

Midwest meeting April 21 sends resolution to Ways and Means Committee

CHICAGO, April 25.—Vigorous opposition to the proposed federal excise tax of 15 per cent on candy was expressed here April 21 in a resolution adopted at a meeting of the Central West Trading Area of the National Confectioners' Association. The resolution was then directed to Robert L. Doughton, chairman Ways and Means Committee, House of Representatives.

The resolution was passed after a report was made on a hearing before the Ways and Means Committee last week, at which a special committee of the National Confectioners' Association presented arguments in opposition to the proposed 15 per cent excise tax.

Tax Would Be Discriminatory

The resolution adopted April 21 points out that the levying of a 15 per cent excise tax on candy as a food would be discriminatory because the proposal does not include any tax on other similar food products; that such a tax would unduly and unnecessarily handicap the confectionery industry as a market for a large volume of domestic agricultural products, thus discriminating against and limiting the usage of those agricultural products; that the burden of a 15 per cent excise tax in addition to war restrictions, the increasing unavailability of raw materials and advancing costs would greatly limit the amount of revenue the government is already receiving from this industry thru income and other established taxes, and that such a tax would impose hardships on more than a million and a half retailers and would tend to destroy the penny goods business patronized largely by children.

The Central Trade Area of the National Confectioners' Association is composed of manufacturing confectioners and suppliers of ingredients, machinery and equipment, located in the States of Illinois, Indiana, Michigan and Wisconsin.

THE RESOLUTION

WHEREAS members of the National Confectioners' Association in the Central West Trading Area, comprising the States of Illinois, Indiana, Michigan and Wisconsin, have received a report of the presentation made by representatives of the National Confectioners' Association on April 13, 1942, before the Ways and Means Committee, at which time arguments were presented in opposition to a proposed 15 per cent excise tax on candy, and

WHEREAS candy has been recognized as a food product by legislative bodies, courts, medical scientists and military authorities, it being a reasonably priced food, particularly in terms of its high nutritive content, and being a part of the daily diet of soldiers, war workers and civilians as an energy building and fatigue resisting food, and

WHEREAS the levying of such a 15 per cent excise tax on candy as a food would be discriminatory because the proposal does not include any tax on other similar food products, and

WHEREAS the imposition of such a 15 per cent excise tax would unduly and unnecessarily handicap the confectionery industry as a market for a large volume of domestic agricultural products thus discriminating against and limiting the usage of these agricultural products, and

WHEREAS the burden of a 15 per cent excise tax, in addition to present war restrictions, the increasing unavailability of raw materials and advancing costs would greatly limit the amount of revenue the government is already receiving from this industry thru income and other established taxes, and

WHEREAS the levying of the proposed 15 per cent excise tax would impose hardships on more than a million and a half retailers and would tend to destroy the penny goods business, patronized largely by children, and

WHEREAS the confectionery industry is anxious to accept its equitable share of the war tax program, however, it advocates methods that will raise the largest amount of money without discriminating among competing industries, therefore, now

BE IT RESOLVED that the members of the National Confectioners' Association in the Central West Trading Area meeting in Chicago, April 21, 1942, do hereby fully endorse

the arguments presented before the Ways and Means Committee on April 13 by representatives of the candy industry and respectfully request that the committee in its deliberations consider the injustice of any action which would result in levying a discriminatory excise tax against the candy manufacturing industry, the fourth largest food manufacturing industry in the United States in terms of wage earners and ninth in terms of the value of products, and

BE IT FURTHER RESOLVED that the Hon. Robert L. Doughton be requested to convey to the President of the United States and to the Honorable Secretary of the Treasury Henry Morgenthau Jr., this statement as a reaffirmation of our allegiance to the principles of this Democracy and the cause for which it is now fighting, with the further assurance of our desire to help win the war and to help in building a firm foundation upon which the principles of this Democracy may continue, as the President of the United States in his radio address on February 23 said: "Without special gains, special privileges or special advantages for any one group or occupation," and as the Honorable Secretary of the Treasury, appearing before the Ways and Means Committee on March 3, stated: "That taxes should be fair and nondiscriminatory and imposed in accordance with ability to pay," and

BE IT FURTHER RESOLVED that a copy of this resolution be transmitted to the Honorable Members of Congress comprising the Ways and Means Committee of the House of Representatives; to the Honorable Senators and Members of Congress from Districts represented in the Central West Trading Area of the National Confectioners' Association.

(Signed) S. W. Hallstrom,
Vice-President,
National Confectioners' Association.

Hard Shell Candy For Summer Trade

CHICAGO, April 25 (MR).—The approach of the summer season and the special problems it brings to candy vender operators led George P. Eby, sales manager of the vending division of Pan Confections, Chicago, to tell how Pan's line of popular Hard Shell candies came into being.

About 23 years ago the Pan company was approached by a candy vender operator who asked for some candies that could stand the abuses candies are subject to in machines, such as heat, moisture, crushing and sticking.

At about the same time candy vender manufacturers decided that in order to increase the popularity and sales of vending machines, the quality of candies sold thru the machines would have to be improved. So Pan experts worked with the machine makers, experimented on various processes and types of confection, gradually developing and finally perfecting a type they felt would be tasty and appealing to the eye and at the same time give the operator smooth performance in his machines.

They decided on the name Hard Shell because that was exactly what this new line of candy was—a hard outer coating on candy made especially for vending machines. It proved to be a success, relieving operators of some of their most trying problems in supplying their machines.

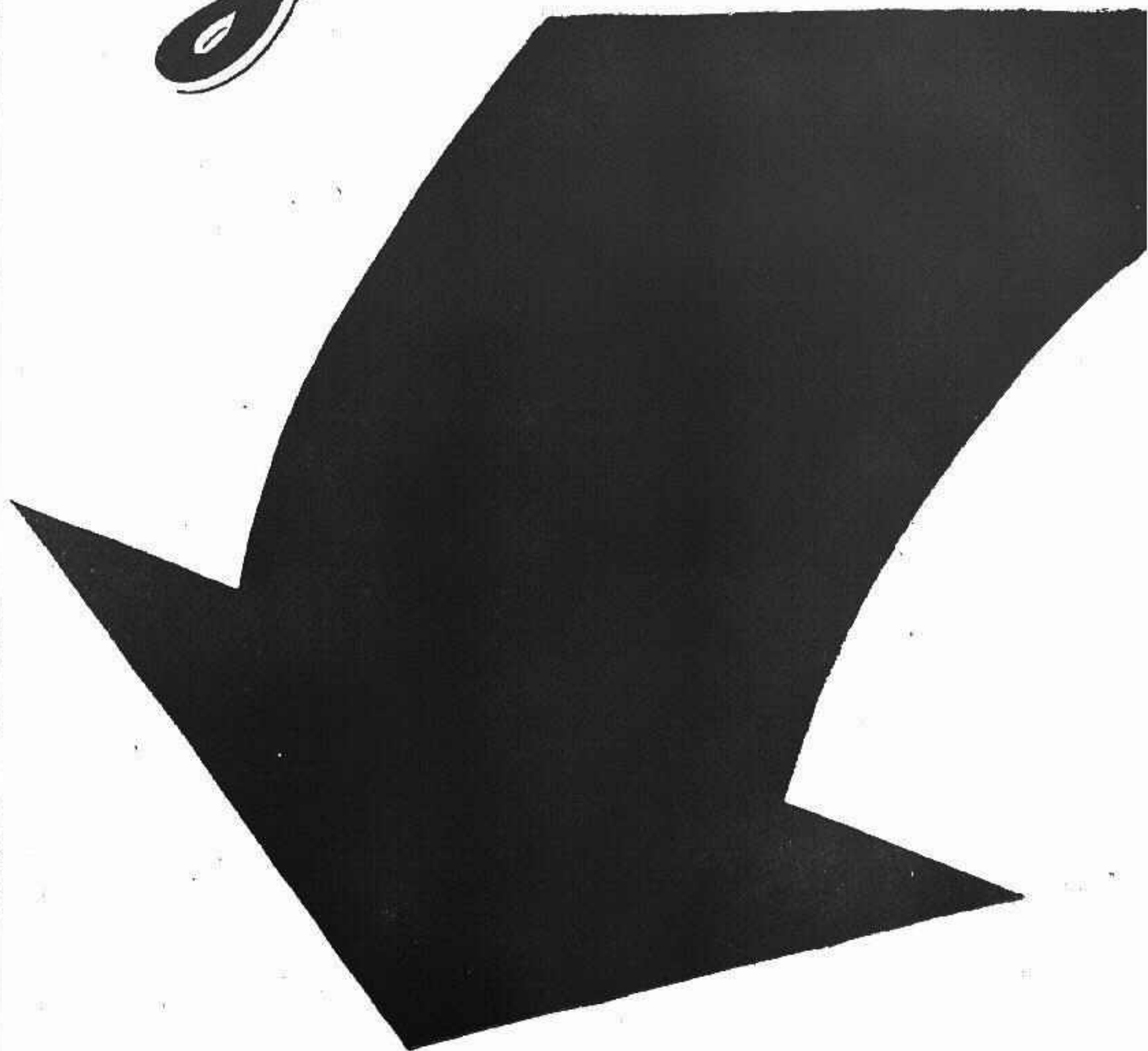
Tested for Venders

A most interesting experiment definitely established the merits of the Hard Shell process. Two different sets of coated beans—one of the Hard Shell coating and the other of ordinary coating—were put thru a severe test. Both were subjected to heat ranging from 70 degrees to 100 degrees. This test was equivalent to a week's test of the same beans in actual vending machines under adverse conditions.

When the beans had been removed for further inspection it was found that the ordinary coated beans had formed into clusters. This was one of the most troublesome problems operators had experienced in their machines. The Hard Shell processed beans came thru the test with flying colors. All were in their original, separate form. There were no clusters to cause machines to clog.

Commenting on conditions today, Eby stated that while the sugar situation is uncertain and nobody knows what will happen next in other markets from which the firm secures important ingredients, Pan will, to the best of its ability, keep producing its quality products and supplying operators of vending machines.

Last Call



MIDNIGHT APRIL 30

is the dead line on the old subscription rates to The Billboard.

Subscribers that extend their subscriptions will not, of course, receive two copies each week. The expiration date of their present subscription will be extended.

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 subscription rate for
 men in the armed
 forces.

TWIN CITIES . . . Suburban areas lose coin machine patrons to armed forces . . . Legal requirements make a difference in Minneapolis and St. Paul

Sixth in a Series of **TRADE SERVICE FEATURE** City Market Reports

By JACK WEINBERG, The Billboard's Correspondent in Minneapolis and St. Paul

MINNEAPOLIS, April 25.—Business in the Twin Cities is booming at a rate Minneapolis and St. Paul have not experienced in many years, thanks to the increasing war contracts that are coming this way.

In almost all fields increases were experienced during 1941. Thus far in 1942, with the country at war, the increases are even sharper than in '41.

The two communities, with a population of nearly 750,000—nearly half a million in Minneapolis and 250,000 in St. Paul—were a bit slow in feeling the business increases coming to other areas. But now that it has come trade is stepping out ahead in large strides.

An indication of how war industries have helped this area is contained in the estimated report that 60,000 to 75,000 additional persons are believed to have been given employment in the Twin Cities because of government contracts.

Of course, selective service and enlistments in all branches of the service have culled many young men from the ranks in Minneapolis and St. Paul. However, their number, tho increasing by leaps and bounds as the war goes on, has not as yet played an effective part in hampering trade, altho it is expected that before very long such removals from the two communities will hurt business to

some extent.

Before Pearl Harbor, industries in Minneapolis and St. Paul were showing strong upward trends. Figures released to *The Billboard* by the Minneapolis Civic and Commerce Association indicate that the wholesale business alone in Minneapolis racked up a 30 per cent increase in volume over 1940 to reach the high figure of \$900,000,000 for 1941. The St. Paul wholesale business volume was estimated at \$290,000,000 for 1941.

Retail business showed an increase of 11 per cent in 1941 over 1940. In Hennepin County, of which Minneapolis is the principal part, retail trade last year hit \$340,000,000. The figure for Ramsey County, with St. Paul as the focal point, for the same period was \$197,000,000.

Big Pay-Roll Increase

Figures just released by Victor Christgau, director of the Minnesota employment-security division, showed that Minnesota industries, with pay rolls in excess of half a billion dollars annually during the past two years, showed a 16 per cent increase in wages paid during 1941 as compared with 1940. Nearly half of the total pay roll in 1941 was in the manufacturing industries and more than half of the total industrial pay roll was reported in the Twin Cities area, which showed an increase corresponding to that in the State as a whole.

Here are the figures as released by Christgau's office: "All industries in the State covered by the unemployment compensation law: \$580,671,000 in 1941; \$501,654,000 in 1940. Minneapolis industries paid out \$241,640,000 to employees in 1941, a 20 per cent gain over 1940. Figures for St. Paul were not available."

These last-minute figures tell only part of the story for the Twin Cities area. Here are more, as made available by the industrial department of the Minneapolis Civic and Commerce Association and the St. Paul Association of Commerce:

"Minneapolis, the 16th largest city in the United States, is the home of the Federal Reserve Bank for the Ninth Federal Reserve District. Bank clearings in 1941 were \$4,614,030,326 as compared with \$3,787,087,980 the year before. As of January 1, 1942, bank deposits in Minneapolis totaled \$470,946,992, a definite increase over the \$431,314,634 for the same period a year ago.

"Minneapolis' 492,370 population, as of the 1940 census, owned, in 1941, taxable property valued at \$1,041,090,900. On December 31, 1941, there were 175,213 telephones installed in the city. The 1940 figure was 164,989. Water meters in operation in 1941 numbered 97,307, against 97,038 in 1940.

"In 1941, 144,767 electric consumers used 529,190,656 kilowatt hours, while in 1940, 142,974 users consumed 489,641,320 hours. Last year 137,226 gas meters in the city used 7,687,134,000 cubic feet of gas, against 6,409,666,000 cubic feet by 131,976 users in 1940.

"Building permits in 1941 totaled 4,691 for a valuation of \$10,919,265, a drop from the 5,025 permits issued in 1940 at a lower valuation of \$10,254,335. Suburban building permits issued numbered 1,686 last year for \$10,679,675 against 1,319 permits in 1940 valued at \$11,400,060.

"Post office receipts for Minneapolis in 1941 were \$6,961,274 as against \$6,639,642 in 1940. In 1941 Minneapolis carload freight shipments, both received and forward, numbered 651,749. The figure the preceding year was 494,346."

Figures made available by the St. Paul Association of Commerce industrial department are made up of a scale comparing the statistics of business in 1941 and 1940 with 1929-'31.

Interpreted, the figures mean that bank clearings last year were 43 per cent ahead of the 1929-'31 period and 23 per cent ahead of 1940; bank debits, 24 per cent over 1929-'31 and 20 per cent better than 1940; the number of building permits were the same in 1941 as in 1929-'31

and 5 per cent under 1940, while the dollar value equaled that of 1940 and was 11 per cent ahead of 1929-'31; car and truck sales were 28 per cent better than 1929-'31 but 8 per cent under 1940, while postal receipts showed a 14 per cent increase over 1929-'31 and 10 per cent boost over 1940.

Theaters Recently Improved

In 1941 show business in Minneapolis and St. Paul showed very little, if any, increase in gross figures at the box office as compared with that of the year before. However, since the Pearl Harbor attack by the Japanese, show business has received a shot in the arm the like of which has not been experienced in this territory for quite some period.

To date, according to the best available information from persons intimately engaged in the theater field in the Twin Cities, loop theaters in both Minneapolis and St. Paul, since December 7 last, have shown a 40 per cent increase in gross figures. At the same time suburban theaters in both cities have marked up a 20 to 25 per cent increase in business over the same period a year ago.

In the outlying territories, however, theaters in small towns have suffered a loss in business. This is answered when one understands that war industries have caused country residents to converge on the Twin Cities looking for war work—and getting it. These former small-town residents, now living in the metropolitan centers of Minnesota, want relaxation and entertainment when away from their jobs, and they turn to the theaters for such activity.

At the same time night clubs, taverns, hotel entertainment rooms have all been enjoying increasing business. Immediately after the Pearl Harbor attack night life in the Twin Cities suffered a 20 to 25 per cent drop-off in business. However, after the first several weeks following America's entry into the war, business picked up with a bang and has been marking up an estimated 15-20 per cent increase. Taverns that have been enjoying increased trade, however, are all located in the loop districts and in busy suburban areas. Outlying taverns and night spots which take a bit of riding to get to are not doing nearly as well with a driving public conscious of the fact that rubber will be hard to replace.

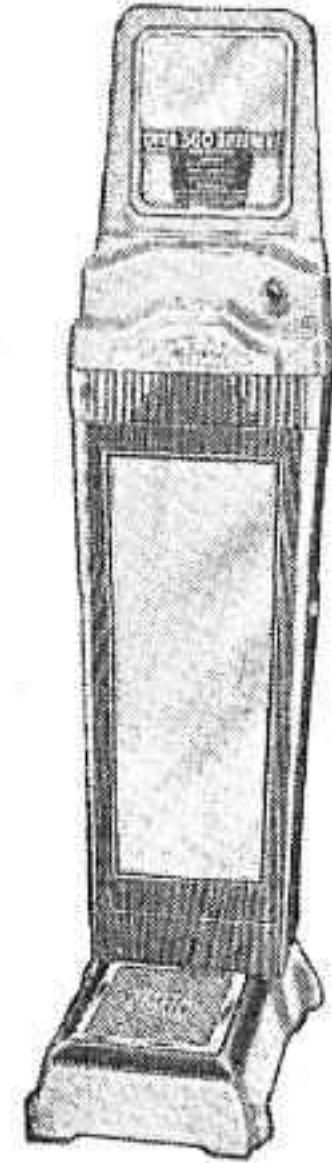
The Coin Machine Picture

Now for the coin machine picture in the Twin Cities. Up until the Pearl Harbor attack, amusement machines in the Minneapolis and St. Paul area showed an increase of 25 per cent over that of a year ago. Collections by operators were way up. Sales by distributors were very good. Following passage of the excise tax by the United States Government last summer certain types of equipment, of course, fell off. Counter games, for example, practically went out of existence. The old-time one-ball machines disappeared.

Phonographs, on the other hand, forged to the front, showing a two to one increase in some instances over that of a year ago. Five-ball games, the modern one-ball machines with special features, consoles, all enjoyed good trade. Delivery of new equipment by distributors often was held up because of the inability of getting much-needed machines from the factory.

Following Pearl Harbor and with the conversion of the coin machine manufacturing set-up into war factories and the curtailment and later complete shut-off of machine manufacture, business began to taper off for the distributor. He picked up every used machine he could possibly get and when prices on new equipment began to go sky high the jobber began pushing used merchandise. The results have been good. Distributors expect to exhaust their supply of new equipment within the next 30

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- 1 Mills 10¢ Bwn. Frt., Club H., 25¢ Pl. 117.50
- 3 Mills 5¢ Cherry Bells, Club Handles, Light Cabinets, 3-10 Payout 114.50
- 5 Mills Blue Fronts, Club Handles 89.50
- 3 Mills 3 Bells, Like New, High Ser. 425.00
- 3 Mills 4 Bells, Ash Trays, High Ser. 279.50
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- 8 Mills 1-2-3 Cash Payout, 1 Ball 24.50
- 2 Mills Flashers, Cash Payout 27.50
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- 1 Longchamp Console, 2 5¢ Chutes 35.00
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1 Scientific Batting Practice, Like New \$154.50
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1 Jennings Skilltime, F.P. 84.50

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OUTFIT—ALL or PART. ALSO LOCATION WANTED FOR ARCADE.

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days and thereafter their business will be confined strictly to used merchandise and to servicing of their equipment.

Some Legal Factors

The picture in St. Paul has been somewhat different from that of Minneapolis. Last November 1 the Saulty City put into effect an ordinance calling for a license on all automatic phonographs and pinballs. The licenses are good for a 12-month period and are not transferable. Unlike the Minneapolis situation where the operator pays twice yearly for pinball licenses, the St. Paul operator must keep his license tag on the machine for which it was issued. In Minneapolis the tag can be switched from one machine to the other. Mill City phonographs, too, are license free, with the city tax affecting pinball machines only.

Coin machine operators, following a good year in 1941, are reporting that their collections since December 7 have

held up well. In fact, some operators report that they have noted a 5 per cent increase in collections since the war started.

In both Minneapolis and St. Paul best locations for pinball machines are concentrated in the downtown sections. The same is true, to a degree, for automatic phonographs. Taverns, restaurants, drugstores, poolrooms, bowling alleys, cigar stands in building lobbies have all been doing well with their coin machine equipment in the loop areas. Similar locations in the suburban areas, however, have fallen off considerably. Reason for this drop-off is given as the leaving for military service by many young men.

Bowling alleys have sprung up in all sections of both cities and have become much sought after locations by coinmen. Well it is that operators should seek such locations, for amusement machines get a strong play in these locations.

As in other communities, feminine patronage of coin machines is not too good. During the past year one operator pioneered the field of beauty shops, specializing in phonographs for these locations, but after a good try gave up the idea as not a practical one. Pinballs, consoles and the like seldom if ever get any attention from members of the fairer sex.

The music machine field continues to step out in front for the operators. Wall boxes were installed in large numbers thruout the two cities. One operator specialized in chain drugstore locations for music and made quite a hit with his equipment after a very hard task of "selling the idea" to the various managements.

Central studios on "remote control" requests continue to enjoy good patronage, with the girls reporting the patriotic tunes getting an ever-increasing amount of requests. Coinmen report that the phonograph season for this year has not yet reached its peak. They expect to hit the high mark some time in May or June.

Perhaps the saddest part of the coin machine picture in Minneapolis is the vending machine end of the business. Venders spent a good deal of time last year fighting an ordinance passed by the Minneapolis City Council in which a \$1 per machine license fee was ordered for all one-cent venders and a \$5 per machine tax for all nickel venders. This

new ordinance resulted in a drop-off in business of from 15 to 20 per cent in the Minneapolis area. Legal steps were taken against the ordinance calling it unconstitutional on several grounds. The city filed a demurrer against the court action and after many months of waiting the court only some six weeks ago issued his opinion in which he denied the city's demurrer. Next action is up to the city, with information at hand indicating it plans to appeal to a higher court.

This license set-up in Minneapolis served to hamper the sale of machines entirely. The St. Paul situation, however, was better, with operators of vending machine routes in that area reporting increases ranging to 10 and 20 per cent.

New Vender Locations

Venders have found a new type of location. These are defense plant locations and where the venders are able to obtain entry they have found their machines paying very well. Cigarette, candy, nut and gum machines are in the fore in such locations. Several beverage venders, too, have been installed, but with the curb in such nationally known products as Coca-Cola, beverage venders are expected to drop off considerably.

With Fort Snelling, midway between Minneapolis and St. Paul, serving as an induction center for selective service men in the draft, vending machines in all sections of both cities have received a boost in business from the soldiers as they wander about the two cities on their off hours.

The arcade picture in Minneapolis had not been too bright until recently. However, reports at hand indicate that arcade business has picked up. The draftees at Fort Snelling can be credited for this increase in at least one arcade. That is the one which opened more than a year ago in the heart of Minneapolis. Only a month or more ago a service men's center was opened less than half a block from this arcade, and as a result business has boomed upward. The other arcades and rifle ranges, located in the Minneapolis Gateway (or Bowery) area, enjoyed a good share of service men's business, too, but some time back Snelling officers declared the territory in which these arcades happen to be located as out-of-bounds for soldiers.

About 250 People Engaged

It has been estimated that there are approximately 250 persons engaged in the coin machine business in the Twin Cities. Of this number about 20 per cent have entered military service from the coin machine industry here, not a bad representation for an industry.

The coin machine picture has changed but little here during the past year. Only major happening was the transfer of a large phonograph distributorship from one firm to another.

The one problem in this area today for coin machine operators seems to be to get service men who can handle their machines. The armed forces and war industries have milked the coin machine industry almost dry of first-rate mechanics. One solution seems to be the staffing of efficient service departments by distributors to service their operator customers.

What of the future? The coin machine industry looks ahead to the time when America and the United Nations will have won the war. For the time being they know that they have been called upon to make sacrifices which in some instances are heavier than in other industries. But the coin machine industry knows how to fight. It was the coinmen who first recognized the government's War Bond needs and jumped into action in a hurry. They have been defense and war-minded right from the start and stand together, determined to rid the world of those who pit brother against brother, man against man, nation against nation.

Coin machine distributors do not deny that the war has practically put some of them out of business for the duration. They realize that the clamp-down of machine manufacture hurts them tremendously. But all are good American citizens. As one of them said: "Now we can get out and win this war in a hurry."

Operators realize that the draft, in time, may take some of their best customers, those young men of draft age either being inducted or enlisting into service. But even the operators, confronted with this situation, are looking ahead. "We must win this war" is their attitude. "Regardless the sacrifice or the cost, we must teach the Axis a lesson it won't soon forget. We must make the world safe for all peoples to live in as free human beings."

What are the immediate plans? Distributors, as pointed out earlier in this

piece, are garnering as much equipment as they can. Many plan to install super service departments and base their business hereafter on strong service connections. Service, from now on, will be the watchword for all.

Coin machine operators, realizing they will not be spending as much money for equipment as in the past, will make every effort to keep their present machines in tip-top shape. Their locations will get better service, more attention.

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5 Mills Jumbo, CP 98.50

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10 New Mills Jumbo Comb., Cash and Free Play 199.50

2 Keeney's Super Track Time 275.00

10 New Bally Club Bells, in factory sealed cartons 299.50

1 Paces Races Red Arrow, Serial 6275 189.50

1 Paces Races J. Pot Red Arrow, Serial 6260 209.50

3 Paces Races J. Pot Model, Serials 4710, 5625, 6092 199.50

5 Mills 3 Bells, Extra Clean 69.50

2 Santa Anita Bally 134.50

1 Bally Long Shot 169.50

3 Mills 3 Bells, Brand New, Serials 772, 791, 1096 575.00

1 Red Cabinet Bang Tail, Now Type Slant Head, Cracked Glass 59.50

10 Col. Bells, SU, Very Clean 57.50

25 Mills Blue Fronts, 5¢ & 10¢, Completely Reconditioned 89.50

5 Watling Goose Necks, 5¢, Recond. . . 49.50

5 Watling Roll a Top, 5¢ 59.50

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TAKES IN: \$57.75

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Average Profit \$32.33

Order No. 1155—MONEY TALKS "B"

Cigarette Payout—Pays out 150 Packs

GARDNER

2301 ARCHER CHICAGO, ILL.

LAST CHANCE TO BUY ARCADE EQUIPMENT

We have complete stock on hand. No more new games being manufactured so . . .

BUY NOW!

MIKE MUNVES CORP.

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READY For IMMEDIATE DELIVERY Phone: La. 3-5808

\$75.00 EACH 1 Air Circus 2 Home Run 1942	\$50.00 EACH 1 Zig Zag (New) 1 Jungle	\$35.00 EACH 1 Horoscope 2 1941 Major 2 Slugger 2 Ten Spots	\$25.00 EACH 2 Four Roses 2 Duplex 2 Broadcast 2 Big Chief 2 Attention 2 Flicker 1 Boom Town 2 Stars
\$70.00 EACH 2 Big Parade 4 Victory 3 Knock-Out	\$45.00 EACH 1 Sky Blazer 2 1941 Snappy 3 Gun Club 1 Capt. Kidd 2 New Champ	\$30.00 EACH 1 High Hat 1 Sea Hawk 3 Seven Up 2 School Days 1 Do-Re-Mi 2 Silver Skates	\$20.00 EACH 1 Yacht Club 2 Stratoliner 8 Zombie

Will trade Games for Microscope Sky Fighters and Bally Submarine Guns.

Terms: 1/3 Deposit, Balance C. O. D. Give 2nd and 3rd Choco.

G. & M. VENDING CO. 338 Southside Ave., Haledon, N. J.

16mm.—3-Minute

SOUND FILMS

FOR COIN MACHINES

Rent or Sale—Send for List.

Les Lorden

2313 W. Pico Blvd. Los Angeles, Calif.



Industry Mentions

Magazines -- Newspapers -- Radio

A very high-brow slam was taken at pinball games by Waldo Frank, described as a "novelist, historian and critic," in an interview published in *The New York Times Book Review* April 19. For one so sublime even to be aware that such things as pinball games exist is astonishing; to be noticed by one so august is perhaps a compliment in itself. The interview starts out with Frank telling how famous he was in Argentina in 1929, how he was considered a national leader. He compares his position with that of MacLeish in Washington. After thoroughly criticizing the American "man on the street," ridiculing his outlook, his manner of living and everything about him, Frank says:

"So far our democracy is not functional. From reason we have drifted down toward emptiness, the belief in salvation lost, the conception of wholeness lost. Not far up this street there is a big electric sign that spells out the words Amusement Palace. Do you know what this amusement palace offers?—pinball machines. Come in, come in, forget yourself for 10 minutes watching the little balls run the tracks of a pinball machine. And that's amusement! It is a profanation of the word. Amusement—the muses; the spirits of history, of great tragedy, of religion. Amusement palace—pinball machines."

What does he want—the ancient amphitheater where spectators crowded to see lions tear people to pieces? That was amusement—would that come under his "spirits of history?" Some of the most degrading deeds in the world have been done in the name of religion. And as for the "muses," how the word "amusement" ever came to be connected with muses is hard to understand. Pinball games are amusing in every sense of the word. The nine original muses, goddesses of song and poetry and also the arts and sciences, certainly had nothing on their programs that could be considered amusing—entertaining, perhaps, but not conducive to mirth.

After telling of his wonderful, to him, success in other countries, Frank says: "Here in my own country, it has been hard, frankly. I have an audience here, and it grows. But the growth is slow." Could it be, Mr. Frank, that you have set yourself too much above your countrymen to be able to understand them while you travel the world and study other peoples? It is much easier to be critical than to be correct. Perhaps your American audience is small, because while you look down on them, they are looking down on you.

Frank also complains of being unable to compete with radio, movies, newspapers, weekly magazines and the weekly picture periodicals for a little of the attention of the

American people. Well, radio could teach him one important lesson it has learned: "Never talk down to your audience."

America's favorite movie comedians, Abbott and Costello, gained favorable publicity for bell machines when Frederick C. Othman, UP Hollywood correspondent, told of Abbott's love of playing them. It seems that their press agent had been pestering the boys to fill out with biographical data and sign some documents sent them for inclusion in next year's "Who's Who in America," but between making movies and playing the bells, Abbott was hard to pin down. "Abbott," says Othman, "can have anything that money can buy, but the thing he enjoys most is a slot machine. The other night he invested \$14 in dimes and still the jackpot sneered at him."

Another piece of favorable publicity for the coin machine industry was seen in Hedda Hopper's recent item in *The Chicago Daily News*, telling how Hollywood studios keep close check on orchestra popularity in automatic phonographs. "When a band proves it can top the lists at places where boys and girls sway and swing it at a nickel a dance, that band is bound for celluloid." Hedda calls the music boxes Hollywood's No. 1 casting directors, as far as bands are concerned. Stories are sometimes written around a band that has gained the lead in popularity on juke boxes, she says, like Kay Kyser at RKO. Hopper also says that most of the top bands which have made the movies can thank our nickels that they are in.

Movie mentions: The Hal Roach film, *Brooklyn Orchid*, has coin machines as props around the walls of an office scene—candy and nut venders, etc. One of the men in the office fishes in his pocket for a penny and puts it in the slot. He gets a handful of peanuts, lifts the machine up, gets his penny back and puts it in his pocket. Later he puts a nickel in a bell machine and hits the jackpot. He owns all the machines along the walls. Throughout the film the comedy involving the machines is favorable and reports say audience reaction to the gags is very good.

Band leader Sammy Kaye, during a recent personal appearance at the Chicago Theater, Chicago, featured a little skit called "So You Want to Lead a Band." Selecting four boys from the audience, Kaye let each take a turn at band leading, judging the winner from the applause he inspired. One of the winners was so good that Kaye asked the little fellow where he learned such fine rhythm. The lad replied, "From hanging around places and listening to the juke boxes."

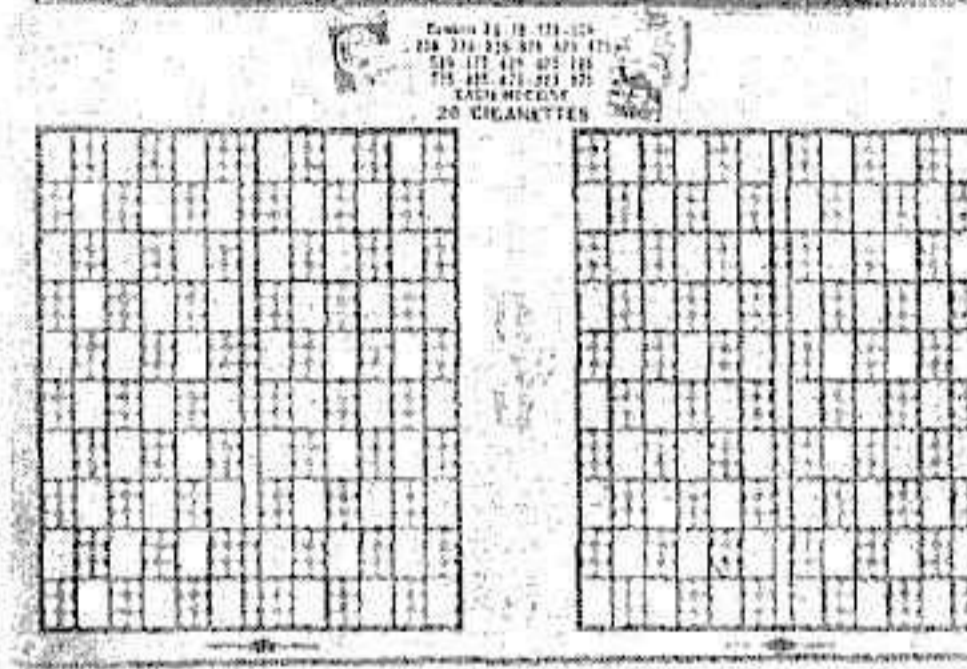
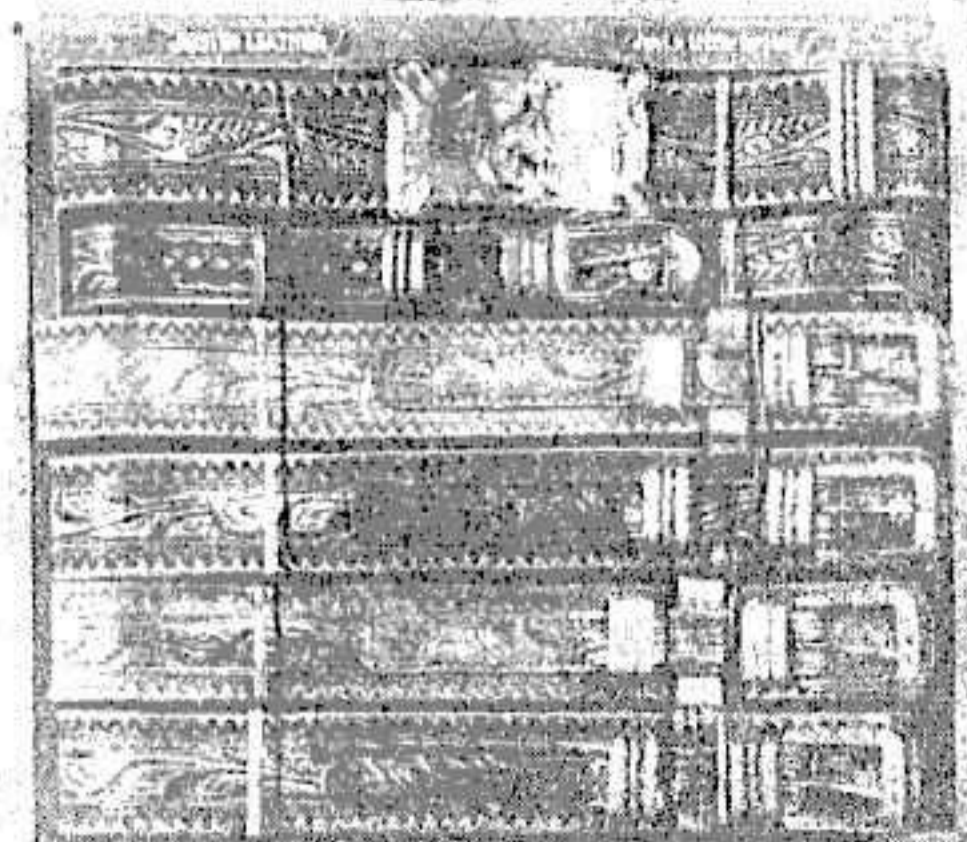


Benny, by J. Carver Pusey
Click, May, 1942.

OPERATORS — JOBBERS — SALESBOARD MEN

JUSTIN HAND TOOLED BELTS

IT'S SENSATIONAL



WRITE TODAY — DON'T DELAY

1500 HOLE—3¢ SALE
TAKES IN \$45.00
YOUR COST COMPLETE 15.00

BIG PROFIT \$30.00

Board also pays out 20 Pkgs. Cig. Above board is exact picture of deal. Orders shipped same day received. Be the first in your territory with this money maker.

IF IT'S MADE BY JUSTINE—YOU KNOW IT'S GOOD.

1 DEAL \$15.00 EACH

6 DEALS 14.50 EACH

12 DEALS OR MORE.. 14.00 EACH

50% Deposit With Order, Balance C. O. D. Payment in Full With Order Will Save C. O. D. Charge.

WESTERN STATES NOVELTY CO.

THIS IS IT
IT'S RED HOT
ORDER NOW
AND
CASH IN

Complete Lines of
Salesboards, Novelties

212 No. Union Ave.
PUEBLO, COLO.

LEW WOLF OFFERS

ABC Bowler \$69.50	Dude Ranch \$24.50	5 Mr. Chips \$12.50	3 Score Card \$12.50
Bang 10.00	4 Fleet 21.50	6 Nippy 12.50	Sky Rocket... 10.00
2 Big Time... 20.00	Flicker 27.50	Ocean Park... 12.50	2 Snooks 11.50
2 Birdie 12.50	Follies 17.50	2 Oh! Boy ... 12.50	Speedy 11.50
2 Blackouts . 12.50	Gold Cup ... 52.50	2 Oh! Johnny. 17.50	Sports 11.50
5 Blue Grass. 127.50	Grandstand A. 89.50	3 1-2-5, '40. 78.50	3 Spot Pool . 62.50
Bowling Alley. 17.50	4 Holdover .. 21.50	Pickem 11.50	5 Super Six . 11.50
Buckaroo ... 11.50	Keen-a-Ball . 11.50	Punch 11.50	3 Topper 11.50
Circus 10.50	8 Landslide . 14.50	6 Red Hot .. 12.50	3 Triumph ... 12.50
Conco 27.50	Leader 16.50	Record Time. 90.00	Twinkle 11.50
2 Chevron ... 11.50	Line Up 26.50	Rotation 11.50	5 Variety ... 11.50
Cowboy 11.50	Limelite 17.50	Roxy 17.50	Vogue 17.50
4 Crossline .. 20.00	2 Let-a-Fun .. 12.50	Sara Suzy ... 24.50	Wild Fire ... 36.50
4 Dbl. Feature 12.50	Mascot 13.00	Scop 11.50	Wings 18.50
REVAMPED GAMES—Plastic Bumpers (Old Name—New Name)			
Big Show—Big Tent \$32.50	Salute \$2.50	Score Card—Ajax \$37.50	
Blondie—Stepper 32.50	Silver Skates 94.50	Silver Skates—'42 Hockey 67.50	
2 Entry—Speedway, new 52.50	USED MUSIC	Sporty—Flight 32.50	
2 Fleet—Scout 32.50	Wurlitzer 500-A, \$225.00	3 Wow—Pop, new 42.50	
Glamour—High Jinks 27.50	Wurlitzer 500-A, Adaptor 189.50	Silver Spray—White Sells, new 92.50	
Lite-a-Card—Blino 27.50	Wurlitzer 600 159.50		
Powerhouse—Over-the-Top 37.50	Wurlitzer 600, 25 Cyc. \$179.50		
Punch—Flash 27.50	2 Wurlitzer 24 104.50		
Rotation—Luxury 27.50	2 Wurlitzer 412 38.50		
Roxy—Cupid 24.50	Wurl. 71, CM, 25 Cyc. 146.00		
Scop—Klipper 24.50	Wurlitzer 61, CM 69.50		
	Wurlitzer Gem, CM, '40 122.50		
	'39 Deluxe Rackola 167.50		
	Mills Empress, 25 Cycle 127.50		
	ONE-THIRD DEPOSIT—BALANCE C. O. D.		

REX AMUSEMENT COMPANY

1443 MAIN STREET BUFFALO, NEW YORK

★ AMERICAN VENDING COMPANY ★

924 HOGAN ST., JACKSONVILLE, FLA.

WE HAVE 400 FREE PLAY PIN GAMES IN STOCK

94 DIFFERENT MAKES AND MODELS! READY FOR INSTANT DELIVERY!

WRITE, WIRE OR PHONE FOR PRICE LIST!!

In Original Factory Cartons
Genco's FOUR ACES
Chicago Coin's
YANKS and COBS
Gottlieb's LIBERTY

CASH WAITING FOR
GUNS AND ALL LEGAL
EQUIPMENT!!
HURRY!

FLORIDA OPERATORS!
We Have Complete Line of
Parts! Will Accept Trades on
Any Coin Operated Machine!

ESTABLISHED ROUTE FOR SALE!

Established route of coin operated Phonographs and Pin Games in one of the largest cities in Nebraska. Licensed town. Route now earning \$1,000 per month. Can be improved with equipment on hand. Reason for selling, leaving for the army. Do not answer unless you have \$10,000 cash and mean business.

BOX 520, THE BILLBOARD PUB. CO., 155 N. CLARK ST., CHICAGO.

WE'LL SEE THIS THRU . . .

FRIDAY, May 1, 1942, marks the official beginning of a new day of achievement for the Coin Machine Manufacturing Industry. It is not the end of the industry, as some of its opponents have supposed, but it is the official starting line on which the manufacturing industry goes all-out for helping Uncle Sam to win the war.

Our job is clearly defined; we know what we have to do and we are going to do it . . . produce our share of the tools necessary to carry the fight to the enemy and beat him to his knees.

To do this calls for our dedicating ourselves, our facilities, our abilities to the all-important job of WINNING THE WAR.

For the Duration We Pledge Ourselves:

- 1.** To co-operate with the Government in every possible way toward the winning of a complete victory.
- 2.** To maintain our associational facilities, as far as means permit, for the benefit of the coin machine industry and for co-operation with operators' associations in every way possible.
- 3.** To keep faith with the industry and work for its best interests as time and means permit.

Our industry is still very much alive and we are proud to be a part of it. We are proud that so many of our engineers and skilled workmen are now helping make the tools and munitions to keep us free. There will be hardships ahead for all of us, but it will be cushioned by the knowledge that we will win.

America—and the Democracies—have been good to the Coin Machine Industry and we are glad that we have been called upon to help win the war.

To the operators and distributors, their families and employees, we as individual firms and in our organized capacities, pledge our loyalty to you and to the industry.

COIN MACHINE INDUSTRIES, Inc.

DAVE GOTTLIEB, President **JAMES A. GILMORE, Secretary-Manager**

SHERMAN HOTEL, SUITE 324, CHICAGO, ILLINOIS

MEN & MACHINES

Conducted by MAYNARD L. REUTER
Communications to 155 North Clark Street, Chicago

Old Age Pension Plans

From two opposite sides of this great land of ours comes news this week of bills that are being readied for State legislatures aimed to provide old-age pensions by means of taxes on pin games and other coin-operated equipment.

In Pennsylvania State Senator John J. Haluska of Cambria County has formed the United Pension Party and will run for governor of the State on a plan to give \$60 per month to all persons over 60 years of age from proceeds of taxes on coin machines of all types.

Out in Portland, Ore., Victor Hasson, a candidate for the State Senate, is preparing to introduce a \$40 per month pension plan for residents of the State if elected. He, too, plans to raise his needed funds from a tax on coin machines.

Looks as if this is going to be a "legis-

lative year" in earnest despite the fact that only eight State legislatures meet.

The Thrill of Thrills



Here's a picture of a lad getting a real thrill. It's Don Leary's son, of Automatic Sales, Minneapolis, fame. Seems as the Don Jr. has been beating the drums for the past two years despite the fact that he's only 6½ years old. Naturally, his idol is the renowned hide-beater Gene Krupa. Last week Gene played the Orpheum Theater in Minneapolis, so Don Sr. took Don Jr. backstage to meet his hero face to face.

"It was quite a big moment for Don," his father writes, "when Gene permitted him to sit behind his drums backstage and receive a bit of inside dope on the art of beating the hides. To top things off, Krupa has sent him a set of autographed drum sticks and a sock cymbal to add to his equipment."

More Military Coinmen

The military services continue to enroll operators from the Rocky Mountain area. Dick Reeve, a partner in the San Isabel Novelty Company, Pueblo, Colo., leaves in 10 days to join the army. Also joining the army is Carl Andrews, of the Pikes Peak Games, Colorado Springs concern.

The navy is getting Ray Oldham, a Rocky Ford (Colo.) operator.

Chip Off the Old Block

Benjamin Sterling Jr. is beaming with pride these days and it is all because his son, Benjamin Sterling II, is proving himself an astute business man.

Young Sterling, a cadet at the Valley Forge Military Academy, obtained a location for an automatic music machine on his own and as a result is providing his own allowance.

Obtaining a machine from his father, Wurlitzer distributor in Northeastern Pennsylvania, young Sterling received permission from the academy to set it up in the school's "Boodle Shop" and the monthly reports have been most gratifying to the "old man" from a spiritual point of view.

Games Stolen In New Jersey

NEW YORK, April 25.—Sixty-five pin games were stolen in New Jersey on Monday, April 20, and the owners would like to apprehend the culprit. The lot can be identified by repair cards in the lower right hand corner of each machine, and all have Ace locks marked 52x. Among the machines were two Four Aces in cartons and a Mills Owl, as well as an assortment of the latest games.

3,000,000 Nickels Per Week

(Reprinted From The Baltimore Sun, April 17)

Imagine 3,000,000 nickels cascading thru thousands of cash registers! What a noise!

Why should one imagine such a thing? What's the point?

It's just one of the little known facts about what it takes to live and conduct business in Maryland. That number of nickels is handled each week in the territory which is served by the Federal Reserve Bank in this city, the territory being Maryland and the northern part of West Virginia. But by far the greater part of the nickels are handled in Baltimore.

Called Nickel Town

Baltimore has long been called a "nickel town," just as some have applied the term "dime town" to New York. It was in an effort to find out what basis there was for applying the term to Baltimore that the cascades of nickels was discovered.

No other coin even approaches the nickel in the matter of numbers used here. The penny comes next, but only about 1,150,000 circulate here. Dimes are next, numbering 750,000; quarters, 500,000; half dollars, 144,000.

Figures Increase

In each case the figures represent a very considerable increase over two or three years ago because war industries have greatly increased employment and pay rolls.

What's the explanation of the preponderance of the nickel?

Those who should know say there are several factors:

1. The coin has always been a favorite in Baltimore.

2. It is an easy medium of making change.

3. So many things can be bought with a nickel.

4. There are many automatic machines, such as those for selling cigarettes, which are operated by use of the nickel.

Coin Flows Around

It's odd, say those whose business it is to see that the coin flows smoothly, how the use of coin operates in this day when so many payments are made by checks. In the main, it is said, the coin flows around and around in the territory covered by a Federal Reserve branch bank.

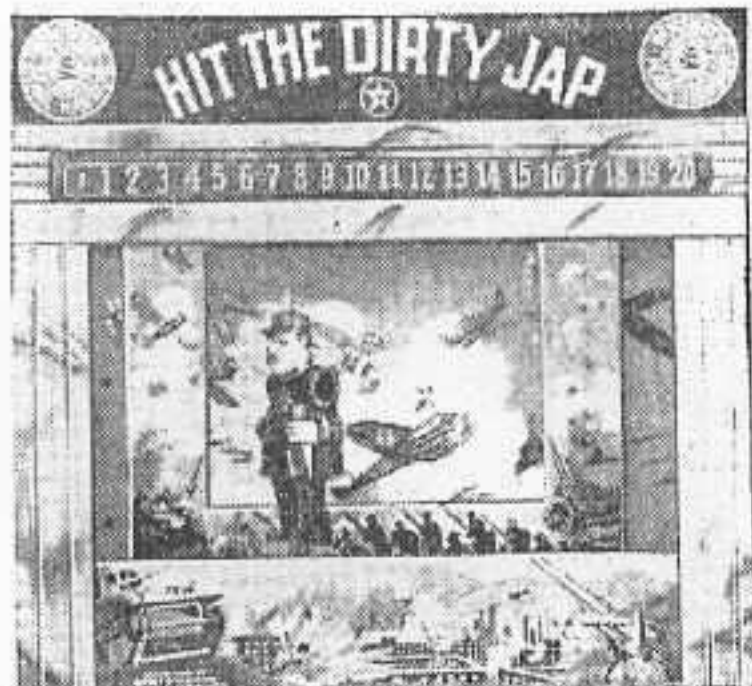
The figures given here were obtained from John A. Johnston, assistant cashier of the Federal Reserve Bank. They represent the amount paid out by the Federal Reserve in a week, except that Mr. Johnston expresses his figures in dollars as follows: Pennies, \$11,500 paid out in a week; nickels, \$151,000; dimes, \$75,000; quarters, \$125,000; half dollars, \$72,000.

New Coin Ordered

The stream of coins flows into the Federal Reserve from the banks. Sometimes the inflowing stream is not sufficient to fill the demand for out-go. Then new coin is ordered from the mint.

Obviously coin is only a part of the medium of exchange. Here are some figures from Mr. Johnston on notes used in a week: \$1 notes, \$636,000; \$2 notes, \$207,000; \$10 notes, \$2,630,000; \$20 notes, \$1,083,000; notes of \$50 or higher, \$646,000.

Some money cascade!



CHICKEN SAM OPERATORS "HIT THE DIRTY JAP"

Doluxe Change-Over Units Will Revive Your Chicken Sam and Jailbird Machines. Unit consists of entirely new molded figures (not remolded or made of cardboard), flashy new sixteen color scenery processed on heavy cardboard—also streamer for top of machine, all units thoroughly checked—no unnecessary fitting to be done, may be installed in few minutes.

This Is Red Hot—
Order Now and Cash In

\$15.00 Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C.O.D. (Payment in full with order will save C.O.D. fee.)

HITLER UNITS SAME PRICE.
Samples Sold With Money Back
Guarantee If Not Satisfied
BONA FIDE DISTRIBUTORS, WRITE,
Manufactured Exclusively By

HAROLD W. THOMPSON
(Seaburg Phonograph Distributor)
415 Carolina St., San Antonio, Tex.

SPECIAL CLOSEOUTS

3 Latest Evans Ten Strike, F.P.	Each \$95.00
2 Keeney 1938 Track Time	95.00
2 Mills Spinning Wheel, Automatic Payout	97.50
3 Mills 1-2-3, Automatic Payout	42.50
1 Keeney Kentucky Club	90.00
1 Keeney Pot Shot (Auto. & F.P.)	18.50
25 1-Cent Watling Slots (Twin Jackpot)	35.00
5 Exhibit's Iron Claws with Bottom Base	25.00

C. AND M. SPECIALTY COMPANY
241 North Peters Street, New Orleans, La.

FOR SALE WURLITZER

SKEE BALLS

I have acquired 8 more alleys. All now reconditioned and refinished. Write for price.

ROSY'S 519 West 47th St. New York City

BALLYHOO JUMBO BUMPER FAIRGROUNDS
ROCKET GRANDSTAND AIRWAY SPOTTEM FLEET HIGH-HAND

As in the glamorous PAST
and the perilous PRESENT
the history-making games
of the glorious FUTURE
will be built by BALLY

RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

LUCKY POTS

A Board With a Different Style Jack Pot

Take In	\$50.00
Average Pay-Out	25.70
Average Profit	24.30
SAMPLE \$4.25	

Every operator should at least try this different style board. Each Pot contains 5 seals with one \$5.00 hit and four 50¢ hits. Only 1 Seal in each Pot is taken.

We manufacture a complete line of Tickets, Jar Deals, Tip Books, Baseball Dailys, Salesboards, etc.

MUNCIE NOVELTY COMPANY

P. O. Box 823, 2704 South Walnut Street, Muncie, Indiana

The Best Investment in the World Today Is
U. S. War Savings Bonds and Stamps

GOLD DOLLAR
25¢ 5¢

LOWER SEALS PAY \$5.43.12
ADVANCE TO UPPER SEALS

LOWER SEALS PAY \$5.43.12
ADVANCE TO UPPER SEALS

NO SEALS (100 THRU 11)
100 SEALS (100 THRU 11)
200 SEALS (100 THRU 11)
300 SEALS (100 THRU 11)
400 SEALS (100 THRU 11)
500 SEALS (100 THRU 11)
600 SEALS (100 THRU 11)
700 SEALS (100 THRU 11)
800 SEALS (100 THRU 11)
900 SEALS (100 THRU 11)
1000 SEALS (100 THRU 11)

Each Machine 25c
Each Machine 50c
Each Machine 15c

Test Pilot Aids In War Training

CHICAGO, April 25 (MR).—Test Pilot, unusual new game recently released by the Aircraft Company, fits in well with the nation's air-education program, claim company officials.

"Dr. Dwayne Orton, of the Civil Aeronautics Administration," an Aircraft executive stated, "stressed the fact that the American public must become air-minded in order to attain air efficiency. He emphasized that children, even those in kindergarten, should be taught to understand something of flying. More intensive training should be included in the curriculum of each high school and college."

Of Test Pilot, the executive said: "The educational aspect of this game will enable it to play its part in developing the proper interest in flying needed by our citizens. It will familiarize them with flying terms. Action on the game is so realistic it will give its players something of the psychological 'feel' for flying.

"Few people, regardless of age or temperament, can resist the thrill of controlling the model plane and maneuvering it thru the various dives, banks, turns and climbs as it is kept aloft by a powerful blast of air. This game utilizes the wind-tunnel principle used in airplane testing. Keeping the model plane on the beam helps develop accurate muscular and eye reactions and co-ordination."

Test Pilot, said the official, is available from distributors throughout the country and deliveries are being made promptly.

Texas Operator Plans To Concentrate During War

AUSTIN, Tex., April 25.—For the duration, M. H. Blum, Austin Amusement Company, is going to take care of his locations in Austin only and forget about surrounding towns.

Blum feels he will be able to last a long time without new equipment, since he has put \$12,000 in machines in the past few months, including \$1,000 in parts and \$3,000 in new machines a few weeks before the shutdown.

Just now 5-ball machines are getting big play in Blum's 110 spots, but Bally Torpedo is coming ahead fast, as are grip machines and targets. Torpedo is top play at large bowling center.

Fred Wilson, of the firm, recently joined the air corps as a bombardier, and Bob Karotkin is in training as a pilot, so a help shortage, along with tire rationing, made up Blum's mind to play 'em close to home for the duration. He has been operating here since 1932. He was recently joined by Fred Serur, who operated his own machines here two years before selling out to Austin Amusement.

Plan for the war period is to keep the machines as new as possible under the circumstances to keep 'em playing. The large stock of parts will allow that, Blum declares.

ROTOR TABLES

HAVE BEEN ON MANY LOCATIONS FOR 5 YEARS CONTINUOUSLY—MAKING MONEY EVERY DAY!



CONFUCIUS SAY ILLUSTRATED \$107.50

Nothing ever built equals the appeal, attraction, action and moneymaking power of ROTOR TABLES! A "natural" for every single summer spot! In demand by resorts, restaurants, hotels, arcades, etc., etc., because IT HOLDS THE CUSTOMERS! ROTOR TABLES are what YOU NEED NOW to insure yourself BIGGER, BETTER, EASIER AND STEADIER PROFITS!! RUSH YOUR ORDER QUICK—they're going FAST!!

ROTOR TABLE PRICES AND MODELS

(Reconditioned Like New)

Winter Carnival \$157.50	Confucius Say \$107.50
Cay Nineties. 134.50	Jitter Bug 84.50
Hellzapoppin' 119.50	World's Fair 69.50
	Rotor Plus 69.50

SPECIALS

KEENEY'S SUBMARINE	WRITE
DRIVE MOBILE	\$199.50
TURF CHAMPS	39.50

BRAND NEW GAMES

STONER'S SUPER CHUBBIE \$ 79.50	EXHIBIT'S AIR CIRCUS \$129.50
CHICAGO COIN'S HOME RUN 115.00	SCIENTIFIC BATTING PRACTICE. 179.50

PHONOGRAPHS—Perfect Condition

Wurlitzer 616 \$ 74.50	Seeburg Gems (Plain) \$149.50
Wurlitzer Counter Model 61 84.50	Seeburg Vogue 219.50
Wurlitzer 616 Revamped 89.50	Mills Empress 159.50
Wurlitzer 24 119.50	Mills Throne of Music 139.50
Wurlitzer 24 Revamped 149.50	Rockola Standard 149.75
Wurlitzer 616A 79.50	Rockola Master 1940 219.50
Wurlitzer 412 49.50	Rockola '39 Counter Model 84.50
Wurlitzer 500 Keyboard 219.50	Rockola Super Rockalife 229.50

COUNTER GAMES

Electricity \$ 9.50
Gottlieb 3-Way Grip 14.50
Pony Packs (1¢ Cig. Reel) 7.50

FREE PLAY GAMES CAREFULLY CHECKED AND PACKED—A-1 CONDITION

Argentine \$52.00	Double Play \$34.50
Bingo 64.50	Do-Do-Mi 39.00
Bola Way 59.50	Four Diamonds 38.00
West Wind 44.00	Hi Dive 41.00
South Paw 43.00	Hi Hat 38.00
Victory 77.00	Tower 72.00

Send for Complete List.

"America's Phonograph Trading Center"
NATIONAL NOVELTY COMPANY
103 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

1/3 Dep., Bal. C. O. D.
5% Discount for Full Cash
(Money Order or Certified Check) With Orders!!

Operator's, here's the SPIN-N-WIN that has more rich, golden brightness and flash than any other game on the market today! A terrific deal that is very profitable to you.

"GOLD DOLLAR"
Takes in 1200 Coupons @ 5c \$60.00
Total Payouts \$31.00
PROFIT (average) \$29.00

ORDER TODAY!
All Salesboards and Former Jar Deal Operators, send in Your Orders at once.

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

SALESBOARDS * BASEBALL TALLY CARDS
COUPON GAMES * E-Z PICKIN' JAR GAMES

NEW MILLS
1c-5c Q. T. BELLS

Write for Prices
KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts. Philadelphia, Pa.

WE ARE REMODELING
Most of the Obsolete PIN GAMES
with new back glasses and new plastic bumpers.
GLICKMAN INDUSTRIES
4458 Griscom St. PHILADELPHIA, PA.

Mills THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.
MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

QUALITY SPEAKS FOR ITSELF

FREE PLAY	FREE PLAY	FREE PLAY
1942 Home Runs, New. \$89.50	Four Diamonds \$42.50	Anabel \$29.50
1941 Mills 1-2-3 79.50	Hi Hat 42.50	Broadcast 29.50
Spot Pools 69.50	Wild Fire 39.50	Leader 29.50
Jungle 65.00	Play Ball 37.50	Repeater 29.50
Star Attraction 62.50	Sea Hawk 37.50	Zombie 29.50
New Champ 59.50	Waw 37.50	Attention 29.50
A.B.C. Bowlers 59.50	Sunbeam 34.50	Metro 29.50
Bolaway 59.50	Seven Up 34.50	Flicker 29.50
Twin Six 47.50	School Days 34.50	Barrage 27.50
1941 Majors 44.50	Stars 32.50	Dixie 27.50
Double Play 42.50	Spot Parade 32.50	Bandwagon 24.50
Captain Kidd 42.50	Stratoliner 29.50	Celovet 22.50

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVENUE CLEVELAND, OHIO

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

CLEVELAND COIN'S TRADING POST

ARCADE EQUIPMENT	SLOTS
2 Seeburg Rayolite . . . \$85.00	2 10¢ Blue Fronts, 400,000 Series . . . \$ 85.00
7 Black Anti-Aircraft. 49.50	10 5¢ Mills Blue Fronts, 400,000 Series . . . 95.00
6 Merchantmen 45.00	1 5¢ Columbia Bell . . . 45.00
8 Buckley Deluxe Diggers 85.00	3 Green Vest Pockets. 27.50
35 Drop Picture Machines	3 5¢ Melan Balls . . . 105.00
Motor Type 39.50	1 1¢ Roman Head . . . 35.00
2 1¢ Circus 8.00	3 Blue & Gold Vest Pockets 39.50
10 Pike Peak, New . . . 20.00	2 1¢ Mills Q.T. 42.50
3 Bumper Bowling . . . 45.00	1 25¢ Brown Front. . . 125.00
2 Drivemobins 210.00	VENDING MACHINES
2 Sky Fighters 195.00	350 1¢ Columbus #33 North-Western, Porc. Finish, Reg. Silver King Nut Vond. \$5.00
1 Bally Alley 35.00	10 #33 Northwestern Gum Vnd. 5.00
3 Mountain Climbers, F.S. Write	6 Rows 5¢ Selective Gum & Mint Venders . . . 10.00
10 Chicago Coin Hockey Write	10 Esquires 6.00
	6 1¢ Trimount & Robbins Stick Gum Venders. 5.00
CONSOLES	COUNTER GAMES
6 Jumbo Parades, C.P. \$105.00	20 1¢ Marvels, Mercury & Sports Token Ejecting Machines \$10.00
4 Jumbo Parades, F.P. 105.00	1 Holke & Holke Corn Pepper & Peanut Roaster in Excellent Condition . . . \$150.00
1 Paces Reels, '41 Mod. 135.00	
1 Paces Saratoga, '40 Model 135.00	
1 Jungle Camp, Comb. 105.00	
1 Royal Flush, 10¢ . . . 85.00	
1 Royal Draw 135.00	
2 Long Champs Jr. . . . 55.00	
1 Keeney Air Raider \$135.00	
2 Battling Practics . . 135.00	
50 Gottlieb 3-Way Grip-pers 14.00	
10 Gottlieb Single Grip-pers 10.00	
1 Photomatic 125.00	
Scientific Baseballs, New Scientific Basketballs, New 125.00	
1 Phantomatic 650.00	
3 Pace Series 35.00	
1 Split Fire 12.00	
6 Ten Strikes 65.00	
5 Keeney Submarine Guns Write	
3 Skeebalotte 70.00	
2 Kentucky Clubs . . . \$89.50	
1 V Model Cigarola . . . 75.00	
1 Lucky Luner 185.00	
4 Square Bells 79.50	
1 Sugar King 85.00	
2 Four Balls 285.00	
2 Tanforans 20.50	
1 Jennings Multiple . . 65.00	

WANTED to buy or will accept in trade: Wall Boxes, Wire Adapters, Music Machines, Arcade Equipment, Chrome Balls, Vest Pockets, One-Ball Free Play, Large and Small Skeo Balls, Scales, Rotarios, Marvels, American Eagles.

Write or Wire, Giving Price, Condition and Quantity. One-Third Deposit, Balance C. O. D.
CLEVELAND COIN MACH. EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio. Prospect 6316-7

EXTRA SPECIAL

Ninety-five Mills Free Play Mint Venders. SPECIAL: Ten Bally Coca Cola Venders and Carbonator complete, all for \$2,500. Write for our complete list of thoroughly reconditioned Free Play Games, Free Play Consoles, Counter Games and Slot Machines. We carry the largest stock in the South. Also have all the new Pin Games in stock.

AUTOMATIC SALES CO. 203 SECOND AVE. N., NASHVILLE, TENN.

BEST FREE PLAY BUYS IN THE MIDDLE WEST

2 Air Force . . . \$67.50	3 4 Diamonds . \$42.50	2 Monicker . . . \$79.50	3 Sky Blazer . . \$49.50
3 Argentine . . . 62.50	2 Gun Club . . . 62.50	3 Majors '41 . . . 52.50	2 Snappy 64.50
5 Big Parade . . 89.50	3 Hi Hat 41.50	2 Miami Beach. 54.50	7 Ten Spot . . . 48.50
5 Capt. Kidd . . 57.50	2 Hi Dive 44.50	4 Star Attract. 57.50	2 Topic 89.50
6 Champ 42.50	4 Horoscope . . 47.50	4 Spot a Card. . 69.50	4 West Wind . . 57.50
4 Do Re Mi . . . 44.50	4 Jungle 64.50	5 Show Boat . . 52.50	5 Zio Zag 44.50

1/3 With Order, Balance C. O. D. All Reconditioned. Ref.: 1st Wisc. Nat'l Bank, Milwaukee, Wisc.

EVANS COIN MACHINE EXCHANGE CO.
225 N. WATER ST. MILWAUKEE, WISCONSIN
WANTED—FREE PLAY GAMES—CASH WAITING

LEW LONDON'S "TRUE-VALUE" BUYS!
JOBBER AND DISTRIBUTORS—WRITE FOR SPECIAL QUANTITY PRICES!

EVERY FREE PLAY GAME PERFECTLY CHECKED, CLEANED, CONDITIONED, REBUILT LIKE NEW, PACKED RIGHT WITH COMPLETE F. P. ATTACHMENT, SCORE CARDS, ETC., ETC.

Sport Parade \$27.50	Argentine \$49.50	Glamour \$14.50	Sluggo \$39.50
Duplex 27.50	Avalon 14.50	Formation 14.50	Snappy '41 49.50
Five & Ten 79.50	Anabel 24.50	Follies 14.50	Sports 14.50
Knock Out 69.50	Hold Over 27.50	Fleet 24.50	Spoton 14.50
Cross Line 19.50	Horoscopes 42.50	Fantasy 14.50	Spot Pool 54.50
All American 24.50	Homo Run '42 79.50	Doughboy 19.50	Stablemates 19.50
New Champ 49.50	Jolly 14.50	Dbis. Feature 14.50	Star Attrac. 42.50
Sea Hawk 29.50	Lead Off 24.50	Crystal 29.50	Star Light 34.50
West Wind 39.50	Limelight 19.50	Contact 14.50	Summertime 19.50
Monicker 67.50	Lot-o-Smoke 19.50	Commodore 14.50	Supercharger 14.50
League Leader 24.50	Lucky 14.50	Cadillac 14.50	Super 6 14.50
Score Card 14.50	Lucky Strike 24.50	Buckaroo 14.50	Tex. Mustang 54.50
Roxy 14.50	Majors 14.50	Brito Spot 24.50	Topper 14.50
Rotation 19.50	Mascot 14.50	Boom Town 27.50	Triumph 14.50
Rud Hot 14.50	MerryGoRound 19.50	Bola Way 47.50	Ump 24.50
Punch 14.50	Mr. Chips 14.50	Big Town 14.50	Vacation 14.50
Powerhouse 19.50	Mystic 29.50	Big Time 27.50	Victory 79.50
Pick 'Em 14.50	Nippy 14.50	Big Show 14.50	Wings 14.50
1-2-3, '39 29.50	O'Boy 14.50	Big League 14.50	Wow 24.50
ABC Bowler 47.50	Gold Star 27.50	Short Stop 14.50	Zin Zoo 49.50

NEW FREE PLAY GAMES IN ORIGINAL FACTORY SEALED CRATES
 AIR CIRCUS—\$129.50 • GENCO DEFENSE—\$129.50 • HOME RUN '42—\$129.50

BRAND NEW CONSOLES, IN ORIGINAL FACTORY SEALED CRATES, AT VERY SPECIAL PRICES!!

Keeney Super Bell	\$295.00
Keeney 2-Way Bell	Write
Keeney 4-Way Bell	Write
Bally High Hand	254.50
Bally Club Bells, F.P.	234.50
Pace Saratoga	239.50
Pace Saratoga with Phono Comb.	299.50

USED CONSOLES—REBUILT LIKE NEW—SLIGHTLY USED!

High Hands, F.P. & P.O.	\$137.50
Jumbo Parade, F.P. & P.O.	79.50
Big Top, F.P. & P.O.	89.50
Fast Time, F.P. & P.O.	74.50
Club Bells, F.P. & P.O., Used 3 Weeks, Push Button Model	259.50
Club Bells, F.P. & P.O., Handle Mod.	239.50
Super Balls, F.P.	189.50
Lucky Stars, P.O.	99.50
Saratoga, F.P. & P.O.	149.50
Saratoga, Phono Comb.	199.50
Jennings F.P. Mint Vendors	69.50

BRAND NEW ARCADE EQUIPMENT SPECIALLY PRICED!

Keeney TEXAS LEAGUER, DeLuxe	\$ 54.50
Keeney SUBMARINE GUN	Write
Exhibit VITALIZER	69.50
Scientific BASEBALL	139.50
Scientific BASKETBALL	139.50
Chicago Coin HOCKEY	Write
Western SUPER GRIP with Stand	49.50
Genco PLAY BALL	Write for Price!
Scientific X-RAY POKER	Write for Price!

USED ARCADE EQUIPMENT

Keeney SUBMARINE GUN	Write
Chicago Coin HOCKEY	Write
Seeburg JAIL BIRD	\$69.50
Seeburg SHOOT-THE-CHUTES	79.50

PAY TABLES

CAROM	\$24.50
GOLD MEDAL	44.50
HAWTHORNE	49.50
PACE MAKER	69.50

LEW LONDON'S SPECIAL FOR P. O. CONSOLE BUYERS! BRAND NEW—"MONTE CARLO"—LIST PRICE \$1,000.00 SPECIAL PRICE! ONLY \$299.50

500 COUNTER GAMES, NEW AND USED, WRITE FOR PRICES!!
 TERMS: 1/3 Deposit With Orders, Balance C. O. D. Give 2nd and 3rd Choice! Full Cash Orders of \$25 or Less!

LEADER SALES COMPANY
 141 NO. FIFTH ST., READING, PA. (All Phones, 4-3131)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, April 25.—Operators in this section have not reached a solution on the tire rationing problem. Several methods of saving tires are being tried out but none has been successful. The first coinman to do something about the tire shortage and the talked-about gasoline rationing is Jean Minthorne, local Rock-Ola distributor. He has two Powell Scooters and a Powell Aviate on hand with side cars. He plans to get five more of these scooters. The machines will run 125 miles on a gallon of gasoline and the tires are good for about 50,000 miles.

Most of the operators in this vicinity are seemingly in good shape on tires and are expecting no immediate trouble in servicing machines because of this score.

Navarro Buys

Frank Navarro, Los Angeles and Mexico music operator, has purchased two carloads of Rock-Ola Premiers. Deal was handled by Jean Minthorne. . . . Another purchasing Rock-Olas is M. C. Edwards, Las Vegas. . . . Frank (Red) McCowan, of Santa Ana, has taken over the Benjamin Wired Music Company in West Los Angeles and Ocean Park. McCowan added two sets of Rock-Ola Mystic Music. . . . Harry Winslow, former Los Angeles operator, has joined the wired music department of the Jean Minthorne firm. . . . Marjorie Morgan, Southwestern Vending, back at her desk following a vacation.

Fraser Sets Quota

Earl Fraser, Southwestern Vending, now in the air force, writes from Oklahoma that everything is fine. . . . Barney Fishman is back on the job at Paul Gerber's Sportland in Ocean Park. Fishman was on the sick list. . . . E. Sipes purchased a complete Penny Arcade from Mac Sanders. . . . Milo J. Herring is back on Coin Row in the refinishing business. . . . J. Frank Meyers, Exhibit Supply, is back in Chicago. . . . Ernie Brennan, General Music, San Francisco, in town to confer with Bud Parr, Los Angeles General Music. . . . J. D. Turner, of the L. A. GMC, back from a trip to San Francisco.

McGee's Biz Good

Phil McGee, Los Angeles music operator, reports business is good. . . . W. D. Webb and G. E. Craig, music operators, were visitors here. . . . Craig is now working in a shipbuilding plant. . . . Bill Wulf has bought out Johnnie Nelson, Modern Coin Exchange. . . . Nels Nelson, Seeburg man here, is back at his Los Angeles headquarters.

Gibson Joins Mape

Austin Gibson has joined the E. T. Mape Music Company staff. . . . Glenn Conn, formerly at Mape's, is now in the radio school at Scott Field. William Happel Jr., Badger Sales, is busy contacting jobbers and operators on Badger's needle, Perfect Point. . . . Percy Shields, West Pico coinman, returned recently from Arizona. . . . Elbee Gerson, of G. & B. Sales, Bakersfield, and bride were in Los Angeles recently en route to Bakersfield. They were married in Portland, Ore. . . . Phil Robinson, who celebrated his 50th birthday April 13, is back in town following a business trip to San Francisco. Phil's son, Jay, was married April 12, making his birthday gift to his dad a daughter-in-law. . . . George Buckman, San Diego, in on a look-see trip.

McClellan at Desk

Herb McClellan has returned to his desk after being on the sick list. . . . Allen Anderson, Shafter, visited the Paul Laymon firm. . . . Orville (Doc) Senter down from Bakersfield. . . . Paul Laymon reports that a number of machines have been shipped to Sullivan-Nolan Advertising Company for refurbishing. . . . Sam Coslow has signed Louis Armstrong for a series of R. C. M. Soundies. . . . Orville Dant, Riverside Penny Arcade operator, is going into the armed service. . . . Paul Laymon has been named exclusive distributor for the Kirk Stereo Camera and Viewer.

WANT TO BUY

Exhibit Rotays Western Baseballs
 Late One-Balls World Series
 Texas Leaguers Ten Strikes
 Send us list of other equipment you have to dispose of. State condition and lowest cash prices in first letter.
EMPIRE 2812 W. North Ave. CHICAGO, ILLINOIS

WANTED FOR CASH

ONE BALL FREE PLAY GAMES
 State Condition and Price in First Letter.
Modern Coin Exchange
 1811 West Pico Blvd. Los Angeles, Calif.

FREE PLAY Decision

CLIP AND MAIL

5-2

Reprint Editor, The Billboard, 25 Opera Place, Cincinnati.

Send a copy of the favorable free play decision.

Name

Address

City and State

REPRINTS OF THE FAVORABLE CALIFORNIA SUPERIOR COURT DECISION ON FREE-PLAY GAMES ARE NOW AVAILABLE. USE THE ABOVE COUPON.

Wise Operators WILL BE GOIN' OUR WAY



1200 RE Holes 5¢ per sale Takes in \$60.00 Pays out \$31.20 Average profit \$28.80 Total average profit (including RE Arrangement) \$32.80 SEMI-THICK DIE-CUT board.

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

Combines Business And Pleasure Trip

CHICAGO, April 25 (DR).—While National Coin Machine Exchange's chief, Joe Schwartz, is absent on a combined business and vacation tour which takes him to Florida, Harry Heiman is at the firm's helm.

"We are exceptionally well stocked with new and used pin games," Heiman declares. "We also have a full line of leading makes of phonographs and a complete selection of arcade equipment. Our big stock is the result of our efforts to make it as large and varied as possible so that we may keep our operators running for the duration."

"It is imperative that operators protect their best locations," Heiman warned. "To do so, a reserve of the hit games of the season should be purchased at once. No new games will be turned out by manufacturers, and the prices of used equipment are bound to rise. Operators who buy now will not be so severely hit when machines are at a premium in the near future," he ended.

Detroit

DETROIT, April 25.—New operating partnership at 2717 Sturtevant Avenue is being formed as the 20th Century Vending Company. The partners are M. Elbon, N. Shapiro and J. Keil.

Frank Dease, brother of Roy Dease, general sales manager of the A. P. Sauve Company, large Detroit jobber, died April 22 at his home at Owosso, Mich.

Operators of music machines report collections booming, with defense workers evidently finding relaxation after long hours of work in music.

Roy Small, conciliator of the United Music Operators, is due back from a protracted visit to Florida.

Sam Liebers, manager of the United Coin Machine Exchange, was home this past week, a victim of sinus.

PHONOS	1 Vanak Coin Detector Unit \$ 2.50	11¢ American Eagles (Gum Vendor) \$ 9.00
1 Wurlltzer 616, Lite Up Front & Side Inserts) \$60.00	6 Gopher Chip Detector Units (for ABT 500 Slide) 2.50	12 Cent-a-Paks @ 4.00
1 Wurlltzer 616, Marble Glo, Lite-Up Front, Chrome Side Inserts. 65.00	4 Non-Selective Wall Boxes for Phonos	8 Penny Packs @ 4.00
1 Wurlltzer 24A, Slug Receptor 90.00	1 Converter (32 V. to 110 V.), Ample Size for Phono 15.00	9 Mercurys @ 10.00
FREE PLAY TABLES	1 Jennings Porcelain Upright Scale 10.00	8 1¢ Libertys @ 10.00
2 Exhibit Flagships @ \$12.50	CASH PAYOUTS	2 5¢ Libertys @ 10.00
1 Chicago Commodore . . . 12.50	1 Arlington \$20.00	1 15¢ American Eagle . . . 10.00
1 Daval Box Score 12.50	1 Preakness 20.00	1 Vest Pocket Bell 25.00
1 Keeney Thriller 10.00	1 Gottlieb Multiplay . . . 17.50	1 Deuces Wild 2.50
1 Keeney Big Six 10.00	1 Bally Fairgrounds . . . 17.50	1 Smoke Reel 2.50
1 Keeney Super Six 12.50	1 Spinning Reels 90.00	3 Kounter Kings 10.00
1 Baker 4-5-6 12.50	1 Western Hey Day . . . 17.50	1 Ginger (Chip Payout) . . . 5.00
1 Baker Twinkle 10.00	1 Pacemaker 75.00	5 Tots 5.00
1 Bally Double Feature . . 12.50	1 Sport Page 45.00	4 Bally Babys @ 2.50
1 Keeney Supercharger . . 12.50	1 Homo Stretch 40.00	1 Hold and Draw 3.00
1 Rockola World Series, 1938 25.00	1 Hawthorne 50.00	1 Pair-It 1.50
MISCELLANEOUS	2 Seabiscuits @ 60.00	FLAT TOP PAYOUTS
1 3-Way Gripper with Stand 7.50	1 Grandstand 75.00	1 Jennings Multiple Liberty Bell \$15.00
1 Chicken Sam 50.00	COUNTER GAMES	1 Jennings Liberty Bell, Siant Top 15.00
1 Tom Mix Rifle 20.00	1 1¢ Mercury with Stand \$10.00	1 Jennings Liberty Bell, Flat Top 15.00
1 Jenn. In-a-Bag Vendor 10.00	6 1¢ American Eagles @ 7.50	1 Tanforan 25.00

All of above in A-No. 1 condition. F. O. B. Pipestone, Minn. 1/3 cash, balance C. O. D. Total price for all equipment as listed \$1585. Will take \$1078 for all, crated, F. O. B. here, if taken at once.

ORPHEUM THEATRE Pipestone, Minn.

Chicago Gets First Mailomat

CHICAGO, April 25.—Chicago's first "mailomat," an automatic mailing machine, goes on display at the new post office April 21, Postmaster Ernest J. Krueger announced.

After the requisite number of pennies to cover the cost of postage are dropped in a slot in the machine, the letter is placed in another slot, where the meter registers the amount on the envelope.

The letter then falls down a chute to join other outgoing mail.

Wilbur E. Greenwood, of Stamford, Conn., vice-president of the company which manufactures the machine, explained its working to postal authorities at a luncheon in the Palmer House.

100 Percenter

CHICAGO, April 25.—Another coin machine manufacturer has been added to the 100 Percenter for Victory list and has been awarded certificate of participation showing that his firm's pay roll is 100 per cent enrolled for victory thru the Treasury's War Bond Savings plan.

The Rudolph Wurlitzer Company's name appeared among those of several other Chicago firms who have gone all out for this plan.

Sturdy Games For Duration

CHICAGO, April 25 (MR). — During this final week of coin machine production, activity at the Baker Novelty Company has kept the staff going at a strong clip, reports Harold Baker, president.

"Impressed with the advisability of stocking up on our latest release, Bomb-Hit, operators and distributors have been purchasing the games as fast as we can make and allot them," Baker said. "Bomb-Hit, a penny-play counter game featuring a new theme for what has proved to be a most popular type of counter game play, offers coin men operating stability both as to continually profitable appeal and service-free operation."

"To operate for the duration will require equipment built to take lots of play, games with appeal to attract play. Bomb-Hit has both these characteristics in extra measure, recent location reports prove. Sturdy, mechanically right, the construction of this game will eliminate replacement and service headaches for the duration. The steady play this game gets will help keep the locations sewed up."

Philadelphia

PHILADELPHIA, April 25. — George Ashe, general manager of the Automatic Amusement Company, Seeburg distributor, was recently interviewed by *The Philadelphia Record* in connection with a feature story on music machines. Ashe was quoted on the favorite records used in machines, declaring that *Deep in the Heart of Texas* is going "like wild-fire" here now and that *Remember Pearl Harbor* and *Any Bonds Today?* are also very popular with the phono fans.

Eddie Heller, who last year left Raymond Rosen Company, Victor-Bluebird distributor, to carry on his promotion of records for Abe Lyman's orchestra exclusively, left April 4 for service in the armed forces. He spent his last days here in company with Eddie Hughes, who covered the South Jersey territory for the Rosen firm until called for armed service the same time.

Sadie Snyderman, who handles the music route for her husband's Overbrook Amusement Company, has earned the title of "human dynamo" among the local operators. Not only has she installed wall boxes at many of her locations but has been able to grab off many of the choicest locations in the central city section in spite of the fact that her activity is centered in the outlying Overbrook section of the city.

Milt Shapiro, Jersey pinball operator, back from the sunny Florida climes, has become an avid rumba addict.

Freddie Snyderman, associated with the Overlook Amusement Company until called up for army service several months ago, leaves his Southern army base and has been sent to an officers' training school in Oklahoma.

Rudy Tolney, district manager for Columbia Recording Corporation, covering the Philadelphia and Baltimore territory, is readying for service in the armed forces soon.

Local music machine industry was grieved on hearing of the sudden and untimely death on April 9 of George Freeman, local Decca record distributor, from a heart attack at his office.

Heavy flow of reservations at the dinner table and for the yearbook indicates a huge social success for the fifth annual banquet of the local phonograph operators' association at the Club Ball on May 3.

FROM NOW ON, IT'S PRODUCTION FOR VICTORY!



At the stroke of midnight, April 30, 1942, all facilities of D. Gottlieb & Company, as well as those of our colleagues in the Coin Machine Industry, will be placed at the disposal of the Government of our United States to help speed our Victorious war effort. That our sons and brothers and friends on distant fronts shall not lack for fighting tools, the materials and machinery that have made games for peace-time pleasure will now make guns . . . bombs . . . tanks.

How long the cessation of amusement game production will last, we do not know, but we do know that until every enemy of our Democratic Way of Life has been utterly defeated, there can be no thought but to Give . . . Give of our ability, our ingenuity, our time, our facilities. So let us Give with all our strength and courage as we pray with all our faith for an early Victory.

To all coin men we pledge, when Freedom and Liberty shall again prevail for the oppressed and peaceful occupations may be resumed, D. Gottlieb & Company will again take its place in the Coin Machine Industry with money-making games even better than any you have known before.

Until then, Guns . . . not Games!

D. GOTTLIEB & COMPANY
CHICAGO

ATTENTION!
NEVADA AND TEXAS OPERATORS!
THE STUFF IS HERE!

12 5c Mills Blue Fronts (362,000 to 392,000), Lt. Cab., DJP, Gold Award	\$70.00
3 5c Mills Blue Fronts (403,000 to 405,000), Lt. Cab., SJP, Gold Award	85.00
3 5c Mills Blue Fronts (361,570, 380,051, 380,052), Lt. Cab., DJP, Plain	70.00
3 5c Mills Blue Fronts (392,845, 406,887, 406,884), Lt. Cab., SJP, Plain	85.00
7 5c Mills Blue Fronts (330,000 to 357,000), Dk. Cab., DJP, Plain	60.00
2 5c Mills Blue Fronts (347,968, 378,817), Dk. Cab., DJP, Gold Award	60.00
2 10c Mills Blue Fronts (367,247, 390,281), Lt. Cab., DJP, Gold Award	80.00
10 10c Mills Blue Fronts (376,000 to 406,000), Lt. Cab., DJP, Plain	85.00
8 10c Mills Blue Fronts (390,000 to 408,000), Lt. Cab., SJP, Plain	89.50
1 10c Mills Blue Fronts (346,436), Dk. Cab., DJP, Plain	60.00
4 25c Mills Blue Fronts (396,000 to 410,000), Lt. Cab., SJP, Plain	95.00
1 25c Mills Blue Front (377,718), Lt. Cab., DJP, Gold Award	89.50
5 25c Mills Blue Fronts (360,000 to 378,000), Lt. Cab., DJP, Plain	89.50
1 5c Mills Cherry Bell (409,675)	95.00
8 5c Mills War Eagles (344,000 to 373,000), Lt. Cab., DJP	40.00
17 5c Mills War Eagles (398,000 to 404,000), Lt. Cab., SJP	47.50
2 25c Mills War Eagles (302,424, 387,607), Lt. Cab., DJP	50.00
3 25c Mills War Eagles (394,000 to 404,000), Lt. Cab., SJP	55.00
17 5c Mills Roman Heads (300,000 to 317,000), repainted and rebuffed, A-1 condition	40.00
6 25c Mills Roman Heads (308,000 to 328,000)	47.50
7 1c Little Dukes	12.50
5 5c Watling Rol-a-Tops (68,000 to 72,000)	40.00
1 10c Watling Rol-a-Top (74,995)	42.50
1 25c Watling Rol-a-Top (73,592)	47.50
8 10c Pace Comets, Blue (33,000 to 39,000)	42.50
1 5c Kaylee (Late)	35.00
18 5c Jennings Chiefs (110,000 to 124,000), Lt. Cab., SJP	42.50
4 10c Jennings Chiefs (113,000 to 124,000), Lt. Cab., SJP	47.50
2 10c & 1 25c Jennings Chief, used 30 days, like new	70.00
5 5c Jennings Centurys (114,000 to 115,000)	30.00
2 25c & 1 5c Bones Dice Machines, like new	45.00
1 5c Paces Races, Jack Pot, Reel Symbols, Serial 6061	175.00
15 Packard Pla-Mor Boxes, now	33.95
100 Folding Stands	3.00
3 Mills Panorams, used 30 days	499.00
100 Consoles and Automatic Payouts, also Slots, not listed, 1/3 deposit on all orders. Send cashier's check for rush shipment.	

LORDSBURG VENDING MACHINE CO.
C. E. EMBREY, Owner Lordsburg, N. Mex.



ATHLETIC GRIP MACHINE

Beautiful Design. Wood Cabinet. Size 14x11x15 Inches. Holds 3500 Pennies. Constant Money Maker. Get Yours While You Can. Limited Supply on Hand. Price \$21.75.

1/3 With Order, Balance C. O. D.

Douglas Supply Company
46 Fitch Place, S. E. Grand Rapids, Mich.

9 Meter Movies, Like New . . . \$450.00
Keeney Anti-Aircraft, Black . . . 35.00
Keeney Anti-Aircraft, Brown . . . 42.50
Rock-Ola 1937 Imperial 20s . . . 59.50
1940 Super Rockettes . . . 214.50

Wanted: Legal Games
S & W COIN MACHINE EXCHANGE
2416 Grand River Ave. Detroit, Mich.



Hit that RED BALL!

ANOTHER HARLICH BOARD SENSATION!

New Action! New Appeal! Instead of tickets, jackpot has 1/2 inch colored balls that drop behind window when player punches them out. Red Ball takes top award. Big reverse number tickets. Large G. L. holes with wooden peg. Order Red Ball now and watch your profits climb.

NO. 11654 5C PLAY 1140 HOLES
TAKES IN \$57.00 AV. PAYOUT \$23.10
AVERAGE GROSS PROFIT . . . \$33.90
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILLINOIS

FOR SALE

RAPID FIRES—TEN STRIKES CONVOYS—ANTI AIRCRAFT GUNS

Super Bombers 1940 Model F. Targets Longacres
'41 Derbys Kentuckys Totalizers
Bally Club Bells Big Tops

And many other Pay Tables, Consoles, Slots and Free Plays.
Wire, phone or write for our complete list.

GRAND NATIONAL SALES CO.
2300 ARMITAGE AVENUE (All Phones: Humboldt 3420) CHICAGO, ILL.

WANTED	FOR SALE	FOR SALE
We will pay top prices for any Late Bally Marble Game or Keeney Fortune and Contest, also Mills' Late Slot Machines and Arcade Equipment.	CONSOLES	PAY TABLES
	STEWART NOVELTY CO.	

Baker's Paces, DailyDble. \$235.00
Evans Galloping Dominos . . . 65.00
Evans Gal. Dom., Late Head . . . 185.00
Evans Rolletto Jr., Late Hd. . . 185.00
Exhibit Races, 7 Coin Play . . . 60.00
Exhibit Tanforan . . . 60.00
Keeney Track Time, Red Head . . . 75.00
Keeney Triple Entry . . . 175.00
Jennings Liberty Bell . . . 40.00
Jennings Flashing Through . . . 60.00
Mills Flasher . . . 95.00
Bally Rays Track . . . 75.00

Bally Grand National . . . \$130.00
Bally Grand Stand . . . 105.00
Bally Thistle Down . . . 85.00
Bally Fair Ground . . . 40.00
Bally Fleetwood . . . 30.00
Bally Freakness . . . 23.00
Bally Carom . . . 18.50
Western's Derby King . . . 55.00
Western's Center Smash . . . 12.50
Western's Flying High . . . 12.50
Stoner Turf Champ . . . 22.50
Gottlieb Daily Races . . . 15.00

133 EAST SECOND, SOUTH SALT LAKE CITY, UTAH

SELLER MEETS BUYER THRU BUCKLEY TRADING POST

**A National Exchange
For
Buyers and Sellers**

You owe it to yourself to list your wants in coin-operated equipment — Phonographs, Pin Tables, Wall Boxes, Adapters, Coin Machines, any Supplies of Accessories.

This national service is yours for the price of a 3c stamp.

If you have equipment for sale, list it—and quote your selling prices.

If you need equipment—tell us, and with the list give us your offering prices.

BUCKLEY TRADING POST

4225 WEST LAKE STREET
CHICAGO, ILLINOIS

CENTRAL OHIO COIN MACHINE EXCHANGE CONSOLE AND SLOT BARGAINS

- | | |
|---|--|
| 20 BALLY HIGH HANDS, comb. F. P. \$149.50 | 10 MILLS JUMBO PARADES, free play \$ 87.50 |
| 25 KEENEY SUPERBELLS, comb. F. P. 189.50 | 4 MILLS JUMBO PARADES, cash, late, 99.50 |
| 10 MILLS FOUR BELLS, A-1..... 269.50 | 10 BALLY BIG TOPS, free play.... 87.50 |
| 2 PACES REELS, comb. F. P. (new). 269.50 | 4 BALLY CLUB BELLS, comb. F. P., 279.50 |
| 3 BAKERS PACERS J.P., 7600, like now 279.50 | 1 PACES 1940 FRUIT REELS, 25¢ play, 99.50 |
| 10 1938 Keeney Track Times 99.50 | 1 1938 Keeney Kentucky Club 79.50 |
| 1 5¢-10¢ Comb. Dbl. Bell, Numbers .. 119.50 | 2 5¢ Beulah Parks, new cabinets, numbers 79.50 |



Wolf Solomon
Immediate delivery on:
Gottlieb LIBERTY
Genco FOUR ACES
Chicoin GOBS
Exhibit SKY CHIEF
Scientific BASEBALL
& BASKETBALL
New SINGING PIC-
TURES

- SLOTS**
- 35 MILLS 5¢ BLUE FRONTS, serial around 380,000 \$ 89.50
 - 10 MILLS 5¢ and 10¢ BLUE FRONTS, over 400,000, club hds., 95.00
 - 1 5¢ and 10¢ MILLS CHROME BELL with Jack-in-box stand, used 2 weeks, single cherry payout, both for 449.50
 - 1 5¢ MILLS CHROME BELL, single cherry payout, like new 179.50
 - 2 5¢ MILLS ROMAN HEADS, s.j., 3-5 payout, new paint job 69.50
 - 1 5¢ MILLS BROWN FRONT, knee action, club handle, like new 119.50
 - 1 1¢ MILLS BLUE FRONT, late 79.50
 - 1 XXV Jennings CIGAROLA, like new 99.50

- ARCADE EQUIPMENT**
- 5 Keeney SUBMARINE GUNS Write
 - 2 Chicoin ALL STAR HOCKEY Write
 - 1 Deluxe WESTERN BASEBALL \$ 79.50
 - 2 Keeney Anti-Aircraft Guns, light cab. or marbled 45.00
 - 4 Jennings IN-A-BARRELS, like new 99.50

- MUSIC EQUIPMENT**
- 24 Buckley Wall Boxes, like new, 24 records \$ 15.95
 - 8 Keeney Wall Boxes, 20 records, brand new 15.00
 - 1 Mills Empress, like new 179.50
 - 1 Mills Throne, like new 139.50
 - 2 Rockola Counter Models with stands and speakers 95.00

Half Deposit With Order, Balance C. O. D.

CENTRAL OHIO COIN MACH. EXCHANGE, Inc., 491 S. High St. Phone Adams 7949, Columbus, O.

- | | | | |
|-----------------------|------------------------|------------------------|---------------------|
| ABC Bowler .. \$69.50 | Dough Boy .. \$18.50 | Play Mate .. \$19.50 | Sun Beam .. \$47.50 |
| Attention .. 39.50 | Dixie .. 31.50 | Polo .. 27.50 | Speed Ball .. 64.50 |
| Anabel .. 24.50 | Follies .. 16.50 | Power House .. 22.50 | Seven Up .. 47.50 |
| Argentine .. 79.50 | Flicker .. 39.50 | Repeater .. 29.50 | Sky Blazer .. 69.50 |
| Barrage .. 39.50 | Five & Ten .. 99.50 | Super Charger .. 14.50 | Sky Ray .. 54.50 |
| Broadcast .. 39.50 | Gold Star .. 34.50 | Stars .. 42.50 | Ton Spot .. 59.50 |
| Big League .. 14.50 | Headliner .. 14.50 | Spot-a-Card .. 69.50 | Towers .. 89.50 |
| Big Chief .. 37.50 | Hi Hat .. 59.50 | School Days .. 42.50 | Twin Six .. 57.50 |
| Boom Town .. 34.50 | Leader .. 32.50 | Sporty .. 14.50 | Venus .. 84.50 |
| Big Parade .. 99.50 | League Leader .. 32.50 | Sparky .. 29.50 | West Wind .. 62.50 |
| Besco, F.S. .. 87.50 | Mr. Chips .. 17.50 | Sky Line .. 31.50 | Wild Fire .. 42.50 |
| Olover, F.S. .. 84.50 | Metro .. 39.50 | South Paw .. 64.50 | Wow .. 34.50 |
| Crossline .. 34.50 | Monicker .. 94.50 | Snappy .. 59.50 | Zombie .. 36.50 |
| Capt. Kidd .. 74.50 | Pan American .. 49.50 | Salute .. 38.50 | Zig Zag .. 59.50 |
- ARCADE EQUIPMENT**
- 3-Way Grippers, 1 Set \$17.50
 - 10 Exhib. Card Vendors 32.50
 - Speed Bicycle 125.00
 - 3 Wheels of Love 89.50
 - 3 Monkey Motors 89.50
 - Foot Vitalizer 59.50
 - 2 Cockeyed Circus, 1 Set with Stand \$79.50
 - Drive Mobile 179.50
 - Exhibit Diggers 49.50
 - Single Grippers 9.50
 - A. B. T. Guns 19.50
 - Exhib. Chinning Mach. 129.50
- ONE BALLS**
- Mills Owl \$97.50
 - Mills 1940 1-2-3 94.50
- One-Third Deposit With Order, Balance C. O. D.
- EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago, Ill. HUMBOLDT 6288**

Fort Worth Pool Formed To Help Games Business

FORT WORTH, April 25.—Coin machine operating activities in this city are running along at a surprising rate. Bulk vender operators are still able to secure plenty of fresh roasted peanuts, both the Spanish and jumbo types. Many units have been changed over to prize ball gum and good earnings are reported.

Up to now the 5-cent candy bar machines have experienced no trouble in securing sufficient merchandise to keep machines well filled. Most of these types of venders will remain in use all summer and will operate on the various types of hard bars that can stand up under the summer heat. In most of the city's theaters candy stands have replaced the candy venders, but scales and cigarette machines still remain in the show houses.

Pinball games are now operating in the city, with 90 per cent of the operations being done thru a local "pool" which consists of a number of operators. The pool organization is known as the H & H Sales Company. Only two or three table operators are operating independently. Reports are to the effect that only fair play is being enjoyed by the table business. All operations are on an amusement basis only. They are not giving free games for any score. This operation has been in effect for several months.

Phonographs still lead the operating parade with earnings holding at a steady figure. With summer coming, many outside spots opening and dancing becoming more popular, business is expected to increase in the music field. Wall-box installations continue to go in wherever needed and there seems to be an ample supply of equipment to take care of all locations. Of course, many used phonographs are being drafted for service due to a shortage of new machines. All music merchants are going along nicely and everyone looks into the future with high hopes.

Penny scales are enjoying good business. For some reason folks are weighing themselves as never before and the scale operators are sitting back and smiling happily. Some new equipment has appeared on location during the past few months and more outside scales are now in evidence than ever before.

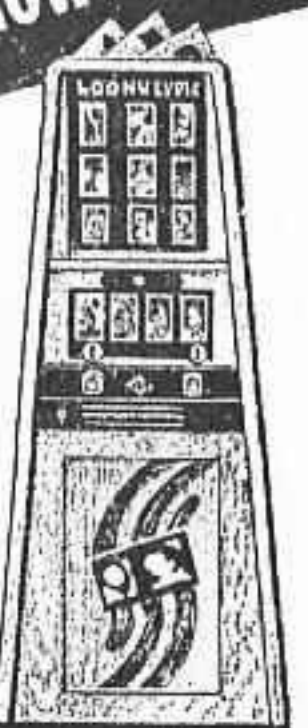
A trend that is noticeable is the increase in the number of postage-stamp venders that are going on location. Drug-stores, cafes, grocery stores and even taverns are now placing a stamp vender handy for their patrons. One grocery store manager said it was surprising to him the sale of stamps in his place since the machine had been installed. This type of vender goes best in neighborhood stores.

The Penny Arcade on Houston Street continues to hold the crowds and good business. The big run begins in mid-afternoon and keeps up until past 11 p.m.

There is a good demand for used equipment of all kinds, and much buying is in evidence weekly.

40 DIFFERENT POST CARD SERIES NOW READY!

for
**EXHIBIT'S
POPULAR
POST CARD
VENDERS**



NO LOCATION TAX ON THESE MACHINES

JUST RELEASED

- DAFFY DIPLOMAS... ARMY AND NAVY COMICS
- HUMOROUS TELEGRAMS... MILES OF SMILES...
- LOONY LYRICS... BLIND DATES... ARTISTS MODELS
- LIMBS OF FAMILY TREE... WITTY PERMITS...
- GLAMOUR GIRL MANNEQUINS.

WRITE for BIG ILLUSTRATED CIRCULAR

EXHIBIT SUPPLY COMPANY
4222-30 W. LAKE ST. CHICAGO

ALSO 45 DIFFERENT PENNY ARCADE MACHINES

This Week's Best Buys!

- Mills 4 Bell, 4 Nickels, New \$450.00
- Mills 4 Bell, 3 5¢, 1 25¢, New 550.00
- Keeney Super Bell, New 299.50
- Bally Club Bell, New 295.00
- Watling Big Game, P. O. 114.50
- Mills Jumbo Parade, Late P. O. 114.50
- Mills Jumbo Parade, Late F. P. 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
- Groetchen Sugar King 69.50
- Mills Square Bell 69.50
- Rays Track 74.50
- Paces Races, Brown 129.50
- Bally Roll Em 195.00
- S. M. 7 Col. Cigarette Mach., new mech. 49.50
- S. M. 9 Col. Cigarette Mach., new mech. 69.50
- Rowe 10 Col. Cig. Mach., new mech. 79.50

- PAYTABLES & CONSOLES**
- Grand Nat. \$89.50
 - Grand Stand 79.50
 - Pace Maker. 89.50
 - Thistle-down. 69.50
 - Hawthorne. 59.50
 - Seabiscuit. 59.50
 - Gottlieb Track Record, FP \$59.50
 - Gold Medal or Gold Cup. 49.50
 - Sport Page. 49.50
 - Fairground. 34.50
 - Preakness. 29.50

To Avoid Delay Give Second Choice.

1/3 Deposit, Balance C.O.D.
MILWAUKEE COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.

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.

\$3.95 EACH

Chickon Sam converted to "SHOOT THE JAP"! Includes sensational new scenery and Jap soldier. Just send your man in exchange for ours. Orders shipped same day as received. Full payment required.

SEIDEN DISTRIBUTING CO.
1230 Broadway ALBANY, N. Y.
Phone: 4-2109

CONSOLES

- MILLS FOUR BELLS.....\$295.00
- MILLS JUMBOS, C. P..... 99.50
- MILLS JUMBOS, F. P..... 99.50
- BALLY CLUB BELLS..... 275.00
- JENNINGS SILVER MOONS.... 135.00
- PACE REELS COMBINATION... 125.00

ROY MCGINNIS COMPANY
2011 MARYLAND AVENUE
BALTIMORE, MD.

WANTED FOR CASH

Seeburg's
CHICKEN SAMS
\$47.50 F. O. B. Your City
Within 1000 Miles of Chicago
CHICAGO NOVELTY CO., Inc.
1348 Newport Ave. CHICAGO, ILL.

Operators Stock Up for Duration

CHICAGO, April 25 (DR).—"The present buying activity of coinmen is encouraging from several standpoints," reports Monarch Coin Machine Company's Al Stern. "Large purchases of all types of equipment by scores of operators indicate that the operating phase of our industry will continue strong for the duration in spite of limitations on equipment. It is inspiring to know that coinmen are retiring into their shells to wait for war to end, and to know that our customers are going right ahead to make the best of things as they are.

"We are especially happy about the way Monarch Service is working for the nation's coinmen. Our foresight in stocking heavily on equipment of all types is ensuring profits for our customers. Altho buying continues strong, our stock is constantly being replenished. Barring unforeseen complications, we will remain a sure source of supply for the majority of operators," concluded Stern.

Buckley Assures Service for All

CHICAGO, April 25 (MR).—"The Buckley Trading Post offers a national service that can be used by every operator and distributor in the country regardless of the make or type of equipment handled. This statement has been made by many of the men who have visited the Post during the past month," asserted an official of the firm.

Jack Markham, Miami Equipment Company, Cincinnati, a Buckley distributor, says: "I have used this service for several months and it is one of the most satisfactory I have yet found. People everywhere will participate because Buckley is known thruout the country and is highly regarded. The Post is a center for coin machine activities."

An announcement made by the firm says that the plan is working well and that response is greater than anticipated. Plans are being made to enlarge its present scope.

Decca Appoints Thornton

PHILADELPHIA, April 25.—J. Gordon Thornton, formerly with the Decca home office in New York, has been sent here to

Milwaukee Paper Embarrassed by PTA and Bingo

In the midst of The Milwaukee Journal's crusade against the city pinball license, passed by the council by a vote of 18 to 7, a PTA meeting played bingo, which also has come under The Journal's crusade. The following editorial, published in The Journal April 15, suggests that the newspaper was somewhat embarrassed by the incident.

PTA Gives a Gambling Lesson

One purpose of education is to remove the element of chance from life as much as possible—to make young people intelligent planners of their future.

Gambling is not consistent with such a program. It is of an entirely lower order of living. Its major effect, thruout the course of civilization, has been to drag people down, to wreck the lives of some of them, to make those who follow the gambling instinct less certain, less useful, less likely to live a well-rounded life.

It is, therefore, surprising—almost shocking—to see a parent-teacher association give the pupils of a school a first lesson in gambling by holding a bingo party. No matter what the money was being raised for—to hold a picnic or to pay for graduation pictures—the purpose did not take away the potential evil as the children looked on and saw their parents and friends gambling. At least some of the children did, for they acted as purveyors of soft drinks and sandwiches. This may never affect some of these children. For others it may be the beginning of a life warped at race tracks or in dens of commercial gambling, with a wrecked home the final result. Who knows? The PTA was certainly not setting an inspiring example.

We rather feel sorry for a group of school children and a school which has a PTA unit that does not see the conflict between education and gambling.

head the local distributing branch. He assumed his new duties on Monday (13), succeeding George Freeman, who died on April 9 following a heart attack. Freeman handled the local distributing branch from the time of its opening here and was well known and beloved by the members of the music machine industry.

IMMEDIATE DELIVERY
1000 BRAND NEW MACHINES

300 KEENEY SUPER BELLS, ALL MODELS
100 1941 JACKPOT DOMINOS
50 MILLS JUMBO PARADES CASH PAY FRUIT REELS
400 MILLS SLOTS, ALL MODELS
100 A B T CHALLENGER
50 BALLY LONG ACRES

Jobbers and Operators Write for Your Special Price in Lots of Ten or More of Any of the New Machines.

NEW MACHINES	
A. B. T. Target Challenger	\$ 35.50
Baker Pacer, 5c Play	325.00
Bally Long Acres Console	309.00
Bally Long Acres Table	302.50
Bally Pimlico Table	299.50
Chicago Coin Gobs	184.50
Evans Domino, JP	450.00
Exhibit Sky Chief	184.50
Gottlieb Keep 'Em Flying	184.50
Groetchen Columbia, Rear Pay	87.50
Jennings Silver Moon, FP	189.50
Keeneey Super Track Time	550.00
Mills Four Bells, 5c Play	550.00
Mills Three Bells	750.00
Mills 5c Chrome, GF	241.00
Mills 25c Chrome, GF	251.00
Mills 25c Chrome, CF	251.00
Mills Jumbo Parade, CP	152.50
Mills 10c Chrome, GF	\$246.00
Mills 10c Counter Club	224.00
Mills 5c Counter Club	219.00
Mills 25c Counter Club	229.00
Mills Q.T. Bell, 5c Play	92.50
Mills Vest Pocket, Blue & Gold	
Without Meter	52.50
Mills Vest Pocket, Blue & Gold, With Meter	55.00
Mills Folding Stands	6.50
Mills Box Stands	13.50
Double Steel Safe	99.50
Single Steel Safe	65.00
Mutoscope Sky Fighter	300.00
Pace Race, 5c Play	335.00
Pace Race, 25c Play	400.00
Rock-Ola Scales	59.50
Watling Scales	150.00

SPECIALS

MACHINES USED FIFTEEN DAYS FOR TESTING LOCATIONS. GUARANTEED CANNOT TELL FROM NEW

Bally High Hand, Conv. Md., FS	\$189.50
Bally Torpedo	240.00
Buckley Wall Boxes, Light Up	19.50
Buckley Steel Cabinets for 16-20-24 Record Phonograph Mechanism, now	32.50
Buckley 30 Wire Cable, Per Foot	.25
Evans Domino, JP Md., Like New	400.00
Groetchen Columbia Bell, RP	57.50
Groetchen Columbia Bell, JP	59.50
Keeneey Super Bell, Conv. 5c Play	219.50
Groetchen Check Separator, Gold Award Columbia Bell	82.50
Mills Four Bell, 5c Play	\$485.00
Mills Jumbo Parade, CP	135.00
Mills Original Chrome, 5c	195.00
Mills Jumbo Parade, Blue Cabinet, CP	139.50
Mills Jumbo Parade, Convertible	189.50
Mills Three Bells	500.00
Seeburg Selectomatic, New	14.50
Watling Big Game, CP	99.50
Bally Pimlico, Table Model	235.00
Bally Pimlico, Console Model	262.50
Keeneey Super Bells	Write

The Following Machines Are Used and Are Offered Subject to Prior Sale:

USED MACHINES

3 Bally Spottern	\$19.50
1 Chicago Coin Major, '41	42.50
1 Chicago Coin Sport Parade	32.50
1 Chicago Coin Commodore	22.50
1 Chicago Coin Dixie	22.50
1 Chicago Coin Sporty	22.50
1 Exhibit Zombie	34.50
1 Exhibit Sun Beam	39.50
1 Keeneey Red Hat	20.50
1 Keeneey Repeater	20.50
2 Keeneey Red Cap	20.50
8 Keeneey Super Six	21.50
5 Cases Regular Size Mints for Slot Mach.	0.00
1 Bally Eureka	\$39.50

ONE BALL

1 Evans '37/Reg. Domino, #2521	\$ 69.50
1 Evans '38/Reg. Domino, #2655	99.50
1 Evans '39/Reg. Domino, #3971	125.00
1 Evans Lucky Star	112.50
1 Evans Ten Strike	67.50
1 Evans Bang Tails	175.00
3 Keeneey Triple Entry	149.50
2 Keeneey '38 Skill Time	117.50
1 Keeneey Past Time	275.00
5 Keeneey Kentucky, Slight Head	125.00
2 Mills Square Bell, CP	69.50
1 Mills Four Bell, SU, #811, 5c	280.00

CONSOLES — CASH

1 Mills 5c Cherry Bell, Mystery Payout, Single JP, #408712	\$110.00
4 Mills 5c Cherry Bell Future Pay Vender, Single JP, #433005-427185-427196-425257	142.50
1 Mills 10c Counter Club Bell, Brown Front, Single JP, #463002	155.00
1 Mills 5c Blue Front GA, Double JP Vender, #311231	65.00
1 Mills 5c Yellow Front GA, Double JP Vender, #311237	50.00
1 Mills 5c War Eagle, #363122	45.00
1 Pace 5c Comet, Slug Rejector Head, Twin JP	69.50

PHONOGRAPH

1 Seeburg Gem	\$139.50
1 Seeburg Envoy	269.50
1 Wurlitzer #412, Light Up Grille	49.50
3 Wurlitzer #618, Perfect	79.50
5 Wurlitzer #600, Perfect	200.00
1 Wurlitzer #500, Perfect	209.50
1 Wurlitzer #24 Model, Perfect	150.00

1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and ask to be put on our mailing list. Above prices effective May 2, 1942.

MOSELEY VENDING MACHINE EX., INC.
90 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

THE WORLD'S GREATEST MONEY MAKERS
KEENEY CONSOLES!

SUPER BELL CONSOLE
3-way convertible—free play, cash or check payout. 5c chute, 25c at extra cost. Also available with mint vender at additional cost.

Convertible 2 WAY SUPER BELL
Convertible—Free Play, cash or check payout. 5c chutes, 25c chutes at small additional cost.

Keeneey's Sensational SUBMARINE GUN
Actually shoots ball-bearing bullets in rapid fire action.

OUR SUPPLY IS LIMITED!
ORDER TODAY

J. H. KEENEY & CO., INC. 6630 S. ASHLAND AVENUE
CHICAGO, ILLINOIS

BADGER'S BARGAINS

Due to market fluctuations we are not listing all prices. A card or letter to our nearest office will immediately bring our complete price lists of all Phonographs, Adapters, Speakers, Wall and Bar Boxes and Arcade Equipment. Write either office today!

PHONOGRAPHS	ARCADE EQUIPMENT
Seeburg 9800 R. C. Write	Wurlitzer Mod. 850s Write
Seeburg 8800 E. C. Write	Wurlitzer Mod. 750Es Write
Seeburg Colonel R. C. Write	Wurlitzer Mod. 800s Write
Rockola Spectravoxes Write	Wurlitzer Mod. 700s Write
Rockola Supers \$209.50	Wurlitzer Model 500s \$179.50
Rockola Masters 197.50	Mills Empress 179.50
Rockola DeLuxes 159.50	Wurlitzer Mod. 600 149.50
Seeburg Classics 189.50	Seeburg Gems 139.50
Seeburg Vogues 179.50	Mills Thrones 129.50
Seeburg Regals 149.50	Wurlitzer G16, III 59.50
Rockola Monarchs 99.50	Wurlitzer Mod. 412s 39.50
Rockola Imperial 20s 79.50	

All Machines Reconditioned and Ready for Location. 1/3 With Order, Balance C. O. D.

BADGER SALES COMPANY
1912 WEST PICO BLVD., LOS ANGELES, CALIF.

BADGER NOVELTY COMPANY
2546 NORTH 30TH STREET MILWAUKEE, WISCONSIN

BUY NATIONAL VALUES FOR THE DURATION!

PHONOGRAPHS	CONSOLES
Reconditioned by Factory Trained Service Men. Cabinets Refinished. Sound Mechanically.	Bally Hi Hands \$165.00
WURLITZER	Silver Moon Totalizers, F.P. 135.00
Model 750-E, Adapter & E. S. \$375.00	Jennings Fastime, F.P. 85.00
Model 800, 24 Record 319.00	Jennings Good Luck, Payout 45.00
Model 24, with Adapter & 4 Wallboxes, 2-wire type, 5c, 10c, 25c comb. 289.00	Jennings Gigrolia, Mod. V, F.S. 125.00
Model 500, 24 Record Keyboard 185.00	Jumbo Parade, F.P. Anim. Char. 129.50
Model 800, 24 Record Rotary Dial 160.00	Mills F.P. Slots 79.50
Model 616, III, Sides & Grille 89.50	Mills '41 F.P. 1-2-3 89.50
Model 616, Regular 65.00	Mills '39 F.P. 1-2-3 39.50
Model 61, '39 Counter Model 79.50	Sport Special, F.P. 98.00
ROCK-OLA	Santa Anita, Payout 134.50
1941 Spectrovox & Playmaster Phono Comb. & 3 Dial-a-Tune '41 Wall Boxes, Complete \$375.00	Sport King, Payout 144.50
Write for List of Late Reconditioned Phonographs, 5-Ball Free Play Games and Over 500 Assorted Counter Games.	Grand National, Payout 98.00
TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.	Grand Stand, Payout 69.00

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

GENCO'S FOUR ACES

**THE LAST WORD IN GAMES!
THE LAST GAME
FOR THE DURATION!
WIRE YOUR ORDERS TODAY!**

GENCO MFG. CO. 2621-27 No. Ashland Ave. CHICAGO - ILL.

Iowa Use Tax Back in Court

Suit between two coin machine firms involves use tax as applied to machines

WATERLOO, Ia., April 25.—A suit between two coin machine firms has served to bring Iowa's much-discussed use tax back into the courts again. The Iowa use tax was carried to the United States Supreme Court by Sears, Roebuck & Company and was upheld by the high court in a decision early in 1941. The present case apparently will involve only the application of the use tax to coin machines.

Alleging he had to foot the entire bill for unpaid State use tax on "amusement equipment and music machines" bought by H. & H. Sales Company and M. & J. Sales Company for more than four years, A. C. Sweetman recently asked District Court to order an accounting from H. W. Tromanhauser and Hazel M. Thompson.

Involved is \$140.73 in use tax and \$38.76 in penalty, which Sweetman said the State tax commission forced him to pay on devices bought outside Iowa from April 16, 1937, when the use tax law was passed, till September 30, 1941.

Says Ratio Unknown

Because of involved business combinations and bookkeeping methods, Sweetman stated he had no way of knowing how much of the tax and penalty he himself owed and how much should have been paid by Tromanhauser and Miss Thompson.

According to the petition, Sweetman and Tromanhauser were partners in M. & J. Sales Company till September 21, 1937, when Tromanhauser and Miss Thompson set up the H. & H. Sales Company.

However, Sweetman alleges he continued to receive shipments of his own and Miss Thompson kept the books in combined form.

Last July Sweetman filed a trade name to designate his own business as M. & J. at his home address, but he alleges the H. & H. partnership continued to buy machines under the M. & J. trade name, to complicate the tax records further.

Audit Asked

Alleging that Tromanhauser and Miss Thompson have refused to turn over records or pay a share of the tax, Sweetman asked the court to order records audited and to sign judgment for the amount of tax due from them.

In 1936 and 1937 pinball machines leased by M. & J. were the center of prolonged litigation, but a test case on their litigation fell thru when authorities decided to seize the machines only upon evidence that they had been used for gambling.

IT'S A HIT!



BOMB-HIT

PENNY PLAY COUNTER THRILLER

**FIRST IN FUN!...
FIRST IN PROFITS!**

A Real Money Maker! Colorful, Appealing! Compact! Requires minimum counter space. Separate compartment. Records hits.

BUILT TO OPERATE FOR THE DURATION!

NO TAX ONLY \$17.75 EA.

**DISTRIBUTORS—WRITE!
PRODUCTION IS LIMITED**

ORDER NOW!
Direct or From Your Distributor

BAKER NOVELTY CO., Inc.
1700 W. Washington Blvd.
Chicago

BOMB-HIT

Recommended and Distributed by

TORR

2047A-50. 6th PHILA., PA.

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.

NEW! LEGAL!

Manufacturer offers a limited number of brand-new, deluxe floor-model, LEGAL, tax-free, nickel-operated AMUSEMENT MACHINES. This is a \$100 value. While they last the price is only \$25 each. Write for details!

BOX 285 MINNEAPOLIS, MINN.

PRICED FOR QUICK SALE

12 KIRK HOROSCOPE PERSONAL PENNY WEIGHING SCALES \$50.00 EACH (F.O.B. St. Louis) All Scales in Perfect Operating Condition and Excellent in Appearance. Terms: 1/3 dep. with orders, bal. C.O.D.

W. B. NOVELTY CO., INC.
1903 Washington Blvd., St. Louis, Mo.

BARGAINS FROM DAVE MARION

Pikes Peak, Brand New, Orig. Carton. 1 @ \$18.50; 3 @ \$16.50; 5 or More \$15.50
Jumbo Parade, Cash, Brand New . . . \$155.00
10¢ Mills Blue Front Mys., Single J.P. . . 89.50
2 5¢ Mills Mys. War Eagles, Factory Reconditioned, Baked Copper Finish . . . 87.50
5 Gottlieb DeLuxe Triple Grip, Long B. . . 12.50
Wurlitzer 412 . \$52.50 | 1¢ Little Duke . 12.50
Wurlitzer 618 . 65.00 | 10¢ Pace Mys. . 72.50
1¢ Q.T., Green. 34.50 | 1¢ Chrome V.P. 29.50
1/3 Deposit. —Draft or Money Order.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

FOR DEFENSE GET READY...BUY 'EM TODAY!

MONARCH HAS THE GAMES YOU'LL NEED!

NEW GAMES IN STOCK FOR IMMEDIATE SHIPMENT

Mills 5¢ Club Bell Console . . . \$280.00	Mills 10¢ Club Bell Console . . . 285.00	Mills 25¢ Club Bell Console . . . 290.00	Mills 50¢ Club Bell Console . . . 309.50	Mills 5¢ Original Chrome Bell . . . 185.00	Mills 5¢ Gold Chrome Bell . . . 238.50	Mills 10¢ Gold Chrome Bell . . . 243.50	Mills 25¢ Gold Chrome Bell . . . 248.50	Mills 10¢ Blue Front Mystery . \$160.00	Mills Three Bells . 575.00	Mills Jumbo Parade, F.P. . . . 140.00	Mills Bonus Bell, 5¢ 229.50	Mills Bonus Bell, 10¢ 234.50	Mills Bonus Bell, 25¢ 239.50	Mills Bwn. Frt., 5¢ . 216.50	Mills Bwn. Frt., 10¢ . 221.50	Mills Brown Front, 25¢ 226.50	Mills Giltter Q.T., 5¢ 107.50	Mills Vest Pocket, 5¢ \$ 62.50	Mills Jack-in-the-Box Stand . . . 39.50	Mills Jumbo F.P. & P.O. Mint Vend. 185.00	Mills Safe Stands . 14.75	Bally Longacre . 309.50	Bally Pimlico . 309.50	Bally Hi-Hand . 229.50	Keeney Four-Way Bell, 3 nickel & 1 quarter 495.00	Keeney Super Bell 295.00	Jenn. Bobtail, FP 169.50	Baker Pacer, J.P. 349.50	Bally Torpedo . 299.50
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NEW FREE PLAY NOVELTY GAMES IN STOCK — IMMEDIATE SHIPMENT
WRITE, WIRE OR PHONE FOR PRICES — QUANTITIES LIMITED

Genco Four Aces	Gottlieb Liberty	Exhibit Sky Chief	Chicago Coin Yanks
Genco Defense	Gottlieb Keep 'Em Flying	Exhibit Air Circus	Chicago Coin Home
Genco Victory	Gottlieb Five & Ten	Exhibit Big Parade	Run of '42

MISCELLANEOUS EQUIPMENT

Exhibit Rotary Merchandiser . . . \$179.50	Mutoscope Drivemobile . . . 210.00	Mutoscope Sky Fighter . . . 195.00	Mutoscope Ace Bomber . . . 210.00	Bally Alley . . . \$ 34.50	Erle Diggers, M'bieglo 69.50	Gottlieb Gripper . . 19.50	Exhibit Diggers . . 69.50	Keeney Air Raider . 145.00	Rock-Ola Ten Pin . 64.50	Kicker & Catcher . 18.50	Keeney Anti-Aircraft 42.50
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FREE PLAY CONSOLES AND COMBINATION FREE PLAY AND PAYOUT CONSOLES

Bally Big Top . . . \$129.50	Keeney Super Bell . 219.50	Jennings Fastimo . 104.50	Jennings Bobtail . 139.50	Pace Saratoga, Comb. 159.50	Mills Jumbo Parade 89.50	Jennings Silver Moon, 5¢ . . . \$139.50	Jennings Silver Moon, 10¢ . . . 154.50	Jennings Jumbo Parade 89.50	Mills Jumbo Parade 89.50	Mills Jumbo Parade 89.50
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MILLS OWL—FIVE BALL FREE PLAY NOVELTY GAME . . . \$ 99.50

ROCK-OLA 1941 SPECTRAVOX & PLAYMASTER PHONOGRAPH COMB. 350.00

AUTOMATIC PAYOUT CONSOLES

Baker Pacer Jackpot . . . \$249.50	Bally Roll-Em . . . 179.50	Mills Jumbo Parade 120.00	Pace '41 Saratoga . 140.00	Keeney Triple Entry 175.00	Jenn. Silver Moon . \$135.00	Groetchen Sugar King . . . 59.50	Mills Square Bells . 79.50	Evans '40 Bangtails 175.00	Jennings Good Luck 49.50	Paces Races Wzl. . \$135.00	Evans Galloping Dominos 59.50	Jennings Fastimo . 74.50	Exhibit Tanforan . 49.50	Jenn. Multiple Racer 49.50
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TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D.
Write for Complete List, New and Used Equipment, Games, Slots, Phonos, Etc.

GET READY . . . BUY 'EM TODAY!
MONARCH HAS THE GAMES YOU'LL NEED!

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

This space is donated to BUY remind you to BUY UNITED STATES SAVINGS BONDS AND STAMPS



GLOBE

PRINTING COMPANY
1023-25-27 RACE ST., PHILA., PA.

FOR SALE

Two PHOTOMATIC Machines

Coin Operated. Less Than One Year Old.
\$750.00 EACH

BARKER SALES COMPANY

523 Illinois Building Springfield, Illinois

Bell & Howell Get New Plant

CHICAGO, April 25.—Bell & Howell Company, maker of projectors for coin-operated movie machines and one of the world's largest manufacturers of motion picture equipment, will have a \$2,000,000 lens manufacturing plant built for it by the Defense Plant Corporation.

The project, construction of which is to get under way at an early date, will be located northwest of Chicago in Lincolnwood. Site comprises approximately 10 acres.

Product of the new facilities will be confined almost exclusively to lenses.

Atlas Repair Dept. Keeps Games Going

CHICAGO, April 25 (DR).—"More and more operators are availing themselves of the Atlas repair service which has been instituted to keep customers' games in operation continuously," report Eddie and Morrie Ginsburg. "Operators are checking the stock they have on location and the machines that are in the basement or garage. As the time draws near when no more equipment will be manufactured, they realize the importance of rebuilding these games and know that they can depend on us to do a thoro job."

This week Eddie and Morrie Ginsburg, officials of the firm, single out Joe Greene as deserving of special commendation for his efficiency in refining equipment.

"Joe, who has been with the firm for many years, is master of the air brush technique, a method that requires the latest and most modern devices, applied with expert skill for outstanding results. After a machine has been checked for mechanical perfection, Joe takes it over. The cabinet may be scratched and cracked, but when the refinishing department gets thru with it the game will be as clean and flashy and good looking as the day it came from the factory.

Greene is an expert carpenter, electrician and maintenance man, has four assistants and all of them work together with speed and precision in order to render the highest type of service to our customers. They have never found a job too difficult to do.

"Usually, Greene and the boys try to match the original colors, but if this cannot be done, they give the cabinets a completely new paint job, skillfully painting the colors so that the play appeal of the game will be increased. The refinishing department has stocked up with paints that are now difficult to get and is prepared to guarantee beautiful results for a long time to come," said the Ginsburgs.

BRAND NEW MILLS JUMBO. Combination Mint Vender Free Play \$229.50 Cash and Check Payout

Guaranteed Like New MILLS Late Model Four \$299.50 Bells, Cash and Check.

MILLS Late Model Jumbo \$119.50 Parade, Cash-Check Mdl.

MILLS THREE BELLS

Write for Prices. COMPLETE STOCK OF MILLS NEW SLOTS on Hand for Immediate Delivery.

We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Watling. Write for Price List and Circulars.

SICKING, INC.

1401 Central Pky., Cincinnati, O. 927 E. Broadway, Louisville, Ky.

EXPERIENCED MECHANIC

On all kinds of Coin Operated Amusement Machines to work in Penny Arcade. Salary to start \$50.00 per week. Experience and references required. Married man preferred.

BOX D-208

Care The Billboard

Cincinnati, O.

LAST CALL FOR THE DURATION! EVANS TAX FREE GAMES

WILL KEEP YOU GOING PROFITABLY!

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. 2918 W. PICO BLVD. LOS ANGELES, CALIF.

WE'VE GOT 'EM READY FOR IMMEDIATE DELIVERY

CONSOLES

SUN RAY ★ CLUB BELLS ★ HIGH HANDS

KING PIN BOWLING ALLEY ★ TORPEDO GUN

LONGACRE—ONE BALL

The Factory Is Already Sold Out of Some of These Items! Write For Our Prices Quick!!

THE CALVERT NOVELTY COMPANY

708 N. HOWARD ST., BALTIMORE, MD. (Telephone VERNON 3034)

WE'VE GOT 'EM

WE'VE GOT 'EM

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

WHILE QUANTITY LASTS
Chicago Coin's All Star

Hockey

NO MORE
'TILL THE
WAR IS OVER!

Order yours at once!



Buy U. S. BONDS and STAMPS!

CHICAGO COIN MACHINE CO. NOT INC. 1725 W. DIVERSEY CHICAGO

FREE PLAY GAMES	FREE PLAY GAMES	MISCELLANEOUS
Stratoliner . . . \$39.50	Flicker . . . \$42.50	Mills 12 Rec. Phono \$ 32.50
Sea Hawk . . . 39.50	A.B.C. Bowler . . . 64.50	Seeburg Classic . . . 174.50
Attention . . . 39.50	Eureka . . . 39.50	Seeburg Marbig . . . 189.50
Stars . . . 39.50	Mills Owl . . . 79.50	Battling Practice . . . 129.50
Broadcast . . . 39.50	Mills 1-2-3, 1940 . . . 85.00	Groetchen Metal Typo . . . 79.50
Schooldays . . . 39.50	Rays Track . . . 52.50	Staw-McG. Cig. M/O 75.00
Ton Spot . . . 39.50	Airway . . . 9.50	Holly 1/4 Grip Mach. . . 11.50

Terms: One-Half Certified Deposit With Order—Balance C. O. D. Ready for Immediate Delivery—Bally Longacres, Exhibit Air Circus and Sky Chief. 4848 MT. ELLIOTT AVE. DETROIT, MICHIGAN

AJAX NOVELTY COMPANY

BELLS GENUINE FACTORY REBUILTS! WRITE FOR PRICES
Blue Fronts—Brown Fronts—Gold Chromo
Bells—Chrome Bells—Bonus Bells—Melon
Bells—War Eagles—Roman Bells
1c — 5c — 10c — 25c — 50c

SKILL GAMES	PAYTABLES	CONSOLES
Western's Baseball '39	Sport King, J.P. . . \$144.50	10¢ or 25¢ Mills Golf
Comb. F.P.&P.O. . . \$ 94.50	Grand National, J.P. . . 109.50	Ball Vender . . . \$245.00
Battling Practice . . . 134.50	Pacemaker, \$45 J.P. . . 109.50	Mills 4 Bells, 5¢ . . . 375.00
Seeburg Shoot the Chutes . . . 104.50	Grandstand, \$45 J.P. . . 89.50	Evans Galloping Dominos, Black . . . 79.50
Evans Ten Strike . . . 79.50	Thistledown, \$45 J.P. . . 79.50	'40 Gallop, Dominos 179.50
Anti-Aircraft, Mer'glo 62.50	Hawthorne, \$50 J.P. . . 79.50	Evans Lucky Lucro . . . 189.50
Anti-Aircraft, Brown 59.50	Seabiscuit, \$45 J.P. . . 79.50	Bally High Hand . . . 189.50
Exhibit's Vitalizer . . . 89.50	Sport Pate . . . 64.50	Watl. Big Game, P.O. 114.50
Bally Alley . . . 59.50	Mills 1-2-3 . . . 59.50	Mills Jumbo, F.P. . . 134.50
Skeehallete . . . 79.50	Colonel 1940 E.S. . . \$319.50	Mills Jumbo, P.O. . . 114.50
View-o-Scope . . . 24.50	Major 1940, E.S. . . 299.50	Paco Saratoga, P.O. 79.50
Film-o-Scope . . . 19.50	Commander E.S. . . 294.50	Saratoga, F.P. & P.O. 179.50
Keep 'Em Bombing, Brand New, No Tax 22.75	Royal 1938 . . . 119.50	Paces Races, J.P. . . 175.00
	Model H-12 Rec., Keyboard . . . 69.50	Keeney '38 Skill Time 119.50
	Model C-12 Records. . . 59.50	Evans Bangtalls . . . 97.50
	WURLITZERS	Mills Square Bell . . . 79.50
	618-18 Records . . . \$ 79.50	Jenn. Fast Time, F.P. 97.50
	412-12 Records . . . 59.50	Jenn. Fast Time, P.O. 89.50
	P12-12 Records . . . 54.50	Jenn. Liberty Bell, Flat 39.50
	41-1940 Counter . . . 119.50	Jenn. Liberty Bell, Sl. 44.50
	61-1039 Counter . . . 89.50	Bally Royal Flush . . . 59.50
	MILLS	Boulah Park . . . 79.50
	Throne of Music . . . \$159.50	China Boy . . . 49.50
	Empress . . . 189.50	Exhibit's Tanforan . . . 49.50
	ROCK-OLA	Groetchen's Sugar King 59.50
	Super 40 . . . \$229.50	Buckley Track Odds, Round Head . . . 129.50
	Master 40 . . . 219.50	Buckley Flashing Ivorys, Round Hd. . . 129.50
	Deluxe 1939 . . . 179.50	
	Standard 1939 . . . 189.50	
	Imperial 20, 20 Rec. 109.50	
	Rhythm Master 16 . . . 69.50	

SEND FOR COMPLETE 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

Approved ... BY AIR-MINDED AMERICAN PLAYERS!
 ... BY SCORES OF OPERATORS!
 THE NATION'S
 SUPER THRILL!

TEST PILOT

EXCITING REALISM! TIMELY! NEW!
100% LEGAL!

The thrill of a life-time for the player . . . the opportunity of a life-time for the operator! Air-minded America O. K.'s TEST PILOT for fun and excitement! TEST PILOT provides aeronautic education in keeping with Uncle Sam's program. Player maneuvers model plane through dives, banks, turns and climbs to keep it "On the Beam"! TEST PILOT utilizes high-velocity wind-tunnel principle as in airplane tests. Perfect player appeal! Simplified mechanism and unique scoring device proved perfect in actual operation. TEST PILOT is ideal for Big Profits in Arcades, Amusement Parks, Bowling Alleys and scores of other locations everywhere!

LAST CALL! ORDER NOW WHILE THEY LAST!
\$345.00 Complete **NO TAX**
 With Seat

AEROCRAFT CO. 4630 N. Hermitage Ave.
CHICAGO



Size:
60"x62"
x26"

**SEE YOUR DISTRIBUTOR
 OR WRITE OR WIRE DIRECT**

Distributors: Some Territory Still Available!

Chicago, Ill. Monarch Coin Machine Co. 1546 N. Fairfield Ave. National Coin Machine Exch. 1411 Diversey Pkwy.	St. Paul, Minn. Mayflower Nov. Co. 2218 University Ave. Los Angeles, Calif. Mac Sanders Co. 2837 W. Pico Blvd.	Buffalo, N. Y. Jas. D. Blakeslee 43 Fifteenth St. Syracuse, N. Y. Bison Nov. & Mach. Co. 628 Montgomery St.	Des Moines, Iowa Superior Coin Mach. Co. 3211 Forest Ave. Philadelphia, Pa. K. C. NOVELTY CO. 419 Market St.	St. Louis, Mo. Ideal Novelty Co. 2823 Locust St. Cleveland, Ohio Cleveland Coin Mach. Exch. 2021 Prospect Ave.	Denver, Colo. Denver Distr. Co. 1856 Arapahoe St. Springfield, Mass. Automatic Coin Mach. Co.	Youngstown, Ohio Universal Amuse. Co. 3317 South Ave. Amsterdam, N. Y. E. M. Doyle Atlanta, Ga. Friedman Amuse. Co.
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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 Argentine\$49.50 Bandwagon 24.50 Big Chief 24.50 Bosco 64.50 Gun Club 54.50 Hi-Hat 39.50 Jungle 59.50 Seven Up 27.50 South Paw 44.50 Ten Spot 37.50 Metro 24.50	CHICAGO COIN All American\$24.50 Dixie 19.50 Home Run '42 74.50 Legionnaire 44.50 Majors '41 39.50 Polo 24.50 Snappy '41 49.50 Sport Parade 29.50 Star Attraction 44.50 Stratoliner 24.50 Venus 64.50	EXHIBIT Big Parade\$74.50 Double Play 29.50 Duplex 24.50 Stars 29.50 Sun Beam 29.50 Zombie 24.50 Congo 29.50 West Wind 39.50
BALLY Beauty\$19.50 Cross Line 22.50 Flicker 24.50 Pan American 34.50	KEENEY Sky Ray 34.50 Wild Fire 34.50 Repeater 32.50	GOTTLIEB A.B.O. Bowler\$49.50 Belle Hop 39.50 Champ 34.50 New Champ 49.50 Horoscope 42.50 Spot Pool 54.50 Texas Mustang 54.50 Sea Hawk 29.50
SUCCESS Boomtown\$27.50 League Leader 24.50 Red, Whit., Blue 24.50	STONER Hi Stepper\$29.50 Super Chubbie 44.50 Sara Suzy 19.50 Ump 24.50 Wow 24.50	BAKER Line Up\$27.50 Target Skill 34.50

SPECIAL CLOSEOUT X-RAY POKER Brand New In Original Factory Sealed Cases, Only a Few Left \$139.50 EA.	SUPER BUYS Club Bell, F. P., Touch Button Model, Used Only 10 Days, Like New\$279.50 High Hand, F. P. and C. P. 139.50 Super Bells, F. P. and C. P. 189.50 Mills 1-2-3 (1940) 84.50
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TERMS: 1/3 Cash, Balance C. O. D. Full Cash All Orders Under \$25. Give 2nd and 3rd Choice.

ACTIVE AMUSEMENT MACHINES CORP.
 900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

SHOOT THAT RAT!

AND ARE THESE BANNISTER CHICKEN SAM CONVERSIONS TAKING PLAY

We used some and bought all BANNISTER had. They're good and they're yours while they last. Postpaid at \$7.95 for remittance with order.

ANGOTT SALES CO., Inc., 51 Selden St., Detroit, Mich.

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

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"BRAND NEW" GAMES MADE OUT OF YOUR OLD GAMES

1. All old paint removed.
2. Cabinets redesigned and refinished.
3. New design on backglass and playfield.
4. New names. New moulding around glass.
5. All visible metal parts refinished. All legs refinished.
6. New style bumpers added. Playfield panel repinned.
7. Both inserts tested and reconditioned.
8. Machine tested for percentage.

We Are Now Running Thru:—

Fleet (COMMANDER), Flicker (LIBERTY), Zombie (BATTLE), Red, White & Blue (DE-ICER), Leader (SENTRY), Metro (HIGH BOY), Four Roses (SEA POWER), Vacation (ROLL CALL), Bally Rapid Fire next in production.

SULLIVAN-NOLAN ADV. CO. 527 W. CHICAGO AVE. CHICAGO

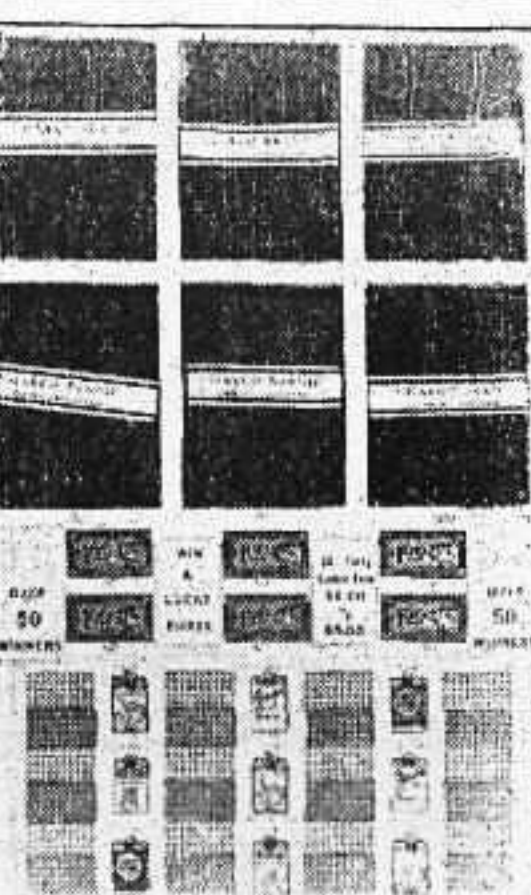
OPERATORS—DISTRIBUTORS

Our Board Prices Are Not Controlled
BILFOLD JACK POT
 — 1200 HOLES — 5c —

Takes in	\$60.00
Gives Out	
1 Billfold and	\$5.00
5 Billfolds and \$1 Each	5.00
6 @ \$1	6.00
24 Last Sections @ 25c	6.00
42 Packs Cigarettes	5.88
YOUR PROFIT	\$27.88

PRICES	
Lots of 5	\$3.25 Each
Lots of 10	3.00 Each
Lots of 25 or More	2.90 Each
25% Deposit or Full Remittance With All Orders.	

A. N. S. COMPANY
 312 CARROLL ST. ELMIRA, N. Y.



WHAT HAVE YOU IN LEGAL EQUIPMENT?
 CASH WAITING! GIVE FULL DETAILS IN FIRST LETTER!!
 OUR NEW HOME
GEORGE PONSER CO. 763 SO. 18th ST., NEWARK, N. J.
 ALL PHONES: ESSEX 3-5910



SERVING IN THE LINE

BEHIND THE LINE

Fully, does Our Nation realize Industry's task in achieving a victory. More fully does Our Nation realize the great contribution that "these heroes of the production line" are making to victory. High morale is important to the tremendous job they have so wholeheartedly undertaken . . . keeping this morale at a high pitch is a job that music feels privileged to do!

Recognizing music as a "morale lifter upper," many industrial plants, throughout the nation, are making music available to their workers. Seeburg Music Systems are destined to play a big part in supplying music to Industry. Music affords the war workers mental and physical relaxation so necessary to high morale . . . so necessary to geared up production.

Music is proud of this assignment . . . an assignment we will fulfill with every resource at our command . . . to keep "Serving In the Line Behind the Line."

To Go Ahead . . . Go
Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

Remember! Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!



EVENING NEWS

WEDNESDAY, APRIL 22, 1942

FORTY-SIX PAGES

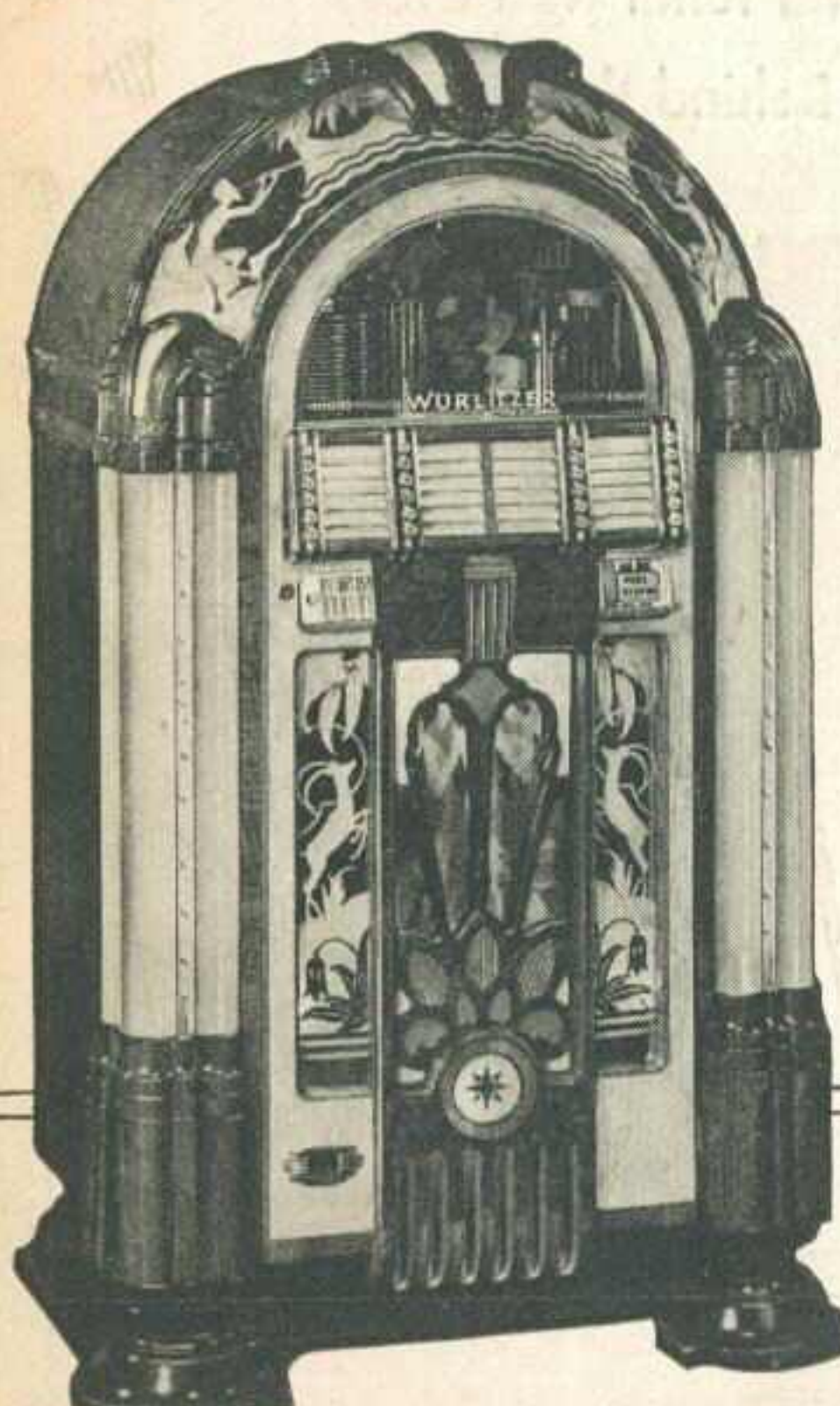
COMPLETE FINANCIAL
Closing Prices on Page 36

PRICE THREE CENTS

WURLITZER VICTORY MODEL 950 STOCKS DWINDLE AS MUSIC MERCHANTS BUY FOR DURATION

High Earning Record Of Deluxe Wurlitzer Instrument Stimulates Unprecedented Last Minute Demand

...ent illumination effect is the...
"Mechanically, the Model 950 embodies a host of traditional Wurlitzer features, further emphasizing that it's a Wurlitzer thru and thru. No change has essential features...
...ted so richly to... The



ORDER YOURS NOW

Every Music Merchant who has owned and operated Wurlitzer Victory Model 950's KNOWS they'll out-earn any phonograph ever built. Now that the supply of Wurlitzer 950's is limited there is a tremendous demand for these mag-

nificent money makers. That's why Wurlitzer issues this warning. If you want "950's" you want to move fast. See your Wurlitzer Distributor today.

The Rudolph Wurlitzer Company, North Tonawanda, New York.



"YOU BET WURLITZER IS WORKING ON WAR PRODUCTION FOR ME"

WURLITZER - A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS