

# The Billboard

The World's Foremost Amusement Weekly

MARCH 21, 1942

15 Cents

Vol. 54. No. 12



## DICK KUHN AND HIS ORCHESTRA

Fourth Year  
Hotel Astor, New York  
On DECCA RECORDS

Direction: Music Corporation of America



On **THE AIR**  
 On **RECORDS**  
 Over **COUNTER**  
 the

—THEY'RE ALL **HITS**  
 from the publishers of  
 "I DON'T WANT TO SET THE WORLD ON FIRE"

**CANCEL THE FLOWERS**

**CHINA CONGA**

**OVER THE MEADOW**

**MY FACE IS DIRTY WITH KISSES**

**SORRY FOR YOU**

**NO LOVE BLUES**

**THE STORM'S ALL OVER**

**KICKONGA**

**SENTIMENTAL SERENADE**

**IN SUNNY SAN DOMINGO**

**THE STOMP WALTZ**

**STRICTLY INSTRUMENTAL**

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# ROOFS DARE WAR JITTERS

## EDITORIAL

### The Wail of The Murderers

RECENTLY the drama reviewers on the New York dailies—most of them, anyhow—have been wailing like a parcel of prize banshees that the Broadway legitimate theater is dead. Such wails are nothing new; they erupt with the regularity of a geyser (with which they have other points of resemblance) every five years or so. The moans this time, however, are more enthusiastic than ever.

Generally, the vicarious death-rattles make three points: 1—that no hits have been produced since the United States declaration of war, a sad fact that is, unfortunately, true; 2—that even major playwrights have given us only slices of choice hogwash that have appeared and then disappeared almost instantaneously, and 3—that such plays failed because they had nothing to do with front-page news, and the theatergoing public will take, these days, only plays that concern the war and other current problems.

It is on this third point that the drama's somewhat dubious defenders prove themselves enthusiastically myopic.

They fail to realize that it is they, the critics, who have closed the shows quickly because they refuse to sit thru those that haven't a front-page theme—thereby tacitly admitting themselves to be incapable of acting as fair judges.

That the critics have closed most of the shows in question is demonstrable. More and more, as playgoers' entertainment budgets shrink, critics affect the box offices and managers close panned shows immediately. Most of those under discussion received brutal notices and closed so quickly that there was no possible chance to see whether the general public would have liked them or not.

That being so, it is the critics' rather than the public's insistence on seeing nothing that fails to deal with front-page problems that closed them. Many of the reviewers have adopted a policy of panning almost anything that fails to treat of current events, as is evident from their reviews; some have even avowed that they are so wrapped up in current events that they cannot assign dramatic importance to anything else. It is this attitude that is closing the shows, not the attitude of the public—a public that is still flocking to see such violent war plays as "Life With Father," "My Sister Eileen" and "Arsenic and Old Lace."

It is quite possible that, if the critics decided to bring fair and unprejudiced attitudes to their reviews of escapist plays, the public might flock to them eagerly—just as the public still flocks to escapist plays that were lucky enough to come in before the boys adopted their current attitude. And then the critics might discover that their wailing has all been for nothing, and that the Broadway theater isn't really dead after all.

## Sky Clubs and Rooms Plan To Run As Usual This Summer; See Little Business Loss From Raid Scare

NEW YORK, March 14.—War and the possibility of air raids on major cities will not affect hotel roof garden operations this summer, at least according to present plans of hotel showmen. Of 11 hotels in New York which operate sky niteries, eight have announced their intention of doing business as usual on the roofs. Operations of the other three were curtailed previous to this year, while one, the Hotel Pennsylvania, stated that the threat of air raids was largely responsible for the decision to stay shuttered this year.

Waldorf Astoria, Astor, St. Regis, Biltmore and St. Moritz are scheduling roof openings from the middle of May to the beginning of June, normal opening dates for the fresh-air entertainment operations. St. George and Bossert hotels, Brooklyn, will also open at the regular time. Hotel Park Central's Coconut Grove, an all-year-round operation, is eight floors below the roof and con-

sidered one of the safety zones of the hotel in case of an air raid. Pierre and McAlpin roofs have been dark for the past few years.

Only hotel with a definite roof booking is the Astor, with Tommy Dorsey's band scheduled to unshutter the roof May 19. No extra contract provisions have been made in case of an unexpected cancellation due to war conditions, which is in line with the policy of the American Federation of Musicians, which will decide war contract cancellations according to individual circumstances.

Reason for the optimism concerning continued summer business despite the suspicions held that lighted roof gardens might prove air-raid targets is the autonomy given hotels by the police department and the Office of Civilian Defense.

Hotel Association of New York recently took up the general problem of air-raid (See Roof Garden Plan on page 12)

## IA Board Asks Reforms Including Ban on Ex-Convicts as Officials

NEW YORK, March 14.—As a result of the midwinter meeting of the general executive board of the IATSE, bulletin has been sent to all IA locals recommending constitutional changes for adoption at the next IA convention. Foremost among these is a provision that any member previously convicted and imprisoned for a term of more than one year shall be disqualified from holding any IA office. This provision was made as a result of the Browne-Bioff scandal which recently threatened the union.

The bulletin has been sent to locals far in advance of the convention so that discussions may be had among the membership. None of the recommendations shall become law unless they are adopted at the confab.

Other changes asked are the lowering

of initiation dues to a maximum of four times the weekly salary for the position applied for; elections to be held every two years; delivery of records to the trustees after the elections have been certified and the auditing of books annually by certified public accountants chosen by the International president with the consent of the board. Reports are to be submitted to conventions and the cost of audit to be borne by the board.

Another important recommendation is the new authorization of strikes when amicable efforts fail. They recommend that the International president be empowered to authorize that a local call a strike. Where the controversy concerns three or more theaters, the International president cannot call a strike unless by consent of the executive board.

## Star Shuts; Awaits Gaiety Suit; Operators Get Show - Cause Writ

NEW YORK, March 14.—The Star Theater, Brooklyn, withdrew its application for the renewal of its license yesterday, and will close Monday night at the expiration of its current license.

Hearing was set for yesterday, but Morris L. Ernst, attorney for the operators, wired Moss advising him of the withdrawal and saying that the Supreme Court proceedings of the Gaiety Theater will constitute a test of the censorship power claimed by the license department. Outcome will be applicable to all burly theaters

NEW YORK, March 14.—Local burlesque operators won the first round of their battle to reopen their houses this week when Justice Aaron J. Levy, of the New York Supreme Court, signed a writ ordering License Commissioner Paul Moss to show cause why a license to operate the Gaiety Theater should not be granted at \$500 annually. Hearing was set for Wednesday (18). Motion to operate the theaters pending the outcome of the hearing was denied.

Suit was instituted by the Bonserk Theater Corporation, operator of the Gaiety, owned and controlled by I. H. Hirk and Harold Minsky and represented by Morris L. Ernst, who has been retained by the operators. Moss was represented by Corporation Counsel Charles C. Weinstein. Fate of the other shuttered burly houses, Republic and Ettinge,

depends on the outcome of this suit.

The brief submitted to the court charges a deep-seated hostility to burlesque on the part of Moss and Mayor La Guardia. It charges that denial of the license was arbitrary, tyrannical, prejudiced, unreasonable and biased, and that outcome of the license hearings prior to the closings were predetermined.

The brief also includes letters from John G. McCormack, head of the Variety Revue Theater Association, a censoring board established in 1937 to regulate burlesque houses, in which McCormack went on record as recommending the granting of licenses to the various houses.

The application also cites continued abuses and personal hostility to burlesque by the license commissioner and describes the calling down of operators on petty complaints such as that of a patron who objected to a skit on Isabella and Ferdinand on the grounds that the sovereigns had been dead many years and their memories should be left to rest in peace. Another was the complaint of a teacher who said he purchased a 25-cent box of chocolates which were said to be honey-dipped and which in fact were not.

Should the operators win this battle, it is probable that the \$1,000 annual license fee will be reduced to \$500, the rate prior to 1937. Since 1937 the operators (See STAR SHUTS on page 15)

### Caught at the Switch

SACRAMENTO, March 14.—Bob Hope, Bing Crosby, Babe Ruth and Governor Culbert Olson of California spent two rather chilly hours in the Governor's parked limousine here the night of March 1, waiting for a train at an out-of-the-way station on the outskirts of Sacramento.

The quartet had played a Red Cross exhibition golf match here Sunday, drawing over 2,000 persons—largest golf gallery in local history—then had put on shows at both Sacramento army air depot and Mather Field. Booked to take a 7:50 p.m. train that night, they asked if they couldn't flag the train at Brighton switch. Told they could, they sped there, only to see the train roar past as they pulled up.

Two hours later the second section finally arrived.

## AGVA Threatens Strike in Buffalo; Deadline March 21

BUFFALO, March 14.—Fixing a deadline of Saturday (21) for a city-wide walkout of performers from 23 cafes and night clubs here, American Guild of Variety Artists is preparing for its first general strike in its three-year history. Prof. Wilbur Maji, head of the AGVA Buffalo branch, notified national headquarters today that negotiations with the Niagara Frontier Club Owners' Association had broken down and that a general strike would be instituted, supported by the American Federation of Labor Council in Buffalo.

Buffalo branch, only 10 weeks old, has been dickering with cabaret heads the past month for contracts covering wages and working conditions of performers in the area. Niter owners also organized, claiming 21 members out of the 23 night clubs, paying \$25 a month dues each.

AGVA is asking for minimum wages of \$60 for A spots, and \$35 for C locations; (See AGVA THREATENS on page 15)

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# Fischer's "Priorities" Stacks Up As Stem's Best Entertainment Buy

NEW YORK, March 14.—Shades of the Palace two-a-day came swirling back to the Main Stem Thursday (12) when Clifford C. Fischer, by arrangement with the Messrs. Shubert, presented a variety revue called *Priorities of 1942* at the 46th Street Theater. Despite the fact that a line of girls has been added and there are vague hints at production efforts now and then, it parallels one of the grand old bills that, week in and week out, used to put the then current musical comedies to shame. The old formula still works. With nothing but drapes and a couple of stock sets, with no special material to speak of—but with Lou Forman, formerly of the Palace, in the pit—*Priorities of 1942* shapes up as by long odds the most entertaining musical on Broadway today.

Once again, as the old Palace shows used to do regularly, the old vaude formula puts to shame those producers who spend months and thousands on settings and material. With top performers such as Mr. Fischer has assembled, and with the terrific musical backing that it's a pleasure to hear Mr. Forman provide once more, you have all that any show needs. To be convinced, you need only go down the list of talent, headed by Lou Holtz, Willie Howard, Phil Baker and Paul Draper—all in the same show. It seemed like 47th Street and Seventh Avenue on a good Monday afternoon.

With names like that, *Priorities* is, naturally enough, pretty much a laugh show. And additional laughs are added by some of the supporting acts, notably Gene Sheldon and Loretta Fischer and the Nonchalants. But there is enough diversity, too. There is, for example, Hazel Scott, of Cafe Society fame, who performs her amazing swing ivory tickling in her inimitable style—and who, on second night, stopped the show so cold that they had to cart the piano back onstage so that she could give a second encore. Or the Helen Reynolds Skaters, one of the finest opening acts in the business, who start the show off at a whirlwind pace with their sensational spins and lifts on the rollers. Or the hot Latin dancing of a pair called Lari and Conchita, who hail from Venezuela—with Conchita very definitely one of the most alluring and engaging Latin

bombshells ever to burst upon the stem. Or the smooth and pleasant ballroom-istics of the Barrys.

Or, still in the dancing department, the superlative concert tapping of Paul Draper, who is, if possible, even better than ever, and whose work literally defies adequate description. Late in the show Mr. Draper comes on to offer an extensive and amazing repertory, including dances to 18th century music, to no music at all, and to a medley of American folk tunes. And then, with the house whistling and stamping and howling "bravos," he brings on the moon—  
(See Fischer's "Priorities" on page 15)

## Gene Austin Files Bankruptcy Petition

MIAMI BEACH, Fla., March 14.—Gene Austin, singer, has filed a statement of affairs and a petition for bankruptcy in Federal Court, Jacksonville.

Listed his personal property and assets at around \$820, and claims against him at more than \$36,000. He listed a judgment against him at Miami for \$8,751.73 awarded to Billy Wehle and Marion Wehle and another for \$25,000 to Coco Herbert.

Austin said his income from singing last year amounted to \$5,140 and that he had no other income.

## How Many Critics?

According to a report released by the Bureau of Census, the State of Wyoming—yes, all of it—had nary a single actress in it in 1940. Of the two actors listed, one must have been a one-man show in every sense of word, because the other—that's right—was unemployed.

## Philly Unions Plug Army Units

PHILADELPHIA, March 14.—Theatrical unions will ask local Civilian Defense Council for okay to sponsor a series of Sunday night vaude shows to raise money for theatrical units to be sent to the army and navy bases in the territory.

Unions have complained that the volunteer services of the musicians and actors have been taxed to the limit. Both the local musicians' union and AGVA will set up special "military wage scales." Charles Borrelli, head of the Borrelli Radio Advertising Agency, heads the union's newly organized entertainment council. Performers and musicians would donate their services for the Sunday night vaude shows, funds realized to cover military scale and traveling expenses for the camp units. A unit was sent to Fort Dix, N. J., Tuesday (10), headed by Joe Camp, AGVA prexy, as emcee, and Moe Jaffee's orchestra, and included seven variety acts, all on the cuff.

# AGVA, Carroll Patch Troubles

NEW YORK, March 14.—National Office of American Guild of Variety Artists was informed yesterday by Leslie Litomy, executive secretary of the Los Angeles local, that disagreement between AGVA and Earl Carroll was settled and that Carroll has signed a contract with AGVA, according to Gerald Griffin, executive secretary.

New York was not notified of the details of the agreement. Original battle, which resulted in AGVA's placing Carroll on the unfair list and deferring the opening of his road unit, was over chorus rehearsal time and \$60 principal minimum. While Carroll was in New York last week, differences were being arbitrated on the Coast.

## S. F. Plans to Fight "Fear Promoters"

SAN FRANCISCO, March 14.—Night clubs, theaters and hotels have banded to fight "fear promoters" who threaten entertainment stability thru raids on the city's normal activities. Greatest attacks have come from Midwestern hotels, urging conventions to move to mid-continent cities.

The San Francisco Convention and Tourist Bureau and Chamber of Commerce are leading the fight. Representatives of various amusement interests here met with officials of these two groups this week and mapped plans to defend the city's position against attacks. It was pointed out that attacks on normal activities constitute a basic national harm.

There are no stringent regulations against night crowd gathering and none are anticipated, and there have been no blackouts in recent weeks to mar travel to amusement spots. Yet, generally, night life business is down, with the Bal Tabarin, currently showing Ted Lewis and his band, and the 365 Club, which several weeks ago switched to an early opening policy, the only places in town getting the class trade. There is little spending of money, which is apparently going for income tax payments.

## Plan Ice Arena For Houston

HOUSTON, March 14.—City commissioners have under advisement a proposal by a local group for construction and operation of a permanent ice skating rink in the Sam Houston Coliseum.

First investment would be \$130,000. Group wants concession privileges during occupancy, except for 20 per cent of gross revenues up to \$100,000, going to the city, operator of the Coliseum. A five-year lease with privilege of renewal for another five if project is success is also requested. The Coliseum has privilege of selecting all dates for other major events, providing the floor remains intact. A 200-day year is promised between September 1 and July 1 each year. Ice shows would be booked along with professional hockey games and public skating.

## USO's First Spot In Canada Opens

ST. JOHNS NEWFOUNDLAND, March 14.—First USO service club outside of the United States was opened here recently for recreational and entertainment activities for Canadian troops stationed here.

Canadian soldiers also witnessed the first USO-Camp Shows, Inc., unit to play the encampment. Unit consisted of Sid Marlon, Cliff Hall, Yvette, Lois Harper, Winnie Shaw, Irving Sacher, Frank Conville and Sunny Dale.



THE management of the Hotel New Yorker pulled a smart stunt for its Woody Herman opening. The actual first night was Friday (13), but the press opening was held Monday (16). The hostelry was thus able to do sell-out business on a cash basis for the first night and free-load the music trade boys on an off evening. . . . Nine Supreme Court justices attended the opening night of *My Sister Eileen* in Washington, and Justice Murphy, who could be watched from the wings, laughed his head off. "Which," says this corner's correspondent, "is more than can be said of John L. Lewis, who caught the show in Baltimore." . . . A local club owner met a crisis calmly last week when a society deb walked in and the owner realized with horror that she was wearing the same gown as his cigarette girl. The cigarette lassie was rushed out of sight and didn't return until she'd switched to another gown. . . . The other day the drama critic of an afternoon daily was called by a member of *The Billboard* staff and asked how he'd felt—yes, no or maybe—about a show he had reviewed just two days before. He said he didn't remember. . . . The diners in a Broadway restaurant were thrown into a panic the other night when a young lady, finished with her dinner, borrowed her escort's pipe and began smoking it. Frantic questions as to why she favored so esoteric a custom were met by a brief and simple reply. "I," she said, "just like to smoke a pipe." . . . Irving Berlin, famed for his absent-mindedness, pulled a beauty last week. He was in Washington and decided to come home, so he walked out of his hotel, boarded a train—and arrived in New York before he realized that he had forgotten to bring his belongings. . . . Madeline Carroll was at the Blue Network's party for the *Ontario Show* that debuted Friday night, looking just as lovely as she does on the screen. . . . The receipts of the Navy Relief Benefit were boosted by about \$13 at the last minute when an anonymous group of cab drivers, who were playing poker and listening to the show over the air, picked up every coin and bill on the table and delivered the dough to the doorman at the Garden. . . . "What," asked Ruth Weston the other day on the third floor at NBC, "is a fox?" And, greeted with an assortment of puzzled stares, "A fox," announced Miss Weston, "is a wolf with a bouquet of flowers."

THE Mitchell Ayres ork, a co-op band, also goes co-op on its gin rummy losses. Each member contributes a gin rummy tax weekly, and the winners get paid off out of the fund. . . . The RCA-Victor album *Mexicana* has an accompanying pamphlet containing Spanish lyrics and English pronunciations, written by Jimmy Paterson—a Greek. . . . Lou Levy goes back to the Coast this week for another Andrews Sisters picture at Universal. . . . Murray Deutch, former member of the Quintones and now in the army, is directing shows at Camp Croft, S. C. . . . Phillips Carlin, Blue program chief, will soon have his stock company idea set. . . . And the Blue Network may be able to move into separate offices on the third floor of the RCA Building by April 1. . . . Ben Yost has been made vocal director of the Women's Recreational Division of the New York Association for the Blind and is rehearsing a choir composed of 25 blind children between the ages of 6 and 18. If plans go thru, he'll offer it for commercial sponsorship, thus providing income for the participants. . . . When there are only a few patrons on hand for the last floorshow, Benito Collada of El Chico sometimes asks permission to put on a rehearsal—which saves afternoon rehearsals and the extra money they cost. Patrons love the idea that they're watching behind-the-scenes stuff. . . . The wife of a certain personal manager makes the gowns for the girl in the team her husband manages. The dancer doesn't like the gowns too well—but doesn't dare refuse to wear them. . . . There's no confirmation on this yet, but it's understood that one maestro had his horn melted down and offered the residue to the Collector of Internal Revenue in lieu of income tax.

## DICK KUHN

(This Week's Cover Subject)

DICK KUHN and "The Biggest Little Band in Radio" are now in their fourth season at Hotel Astor, New York. This summer they will play a repeat engagement at Hotel Statler, Buffalo, where they had a most successful stay last year.

The manner in which Kuhn's Decca recordings are being received by the public gives rise to the thought that his slogan might well be changed to "The Biggest Little Recording Band." At first confined to standards and novelties like "Bill Bailey, Won't You Please Come Home" and "Window Washerman," the smart little crew is now being used for popular numbers, its latest wax effort being "Lamp of Memory." That the band will turn out as salable a pop disk as it has been producing records of oldies goes without saying for anyone who is at all familiar with its work.

When Kuhn started his crew on the big time at New York's Vanderbilt Hotel several years ago he had something completely new and different in dance music—a band made up of concert-caliber musicians, able to play almost any known tune on request and specializing in special arrangements. Since that time Kuhn and Company have come a long way, have attracted many imitators, but remain unchallenged in their field. Engagements since the Vanderbilt days include Melody Club, Washington; Ritz-Carlton Hotel, Boston, and Ritz-Carlton Hotel, Atlantic City.

Kuhn fronts the band on tenor sax, with Lenny Herman on accordion; Hugo Malanga, bass; Charles Shaw, piano, and Roy Seymour, drums. Booking is by Music Corporation of America.

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### AGVA Group Works On Griffin Report

NEW YORK, March 14.—New American Guild of Variety Artists committee to investigate alleged anti-Semitism of its executive secretary, Gerald Griffin, and consisting of Morton Downey, Paul Draper, Dave Fox and Benny Haskell, will report routine findings at the board meeting Monday (23).

Upon completion of report, committee will mail a copy to each member of the National Board for special study, to be taken up for disposition at the board meeting following. Charges are the outgrowth of a skirmish Griffin is supposed to have had with Harry Goodman (brother of Benny) at a trade party thrown by Tommy Dorsey, because of Griffin's alleged anti-Semitic remarks.

First committee to investigate evidence was disbanded after 10 weeks, because of the resignation of Henry Dunn from the posts of treasurer and member of the National Board. Dunn headed the committee. Present committee expects affair to be disposed of in three weeks.

### First Icer in Flushing Rink Draws 2,000 Patrons

NEW YORK, March 14.—A crowd of 2,000 persons attended the New York City Skating Rink in Flushing last Monday (2) to witness the first ice show to hit this spot. Show was produced by Carlotta Wolter, formerly of the *Ice Vanities*, and used a cast of 35 professional and amateur skaters.

Featured in the icer were Carol Lynn and the Three Rookies, of the Center Theater's *It Happens on Ice*; Irving Jaffec and Wilbur Meyer, professionals, and Lois Goeller, Lee Clark and Yvonne Sherman, amateurs. Ballet consisted of 16 girls and 10 boys, all amateurs.

Only a single performance was given, but in view of the success of this single engagement Miss Wolter plans to repeat the show.

ATLANTIC CITY, March 14.—Ada Taylor Sackett, Joana Rafford, Joseph Walker and Eddie Thornton were added professionals at the *Ice Frolic on the Farm*, ice revue presented last Sunday (1) at Convention Hall here. Show was produced by Armand Jones and Gustav Lussl. Only members of the Atlantic City Skating Club, sponsoring the show, and invited guests were admitted to the auditorium.

### 'Macbeth' \$11,600 in Buff, With Webster Sub in Lead

BUFFALO, March 14.—Opening its road tour here, March 2, 3, 4, *Macbeth* ran into trouble. Upon arrival, Judith Anderson suffered a laryngitis attack, and a last-minute substitution brought Margaret Webster flying in to pinch-hit. According to critics, Miss Webster was a very fine substitute and some even said she out-did Miss Anderson's portrayal. What was to be a one-time occurrence stretched out over the entire four performances.

The gross reached \$11,600, second-best this season, and the attendance hit an unprecedented high of almost 6,000. Seats were put in the ork pit, and standees filled the house to the limit. Reason show didn't gross more was the reduced rate offered in blocks of tickets to schools as an educational benefit move.

### 'Father' 16G in Denver; House Mulls More Legit

DENVER, March 14.—The first traveling legitimate attraction to play so lengthy an engagement in some 15 years proved pleasantly profitable here when *Life With Father* grossed \$16,500 in nine performances, March 3-3 at the Broadway Theater. Prices were scaled from 56 cents to \$3.36; an extra matinee was given Sunday, March 8, to take care of unexpected reservations.

Dorothy Gish, who was ill when she arrived in Denver, is still in the hospital here, her place in the cast being taken by her sister Lillian. Fox Theaters, which presented the attraction, are mulling future legit offerings for the Broadway, which normally runs second-run pix. Veloz and Yolanda are only present definite bookings, May 1.

# Possibilities



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

JOAN SPENCER—little girl playing an important role in *Guest in the House*, legit drama at the Plymouth Theater, New York. Youngster displays a remarkable command of stage technique and, in addition, builds an acute and immensely effective characterization. Reads beautifully, with an amazing sense of timing and pacing, and carries important scenes with the poise and ability of a veteran. Definitely rates a fling at kid roles in films.

## For LEGIT MUSICAL

MARJORIE KNAPP—cute rhythm singer caught recently in vaude at Loew's State, New York. Sells a song beautifully, and has the voice, looks, personality and ability to make her an outstanding asset in a legit musical. Works smoothly and makes a swell impression.

## DRAMATIC

STUART GERMAIN—senior student at the American Academy of Dramatic Arts, caught in a number of roles in the student plays given at the Empire Theater, New York. Has done unusually fine character work thruout the season, his Newton Puffer in *George Washington Slept Here* being done with professional competence that allowed it to be compared favorably with the Broadway original. Has also scored as Cyrus Bumpstead in *Broken Dishes* and Dr. Randall in *Stage Door*. Deserves a chance on Broadway.

### "Ice Follies" Attendance Hit By Bad Weather in Buffalo

BUFFALO, March 14.—The *Ice Follies* unit which appeared at Memorial Auditorium here under the sponsorship of the Buffalo Hockey Club, Inc., March 3-8, did nicely, altho bad weather at beginning of run hurt attendance. The total attendance is estimated at close to 50,000, according to promoters, which is considered okay.

Saturday night show sold out and attracted standees, while the Friday and Sunday night crowds were close to full houses. Seating capacity is about 10,000. First three days of show were hurt by poor weather, which congested traffic and kept many patrons away. The sponsors are already planning on the *Ice Follies* date next year.

Hockey Club also sponsors *Ice-Capades*, which will return here next fall.

### "Ism" Count March 21

NEW YORK, March 14.—Ballots of the membership referendum to decide whether or not an amendment shall be placed in the constitution of Actors' Equity Association barring Communists, Nazis and Fascists from holding paid positions or offices in the association will be counted Saturday (21).

Question was deafted last January at a membership meeting. Supporters of the move petitioned Equity Council, with 104 signers (100 are necessary) to place the question before the membership again. Opponents are attempting to defeat it with an appeal that lumping Russia with Germany and Italy, at this time, tends to create disunity and give aid to America's enemies.

### American Academy Students Offer Kaufman-Ferber Play

NEW YORK, March 14.—Last Friday afternoon the American Academy of Dramatic Arts introduced at the Empire Theater one of the most promising young ingenues it has been our privilege to see. The play was Kaufman and Ferber's *Stage Door* and the young lady is Mary Anthony. Miss Anthony didn't play Terry Randall, she was Terry Randall; and she sent us out of the theater lump in throat and with a desire to cheer. If this charming and talented young redhead isn't seen on Broadway soon, we miss our guess.

Miss Anthony was supported by some very nice performances. Stuart Germain offered his usual excellent work as her father, Dr. Randall, and Arthur Siegel was a very acceptable Keith. Marcella Markham made something more than the usual incidental bit out of Olga, and Nedra Mahoney was an excellent Kaye. Michael Crapanuck did a nice character job in the small part of Gretzle, and Robert Hultgren did well by Hastings. Jack Cannon turned in his best work so far in the part of Kingsley. Laurie Abbott impressed as Mrs. Shaw. Sidney Laune will make a good wisecracking comedienne as soon as she learns that a tough voice is not necessary to the lines.

Virginia Beedall, as Jean Maitland, gave no indication as to why even Hollywood should have considered her an actress. She was completely ill at ease. The rest of the cast included Josie Perez, Janet Bostick, Patricia Quillin, Jacqueline Grayce, Dixie DeWitt, Phyllis Adams, Adreinne Bayan, Edith Douglass, Jean Starkweather, Marylin Cantor, Jean Andrews, Barbara Hadden, Dorothy Martin, Anthony Jordan, Steven Gethers, Raymond Julian, Samuel Fertig, Jose Davis, Evelyn McVoy, Thomas Grace and Richard Gerrick. M. A. B.

### Evans OK in Phil

PHILADELPHIA, March 14.—Maurice Evans in *Macbeth* for a single week ended tonight (14) at the Locust Street, was nothing sensational, but estimated gross of \$16,000 was considered good enough. Local critics were cold to the production, reserving all their nice words for Evans.

*Native Son* decided at the last minute to keep on going for a third week at the Walnut Street Theater. The \$2.85 top was cut to \$1.65 for the extra week, and the \$5,200 gate for the week ending tonight (14) is still on the profit side of the ledger. Gives it a total of \$21,000 for the three weeks. Show folded after the local engagement.

### Minoco Anniversary Show

NEW YORK, March 14.—Friday (13) Minoco Productions celebrated its first anniversary as East Coast producers of musical short subjects. Occasion was appropriately heralded at a large-scale trade showing in the Plaza Theater.

Minoco President Jack Barry announced that the company production plans will be extended to include six feature pix for general theater exhibition besides regular short subjects for ad and government agencies.

### No Electioneering—Rule in Equity

NEW YORK, March 14.—With elections coming up in Actors' Equity April 15, members have been prohibited from nominating independent slates, and councilors were barred from electioneering until a nominating committee of six is elected at the quarterly meeting March 27. Action, at last Tuesday's council meeting, was a re-affirmation of a resolution passed in 1938, establishing this policy.

Nominating committee will have to prepare an unusually heavy slate, to fill two vice-presidencies and 18 council posts. Officers' seats are those vacated by Peggy Wood (second v.-p.) and Florence Reed (fourth v.-p.), who resigned last year in protest to the election of independent candidate Alan Hewitt to council. Cornelia Otis Skinner and Dudley Digges have been filling their unexpired terms. Of the 18 council seats to be filled, eight were vacated at the time of the Wood-Reed resignations, for the same reasons.

### "Arsenic" 7G in N. O.

NEW ORLEANS, March 14.—*Arsenic and Old Lace* played to capacity houses in the Municipal Auditorium here Saturday (7). Gross for two performances totaled \$7,289.50, excluding taxes. Evening performance was witnessed by 100 students.

Manager Irwin Poche reports *Arsenic* the most successful attraction since *Philadelphia Story* played here last season. *Claudia* opens April 17-18, with *Candle in the Wind* bowing in 21-22.

### Cornell 10G in Buffalo

BUFFALO, March 14.—Katharine Cornell's *Rose Burke* at the Erlanger here clicked handsomely to the tune of \$10,600. Played here March 9, 10, 11 to big houses, despite bad weather two of three nights. Performances were heralded as another Cornell triumph, while play itself was severely criticized. Show didn't sell out, but was close to it. Scale ran \$1.65 to \$3.30.

### Navy Relief Grosses 145G

NEW YORK, March 14.—Vast Navy Relief Show at Madison Square Garden Tuesday (10) netted \$145,200 for the blue-jacket fund.

Sale of tickets accounted for \$114,000, less \$9,000 in federal taxes. Remainder was made up by program and ad sales to the amount of \$34,500, plus \$6,000 in donations.

### Robin Lee Enlists in Navy

CHICAGO, March 14.—Robin Lee, one of the leading skaters in *Ice-Capades of 1942*, which played the Arena here this week, has enlisted in the Navy and left for the Great Lakes (Ill.) Naval Training Station. His routines with Belda, among others, will be handled by Henry Lee (no relation), West Coast skater who joined the show this season.

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## Wentworth Leaves Lang-Worth; New Company To Expand Comm'l ET, Music Publishing Enterprises

NEW YORK, March 14.—Ralph Wentworth, partner in the firm of Langlois & Wentworth, has sold out his interest in the company to Emil Cote. Deal was a cash transaction, with Cote becoming secretary and treasurer of the company's three enterprises, including Langworth Publications, Langworth Feature Programs and Langlois & Wentworth.

According to C. D. Langlois, the Lang-Worth enterprises will retain their firm names.

Present plans call for expansion of the company's music publishing business and additional expansion in the field of commercial transcriptions, as apart from library service. Company originally placed great stress on commercial taxes, but for some years has been devoting much of its effort to its transcription library business, which serves well over 250 stations. Concentration on the library service came about naturally, tying in with the company's espousal of the tax-free music theory during the days when militant factions of the radio industry were battling the American Society of Composers, Authors and Publishers.

Prior to the departure of Ralph Wentworth, the company was mulling over a plan whereby it would furnish its transcription library subscribers with bonus ASCAP recordings for a nominal fee—this service to be optional with the subscribing station. Under the new set-up, however, it has not been decided whether the company will use ASCAP music on its library service, Langlois

stating that he has received many letters requesting non-ASCAP material. Final decision, he indicated, would hinge on the desires of the stations.

Newest of the company's enterprises is its publishing business, and the new company intends to exploit this to the fullest degree thru its library service, coin-operated machines and other means. Catalog includes some 650 copyrights, mostly standard and popular music.

Ralph Wentworth, now trekking to Mexico on a fishing trip, has had extensive experience in radio, dating back to early days in the industry when he was an announcer. He is considered an expert on copyright problems.

## WHN Face-Lifting; Mull Program Policy

NEW YORK, March 14.—WHN is getting a face-lifting, and is revamping program structure as well as the physical set-up of the offices. Ties in with the station's recent boost in power to 50,000 watts.

Race results are being dropped, Clem McCarthy, race announcer, having left the station yesterday. Concrete program plans not yet set, but management will probably add more live talent and cut down on recorded programs, particularly in the morning. Addition of Joey Nash and Harvey Harding to the morning schedules is a move in this direction.

Station expects to corral a greatly increased audience thru its broadcasting of the Dodgers' baseball games.

## WABC Issues Rate Card; Some Changes

NEW YORK, March 14.—WABC has issued a new rate card with a number of changes. These include classifying Sunday afternoon in Class B, as against the old Class C, representing a slight increase in Sunday afternoon rates. Former Class D (daytime rates) is now Class C, and Class D covers midnight to 1 a.m. and 6-9 a.m. Class E is the new all-night rates, 1 a.m. to 6 a.m. daily.

All station business falls into three classifications—time periods, participations and announcements.

The new basic rates range from \$1,350 for one hour one day to \$6,480 per hour for six days in the Class A category, covering 6:30 p.m. to 10:30 p.m. daily. Half hour per day is \$810, and quarter hour, \$540, ranging up to \$3,888 and \$2,592 for six days weekly.

Basic Class B rate, 6 p.m. to 6:30 p.m. weekdays, and 12 noon to 6:30 p.m. Sundays, is \$1,000 for one hour one day; \$600 per half hour daily; \$400 per quarter hour, daily, and \$320 and \$200 for 10 and 5-minute periods.

Class C basic rate (9 a.m. to 6 p.m. weekdays, 9 a.m. to 12 noon Sundays, and 10:30 p.m. to 12 midnight daily) is \$675 for one hour daily. Class D rate (12 midnight to 1 a.m. and 6 a.m. to 9 a.m.) is \$500 for one hour daily. Class E rate (1 a.m. to 6 a.m. daily) is \$150 per hour daily.

## WWJ Organized as Air Raid Precaution Center

DETROIT, March 14.—Studio building of WWJ has been organized into a complete air raid precaution sector. W. J. Scripps, general manager, is co-chief air warden for the city of Detroit.

Set-up is based on a floor warden for each of the five floors, with a fireman on each floor, plus assistants. Fire-watchers will man the roof, and telephonic communication between the roof and studio is being provided. Four girls on the staff have been assigned to take first-aid courses. Shelter and first-aid room have been equipped in the basement.

## Lawton to NBC-KPO

SAN FRANCISCO, March 14.—Donald W. Lawton, account executive for Botsford, Constantine & Gardner, New York, for five years, has joined NBC-KPO as sales promotion manager. Lee Wood, formerly of KQW, has taken over duties as news editor of KPO.

## What's My Name?

GLENSIDE, Pa., March 14.—Charlie Freed, recent acquisition to the WIBG announcing staff, coming in from WKIP, Poughkeepsie, has always been proud of his family name. However, since arriving at WIBG, he has received fan letters addressed to Charles Breed, Charles Greed and finally to Charles Freak. The last one was too much—which is why, henceforth, he'll be known to the listeners as Allen Charles.

## WIBG Nabs Baseball Broadcasts in Philly

PHILADELPHIA, March 14.—WIBG, at suburban Glenside, Pa., pulled a major surprise in local radio Thursday (12) by nosing out the other full-time stations here for the broadcasting of the major league baseball games this season for Atlantic Refining Company. Station airs from dawn to dusk on 1,000 watts, but has permission to go full time on 10,000 watts. While station hopes to have its transmitter stepped up in time for the ball games, broadcasts will definitely put WIBG in the full-time class.

Byrum Saam and Taylor Grant, who handled the games the past few years via WIP, will handle the WIBG mike. Station will also feed the games to the Atlantic regional network, including stations in Eastern Pennsylvania, New Jersey and Delaware. In addition, will carry the preseason games of the local Athletics and Phillies and reconstruct the away games from the ticker tape. WIBG's bagging of the games leaves plenty of red faces at other local stations, feeling being that WIBG didn't have a chance because of the night games. Placed thru N. W. Ayer Agency, Wally Orr account exec.

## Advertisers, Agencies, Stations

### NEW YORK:

JAMES S. TYLER, for two years with the Bureau of Advertising, joins Mutual Broadcasting System as assistant director of advertising and promotion. . . . WQXR has issued a new promotional brochure, *Music Sells the World's Greatest Market*, indicating that the station covers a population of 12,000,000 in its primary daytime area. . . . Paramount Pictures will use 91 BLUE network stations, March 20, 10:15-10:30 p.m., for a special program promoting the film *The Fleet's In*. Buchanan & Company are the agency. . . . Starting Saturday (14), Clem McCarthy leaves WHN to make way for the station's broadcasts of the Dodgers' baseball games, sponsored by Old Gold. . . . Morris Plan Industrial Bank has renewed *Newsreel of the Air* over WHN for another 13 weeks. Gotham Advertising Agency handles. . . . Alvin M. Josephy Jr., assistant director of News and Special Features of WOR, has resigned to join the radio division of the Office of Facts and Figures in Washington. . . . Raymond Gram Swing, Mutual's news analyst, has been renewed on WOR and 81 other MBS stations by General Cigar Company. J. Walter Thompson the agency. . . . *Double or Nothing*, MBS quiz show, renewed for another 13 weeks by Pharmaco, Inc. . . . J. B. Williams Company has renewed *True or False* on the BLUE network for 13 weeks, effective April 6. J. Walter Thompson the agency.

### CHICAGO:

BOB JENNINGS, executive of the H. W. Kastor & Sons Agency, reports that his office is now feeding 151 stations with transcriptions of the *Meet Your Navy* show piped from the Great Lakes (Ill.) Naval Training Station over the Blue Network. Free service. . . . WIBC, Indianapolis, is now picking up WGN's new commercial, *Maid of America*. . . . Chuck Logan and Stu Dawson, special events director and assistant program head for WBBM, respectively, will have charge of *Spirit of '42* when the Sunday series originates from this area. . . . Emmons C. Carlson, NBC sales promotion manager here, recuperating from a serious illness in Loretto Hospital. . . . Charles Garland, assistant commercial manager of WBBM, has been appointed division chief of the Office of Civilian Defense in the Northwest Chicago area. . . . Sherman Marks, writer-actor-director, added to the WWJD continuity staff. He will prepare the daily *Scar's Digest*, featuring Rosemary Lambricht and Rod

O'Connor. . . . E. R. Borroff, vice-president of the Blue Network in charge of the Central Division, is in Canada on business. . . . Peter Hand Brewery Company, thru Mitchell-Faust Advertising Company, has signed for five Monday thru Friday shows on WMAQ, 5:25-5:30 p.m., starting March 12, featuring Jimmy Evans in his *Magazine for Men and Women*. . . . *Chicago Herald-American* has renewed for 13 weeks its current series of five 15-minute programs weekly on WENR. . . . Church & Dwight Company (Baking Soda) has picked up the option on WGN daily *Brush and Smile* show for another 52 weeks.

### PHILADELPHIA:

LIEUT. LEON LEVY, WCAU proxy who is now on active duty in the navy, leaves for Florida, having been ordered to take a leave to recover from an impairment of his health due to overwork since the war emergency. . . . Browning King & Company, local clothing house, thru I. A. Goldman agency, skeds a new wax show on WFIL, *The People's Choice*, with Tony Wheeler getting the call to spin the platters. . . . Earle Buckley agency adds the Papers Manufacturers Company and the Hospital Clothing Company to its account list. . . . Paul Harron, president and principal owner of suburban WIBG, adds to his business enterprises in purchasing the Hotel Marlyn. . . . Thomas F. Joyce, RCA-Victor vice-president, speech-making before the Manufacturers' Association of Berks County in Reading, Pa. . . . Corey Scott, who made his singing debut last week on WIP, is really Bickley Reichner, the *Mask and Wig* songwriter, who has ideas about adding yodeling to his accomplishments. . . . Bon Bon, who quit Jan Savitt for the umpteenth time, is back at KYW, where he originally started with Savitt, and now under the baton of Clarence Fuhrman. . . . Frank Vreeland and Claire Wallis, writing original plays for WPTZ, Philco television station. . . . WIBG awarded a citation by the Secretary of the Treasury for its air plugging in the interests of the national defense savings program.

### LOS ANGELES:

BILL DAVIDSON, former announcer at KHJ, has joined the KFI-KECA staff, replacing Charles Anderson, who joined the army. . . . Bill Morrow and Ed Beloin, Jack Benny's writers, recently completed the screenplay for a (See ADVERTISERS on opposite page)

## Participation Shows For Men in Uniform

PHILADELPHIA, March 14.—Because of staggered schedules at defense plants and the large number of men in uniform in town, local radio stations aim to fill quickie entertainment needs of those who can't take in movie, theater and nifty diversissements. As a result, program directors are slanting all new shows for audience participation. In the past, stations have steered clear of audience shows because of the slim turn-outs. Situation entirely different; and when the call is out for a studio audience, it's usually SRO.

WCAU leads the way with four audience-participation shows once weekly, *Parade of Champs* for sports fans; *Music for Musicians* for music lovers; *Lawyer Q*, legal quiz show, and *Mrs. Goes-a-Shopping*, quizzer for fem shoppers. For last named, station adds variety talent which is not aired. WFIL also brings in the audience for four stanzas thrice weekly, a consumers' quiz from Lit Brothers' department store, and on Mondays *The Singing Master*, a community sing. WIP has one in *Jackson*, a quizzer for swing fans.

## See Curtailment of Coast Ball B'casts

SAN FRANCISCO, March 14.—Broadcasts of Pacific Coast League baseball games promise to be considerably curtailed this year, and there may be none at all of the home contests of the local club.

Goodrich, tire company, one of last year's sponsors, has withdrawn from the field, and the co-sponsor, General Mills, is reported unwilling to assume the full financial load.

KQW, now a CBS affiliate, which aired last season's games at around \$40,000, is not bickering for the rights because of difficulty of clearing time for night contests. KSFO is reported to have cut the figure, but is not meeting with much encouragement at the reduced price offered. Season opens week beginning April 2.

## Thesaurus Biz Up Since Start of '42

NEW YORK, March 14.—NBC Radio-Recording Division, in a recapitulation of business for the first two months of 1942, announces 32 contract renewals and nine new station contracts. According to Lloyd Egner, vice-president in charge, "there has been a decided trend among some broadcasters for syndicated recorded programs." NBC since the first of the year has negotiated with 41 broadcasters for syndicated shows and have several in the works.

Subscribers to the NBC transcription library service (Thesaurus) have also increased. New stations are WGKV, Charleston, W. Va.; KFFA, Monterey, Calif.; WWSR, St. Albans, Vt.; KFTO, Spokane, Wash.; KFYR, Bismarck, N. D.; WBLK, Clarksburg, W. Va.; CHLT, Sherbrooke, Quebec; WRRF, Washington, NC.; CHEX, Peterborough, Ont., and CJIC, Saulte St. Marie, Ont.

## Mich. Auto Club Sets Deal for Football on WWJ

DETROIT, March 14.—Most optimistic long-range news from the commercial side in this town since its principal sponsor, the auto industry, became a major casualty of the war, was the signing of a contract by the Michigan Automobile Club (AAA unit) this week with WWJ. Contract is set six months ahead to sponsor next fall's football games on the University of Michigan schedule, the same as in the past three seasons. Both home games and out-of-town games, latter by direct wire, will be aired.

Paul Williams and Ty Tyson will divide the announcing task by quarters.

## Touches Hem of Glory

GLENSIDE, Pa., March 14.—Rupe Werling, who does all the bragging for WIBG here as publicity chief, confesses that the station has now reached its peak.

"We can go no higher," promises Werling. "This morning's mail brought us an application for a position from—a Harvard graduate!"



# Radio Talent

## New York

By JERRY LESSER

**HUNCHES** I've been thinking about: **HALONZO DEAN COLES'** original playlet on the **KATE SMITH** show last week leads me to believe that he and **DUNNINGER** would be a great combine for a new series . . . that **MARY DARWIN** should give up radio work and concentrate on night clubs. This gal sings, plays the uke, does a great hillbilly, imitates to perfection almost every known male and female, etc. . . . that **NBC's HARRY FRAZEE** has plenty on the ball, and will really put into practice the promises of all his predecessors.

**ABBEY LEWIS**, who is heard on *Claudia* and *The Aldrich Family*, is now on tour with *Macbeth*, and was chosen by **FAITH BALDWIN** for a psychograph which appears in the current issue of *Glamour*. . . . **JOHN D. SEYMOUR**, heard on *Mary Marlin* and *Against the Storm*, is in rehearsal in the new **STEINBECK** show, *Moon Is Down*, which opens at the Martin Beck Theater March 31. . . . **GLADYS THORNTON** starts instructing her first class in Standard First Aid when she takes over the employees of *Time* and *Life* on Tuesday and Thursday evenings. . . . **LALIVIE BROWNELL** was a pinch hitter for **GRACE VALENTINE** on the *Stella Dallas* show this week. Also appeared on *Munhattan at Midnight*. . . . **STEPHEN CHASE** has just returned from a road

tour as the lead of *Claudia*, and will be doing radio work here in New York. . . . Twelve boys of CBS's production department leave soon for service in the army.

**WHAT** price fame: **COLLEEN WRIGHT**, radio actress and singer, estimates that she wore out six pairs of shoes and over 30 pairs of stockings in pursuit of her first radio job. Anyway, she's glad it was before priorities. . . . *We Love and Learn* will be the title of a new five-a-weeker debuting on CBS April 6. . . . **ELSIE THOMPSON**, organist on *Are You a Missing Heir*, is seeing medicos twice a week. . . . **JEANNE JUVELIER**, a top-notch in Chi for years, cracks New York radio this week with a role on *Lincoln Highway*. . . . **IRENE BEASLEY** records a new series of Savarin Coffee spots this week and has written the music, lyrics and commercial copy for them. . . . **WINNIE LAW**, of NBC's production department, is wearing out plenty of shoe leather plus getting plenty bleary-eyed, in her all-out effort to "keep 'em smilin'" at "the Canteen." . . . Radio singer **LINDA WARE** has a great idea for a summer radio show. "During the hot days," she says, "what could be better than a thriller-chiller to make your blood run cold?" Well, for that matter, how about a hair-raising series for bald-headed men, **LINDA?**"

# Chicago

By SAM HONICBERG

**BILL ANSON**, who just figured up the biggest income tax report in his life (thanks to his many radio shows), has picked up another program. This time it's *The Man About the House*, Monday, Wednesday and Friday nights at 9:45 over **WCFL**. . . . New castings on *Romance of Helen Trent* bring in **ALMA PLATT**, **ELMIRA ROESSLER**, **FRANCIS ALLEN** and **LINDA KING**. . . . **EDDIE FIRESTONE** (*That Brewster Boy*) originates dance steps on the side. . . . **FRED KASPER**, **WENE** announcer, has been granted a leave of absence for military service at Camp Grant, Rockford, Ill. . . . **VIRGINIA PAYNE**, **AFRA** prez here, has been appointed head of the radio division of the American Theater Wing War Service, which has started a campaign to set up canteens here. . . . **NORMA JEAN ROSS** is new on *Scattergood Baines*. . . . **DON NORMAN**, **WGN** veteran, finally made the Mutual Circuit with his *Your Date* show. . . . **KITTY CARLISLE** made a flock of radio appearances during her local run at the *Chez Paree*.

**BUDDY CLARK** has left for his home on the West Coast to see the family and talk over a picture deal with *Monogram*. . . . **MARY ANN MERCER** is now the local "Victory Girl" because of the many army camp personal appearances she has been making. . . . **GLENN MILLER** is still a popular guy. **WBBM** received 25,000 requests for tickets to his concert and broadcast at the Civic Opera House Thursday and Friday (12-13). Only 9,000 seats were available for both nights. . . . **WHITEY FORD**, comic on *Uncle Walter's Doghouse*, is now part owner of a circus. . . . **JEANNE JUVELIER** was in New York for a role on *Lincoln Highway*. . . . **HAROLD TOWNSEND**, tenor on the *Carnation* show, has signed up with the U. S. Naval Reserve. . . . **NANCY MARTIN**, **JACK BAKER** and **DON McNEILL**, of the *Breakfast Club* cast, are appearing at the Home and Flower Show in Minneapolis Saturday (21). Trio has been picking up quite a bit of extra change lately thru personal appearances.

# Hollywood

By SAM ABBOTT

**MILTON BERLE**, of *Three Ring Time*, will soon be seen on the screen in *Whispering Ghosts*. . . . **UPTON CLOSE**, expert on Eastern affairs, covered more than 6,000 miles in five days on a lecture tour which preceded his Red Network broadcasts. . . . **BETTY HUTTON**, jitterbug singer on Bob Hope's program, was forced to break her date to visit the San Diego Marine Base with the show because of illness. **FRANCES LANGFORD** stepped in. . . . **KEN NILES**, announcer of *Big Town*, narrated for more than 34 short films describing forthcoming features during the past year. . . . **TOM HANLON**, announcer on the **GENE AUTRY** show, has been signed by Republic Studios for a part in *Home in Wyoming*. He plays himself in the radio sequence in the picture. . . . **ARTHUR LAKE**, of *Blondie*, showed up at the studio wearing the uniform of the Coast Guard Auxiliary. . . . **BILL GOODWIN**, **BOB GARRED** and **PAUL PIERCE** have secured permission of the CAA to fly their plane out of the Western combat zone, where it has been grounded since early December. . . . Starting May 3 and for several weeks thereafter **BUD ABBOTT** and **LOU COSTELLO** will pipe in their portion of the *Chase and Sanborn* broadcasts while they are on an extended personal-appearance tour. . . . **EDGAR BERGEN** recently broke a 100—and on **BING CROSBY'S** home course,

Hollywood's Lakeside. . . . The **BURNS AND ALLEN** show will emanate from Camp Haan, army post near Riverside, Calif., March 31. . . . **RUDY VALLEE** has been commissioned a second lieutenant in the California State Guard, evacuation unit.

## Pitts Staff Changes

**PITTSBURGH**, March 14.—More additions and subtractions on staffs due to war. Engineer Walter Glaus, of **WCAE**, is in the Marine Corps; Dave McKowan, of same station, in U. S. Air Corps, and Bill Thleman, of continuity department, in Reserve Defense Corps. Marjorie Davis has replaced Polly Rowles on same station's morning *News Reel* show, sponsored by Joseph Horne Company.

Additions to **WCAE** staff are Roland Gray, formerly of **WJAS-KQV** here, and John Ott, formerly with the navy. Lester Hoyt, formerly with **Main & Company**, has joined **KDKA** as assistant auditor, succeeding Joseph O. Schertler, now in the U. S. Navy.

## Laval's New NBC Show

**NEW YORK**, March 14.—Paul Laval, NBC maestro, starts a new NBC series Saturday, March 21, 2-2:30 p.m., on the Blue Network, titled *Fantasy in Blue*. Talent will include Clarke Dennis, tenor.

# Increase in War News Hits Radio Press Agents; Space Hard To Grab

**PHILADELPHIA**, March 14.—Station press agents are finding it increasingly difficult to land stuff in local newspapers, due to the amount of war news. Moreover, station program schedules show a smaller number of programs which lend themselves to publicity. Before the war, stations had many unfilled quarter and half-hour periods ideal for special events and stunt shows. In addition, individuals and organizations cooperated to obtain publicity.

Now, anything which doesn't aid the national effort is considered untimely. All unfilled time is turned over to army, navy, marines, defense orgs, etc. Results in a bumper crop of appeals, which, while effective, are not worthy of publicity since they are duplications of similar programs.

Even trade paper publicity is no push-over for the p.a.'s. Most station trade appeals are negative, concerning spon-

sors leaving the air because of defense contracts or priorities—all such news better left unmentioned, the boys beg.

Jerry Stone, **WDAS** publicity chief, is preparing a station paper to appear once a week and include all the news, chatter and gossip not worthy of newspaper notice but of interest to listeners. Will go to the station's mailing list of 25,000.

## KTHS Bids In; Sale Of Outlet Likely

**LITTLE ROCK, Ark.**, March 14.—With seven bids filed for purchase of Station **KTHS**, NBC outlet at Hot Springs, the board of governors of the Chamber of Commerce at the spas has delayed until the coming week acceptance of offers to purchase the radio facilities. One of the most attractive bids, the officials admit, is that by the Elliot Roosevelt interests, who would lease or manage the station. Two residents of the spas put in bids. None of the bids came from bathhouse ops who were said to be ready to operate the station.

## ADVERTISERS

(Continued from opposite page)

**W. C. Fields** starring vehicle at 20th Century-Fox. . . . **KHJ** has added two men, John W. Moore, who has done radio work in San Francisco and Chicago, to work as writer-producer-announcer, and George Willard, formerly with **WGN** on the announcing staff. . . . **Doug Evans**, producer at **KFI-KECA**, plays a radio announcer in the new Kay Kyser picture, *My Favorite Spy*, being filmed at **RKO**. . . . **David Drummond** has joined the Blue network here as a writer. . . . **Mabel Butterfield**, for the past six years buyer and production chief for **Buchanan & Company Agency**, is now assistant to Kevin Sweeney, Blue network sales promotion manager in Hollywood. . . . **Eddie Albright**, Don Lee commentator, recently addressed the Rotary Club in Uplands at the Red Hill Country Club. . . . **Sydney Dixon** is back at **NBC Hollywood** following a trip north on spot sales business. . . . **Charles H. McDougall**, San Francisco manager of **BBD&O**, was in town on business. . . . **Alex Dreier**, formerly **NBC's** Berlin correspondent, arrived at his home in San Francisco recently. He conferred with **NBC** program officials in Hollywood over possibilities of a series of broadcasts on the Pacific Coast. . . . **Thomas Rishworth**, director of public service programs for **NBC Eastern Division**, **Judith Waller** of Central Division, and **Jennings Pierce** of Western Division have been in a huddle on educational broadcast schedules. . . . **Theodore Allen**, president and general manager of **Par Soap Company**; **Bruce Vernon**, **S. C.** sales manager, and **Alvin Long**, of **Long Advertising Service**, attended opening broadcast of *It Happened in the Service*. Four Arizona stations were signed for repeats.

## WSJS Power Boost Soon

**WINSTON-SALEM, N. C.**, March 14.—**WSJS** here, **NBC** outlet, expects to start operation with 5,000 watts power with directional antenna June 1. Station now operates with 250 watts, unlimited time, on a frequency of 600 kilocycles.

## Chi Airs Defense 73 Hours Weekly

**CHICAGO**, March 14.—Leading stations here are devoting over 73 hours of their total weekly time to National Defense shows. The time includes regularly scheduled shows, both network and local, as well as numerous spot announcements sandwiched in during the broadcasting hours.

**WMAQ** leads with a total of 24 hours and 11 minutes out of its weekly total of 168 hours. **WGN** exploits the defense theme for some 15 hours weekly, representing 10.1 per cent of its total time on the air. **WJJD** sets aside seven hours of its weekly total of 105 hours. **WBBM**, on the air 140 hours, carries national defense shows for eight hours and 40 minutes in addition to 250 spot announcements. **WENR** is represented with eight hours and 37 minutes out of a total of 59 broadcasting hours. **WIND**, on the air 24 hours a day, takes up seven hours and 35 minutes weekly with defense programs. **WLS**, out of 78 hours weekly, uses 5 per cent of that time for patriotic shows. The station's 1941 defense show total, incidentally, includes 110 hours, 415 programs, 333 guest speakers and 940 announcements.

## Danzig Leaves WOR For U. S. Navy Post

**NEW YORK**, March 14.—Jerry Danzig, publicity director of **WOR**, takes a leave of absence Monday (16) to go on active duty as a lieutenant, junior grade, United States Naval Reserves, in the Radio Relations Division of the Third Naval District.

Danzig has been with **WOR** for six years. He started in Special Features, became commercial program manager and two years ago director of the publicity department.

His place will be taken by **Richard Pack**, who becomes acting publicity director.

## General Mills Shift to NBC

**CHICAGO**, March 14.—General Mills, by shifting one of its strip shows from **CBS** to **NBC**, gets a full afternoon hour on **NBC** locally, starting Tuesday (17). **GM** on that date will shift *Hymns of All Churches* and *Betty Crocker* from **WBBM** (**CBS**) to **WMAQ** (**NBC**) for the 1:45 weekday afternoon slot. Starting at 1, **GM** has *Light of the World*; 1:15, *Arnold Grimm's Daughter*, and 1:30, *Guiding Light* (serial returns to the air March 17).

All but *Light of the World* will originate here.

## Calif. Growers Sponsor Joy

**NEW YORK**, March 14.—California Prune and Apricot Growers' Association, starting today, sponsors *Dick Joy, News*, on five Pacific Coast stations of the Columbia Broadcasting System, Saturdays, 8:55-9 p.m. Stations are **KNX**, Los Angeles; **KARM**, Fresno; **KOIN**, Portland; **KQW**, San Francisco, and **KROY**, Sacramento. **KIRO**, Seattle, will be added April 4.

Long Advertising Service handles the account.

**GETTING A NEWS PUNCH INTO A LONG-RUN NETWORK SHOW**

By P. Wesley Combs Jr.  
(Vice-Pres., Erwin Wasey & Co.)

An informative, lively article in next week's issue  
**(SPRING SPECIAL)**



### Joey Nash

Reviewed Thursday, 11-11:15 a.m.  
Style—Songs and romantic patter. Station—WHN (New York).

This program is subtitled "Stories From the Land of Song," with Nash singing lyrics woven around some central theme. Shot caught dealt with what the announcer called "the Golden Tapestry of Dreams, representing the unfulfilled desires of the dreamer"—inference being, of course, that if you have any suppressed desires, girls, bring 'em around.

Announcer breathed passionately of the "silken veil" of dreams, which, together with the aforementioned tapestry, proves that the guy has good material. Also spoke of vagrant dreams, which seemed unjust. If any vagrancy raps were going to be handed out they should have been slapped on the script writer.

Joey Nash is one of the best song-salesmen in the business, and did his usual ace-high job on this program. Sang *I'm a Dreamer, Aren't We All?*; *This Is No Dream* and *When I Go a-Dreamin'*. Since the script called for schmaltz, Nash poured it on by the barrel, but the guy is so good that he registers with or without schmaltz and with or without a corn-fed script writer.

Show shapes up as logical sponsor fodder. If a deodorant or depilatory manufacturer doesn't come along to foot the bill, a wise network ought to grab Nash off. He's got the stuff. And, if the show doesn't get a sponsor, the script writer can always go back to the dry-goods business, where he dug up the tapestry and silken veils in the first place.

Organ accompaniment was by Leo Weber. Well done, altho a bit loud at times. *Richard Carter.*

### "Between Us Girls"

Reviewed Monday, 2:15-2:30 p.m. CWT. Style—Interviews. Sponsor—Fitzpatrick Brothers (Automatic Soap Flakes). Station—WBBM (Chicago).

Betty Ames, fashion and feature writer on a Chi daily, has a new show with a woman's angle, broadcast every weekday from the Better Homemaking Institute. Miss Ames interviews women from the audience and confronts them with the usual questions: Is your husband good looking? Can you remember the first kiss?, etc. Action takes place amid familiar giggles from the women interviewed and belly-laughs from the fem audience.

Redeeming feature here is Miss Ames's pleasant voice and her easy way of handling her subjects. She also pitches in with a couple of commercials, also treated at the beginning and end by announcer Dick Post. Has no interest for males, but will probably hold the attention of the women at home. *Sam Honigberg.*

### "Books You May Like"

Reviewed Sunday, 11:45-12 noon. Style—Book reviews. Sustaining on KYW, Philadelphia.

Helene M. Caskin, educator and traveler, takes over the KYW mike each Sunday morning, and in interesting and intelligent fashion becomes a champ good-will ambassador in the interests of books. Squeezes in three reviews of current releases.

When caught, gave vivid and academic reviews of Sylvia Brockway's *Respectively Yours, Anne*, Louis Bromfield's *Wild as the River* and David Cushman Coyle's *America*.

Also rings in plugs for the Victory Book Campaign and suggests that the listener buy at least one new book to send to the boys at camp. Caught as a sustainer, but goes commercial next month for the Westminster Press. Stanza is definitely a sponsor's buy, considering how well and effectively Miss Caskin sharpens the attitude and stimulates the appetite in the interests of the printed pages. *Maurie Orodnenker.*

### Songs of the Hills and Plains

Reviewed Tuesday, 10:30-11 p.m. Style—Western singing. Sponsor—Participation. Station—WWRL, Woodside, L. I.

A lad billing himself as Bronch Smith carries a half hour of Westerns and would-be Westerns over this suburban station, backed by his own guitar and excellent accordion work from a lad billed only as Slim. Smith's voice is a pleasant enough tenor, but he seems more at home on gay-90-flavored-beer-

# Program Reviews

EWT Unless Otherwise Indicated

hall ballads than on the cowboy tunes he features. One such, *I Only Want a Buddy, Not a Sweetheart*, was by long odds his best number when caught.

Between tunes he does ad lib. emsaying in what may be a Western drawl, proving conclusively that he's no emsayer. He also tries a bit of homey cross-fire with Slim; but Slim, evidently the wiser of the two, talks as little as possible. Nine vocals and an accordion solo were jammed into the half hour, ranging from things like *When the Bloom Is on the Sage* to manufactured "Westerns" that have about as much Western folk flavor as a Lindy bagel.

Top feature of the program to this reporter was Slim's accordion. Slim plays a terrific squeeze-box and his solo on *Listen to the Mocking Bird*—plus hunks of jamming—was definitely superior.

One participating commercial was inserted at the halfway mark—for Gould's Music Shop "in the heart of Flushing." *Eugene Burr.*

### "The Weather Man"

Reviewed Tuesday, 6:10-6:15 p.m. Style—Weather talk. Sponsor—Exide Storage Battery Company, Philadelphia. Agency—Geare-Marston, Inc., Philadelphia. Station—WFIL (Philadelphia).

Even if the government regulations restrict the airing of weather reports, this battery firm can't go wrong in sponsoring this "weather man" nightly. It's George S. Bliss, who for 34 years was the town's official weather expert until he retired from the Weather Bureau last year. Poor mike voice and an incoherent script matter none to dialers, since the appeal is strictly a personal one.

When caught, he got off with a promise to answer questions about the weather. Instead, he started talking about a magazine article on the discovery of the barometer, then about the stormy Columbus encountered when he crossed the Atlantic. Winds up with a request for listeners to send in questions and an offer for his free bulletin on "facts and fallacies about the weather."

No sponsor plugs beyond the mere announcement of the firm's name. Battery firm undoubtedly satisfied in building up a mailing list of those requesting the free bulletin.

The five minutes suffices for the purposes of the program. *Maurie Orodnenker.*

### Nina Korda

Reviewed Thursday, 8-8:15 p.m. Style—Singing. Sustaining over WHN (New York).

Nina Korda, warbler, recently on a South American tour, has obtained a sustaining showcase over WHN. Displays a rich, throaty and vibrant set of pipes, which show up well via a sensibly selected set of songs.

Miss Korda has the capable backing of Don Albert's ork, which gives out nicely in its single spot with *Elmer's Tune*.

Selections by Miss Korda included a mixture of Latin and pop numbers to provide a smooth balance. Shows up best in pashy numbers. *Joe Cohen.*

### "Tune Up, America!"

Reviewed Wednesday, 11:30-12 p.m. Style—Variety show. Station—WOR (New York, MBS network).

Program, originating on the Coast, is devoted to feminine participation in wartime activities. Idea of show is to provide recognition of the efforts of women engaged in war work. It is further expected to be a co-ordinating factor in pointing out various ways in which the country's femme contingent can lend its aid in the total war effort.

Cast includes Betty Rhodes, warbler, as Captain of Ceremonies, Dave Rose and his orchestra, and two guests each week, one a musician and the other a representative of a women's war organization. At this listening, guests included Jack Teagarden, ork leader, and Aileen Carmichael, employee of the Vega Aircraft Company, outfit employing femme workers.

Emsay chores are handled expertly by Miss Rhodes, who further enriches the show with her fine singing. Miss Rhodes possesses a rich, full, melodious voice. Her renditions of *Buckle Down Winsocks!*

and *Embraceable You* were particularly impressive.

Miss Rhodes introduced Jack Teagarden, and, after an interview in the form of an informal chat, Teagarden did a trombone solo, *Basin Street Blues*. Very effective.

The next guest, Miss Carmichael, employee of Vega's Coast plant, replied to a few questions by Miss Rhodes concerning her work. Interview then switches to dramatization, which was far more effective than the straight interview. Miss Carmichael closed with an appeal, urging the weaker sex to seek employment in defense industries.

Dave Rose and his crew did a splendid job with the musical portion of the broadcast. Included among his offerings were, *I Think of You* and *Thou Swell*. Bill Haworth announces okay. *Elliott Colfer.*

### "Hemisphere Hits"

Reviewed Saturday, 6:30-6:45 p.m. Style—Music, sports news. Sponsor—Iron City Beer. Agency—Smith, Taylor & Jenkins. Station—KDKA (Pittsburgh).

This is an odd combination: South American music and sports news. Maybe the sponsor thinks that such contrast will attract the he-men who drink beer and want to know the latest scores and the romantic femmes who serve the malt drink at the table and like romantic tunes. Certainly the audience won't be very general, because the entertainment format doesn't have enough variety. And the show can't hope to cater to specific tastes, because there's not enough of music or sports to satisfy either element of the audience—hardly enough at what the appetite, really. Not that the talent itself is bad. On the contrary. Frank Andriani's Argentinians whip up some mighty listenable melodies, doubling on this show from the William Penn Hotel Continental Bar. And Bill Sutherland handles the news angle with his usual finesse. But the two don't seem to mix. Paul Shannon neatly announces the commercial. *Mort Frank.*

### "Living History"

Reviewed Tuesday, 4:15-4:30 p.m. Style—Educational. Station—WABC (New York, CBS).

First of a group of leading American historians to discuss pertinent topics on this 15-minute shot, Dr. Henry Steele Commager, Columbia University history professor and author of *The Growth of the American Republic*, carried off his oration on *The Causes and Issues of the Present Conflict* with the ease of a seasoned newscaster. Commager coupled a resume of the rise and fall of American isolationism with an analysis of our subsequent entrance into World War II. Entire speech was well rounded, sharply pointed and scholastically simple to follow, particularly when the professor struck sharply at the "protect our own" politicians.

Only disputable point arose in a syllogistic crack at post-war youths who, Commager maintained, felt that nothing was worth fighting for; hence, nothing was worth dying for. A rebuttalist might advance the argument that the selfsame babes may have felt many things to be worth dying for but could not believe that those things could be preserved or destroyed, as was wanted, by war.

If the premiere be any example, these Tuesday afternoon orations will make a hit. By now people probably prefer to get their history from historians rather than congressmen.

Station plug short and sweet. *J. R. C.*

### "Quiz Battle of the Century"

Reviewed Sunday, 5-5:30 p.m. CWT. Style—Quiz. Sponsor—Gimbel Brothers. Station—WTMJ (Milwaukee).

Johnnie Olson is back at WTMJ as emsayer of this new quiz program, and a grand job he does of it.

Each week the show salutes an outstanding Milwaukee industrial firm, presenting contestants chosen from the employees of that particular firm. First airing featured Falk Corporation employees; second, Allis-Chalmers Manufacturing Company, and the Hell Com-

pany is scheduled to be honored by the third broadcast.

Contestants compete for Defense Stamps, and Olson questions the six contestants in order. Whenever an answer is incorrect, the contestant forfeits one of the \$3 worth of stamps given to him at the start of the program. At the conclusion of the show, the person with the greatest number of stamps keeps what he has and also wins all the stamps forfeited. Every ninth program will consist of a "quiz battle," involving the winning contestants from the eight preceding programs.

Questions are not too difficult, and the show has an air of informality which is refreshing. *H. C. Brunner.*

### "Maid of America"

Reviewed Tuesday, 7:30-8 p.m. CWT. Style—Variety. Sponsor—Garrett & Company (Virginia Dare Wines). Agency—Ruthrauff & Ryan. Station—WGN (Chicago).

This is the first show sponsored on a major Chi station by a wine company, tying in its American-made product with the general trend of patriotism now riding sky high. Music and talent are American, using Yankee tunes of today, (Berlin, Porter) and yesterday (Sousa, Foster) and featuring American singers, male and female, as weekly guests.

Idea sounds fine and is made to order as a plug for the product. Only setback at opening show was the voice of Heather Tweed, who, billed as "Virginia Dare," is the mistress of ceremonies. She sounded overly anxious to please and the voice was never at ease.

Otherwise the program runs smoothly and is as entertaining as any local musical can hope to be. Initial guests were Curt Massey, radio warbler and member of the Louise Massey and West-erners act heard on a competitive station, and Mary Jane Howard, pop tune songstress now heard at the Blackstone Hotel here. Miss Tweed interviewed both of them before their song efforts, highlighting the background of their careers.

Bob Trendler, director of the WGN dance orchestra, has the music assignment and he handled it like a veteran. Ork played well on its own and furnished solid support for the guests.

Jack Brickhouse, staff announcer, handled the commercials, intelligently worded. *Sam Honigberg.*

### "Keep Fit Corps"

Reviewed Friday, 9-9:15 a.m. Style—Calisthenics program. Sustaining over WGN (Chicago).

An exercise class of the air that is easy to listen to, due to the style of presentation by Capt. Paul Fogarty, a WGN producer who directed calisthenics classes during the first World War. It is new on the station and available for a sponsor. Fogarty ties in the nationwide campaign to keep civilians physically fit and directs the exercises in simple, everyday language. The program is announced by Ed Allen, staff announcer, who doubles as Fogarty's visible class of one. Len Salvo is at the organ. *Sam Honigberg.*

### "Defend Detroit"

Reviewed Monday, 1:20-1:30 p.m. Style—Educational. Station—WWJ (Detroit).

Program, aired five days a week, while of chiefly local interest in itself, is important as a major attempt to co-ordinate radio's national defense efforts in an area. Show uses interview style chiefly, with an expert on authority in a specialized field of defense featured.

On the show caught, Rodney Baxter, of the local Department of Street Railways, gave information on plans to handle the transportation system under raid conditions, and went over the problems now being met. Notable was the hiring of additional men as bus drivers, fitting in well with temporary unemployment crisis in this area.

Show is announced and interviewed by Paul Williams. Airtime preceding it is taken up with brief plugs for defense causes—army enlistment, savings, etc., and an ominous theme is repeated as slogan several times—"Detroit can be bombed; wake up, Detroit!" Program is effective with only the handicap of having to rely on experts unused to facing the mike. All five speakers of the week appear on Fridays in a special non-broadcast studio round table to consolidate the week's discussions, a feature that is arousing marked local interest thru its potentialities for direct accomplishment. *Haviland F. Reeves.*



## Boland Suspension For "Disobedience"; Hearing March 24

NEW YORK, March 14.—Mary Boland, who walked out of the cast of *The Rivals*, in Chicago last, will be tried by Actors' Equity Association March 24, probably in absentia, instead of March 31, as originally planned. An official of Equity intimated that she may be dealt with severely, stating, "Equity does not regard the charges lightly." She has been notified of the hearing, and has been asked to attend. Council has suspended her until that date.

Reason for her temporary suspension, which bars her from working in pictures and radio also, was her refusal to follow the instructions of Equity's Chi rep, Frank Dare, who told her not to leave Chicago until she notified him. Dare told Equity higher-ups that he couldn't get an audience with her—just a certificate from her doctor stating that she was suffering from bronchitis and sinusitis and couldn't fulfill her engagement. She then left for California, according to published statements to recuperate.

Theater Guild, producer of the show, has brought charges against Miss Boland for contract jumping, and has asked a bail of \$4,000, or four weeks salary, as provided in Equity's agreement with the producers. Meanwhile, Margaret Anglin has gone to Chicago to take over Miss Boland's role, which was being temporarily performed by Rosalind Ivan, understudy to Miss Boland. Guild has no intention of closing the show.

Equity said that, had Miss Boland followed its instructions, she would not have been suspended nor would any action have been taken against her until the case was aired at a hearing.

"Such actions," said the Equity official, "are inexcusable, even if she does happen to be an important player."

## OUT-OF-TOWN OPENING "Without Love"

(The Playhouse)  
WILMINGTON, DEL.  
A comedy by Philip Barry. Presented by the Theater Guild. Staged by Robert B. Sinclair. Setting designed by Robert Edmond Jones. Cast: Elliott Nugent, Don Briggs, Emily Massey, Ellen Morgan, Katharine Hepburn, Audrey Christie, J. M. Kerrigan, Barry Thomson, Leonard Mudie, Robert Chisholm, Harry Vincent and Royal Beal.

They hung out the SRO sign at Wilmington's Playhouse for the three performances of *Without Love*, which reunites the Philadelphia Story team of Katharine Hepburn and playwright Philip Barry under the Theater Guild banner.

To this reviewer, who has enthused over Miss Hepburn's work, from *A Bill of Divorcement* to *Philadelphia Story*, it is a matter of regret that her current effort accents propaganda at the expense of entertainment. But, far from being box-office poison, *Without Love*, which began its career in Princeton, N. J., is packing 'em in.

*Without Love* is a comedy about a couple who marry with a vow never to fall in love, because their previous marriages were in the husband's case unhappy and in the widow's case a perfect match. Five scenes seem to be too many before reaching the inevitable final clinch. There is a propagandistic parallel about how all the English-speaking peoples should get together, even tho' now "without love."

The handicaps of this corny plot are, amazingly enough, overcome by an excellent cast. The role of the Senator's daughter is tailor-made for Miss Hepburn, who scores another personal triumph, holding the audiences in the palm of her hand. Elliott Nugent, who is given equal billing with Miss Hepburn, is splendid as Patrick Jamieson, political writer who works behind the scenes in Washington to bring together the English-speaking peoples.

Six other players share billing, and all deserve the honor. They are J. M. Kerrigan, Barry Thomson, Leonard Mudie, Audrey Christie, Don Briggs and Robert Chisholm.

Emily Massey, Ellen Morgan, Harry Vincent and Royal Beal complete the cast. The single set is attractively designed by Robert Edmond Jones. Costuming is excellent and should provide plenty of inspiration for the fashion writers.  
Henry L. Sholly.

## BROADWAY RUNS

Performances to March 14 Inclusive.  
Dramatic Opened Perf.

Kiss for Cinderella, A (Music Box)	Mar. 10	7
Angel Street (Golden)	Dec. 5	115
Arsenic and Old Lace (Fulton)	Jan. 10 '41	491
Blihe Spirit (Morosco)	Nov. 5	150
Cafe Crown (Cort)	Jan. 23	59
Guest in the House (Plymouth)	Feb. 24	23
Jason (Hudson)	Jan. 21	62
Junior Miss (Lyceum)	Nov. 18	135
Life With Father (Empire)	Nov. 8 '39	982
My Sister Eileen (Biltmore)	Dec. 26 '40	505
Spring Again (Henry Miller's)	Nov. 10	144

## Musical Comedy

Banjo Eyes (Hollywood)	Dec. 25	92
Best Foot Forward (Barrymore)	Oct. 1	189
G & S Rep (St. James)	Jan. 21	62
High Kickers (Broadhurst)	Oct. 31	155
Lady in the Dark (2nd en- gage.) (Alvin)	Sept. 2	223
Let's Face It! (Imperial)	Oct. 29	158
Porgy and Bess (revival) (Majestic)	Jan. 22	60
Sons o' Fun (Winter Gar- den)	Dec. 1	120

## TARA Demands Arbitration; To Pay Fee "Under Protest"

NEW YORK, March 14.—Demanding that differences concerning a basic agreement between the Theatrical Artists Representatives' Association and Actors' Equity Association be submitted to arbitration, William Morris Jr., newly elected head of TARA, notified Equity yesterday that its recently imposed \$25 license fee for legit agents would be paid "under protest," pending arbitration outcome. Equity notified TARA last week that it would not grant the agents a basic agreement, on the grounds that it would ultimately give them enough power to increase commissions from 5 to 10 per cent.

TARA is making no bones about wanting to raise commissions on performers who receive salaries over \$150 a week. Michael Halperin, attorney for Morris, stated that the percenters were seeking a "readjustment of commissions," and that further action is planned on that score "after we get Equity's response."

Some hope was held several weeks ago of the agents' association entering into a pact with Equity, similar to those held by the film agents with Screen Actors' Guild and vaude agents with American Guild of Variety Artists, because of the favorable attitude of Equity's Council Committee towards an agreement with the legit agents. Committee was composed of Roy Roberts, Katherine Warren, Ruth Harmon and Walter Greaza.

Council, however, nixed the basic agreement proposal at its meeting last week.

Morris's letter stated that the \$25 license fee would be collected by TARA and would be turned over "under protest" because "we do not concede that you have the right to tax them." Letter also said: "Your action was unjustified and wholly inequitable and would result in a disadvantage for both your members and ours. We are perfectly agreeable to submitting our differences to any arbitration tribunal and abiding by their determination."

Annual meeting of TARA Wednesday (11), which elected Morris president, also elected, without opposition, Martin Jurow (MCA), first vice-president; Walter Batchelor, second vice-president; Jane Broder, third vice-president; Olga Lee, secretary; Eve Ginchler, treasurer. Morris was nominated by George Goldsmith, retiring president. At the meeting, agents also resolved to "fight for their rights," and delegated necessary authority to the policy committee, consisting of Jurow, Miss Broder and Halperin.

TARA is 14 years old, but until it was reconstituted four years ago was in a dormant state for many years. Goldsmith had been its president ever since reorganization. Miss Broder was the only incumbent officer to accept renomination. Other retiring officers include Lester Shurr, Sara Enright and Al Knight.

## Irvine School Students Present "Dangerous Corner"

NEW YORK, March 12.—*Dangerous Corner*, by J. B. Priestley, was given a fairly adequate treatment by the students of the Irvine Studio for the Theater last Wednesday night (11) on the school's own stage. The humor and pathos characterizing the English author's work offer substantial opportunity for overplay; the cast, as might have been feared, took unfortunate advantage of that opportunity. The result would have been much happier had the proper sprinkling of restraint been supplied.

Wells Richardson, as Robert Chatfield, was by far the most assured individual on the stage. His conception of the dismayed truth seeker was the most satisfactory of (See IRVINE SCHOOL on page 57)

## FROM OUT FRONT

Good Neighbors and Good Sense

BY EUGENE BURR

THIS corner is peculiarly fortunate in that it's the reasonably regular recipient of letters from Bill Delany, a theater man exiled in Hollywood, who has the divine faculty of regarding current problems that upset the nation's show business-minded citizenry no end, and of exploding them (the problems, not the citizenry) with a few well-placed and well-delivered grains of good horse sense. I have had occasion heretofore to quote some of the Delany dicta, and this week I intend to do so again. It's going to be Mr. Delany's column, boys, not mine.

During the past year or so even the more backward among our morons must have received the impression that our nation has wanted to establish a "good neighbor" policy with South America, that such a policy was sometimes stymied by the traditional distrust in which we are held by our Southern cousins, and that the policy, it was hoped, would be furthered by flying visits to South America on the parts of film stars, would-be singers, literateurs and others, many of whom, as events proved, were hindrances rather than assets to Pan-American solidarity.

Mr. Delany, having spent time in South America, had been giving the problem a thoro going-over, particularly in its theatrical aspects, long before the national "good neighbor" policy was announced. He has mentioned his ideas on it before, but recently he mentioned them again—and they should be given serious consideration not only by competent show people, but by the government itself. It's better, tho, to let Mr. Delany speak for himself:

"THE time is now ripe," he says, "to gather together one or two very carefully selected companies of players, each headed by a name—preferably one with cinema reputation but who hails from the stage—to present plays in South America, in Spanish and Portuguese if possible. They should be plays that have been hits along Broadway and are suitable for Latin American audiences. In no better manner can we help to cement the friendship between North and South America. Stage receptions would be right in order; all the age-old tricks of the good stock companies, by which they build up good will, would fit right in—teas on Wednesday and Saturday afternoons, bridge parties before matinees, and all the other angles, both old and new.

"Accompanying the outfit would be a manager who would be a diplomat—I mean in practice, not politics. Also, if need be, Washington could send along a minister of good will to make arrangements. Plays could, if so desired, be those which have been purchased by the various cinema outfits for later presentation as films. Thus, it would be advance advertising for them. The venture would be a financial success most definitely.

"I am acquainted with many sectors down that-a-way, and because of this make the statement that occasional jaunts of picture luminaries as so-called ambassadors of good will do little good. Filmmakers are on very limited schedules, and flit from place to place rapidly via planes. They see but little, and make few lasting impressions.

"What we need is to inculcate into the minds and hearts of the Latins the fact that we are sincere in our efforts to obtain their friendship. Too often in the past have our merchants and manufacturers failed to deliver the goods; too many times have our entertainment entrepreneurs failed to deliver the promised artists—or, rather, the artists as promised. Too often have our visitors and our artists gone down that way with an air of superiority—this in countries that had cultural institutions long before we had a single college.

"South Americans have a very fine knowledge of entertainment values. They know what they want, but get it too seldom. They appreciate art—and talent that is art.

"Let's find a way of giving it to them. Our stage players, selected carefully, would be fine ladies and gentlemen who could 'meet the people,' show the Latins what kind of folk we really are, build up good will and, in doing so, build up trade for the future. I should think the picture companies would be glad to underwrite such a venture.

"There's a grand opportunity for our stage people in Latin America. Naturally, they'd have to play in Spanish or Portuguese—but what of that? Nobody ever got hurt because he or she could speak another language.

"There's easily a season's work for a company—perhaps far more than that. It must not, however, be over-done, or leaped at by managers with only the commercial angles in mind. If we send our troupes as ambassadors of good will they'll have a certain pseudo-official standing—and that standing must be maintained.

"Give it a thought."

IT doesn't take very long or arduous thought to see the possibilities inherent in Mr. Delany's plan, both for the theater and, more important, for the furtherance of our country's policies. Certainly the government and its various agencies for Pan-American relations should be more than mildly interested; so, too, should sincere and honest showmen who see more in such jaunts than mere opportunities to make money.

If any of them are so interested, Mr. Delany should be a good man to contact.

## 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.

"A Kiss for Cinderella"—33%  
YES: Coleman (Mirror), Mantle (News).  
NO: Watts (Herald-Tribune), Brown (World-Telegram), Lockridge (Sun), Kronenberger (PM), Anderson (Journal-American).  
NO OPINION: Waldorf (Post), Atkinson (Times).

"Priorities of 1942"—83%  
YES: Waldorf (Post), Lockridge (Sun), Anderson (Journal-American), Brown (World-Telegram), Coleman (Mirror), Watts (Herald-Tribune), Kronenberger (PM), Brown (World-Telegram), Coleman (Mirror), Watts (Herald-Tribune).  
NO: Atkinson (Times).  
NO OPINION: Sylvester (News).



*"Our Country! In her intercourse with foreign nations may she always be in the right; but Our Country, right or wrong."*

STEPHEN DECATUR

# BUY DEFENSE BONDS

**Hellzapoppin  
Sons O'Fun**

- OLE OLSEN -  
and  
*Chic Johnson*



# New Play on Broadway

Reviewed by Eugene Burr

## MUSIC BOX

Beginning Tuesday Evening, March 10, 1942.

### A KISS FOR CINDERELLA

Revival of a play by Sir James M. Barrie, starring Luise Rainer. Staged by Lee Strasberg. Settings designed by Harry Horner, built by McDonald, and painted by Supreme Service Studios. Costumes designed by Paul du Pont and executed by Eaves Costume Co. Choreograph by Catherine Littlefield. Company manager, William G. Norton. Press agent, Jean Dalrymple. Associate press agent, Sol Jacobson. Stage manager, Leonard Cranby. Assistant stage manager, Beulah Zachary. Presented by Cheryl Crawford and Richard W. Kraqueur (associated with Miss Crawford; John Wildberg; associated with Mr. Kraqueur; Horace Schmidlapp).

Mr. Bodie.....Cecil Humphreys  
Policeman.....Ralph Forbes  
Miss Thing.....Luise Rainer  
Mr. Jennings.....Victor Morley  
Mrs. Maloney.....Emily Loraine  
Marion.....Doris Patston  
Coster.....Le Roi Operti  
Clady.....Abby Bonime  
Delphine.....Elizabeth Leland  
Ching Ching.....Marilyn Chu  
Gretchin.....Patsy O'Shea  
Godmother.....Edith King

#### At the Ball

Courtiers—Elinor Breckinridge, Helen Kramor, Jean Reeves, Lukas Hovinga, John Taras, Robert Wilson  
Pages.....Victor Chapin, Fred Hunter  
Lord Mayor.....Victor Morley  
Lord Times.....Roland Belmontley  
Censor.....Glen Langan  
King.....Cecil Humphreys  
Queen.....Ivy Troutman  
Prince.....Ralph Forbes  
Beauties—Jacqueline Gateley, Blanche Faye, Olga Daley, Doris Hughes, Beatrice Cole  
Venus.....Eunice Lee  
Bishop.....Le Roi Operti  
Ellen.....Jacqueline Gateley  
Dr. Bodie.....Edith King  
Danny.....Glen Langan  
Nurse.....Sarah Burton

ACT I—Mr. Bodie's Studio in London.  
ACT II—Scene 1: The Street. Scene 2: Celeste et Cie. Scene 3: The Street. Scene 4: The Ball. Scene 5: The Street.  
ACT III—Dr. Bodie's Home in the Country.

Tuesday night at the Music Box, Cheryl Crawford and Richard W. Kraqueur revived that frail and formless wisp of fantasy that Sir James M. Barrie called *A Kiss for Cinderella*, which, with Maude Adams in the lead, was a hit during the first World War. Paradoxically,

however, they both revived it and crushed it at the same time; for, in their version, the delicate, evasively charming central role is furnished with a performance from Miss Luise Rainer that is as heavy, soggy, posing, affected and inappropriate as any performance well could be. Its thick, flaccid weight falls upon the delicate fantasy like a mud-pie on a buttercup. All that remains of *A Kiss for Cinderella* is a few crushed, discolored and sorry-looking scraps.

Nor has the production itself, under the direction of Lee Strasberg, done much to help. Mr. Strasberg treads among the Barrie lines like an elephant in a quadrille; the pace he sets is heavy, slow and utterly ineffective. This, of course, largely stems from the leading performance; but even in a scene so challenging to a director as the dream-ball sequence, he fails badly. This, complete with mannered choreography by Catherine Littlefield and painfully inappropriate modernistic costumes by Paul du Pont, emerges as the manufactured nightmare of a psychiatrist rather than the simple, tender insight into a child-woman's mind that Barrie intended. And the pace here, too, is slow—so slow that the driving force of delirium is entirely missed and the whole thing shapes like a Radio City Music Hall ballet on a miniature scale.

When Barrie wrote *A Kiss for Cinderella* it had the stubborn, unsuspected courage of true sentiment. In an era when bleeding babies spitted upon German bayonets comprised the popular art of the English-speaking world, he had the temerity to create a heroine who treated a German child in the same way that she treated the children of England's allies. The little play is formless and discursive; it is sometimes studiously quaint; its insistence upon smiling thru tears has become somewhat anachronistic, to modern audiences (tho that, certainly, is nothing against it). But it has the hardhood of its own sentiment and a long succession of charming and delightful moments, loosely strung upon the rambling tale of the little slavey who took care of orphans on her meager pittance and who lived in the belief that the nickname of *Cinderella* guaranteed her attendance at a wonderful ball whereat she would meet and marry the prince. The last act, after *Cinderella* has had her dream and is bedded in a nursing home, hasn't much to do with the rest of the play; but it, too, with its proposal of marriage from the lovesick policeman, has delicacy and charm. Certainly, whatever else it may be, the play should be theatrically effective. In the hands of Miss Rainer and Mr. Strasberg it's not.

In the first place, Miss Rainer's thick accent forces a change of script, so that she may become a little Austrian—which, in turn, utterly dulls the point of the inclusion of a German orphan among her nestlings. Another orphan is changed from Belgian to Chinese, and other minor changes are made to indicate the present, a proceeding that is both ridiculous and useless. The changes are not important; they're merely stupid.

Even an Austrian accent might be forgiven if it were accompanied by insight into or sympathy with Barrie's heroine; but Miss Rainer plays the fragile role as tho it were something out of *The Two Orphans*. Never for a moment does the emotional sincerity of the wail shine thru; there is no light charm, no fire of delirium. Miss Rainer poses and postures in awkward and angular shapes; her voice, deep and husky, makes no effort to fit itself into the role; and her readings are mannered, artificial, slow, generally wailing or whining, and utterly ineffective. Even her make-up is phony; in order to suggest starvation she white-washes her face and blackens her eyes—and the result makes her look as tho she were halfway in the change from Dr. Jekyll to Mr. Hyde. It is an utterly unseeing, artificial and preposterous performance.

None of the others are aided much by Mr. Strasberg's slow and heavy direction, tho Ralph Forbes, as the policeman, manages to surmount all difficulties and come thru with a really beautiful job. He alone of the cast catches the elusive note of the Barrie fantasy, playing with charm yet never toppling into the yawning pitfalls of whimsy. It is altogether excellent work. Cecil Humphreys, as Mr. Bodie, the artist (who, according to Barrie's stage directions, has to suggest by his manner that he has a library in the next room), seems a bit cowed by the whimsicality demanded of him, and escapes whenever possible into an effec-

# New School Studio Presents Lessing's "Nathan the Wise"

NEW YORK, March 14.—Wednesday evening the Studio Theater of the New School, down in Greenwich Village, presented Gotthold Ephraim Lessing's *Nathan the Wise*, in a free English adaptation by Ferdinand Bruckner, under the direction of James Light. The translation is stiff and unsatisfactory; much of the performing is unbelievably bad; the staging is for the most part brutally ineffective—yet even as it stands the play provides a thrilling and lovely theatrical experience.

The Studio Theater, it seems, is gradually assuming the place once held—the place that should still be held—by the Theater Guild. Its programs, this year particularly, are stimulating and interesting even at their worst, and the group is bringing to New York audiences not only classics that have fallen into undeserved obscurity but also new plays that have no chance of production on a rigidly commercialized Broadway. It's a pity that its theater isn't further uptown; certainly its vigorous and interesting policy should attract more subscribers than can find their way to the little auditorium on 12th Street. It's the nearest thing to a serious and, in the best sense of the word, artistic theater that we've had since the Theater Guild grew up and became, as things and people do when they grow up, primarily a money-making machine.

The Lessing play, as the program obligingly informs such illiterates as this reporter, was written in 1797, when Frederick the Great took pride in intellectual liberalism combined with political peonage. It is still magnificently of the moment—and would be, I feel sure, a living and vital drama if given a more nearly adequate translation. Those who know tell me that Mr. Bruckner, in his adaptation, cut away a morass of sub-plots that originally cluttered the action and lent an air of theatricality to the underlying theme. Personally, I wish the sub-plots were back. Mr. Bruckner has cleared them away so completely that the resultant drama is not only simple but, literally, bare. Hardly a physical action of any sort remains, the play emerging solely as a dialogic discussion of differences in religion, man's search for truth and—above all—as a magnificent and stirring plea for liberalism, for the true religion that is killed and warped and sullied by the hard and rigid outlines of creed.

Such bare simplicity might be admissible (tho never entirely advantageous on the stage) if Mr. Bruckner's dialog, which is all that is left to carry the line of audience interest, were distinguished, beautiful or in any way worthy of the thoughts it seeks to convey. Unfortunately, it's not. It is stilted and self-conscious and unnatural, often making even the lovely thoughts themselves seem mere oratorical tours de force; and, in addition, it is so rigorously pruned that it skips important motivations and shadings of character, and forces the play's few remaining events to appear as arbitrary phenomena in a vacuum. Force is lent to the theme by the characters involved; but so pruned of logical and emotional motives are they that, in this version, they become wooden figures manipulated by an arbitrary puppeteer. Even so, however, the force and beauty of the thoughts they utter flame thru all drawbacks.

The scene is Jerusalem during the third Crusade. A young Templar, captured by the Saracens, is given his life by the noble and wise Saladin and, in turn, grants life to the daughter of Nathan, a rich Jew, by rescuing her from a fire. He repulses Nathan when the latter tries to thank him, but even so steely a creed as his is pierced by the humanity and shrewdly compelling liberality of the Jew, who holds that it is "not the truth that a man knows or thinks he knows, but rather the honest effort he makes to reach that truth" that determines the man's worth. Any path to God is a good path, so long as it is traveled sincerely and tolerantly; and the same God waits at the end of each. The Templar, mentally beset by the galling, warping rigidity of his creed,

effective gruffness. The others are all more or less subsidiary; most of them over-act.

Gathering the more fragile flowers of other eras is always a parlor theatrical business; if we attempt it at all we certainly shouldn't try to revive them with a steam-roller.

goes none the less to Nathan's house, sees the Jew's daughter once more, and falls in love with her.

But his new-found peace is blasted when Nathan's Christian servant tells him that the girl is not really the daughter of the Jew, that she is a Christian child whom Nathan adopted. Nathan has thus turned a Christian into a Jew—and the penalty for apostatizing is death by fire. In his dilemma, the Templar turns to the patriarch of the Christian monastery; and the patriarch, an arch-type of evil, warping creed, tells the boy to spy on and kill his benefactor, Saladin—and says that a Jew who apostatizes must die. So the lad appeals the case to Saladin.

In the palace the three viewpoints—Moslem, Jewish and Christian—are merged by Nathan's wisdom into a common search for God, a search interrupted by the anti-religious fermentations of creed; and, thru the girl's love for Nathan, thru her insistence that he was right to keep her own creed a secret in order not to disturb the love that is more important than any creed, even the Christian Templar is converted to a true religious feeling, to tolerance and love.

Herbert Berghof, a Continental actor, plays Nathan very badly; his readings seem to have little or no connection with the lines, and his entire interpretation is blatantly affected. Even worse is Alfred Ryder, who seems utterly snowed under by the role of the Templar. He doesn't read his lines at all; he merely recites them (sometimes loudly) as tho he were trying, not to interpret a dramatic role, but merely to prove to somebody that he'd learned them all by heart. Unfortunately, most of the play, at least in Mr. Bruckner's version, rests squarely on these two roles.

Olive Deering, never previously a favorite in this corner, does lovely work as Nathan's daughter, offering a passionately sincere, honestly conceived and finely effective performance. The direction should have suggested colorings of individual lines here and there, but Miss Deering's over-all interpretation is altogether excellent. Bram Nossen brings dignity and fine clarity of thought to Saladin; Gregory Morton is excellent as the pompously authoritative patriarch, and Ross Matthew offers a beautiful performance—quiet, effective and sharply pointed—as a lay brother whose natural humanity is fenced and prisoned by the iron spikes of his creed. James Light's direction does nothing to ease the bare

(See *New School Studio* on page 57)

## THANKS FOR THEM KIND WORDS



**Billboard**

GENE BURR, Feb. 28th Issue

One of the most terrific legit press jobs in years has been that done by Zac Freedman for George Jessel's 'High Kickers.'

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# THE ACTOR'S ART AND JOB

by Harry Irvine

Forewords by Dorothy Stickney and Howard Lindsay



## Roof Gardens Plan To Continue Despite Possibility of Air Raid; No Official Regulations Imposed

(Continued from page 3)

precautions with Deputy Commissioner Morris, co-ordinator of Civilian Defense for the Police Department, and outlined a procedure for developing house staffs to meet emergencies and for setting aside safety zones as evacuation centers in the event of hostilities.

According to Morris's office, no specific regulations have been set up, nor are any being contemplated, because of efficiency of the organization set up by the hotel managers. Hotel managers say that roof garden evacuation has been provided for also, and are even thinking of providing entertainment on the evacuation floors if an air raid occurs. Each hotel has set aside certain floors, with plenty of cots, beds, chairs, medical supplies, playing cards and also a supply of liquor for jagged nerves.

Penthouse night clubs like the Rainbow Room, Rainbow Grill, the Penthouse and Spivy's, will continue operations as usual. Rainbow Room and Grill have table cards informing guests to proceed to designated lower floors, where provisions have been made for their comfort in case of a raid.

CINCINNATI, March 14.—Future wartime rulings on roof garden entertainment spots will have little or no effect on this town. Cincy's only roof ballroom is atop the Gibson Hotel, and that hasn't been open to the public for more than six years, save for private or convention functions. No official ruling affecting roof garden operation has been made by heads of local police or building departments or civilian defense organizations.

LOS ANGELES, March 14.—Roof garden business along the West Coast is going along unaffected by war scares.

Sky Room Terrace of the Hilton Hotel, Long Beach, in the center of defense plants, is continuing its policy of seven days a week, according to Pearl Ellison, manager of the Hilton, who also said that business is "way ahead of last year." Band shell is on the roof, but the Sky Room is mostly enclosed in glass. Chuck Dietz and orchestra play nightly except Monday, and the room has a large following. No plans are under way for curtailment of policy, and the room is now operating at full capacity.

The Los Angeles Building and Safety Department has received no notification to curtail the operation of roof gardens. Frank McCloskey, assistant chief engineer, said: "We regard a roof garden as a story, and the regulations regarding the other stories in the building also apply to the 'roof' story. When an alert is sounded, the idea is to get the 'roof' garden lights off first, as they would be the ones that could be sighted first by enemy fliers."

SAN FRANCISCO, March 14.—Nothing to worry about here as far as roof gardens are concerned. There aren't any.

CHICAGO, March 14.—Chicago has no roof gardens or upper-story rooms using entertainment. Consequently, operators have been warned about possible action from the Civilian Defense Commission and such as police and building inspection departments. So far CDS officials have not taken any action regarding any spots catering to crowds.

Outdoor gardens, such as the Villa

Moderne, which has a tented spot adjoining its regular night club, and the Edgewater Beach Hotel's Beach Walk, are making plans for summer operation as usual.

PHILADELPHIA, March 14.—Save for Jack Lynch's Walton Roof nitery, hotel roof gardens play only a minor role in providing after-dark entertainment here. Actually, the Walton Roof, which operates year round, is on the 10th floor of the hotel, and here, as at the other hotel roofs, threat of air raids has brought no curtailment of planned policy of operation. Widespread newspaper publicity given in air-raid precautions by hotels has brought home the fact that a hotel roof garden is as safe a shelter as any other floor.

All central-city hotels have banked their roofs with sand bags and fire-fighting equipment, with blackout curtains for all roof garden windows. Lynch has arranged for a special lighting system to ensure the continuance of festivities even during blackout. The special light bulbs have been approved by civilian defense authorities and are also being installed at all the outside box offices at the downtown movie houses.

While the Walton Roof is the only one with the special lighting provision, blackout precautions have been taken by Ritz-Carlton Hotel for its roof, which operates during the summer. The Penn Athletic Club, after losing its own clubhouse, has leased the top floors, including the roof garden, at the Hotel Adelphia.

The Bellevue-Stratford Hotel announced plans early in March to restore the hostelry to "the pre-eminence of its halcyon days," including the modernization of its roof garden. While the Warwick Hotel has dropped intentions to construct a roof garden, the cause was due to the enormous cost involved to get around structural difficulties rather than the air-raid scare. In fact, the Warwick still plans to utilize its roof, but as a gymnasium instead.

## Fefe Is Hopeful; Hildegard \$1,750

NEW YORK, March 14.—Fefe's Monte Carlo, which closed Saturday and which is slated to reopen next month, is about to receive new capital, the Federal Court was informed this week by Harris Levin, attorney for a group of creditors of the club. Another hearing in the bankruptcy proceedings will be held next Tuesday.

St. Regis Hotel has dropped the requirement for formal dress for dancing in its Iridium Room. It also has cut out Maurice and Cordoba, ballroom team.

When Hildegard returns to the Savoy-Plaza's lounge next week she will get \$1,750 a week, her highest salary at that spot. Previously she had been getting \$750 a week plus a percentage over a certain gross, which had been averaging her another \$750 a week. Also she had been getting a three-room suite and 50 per cent off on food and liquor bought for herself or guests.

## Talent Agencies

AL MARFIELD, of the Marfields, dance team, has joined the Max Halperin-Harry Greben office in Chicago as night club booker. Greben, incidentally, has set a Major Bowes unit into the Palace, Fort Wayne, Ind., April 17-19; Oriental, Chicago, week of April 24, and the Riverside, Milwaukee, week of May 15.

BILL STEWART'S Entertainers, Canton, O., has been granted an Ohio State booking license, only such franchise in that city.

EDDIE SOLOMON, 20th-Fox exploitation man and formerly with Balaban & Katz publicity office in Chicago, will be in the army March 21.

JOLLY JOYCE, Philadelphia, to book Sunday shows the entire summer at Valley View Park, York, Pa., and Brendell's Manor Park, Baltimore. Also takes over the exclusive booking of the Hoosier Hot Shots and Patsy Montana and Her Gang in Eastern territory. . . . ANNE FRANCINE, society songbird, goes under managerial wing of Paul Small, New York.

## Insures 2,500 Costumes

PHILADELPHIA, March 14.—While pianists and violinists sometimes insure their fingers and movie stars take out policies on their legs and such, Frankie Schluth has taken out insurance on his stock in trade. Local nitery comic has built up his rep on his wardrobe—never appearing twice on a floor in the same tramp costume. Nitery ads always bill him as the man with 1,000 changes of costume. Really owns 2,500, to which his newly acquired \$10,000 insurance policy on the costumes will attest.

## Congress, Chicago, Reopening May 15

CHICAGO, March 14.—The Congress Hotel's New Horizon Room, formerly the Congress Casino, will reopen May 15, says Managing Director John Mack. Room will incorporate the Casino and the former Peacock Room, the latter having been enlarged to accommodate 200. Peacock space is being turned into a replica of a Pan-American Clipper. Main room will carry out an international theme, with pictures of foreign lands to drape the walls.

Entertainment will be shaped to conform with the cafe atmosphere. New country will be honored possibly every other week and the floor entertainment and the music will be typical of that country. Talent, therefore, will be bought accordingly. Entertainers and musicians can remain in the room indefinitely, so long as they can prove their versatility by fitting into the changing themes.

Sydney S. Lovitt will promote the room, acting as a merchandising man rather than a press agent. The project has been designed by Edward Novak.

## Colonial, Detroit, Resumes With Names

DETROIT, March 14.—Business at the Colonial, only local house playing vaude year-around, is slated to pick up week of March 20 with the first name it has booked in months.

Meet the People, which played the Cass Theater, legit house, last fall, comes in as a condensed version. Shortage of available names is the reason for the failure to book them, according to Owner Ray Schreiber.

## Kalchheim Heading For Chicago Way

NEW YORK, March 14.—Harry Kalchheim, of the William Morris Agency, is expected to depart some time next week for duty in the Chi branch of the agency.

Kalchheim leaves his brother, Nat, to work with another brother, Jack, who has been in the Chicago office for many years.

## KC Tower Shows Set

CHICAGO, March 14.—Dick Hoffman, local booker of the Tower, Kansas City, Mo., has six shows set from the first week in April thru the middle of May. House hasn't had so many advance dates filled in months.

Week of April 3, A. B. Marcus' unit will play a return date, April 10, Gypsy Rose Lee; April 17, Henry Busse and band; April 24, Jan Garber's orchestra; May 1, Major Bowes Unit, and May 8, Blackstone's magic show.

## La Salle for Authentic Latin

CHICAGO, March 14.—La Salle Hotel's Pan-American Cafe brought in Jose Manzanara's band Thursday (12) for a run, to conform with the policy of using authentic Latin music. No floor talent is planned.

A local traveling agency is now offering night club tours for \$6.50, which includes dinner and show at Colostimo's and trips to the Liberty Inn, Clark Street spot, and the Congress Hotel's Glass Hat.

## Bernie Friedman in Army

MIAMI BEACH, Fla., March 14.—Bernie Friedman, publisher of *The Miami Beach Mirror*, theatrical weekly, has joined the army.

## Contract Ruled Okay Despite Absence of Employer Signature

NEW YORK, March 14.—Municipal Court here, in a test case last week, held a night club operator responsible for the canceled week of a singer, despite the fact that the employer's name did not appear on the contract.

Lee Chrysler was booked into the Ball at \$50 weekly by Jack Barry, to start December 16 for two weeks. Altho she performed satisfactorily she was dropped at the end of the first week. She subsequently sued for the second week's salary, as per contract. Harry Jupiter, on behalf of the club, argued that, inasmuch as the employer's name was not affixed to the contract, there was no liability involved. The court overruled this contention and ordered judgment for the second week.

Emanuel Redfield was counsel for Miss Chrysler.

## Entertainer-Waiters Active in New York

NEW YORK, March 14.—Entertaining Waiters' Association, Inc., at its annual meeting elected officers for 1942: President, Buster McGowan; first vice-president, Thomas McKenna; second vice-president, George J. Sweeney; corresponding secretary, William James; secretary, Samuel Mass; treasurer, Dennis Nelson; sergeants at arms, William Blett, Joseph Feeley and William O'Connor; business manager, Edward S. Delaney, and board of directors, Richard Harding (chairman), Jack Galvin, Harry Caplin, Eddie Porray, Bob Fields, Charles McGee and William Southard.

Seventh annual entertainment and dance will be held at the Rolo Cafe April 27, and Edward S. Delaney will be chairman of the arrangements committee.

Where members are engaged: Club Rollo—Buster McGowan, Harry Caplin, George Meyer, Dick Harding, Charles McGee, Willie Pasco, Dennis Nelson and Eddie Porray. Somerset Cafe—Benny Richie and Jimmie Lantry. 45th Street Cafe—Bill Coday, Mort White, Bill Hendley and Harold Normanton. Del Monte Bar and Grill—Daniel Machin, Carl and Fred's, Elmont, L. I.—Walter Schroeder and Tom (Flash) Weldon. Fred's Bar and Grill, Elmont, L. I.—George McSweeney and Charles Hooker. Dwyer's Sawdust Trail—Sam Simmons, George Wink and Gene Quinn. Davey Jones' Locker, Astoria—Thomas Kohler. New Homestead, Queens, L. I.—Bill Southard. Harmony Club, Brooklyn—Bernie Grant and Charles O'Connor.

## Stiefel Drops Roxy Plan

PHILADELPHIA, March 14.—Intention of Sam Stiefel to bring two-day vaude to his Roxy Theater here, which would have meant the first split-week time in this city in many a year, has not materialized. Roxy, a nabe movie house, was scheduled to try a Friday-Saturday four-act layout.

Stiefel has a working agreement with all other movie operators in the Roxborough sector, and use of vaude was seen as a breach of that pact.

Stiefel plays full-week vaude at his Fay's Theater here and colored shows at his Royal Theater in Baltimore.

## Detroit Club Expands Shows

DETROIT, March 14.—Andrew Sneed, manager of the Three 666 Club, opened about three months ago, is adding a line of eight girls March 20, the most elaborate line in any local black and tan. The Barna State Collegians, booked as the first show under the new policy, opens four days earlier.

## He Made It

READING, Pa., March 14.—It's a common thing for a night club, in bringing in a former band vocalist, to give top billing to the name band. But that practice was topped this week in the advertising of the Ketch Bar here. It stated that Eddie Paulsgrove, operator of the nitery, proudly announced Jack Kenney's return from a successful audition with Vincent Lopez.

### A Lively, Timely, Informative Article

By Joe Cohen on

### CLARIFICATION WANTED!

A resume of the problem that Social Security and Unemployment Compensation Taxes Present to Show Business.

In our Spring Special Issue

DATED MARCH 28



# Magic

By BILL SACHS

**ROBERT SHARPE**, the St. Louis magic man, is in his second week at The Patio, Cincinnati, set by the Frederick Bros. office. He was a visitor to the magic desk several times last week and this Tuesday night (17) appears as a guest on the writer's radio program over Station WSAI, Cincinnati. . . . **GENE GORDON**, co-founder of the IBM, was a recent guest at the home of Max Terhune, vent, magus and film player, in Burbank, Calif. Terhune is set for another year in the character of Alibi in the George Week's Western series, *The Range Busters*. . . . **THE GREAT RAYMOND**, who joined the Masonic Lodge in Bombay, India, and who received his degrees in various far-off places while touring the world with his magic show, is now lecturing on Free Masonry before Ohio lodges. . . . **MARQUIS THE MAGICIAN**, now touring Ohio houses with his new show, *Horror-Scopes of 1942*, reveals that business has been exceptionally good in that territory. . . . **VIRGIL THE MAGICIAN** has added an ocelot to his menagerie of birds and beasts in his two-hour show. He winds up the season near Cincinnati in May. . . . **LITTLE JOHNNY JONES** closed at the Talk o' the Town Club, Peoria, Ill., March 8 and on the 10th began a week's stand at the 100 Club, Des Moines. While at the former stand he enjoyed a visit from Verne Black and H. Adrian Smith. . . . **H. W. KARNAK** writes from Macon, Ga., under date of March 8: "Have been in Tennessee, Alabama, Florida and Georgia since August, playing CCC camps, army posts and schools. Have had one of the best seasons in years. Few magi in these parts. Virgil is coming thru soon, and Mal Lippincott is near by. We've had four weeks of solid bookings here at Camp Wheeler, in schools, and for the local USO. Have another week to go, then on to San Antonio." . . . **GREY-STOKE**, veteran magic and spook-show worker, is playing Southern schools at a 10-cent admission. . . . **PAUL STADELMAN**, vent, after six weeks in army camps in the South, has hopped into Knoxville for three weeks of club dates. He's still working under the sponsorship of the Oertel Brewing Company, Louisville.

**W. C. DORNFIELD**, the original Chicago Dorny, was a visitor at the magic desk last Wednesday (11) while in Cincinnati for a show at Alms Hotel for the Casite Corporation. Dorny says the Casite contract is the best thing that has happened to him in years, and he is loud in his thanks to his sparring partner, Monk Watson, the No. 1 Casite magician, who set him on the job. The Casite arrangement calls for from two to five shows a week at a good salary and all expenses paid. Dorny was also a visitor at John Snyder Jr.'s magic plant during his brief visit to Cincy. . . . **MONK WATSON** is confined at Latter Day Saints Hospital, Salt Lake City, for a rest, and friends are urged to drop him a line. . . . **JOHN SNYDER**, 79, father of John Snyder Jr., magic manufacturer and past president of the International Brotherhood of Magicians, passed away with pneumonia at a Cincinnati hospital March 13. . . . **HERMAN WEBER** (Namerh) is playing schools in the Pittsburgh area with his combination magic and spook show. He makes the hops in a Dodge truck loaded with nifties. Charles Breiner is the assistant. . . . **JACK GWYNNE** has closed at the Yacht Club, Pittsburgh, and moves into New York for a week at the Loew-State Theater. . . . **JUDSON COLE** is reported again playing clubs and theaters in the East, after winding up with a Broadway musical. . . . **DELL O'DELL** is showing her magical wares in the Cocktail Lounge and Coconut Grove of the Park Central Hotel, New York. . . . **PLATO AND JEWELL** are current at the George Washington Hotel, Jacksonville, Fla. . . . **SYD GOLDEN**, after eight consecutive years at Weber's Hofbrau, Camden, N. J., has taken his magical feats to Club Bali, Philadelphia. . . . **RAJAH RABOID** is presenting his mental turn at Jack Lynch's Walton Roof, Philadelphia, his first appearance in the Quaker City. . . . **NORMA KREIGER**, femagicker, is holding forth at Wilson's Cafe, Philadelphia. . . . **LAWRENCE WELK**, the Champagne Music maestro, was made an honorary member of Tampa Ring No. 13, IBM, during his recent engagement at the Stanley Theater, Pittsburgh. Among those who attended the backstage rituals were Dorny Dornfield, Kingdon Brown,

# Bryden Absorbs Nitery Owners' Booking Agency

**DETROIT, March 14.**—The Betty Bryden office Monday took over Ohio Night Club Productions, Inc., with an office at Columbus, changing it to Ohio Productions, Inc. Organization was started by a group of Ohio nitery owners some-time back, and is a regular Ohio corporation with a booking agency license. Organized to book 11 night spots, it has dropped to eight, which will hereafter be handled by Miss Bryden—Palm Gardens, Columbus; Sunset, Mount Vernon; Ringside, Mansfield; Red Horse Inn, Steubenville; Torch Bar, Youngstown; Top Hat, Dennison; Seven Seas, Chillicothe, and Alexander Club, Columbus. Miss Bryden, who has taken over most of the stock, becomes general manager, secretary and treasurer. R. E. Shaffer, owner of Palm Gardens, remains as president, and John P. Hurgatt, owner of the Ringside and Sunset, vice-president, inasmuch as the club owners will continue to have an interest in the organization. The spots will be booked thru the Detroit office, and Michigan AGVA scale, which is somewhat higher than the Ohio scale, will be paid, says Miss Bryden. This marks the first expansion into Ohio for the Bryden office, which has been operating here since 1923, and already had 43 weeks of Michigan night spots, now booking a total of 51 weeks.

# Band Units Still Tops in Midwest Vaude Theaters

**CHICAGO, March 14.**—Band units continue to be the leading theater attractions in this area, and seldom have as many orchestras concentrated in one part of the country. Bookers and operators advance two reasons for this activity, the box-office strength name bands continue to display, and the falling off of one-nighter and school dates, due to the war, resulting in a more concentrated effort to book the maestros into theaters.

The small circuits operating in Indiana, Wisconsin, Michigan and Illinois are doing better business, due to the boom in defense industries and, consequently, buy more flesh attractions. Customers eager to see names in the flesh stay close at home these days and, if their favorites play the home town, they are sure to turn out.

A crop of one, two and three-day dates are furnished bands by Warner, Standard, RKO, Butterfield, Great States, Singer and Tri-States houses. In addition, week stands use bands on almost every bill. Leaders in the week-date markets are the Chicago and Oriental here; Riverside, Milwaukee; Orpheum, Minneapolis, and Orpheum, Omaha. Of late, MCA has started to book bands for the Interstate Circuit in Texas. Wayne King is now on tour, to be followed by Ted Fio Rito.

Bands playing theaters in the Midwest this month and next include Jan Savitt, Lou Breese, Johnny Long, Eddy Duchin, Frankie Masters, Ted Weems, Del Courtney, Count Basie, Duke Ellington, Art Kassel, Dick Jurgens, Griff Williams and Gene Krupa.

**JOE GLASER** has set Bill Turner and His Dead Enders into the Cocktail Lounge, Chicago, starting March 22; Andy Kirk into the Regal, Chicago, after a one-night tour, April 3, and Louis Armstrong into the Casa Manana, Hollywood, March 27.

**E. F. W. Sallsbury**, Bill Sallsbury, Chucky Koontz and Joe S. Daurer, magish and publicity director for the Welk band. . . . **MAGIODOM LOST** a grand character March 6 with the passing in Philadelphia of James Collins, former assistant to the late Harry Houdini, and at the time of his death assistant to Houdini's brother, Hardeen, appearing in *Hellsa-poppin*. Further details in Final Curtain, this issue.

# Club Talent

## New York:

**DIANE DAVIS** added to *Of V We Sing*. . . . The **MARLYNN AND MICHAEL DANCERS** marking their third month at the St. Moritz.

## Chicago:

**JOHN SEBASTIAN**, harmonica player, succeeded Betty Allen at the Drake Hotel's Camellia House Friday (13). Miss Allen, who doubled from *Panama Hattie*, will go into Detroit's Penabscot Club March 23. The show opens in Detroit the preceding night. . . . **BELENCITA ORTEGA**, singer, passed thru town last week on her way from Mexico City to New York and reported that night club biz in the Mexican capital is way off, due to the curtailed tourist trade and general war conditions.

## Philadelphia:

**RAY BITTNER** new manager of the 4-U Bar. . . . **BENJAMIN (Bif) BEIFEL**, former nitery op, has become local sales supervisor for G. & W. whiskies. . . . **ANN FRANCINE** back at the Embassy Club. . . . **FRANK ARENA**, formerly of the Two Jacks, dancing duo, now an emcee. . . . **RALPH TEMPLE**, publicity director of the Benjamin Franklin Hotel, missed his first Garden Terrace opening, being felled by an emergency appendix operation. . . . **SYD GOLDEN** opens at Club Bali after eight consecutive years at Weber's Hof Brau.

# Nitery Tries Rubber Nights

**DETROIT, March 14.**—The Aluminum Nights at the Bowery Cafe were succeeded Thursday (12) by Rubber Night as the latest contribution to national defense. Manager Frank Barbaro believes there is a large volume of castoff rubber remaining in the average home, and offered free admission—on a good night, Thursday, at that—to patrons bringing in sizable rubber contributions. Articles particularly requested were old hot-water bottles, galoshes, pairs of rubbers, heels, gloves and door mats.

# Beverly Hills Resumes

**NEWPORT, Ky., March 14.**—Beverly Hills Country Club, dark since New Year's Day, resumes Tuesday (17). First show will have Ted Fio Rito's band, with Candy Candido; Kitty Carlisle, Landre and Verna, the Calgary Brothers and the 12 Kentucky Belles. Frank Sennes, Cleveland, continues as booker. Betty Kapp is the new press agent.

First layout remains for 10 days, with the club then reverting to the usual Friday openings. Extensive alterations include a higher ceiling, a moving bandstand, rising floor, new dressing rooms and a recreation room for chorines.

# Robinson Unit Dates

**CHICAGO, March 14.**—Frederick Bros. Music Corporation office here has whipped into shape a colored revue featuring Bill Robinson and Ernie Fields band, which opened at the Orpheum, Minneapolis, yesterday (13), and plays the Singer houses (Orpheum) in St. Paul, Minn.; Sioux City, Ia., and Davenport, Ia., March 20 thru 20.

**GUS VAN** will be the first singer to introduce in New York Marty White's tune, *Keep Punchin'*, on his WMCA program March 22.

## Here and There:

**STEPIN FETCHIT** opens a two-week run at the Club Lido, South Bend, Ind., March 23. Set by Tommy Sacco, Chicago.

**STONE AND VICTOR** have been handed a holdover at the Casino, Chicago.

**LANDRE AND VERNA** begin a 10-day stand at Beverly Hills Country Club, Newport, Ky., Tuesday (17). . . . **LORENA MERRILL** is being held an eighth week at De Met's Stage Bar, Portsmouth, O.

**ROLLET AND DORTHEA**, current at Edgewater Beach Hotel, Chicago, begin a four-weeker at Bal Tabarin, San Francisco, April 16. . . . **FRANCIS AND WALLY**, now at the Gay '90s, San Diego, Calif., will return east soon. On the Gay '90s bill with them are Fairfax the Magician, Jad Paul and Tazorina.

**BUDDY WILSON**, emcee, after five weeks at the Elks' Club, Montgomery, Ala., has returned to the Belvidere Club, Houma, La.

**ARCHIE ROBBINS** set for the Mayfair, Boston, May 13. . . . **MILLS BROTHERS** going to the Chez Maurice, Montreal, April 6. . . . **DI GITANOS**, following their run at the Palmer House, Chicago, start at the Troika, Washington, April 9. . . . **RAYNOR LEHR** troupe opening at his Victory Club, Billerica, Mass., April 2. . . . **STIRLING AND RUBIA** holdovers at the Cat and Fiddle, Cincinnati. . . . **PETERS SISTERS**, doubling between the Ball and Rathskeller, Philadelphia, are being held over in both spots. . . . **HAVE A DRINK MAURICE** has opened at the Roosevelt Hotel, Jacksonville. . . . **RAMON TALEVERA** in his third week at the Beachcomber, Providence. . . . **JERRY AND VI WAGNER**, piano and organ pair, have concluded at the Plaines Hotel, Cheyenne, Wyo. . . . **McCONNEL AND MOORE** draw another four-week session at the Gay Nineties, San Francisco.

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**Congress Hotel, Glass Hat, Chicago**

*Talent policy: Dance band, music starting at 5:30 p.m. Management: John Mack, managing director; Paul Kalling, manager; Sydney S. Lovitt, promotion. Prices: dinner from \$1.65; drinks from 40 cents.*

The most successful pop-priced hotel room in town. Atmosphere is pleasant and informal, and the service is unusually fine, combination that has been paying off in profits for some eight years.

Barry Winton orchestra is one of the most successful yet to play here. This six-piece outfit has been on hand for four months, playing to increasingly good business. The secret of Winton's popularity is his clean-cut personality and the solid musicianship of himself and his men. Play sound music, both American and Latin, and turn in entertaining sessions for dancers and table sitters alike.

Winton fiddles and is joined by Norman Small and Sid Manisho for string trio arrangements. Small and Manisho, basically, are the outfit's bass and sax departments, with Manisho tripling on a toy flute in novelties. Marty Ray is the accordionist and Latin song dispenser, while Johnny Graff, drummer, is featured novelty singer. Has cute version of French tunes.

Bea Harold, neat-looking and talented vocalist, sings both ballads and rhythm tunes with a clear voice that is easy on the ears. This is her second engagement in this room. Also doubles in the hotel's Pompeian Room, where Red Duncan, blind pianist, is the regular attraction.

Winton will close April 12, and Vincent Bragala, here before, will return for an indefinite run. Bands are aired over WBEM (CBS), averaging eight shots a week. *Sam Honigberg.*

**Havana Madrid, New York**

*Talent policy: Dance and show band; dance band; floorshow at 8, midnight and 2:30; rumba matinee Saturdays. Management: Lopez and Ferrer, owners; Ed Weiner, press agent.*

Dropping its girl ensemble for the first time in a long time, this colorful Latin spot premiered its variety bill

March 12 before an enthusiastic, vociferous crowd. Instead of flouncing girdles, it's talent this time, and the change is welcome.

Rosita Rios and Pilar Lopez are co-featured and both scored heavily. Miss Rios has improved, letting out her voice now and proving her soprano is as fine as any. She knows how to sell, using facial and hand gestures effectively and letting her voice run over a big range. Did three Spanish tunes, with *Begin the Beguine* and *El Rancho Grande* for encores. Pilar Lopez, classic Spanish dancer, opens with a Spanish bolero emphasizing castanets, and returned later for a classic, finger-snapping, heel-stamping dance to the exquisite guitar accompaniment of Carlos Montoya. Senorita Lopez is an authoritative, graceful, precise dancer. Montoya's guitar solo stamped him as a great Spanish guitarist. In one of her encores, Senorita Lopez has as partner Paco Lucena (formerly of Currito and Coral), whose flamenco dancing is arresting.

Trio Tutchiteco, two youths and a girl, are spotted twice and score each time. Their first is a gleaming, peasant-costumed routine featuring a sword duel, and their second a peasant, blanket-draped dance whose simple dignity is its greatest charm. A fine Mexican turn. Rolando, billed as Mexico's greatest pantomime comedian, failed to click despite his dopey-faced make-up and comic posturing as a bullfighter.

Don Casanova, who has improved much in poise and delivery, emceed nicely and then sang several tunes, including *I Yi Yi Yi* and *Aurora*, with zest and warmth. Won audience approval and had to encore.

Froilan Maya and Society Orchestra played the show well and also provided lively dance rhythms. And Don Gilberto's rumba band took care of the alternate dance sets very nicely. *Paul Denis.*

**The Cabana, Warwick, R. I.**

*Talent policy: Dance and show band, floorshows at 8:30 and 11. Management, Frank Fishburne; booker, Ted Later, New York; press agent, Roy Leonard, Boston.*

**America's Newest Dance Stars**



*Prices: Dinner from \$1.50. Minimum, \$1.50 daily and \$2.50 Saturdays.*

When Frank Fishburne of the Magnolia Casino, Boston, opened this night club last fall many felt he and his partners would never make it a go. Now in operation for more than six months, the spot has been building steadily.

Fishburne has been managing the spot since shortly after its opening and is largely responsible for its success. Kitchen has been enlarged to double its size and recently complete blackout arrangements were installed.

On night caught show routine was upset by failure of Betty and Buster Burnell, featured dance team, to arrive. Nevertheless the bill arranged by George Libby, now in his third week as producer, was more than satisfying.

George MacFarlane, emcee past four months, introduces the six-girl line, who do a "movie rehearsal" opening dance, the steps and actions depicting rhythm, drama, allure, sex, etc. Girls are young and nicely costumed in every number.

Leticia, East Indian-ish in looks, in ostrich-feather outfit, quite revealing, does a barefoot dance involving bumps, twists and a clever shimmy-back bend.

Margaret Morgan, one of the prettiest chorines, did a nice solo tap to fill for absent act.

Marian Francis, now in second week, sang *I Can't Give You Anything But Love, Green Eyes and I Said No*. Her soft, pleasing voice, expressive eyes and personality make her a show-stopper.

Line back again for another number, with Leticia in a Natch cymbal dance.

MacFarlane next sang a *Student Prince* medley, *You Stepped Out of a Dream* and *Begin the Beguine* in satisfying manner and voice.

Finale has chorus on for a Trinidad tambourine routine with entire company in for singing of *Star-Spangled Banner*.

Harry Paul leads six-piece band for show accompaniment and also for dancing.

Paul, conductor and violin; Saul Skersky, piano; Earl Laste, lead sax; Melvin Tax, sax; Harry Immar, sax; Ziggy Licus, trumpet; Lou Carter, drums. Range from swing to sweet. Several of boys do solos during dance sets.

Prices for food and drinks higher than other local night spots, but show, atmosphere and service well worth it. *Charles A. RossKam.*

**Merry-Go-Round, Dayton, O.**

*Talent policy: Dance band; floorshows at 11:30 and 1:30. Management: George W. Lantz Sr. and Henrietta Lantz. Ralph Donahue, emcee for floorshow and announcer for nightly broadcasts, 1 to 1:30 over WLW chain. Prices: Admission, 30 cents weekly; 40 cents Saturdays and Sundays; uniformed service men free with ladies and parents any time except Saturday; dinner, \$1.50 up.*

Still the top in Miami Valley. Since Pearl Harbor the management admits uniformed men and their parents or ladies free except Saturdays. Officers and men from the local airfields take advantage of this offer, their appreciation being expressed by their heavy attendance, keen enjoyment and exemplary behavior.

Red Nichols and band are in for four to six weeks. In addition to playing specialty numbers for the floorshow and hot numbers for dancing, they broadcast nightly on a Coast-to-Coast hook-up over WLW, Cincinnati. Lantz's is the first local spot to have such broadcasts.

Nichols has a 15-piece band, alternating swing with sweet tunes. Soloists are Margaret Reed, who sings straight, while "Spanky" Andrews, band pianist, sings novelties. Red himself does his usual hot trumpeting, working with the band on practically every number.

Two or three topnotch acts comprise the floorshow. The club recently installed complete "black light" equipment, curtains, instrument stands, piano and chairs, hats, gloves and so on, and this is used for the opening number, *We're All Americans*.

Lynton and Lopez appear in a variety of duo dance numbers, including a polka, *Dance of the Hours*, an old-fashioned cake-walk, *Jungle Drums* and an interpretation of Brahms's *Hungarian Dance No. 5*, all elaborately and appropriately costumed.

Beverlee Sales goes solo in a conga, Hawaiian numbers, rumba and a jitterbug toe number, all with an air of authenticity and done in lively fashion.

Ralph Donahoe has just completed his third successive year at the club. Work-

ing straight, emcee Ralph has been able to make himself exceptionally well liked.

"Pop" and "Mom" Lantz and several of their children are always on hand with personal welcomes, a practice which has endeared them to the regular visitors. *A. S. Kany.*

**Harry's New Yorker, Chicago**

*Talent policy: production floor shows at 9, 12 and 2; show and dance band; intermission band. Management: Charlie Hepp and Dave Branower, operators; Fred Joyce, publicity. Prices: minimum \$1.50; dinner from \$1.50; drinks from 50 cents.*

A change in show policy is under way here. Dave Branower, doubling as producer, has introduced a *Musie Hall Frolles* idea, and the first edition looks like a winner. Using only three acts and a line of girls, plus a series of silent movies, the spot offers an hour show, entertaining all the way. The turn of the century atmosphere fits in this informal room.

Jackie Green holds over again. He is emcee, impersonator and leading man in the couple of funny blackouts presented on the upper bandstand deck.

Edward Noll and Marion Nolan, youthful and capable musical comedy team, stand out with a set of novel routines, topped by their airy *Castle Walk*. The girl is a tasty-looking item.

The Dalton Boys, tho not hep to cafe audiences, do fine harmony work. Appearance is okay and the vocal efforts tie in with the general theme of the revue.

Selma Marlowe Girls open with a flashy cakewalk and wind up the show with a ballet-versus-swing novelty. Kay Eibert, of the line, turns in a swell ballet number. She is the best so far among the kids who double in specialties.

Arne Barnett, piano, continues to lead the show and dance music. The boys do a good job on both assignments. The Three of Us, instrumentalists, fill in the intermissions.

The slides and silent movies are really funny and give the show a novel twist. *Sam Honigberg.*

**The Lake Club, Springfield, Illinois**

*Talent policy: Name band, three floorshows a night. Management: Owners, Harold Henderson and Huga Giovagnelli; matre d'hotel, Andy Mazotti. Prices: Minimum charge, Saturdays, \$1; drinks from 25 cents; dinners from \$1.*

Joe Sanders, the "old left-hander," is packing them in here, following Ace Brigode, who attracted near-record crowds during his eight-week stand. SRO sign is due for a dusting off before Sanders and His Nighthawks conclude their three-week stand.

Sanders is at home in the spot and his emceeing provides many rib-tickers. Opening the floorshow March 9 was band vocalist Blanche LeBow, raven-tressed, diminutive. Her *Jim* drew big applause and she encored with *Honeysuckle Rose*. Louise Glenn, former ballerina of the Chicago Civic Opera, pleased with her dancing to Strauss's *Wine, Women and Song* and *Symphonique*.

French novelty, the Seror Twins, rollicked the audience. Their mirror sequence was particularly attractive. They clicked in their novelty musical coats.

Count D'Rey, headlining with his dummy Dugan, needed a bit of relaxation. Movements of his mouth and throat were visible and spoiled the act for many. He stopped the show with his *Little Sir Echo* singing number. Dugan whistled the chorus while D'Rey smoked a cigarette to finish in a blaze.

We've seen better bills here, but none have been better received, due mostly to Sanders's presentation technique. *Charles R. Topp.*

**Copley Plaza Hotel, Oval Room, Boston**

*Talent policy: Band for dancing and show; floorshow at 7:30 and 11:30. Management: Chauncey Depevo Steele, manager. Prices: Dinners from \$1.75, drinks from 50 cents; cover, \$1.*

The Dorothy Lewis ice show from the St. Regis Hotel in New York is the at-

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traction here and, for the first time, Boston is seeing an ice show as it should be presented. The Lewis show is all that could be desired—and in Boston that means plenty, for this is the home of the skating club and of skating shows.

This marks the first time that Boston night club patrons have had a chance to see a good ice show, on real ice, with beautiful costumes, colorful routines and performers at home on the ice.

Altho the show runs only 27 minutes, it is crammed with interest, and Miss Lewis and her supporting performers had to beg off. Interest in the show has been so great that Manager Steele has added a Sunday night performance. It would be far better if the extra performance were to be a Saturday matinee, when a younger crowd could be attracted.

The show itself is a neat, compact unit that doesn't waste a minute. Opener has the four girls (Harriette Haddon, Bernice Stewart, Lucille LaMarr and Jano MacDonald) in a simple routine with a sing-song chant intro. Next come Gene Morgan and John Farrell, quickly joined by Miss Lewis, in a comedy routine. This is a strong opener and good for laughs. There are a few other routines which are eye-filling and earn plenty of applause.

Standout, of course, is Miss Lewis's Snowfall routine, a beautiful number, very capably executed, and highlighted by excellent use of the hotel's somewhat meager lighting facilities. It is the strong point of the show, for it shows Miss Lewis to be an extremely talented skater and dancer.

Phosphorescent costumes make for a strong finale.

Ruby Newman and his very fine society band do a top job with the somewhat difficult show music, and please during dance sets.

Mike Kaplan.

**Le Ruben Bleu, New York**

*Talent policy: Continuous entertainment; no dance music. Management: Herbert Jacoby, owner; Jacobs and Ross, press agents. Prices: \$2 minimum (food excluded).*

New show that opened here March 9, features Maxine Sullivan and is an arresting variety bill all the way.

Miss Sullivan is at her best in an intimate room of this type, and spellbound her audience with her soft, hushed delivery of *No John, I Don't Want To Walk Without You, Rose O'Day, Summertime and Loch Lomond*. Her small voice understates the lyrics and demands attention. Herman Chittison, pianist, and a guitar and string bass, gave her excellent rhythm backing all thru.

Yascha and Dirko, two young and handsome men strumming guitars, also held close attention with their renditions of exotic tunes, such as a Serbian dance for two guitars and a Turkish lament. One of them sings, revealing an excellent trained voice ranging from low baritone to lyrical tenor moments. Their guitar work is exquisite. A perfect turn for this club.

Kay Moon, a newcomer, did all right despite her obvious nervousness. She is a tall, lanky female who sings specials satirizing the 1900s. Did a lament of a widow who's hankering for a new man and one about a gal who likes to splash water, and such.

Wally Blacker, pianist, played well between the acts.

Paul Denis.

**Cafe Howard, French Village, Bridgeport, Conn.**

*Talent policy: Continuous entertainment and dance band. Management: Operated by John M. Meyers; managed by Matt Lucey; publicity by Ralph Chaterdon. Prices: Drinks from 40 cents, meals from \$1.*

Situated in the western section of the city, this spot is a natural. In its sixth month, on a seven-nights-weekly basis, it is drawing crowds. Management is splurging liberally with large space in local sheets, besides tie-ups with local theaters and a WNAB wire. Tastefully decorated as a French boulevard, main dining room has a capacity of 450, while the smaller Sidewalk Cafe seats 225.

Mickey Carr and Les Gendarmes, which include Carr, piano, Pete Henry, drums; Benny Puglia, sax-clary; Jack Philo, bass, and Ed Antolek, trumpet, handle the music very capably. The Apaches, a three-piece combo, dish out the rhythms in the smaller room. There is never a dull moment at this spot.

"Happy" Hal Thornton is in his 23d week here as emcee and doing a swell job. Lad has a dynamic personality and is all over the place. Handles the ivories skillfully, both pops and classics, and has a pleasing voice. His take-off of a short-wave broadcast garners lots of belly-laughs. Also leads community singing. Peggy Newton, attractive femme, displays nice pipes in both hot and swing tempos. Among her best numbers are *I Said No* and *He's A-1 in the Army*. Her tempo is off, tho, in several spots, and orchestra had difficulty at times in keeping up with her. Bobby Baxter, shapely miss, does a mediocre tap. Her warbling of *I'm Nobody's Baby* clicked, however. If gal would only smile. Lillian McCoy pleases with accordion playing and warbling. Among her best was *Italian Street Song*.

Samuel A. Lefkowitz.

**The Boulevard, Elmhurst, L. I., N. Y.**

*Talent policy: Dance band and ice shows at 9 p.m. and 12 p.m.; extra 6 p.m. show Sundays. Management: Hank Conklin, owner; Jack Hein, manager; Artie Pine, publicity. Prices: Minimum, \$1.50, except Saturdays, \$2.*

The Gladys Lamb-Rube Yocum Ice Parade of 1942 made it bow here Monday (9), first time a tank icer has been booked into a local nitery. Show is scheduled to run for eight weeks, with an option for eight more.

Spot, seating 650, is only 20 minutes from Times Square (via subway) and may be able to attract patrons from midtown Manhattan.

Eight members doing nine numbers make up *Ice Parade*, five gals and three boys, including Lamb and Yocum. Lasts 35 minutes. Skaters work on a tank 20 by 24, directly in front of the bandstand.

Featured, besides Lamb and Yocum, is Bette Wharton, beautiful blonde, whose exceptional skating ability, combined with plenty of s. a., makes her one of the hits of the show.

Opener was the Lambettes, made up of Miss Wharton, Adele Henny, Bobbie Dorrie and Mary Alice Lowery, giving a fine exhibition of precision and acro skating to the accompaniment of martial music.

Second act saw Lamb and Yocum on for a ballroom number. Garbed in appropriate Latin American costumes, the pair executed a rumba and a tango in A-1 fashion. As a thriller they tossed in a few difficult acro stunts. Received a big hand.

The misses Wharton and Henny, as majorettes, did fancy spins and twirls while manipulating their batons, both singly and teamed. Baton work, however, was hampered somewhat by the low ceiling of the room. Bob Tobin and Bob Duffy, comedy team, engaged in difficult and entertaining antics. Tossed each other around and took some beautiful falls. Altho they didn't supply much comedy, they were good for a few laughs, and definitely established themselves as masters on the blades.

Lamb and Yocum appeared again in a fast routine. In formal dress, did some very fine ballroom skating. Executed spins and acros with precision and apparent ease. Miss Wharton provided what was probably the highlight of the entire production when her beautiful ballet number wowed the audience. Her fancy skating, together with her natural poise and grace, labeled her a top skater. Tobin and Duffy, in top hats, tails and sticks, did some very fine fancy skating, combined with difficult jumps and spins. Finale saw the entire company on in

a precision number to *Hooray for Hollywood*, a special song.

Music for the show and dancing was supplied by Art Mooney and orchestra. The crew, a 10-piece outfit, consisting of three rhythm, four brass and three sax, did a first-rate job. Cam Crosbie, at the Hammond console, supplied music during intermissions.

Elliott Colfer.

**Blackstone Raps Low Admissions; Southern Biz Fine**

MACON, Ga., March 14.—Blackstone the Magician, making his first Southeastern tour in about 20 years, expressed himself as aggravated during his three-day engagement at the Capitol here this week.

"The crowd's too big and the admission prices aren't right," he complained. Business really was terrific, Manager Harold Norris of the Capitol confirmed. The Capitol's top remained at 28 cents, as usual. Blackstone said everywhere his attraction was playing for 55 cents top.

Blackstone was guest of honor Sunday at a banquet arranged by Norris for the Macon Magicians' Club. Blackstone presented some of his numbers, assisted by Harriet Knoell and Rosemary Taylor.

Blackstone has company of 22 and a 70-foot baggage car full of props. Business thru Virginia, the Carolinas and Georgia has been "exceptionally good," said Ned C. Bates, company manager. Bates reported that, after Atlanta next week, the troupe will jump to Philadelphia.

**FISCHER'S "PRIORITIES"**

(Continued from page 4)

Mr. Baker to play accordion accompaniment, and the two of them go into a session that's top entertainment at its best. Mr. Draper is one of the really great artists alive today; and, amazingly, his art is as effective in a vaudeville house as it is in a concert hall.

The singing side is the bill's weakest angle, but nobody seemed to care. Chief warbler is Joan Merrill, an extraordinarily attractive young lady who hides behind a mike early in the show and intones three numbers in two separate and distinct voices. The one she uses most is a sort of low growl; the other, high and sweet, sounds as tho it might be pleasant if she gave it a chance. Diane Denise, who clowns a bit with Mr. Baker, also provides a couple of vocal interludes—without hiding behind a mike. The customers seemed to love the startling innovation of a singer who could be heard without mechanical aid. Also singing briefly in the second-act opening is Beverley Lane, a statuesque young lady with a pleasant voice.

As for the comedians, they are, as you don't have to be told, terrific. The Nonchalants, those topnotch acrobats with hilarious kid chatter running thru their tricks, are in deuce spot, and score as strongly as ever. And, in the second half, a surprise is sprung by a lugubrious-looking gentleman named Gene Sheldon, who plays the banjo remarkably well and who remains to offer some of the most side-splitting sight comedy seen hereabouts in years, with the aid of Loretta Fischer, a fine straight woman. They scored a thoroly deserved show-stop.

Mr. Holtz, acting as emcee, is off and on thruout the show, accompanied by the mythical Lapidus, his cigar and his cane. The cane, tho, is used merely as a walking stick this time. He is as hilarious as ever, convulsing customers with his anecdotes, holding a house party at intermission break—with the aid of Mr. Howard in the aisles—building applause for his co-workers, and in general tying the show together with a master hand. Mr. Baker is also his usual excellent self, complete with comedy accordion and stooge in box. It's a familiar pattern, but it's still good. As for Mr. Howard, he remains one of the drolliest men on the stage today. He does some of the skits performed in previous revues. Offers flashes of his terrific burlesques of Cantor, Jessel and Jolson, and in general keeps the customers in stitches and the aisles.

The line, directed by Marjery Fielding, does a number of unsensational but unobjectionable routines.

The show stopped rather than ended on second night, with Masters and Rollins, who had appeared at the opening, unheard from. What with encores, show-stops and unconfined clowning, tho, it managed to ring down just ahead of the

mystic hour of 11:30—when stagehands begin collecting overtime.

The three full hours of top entertainment are offered for from 50 cents to \$2 evenings and 50 cents to \$1 matinees, with the Saturday top \$2.75. It's two-a-day, except Saturday, when a midnight show is added.

The house was packed second night, and indications point to a good, healthy run. It should have one; it's the best entertainment buy in town.

Eugene Burr.

**AGVA THREATENS**

(Continued from page 3)

a chorus minimum of \$25 per week, and elimination of room and board agreement in some clubs.

Following a meeting Tuesday (10) between officials of AGVA and the Owners' Association, Majl called a membership meeting Thursday, attended by 150 performers, which voted for the strike deadline.

Ben Franklin, counsel for the owners, told AGVA at negotiations meeting that enforcement of a \$25 chorus scale "would force the owners to dispense with floorshows for a cheaper form of entertainment." Franklin branded the minimum as excessive because it does not allow for a seventh day of work, agents commission or doubling in specialty parts.

Majl, in discussing the wage proposal situation with AFL leaders here, stated afterward that they would support the AGVA fight 100 per cent.

NEW YORK, March 14.—Gerald Griffin, executive secretary of AGVA, said that the national, to which the Buffalo branch is accountable, would sanction a general strike of performers in Buffalo.

**STAR SHUTS**

(Continued from page 3)

ators have been paying \$250 for a quarterly license. Prior to that the ops got a license for the entire year at \$500. A quarterly license could be used as a threat to the managements to keep the shows within bounds. It is considered easier to refuse to grant a license than to revoke it once it has been granted.

The ops may also press for the return of the use of the word burlesque on the marquees.

Here's what the PRESS says about

**CABOT and DRESDEN**

now appearing at **LOEW'S STATE NEW YORK**

WALTER WINCHELL Says: "ORCHIDS."

KILGALLEN Says: "GOLD STAR."

TED FRIEND Says: "Thrill of a night time."

WILLIAM HAWKINS Says: "They have original and startling ways of doing swirls and make lightning change of holds in midair, arriving at an amazing fling to finish their routines."

THE BILLBOARD Says: "Sensational for a legit musical."

VARIETY Says: "Outstanding with slick ballroomology."

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All acts working this way, please contact me, I have three and four weeks' work in the Army Camps. Can use NOVELTY and Musical, also Girls and Singers.  
**NAT D. RODGERS**  
Evangeline Hotel ALEXANDRIA, LA.



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

**A**

Adrianna & Charly (Palace) Cleveland, t.  
Alexander, Cecil (Jacques) Waterbury, Conn., t.  
Alvarez, Fernando (Copacabana) NYC, nc.  
Ames, Jimmy (Hurricane) NYC, nc.  
Andrews, Lols (Oriental) Chi, t.  
Andrews Sisters (Michigan) Detroit, t; (Palace) Cleveland 20-26, t.  
Argentine Duo (Circle Bar) St. Louis, nc.  
Arnaut Brothers, Four, & Sister Nellie (Colonial) Dayton, O., t.  
Arthur, Helen (Wivel's) NYC, ra.  
Ashburns, The (Rainbow Grill) NYC, nc.  
Ashley, Evelyn (Jimmy Kelly's) NYC, nc.  
Athos, Odette (Casino Russe) NYC, nc.  
Austin, Virginia (Commodore) NYC, h.

**B**

Bailey, Bill (Ubangi) NYC, nc.  
Bailero, Marc (Earl Carroll's) Hollywood, cb.  
Banks, Sadie (Old Roumanian) NYC, re.  
Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc.  
Barclay, Irene (Aloha) Brooklyn, nc.  
Barnes, Harold (Versailles) NYC, nc.  
Barnes, Ruthie (Palace) Cleveland, t.  
Bates, Peg-Leg (Earle) Phila, t.  
Beck, Charley (Chaley Foy's) Hollywood, nc.  
Belling, Clem, & Co. (Leon & Eddie's) NYC, nc.  
Belmont Balladeers (Belmont-Plaza) NYC, h.  
Belmont Bros. (Dover) Dover, O., h; (Nite Owl) Canton 23-28, nc.  
Berry Bros. (Music Hall) NYC, t.  
Berry, Diana (Hi Hat) Chi, nc.  
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.  
Blake, Larry (Beachcomber) NYC, nc.  
Blanche & Elliott (Riviera) Los Angeles, c.  
Bob & the Twins (Rogers Corner) NYC, nc.  
Bond, Angie, Trio (Rogers Corner) NYC, nc.

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

Boran, Arthur (Five o'Clock) Miami Beach, Fla., nc.  
Boswell, Connie (Paramount) NYC, t.  
Bowen, Sybil (Palace) Cleveland, t.  
Bowers, Major, Unit (Chateau) Rochester, Minn., 18-19, t; (Paramount) Austin 20-21, t.  
Bradley, Blanche, & Singing Marines (Edgewater Beach) Chi, h.  
Bradley, Vi (Club Midnight) NYC, nc.  
Bricktop (Cerutti's) NYC, re.  
Brown, Mary Jane (Embassy) Phila, nc.  
Brown, Evans (Lark) Davenport, Ia., nc.  
Bruce, Carol (Chez Paree) Chi, nc.  
Bruce, Eppie (Queen's Terrace) Woodside, L. I., N. Y., nc.  
Bryant, Betty (Pierre) NYC, h.  
Burke, Johnny (Roxy) NYC, t.  
Bye Sisters (Orpheum) Minneapolis, t.

**C**

Callahan Sisters (Oriental Theater, doubling from Hotel Sherman) Chi 20-26.  
Calgary Bros. (Beverly Hills) Newport, Ky., cc.  
Carlisle, Kitty (Beverly Hills) Newport, Ky., cc.  
Carmencita (Club Gaucho) NYC, nc.  
Carroll, Kathryn (St. Moritz) NYC, h.  
Casanova, Don (Havana-Madrid) NYC, nc.  
Chanticleers, Four (Cerutti's) NYC, re.  
Charles & Lee (Dave Fidler's Bar) Des Moines, Ia., nc.  
Chase, Chaz (La Conga) NYC, nc.  
Chick & Lee (RKO-Keith) Boston, t.  
Chinita (Leon & Eddie's) NYC, nc.  
Chitlison, Herman (Le Ruban Bleu) NYC, nc.  
Claire Sisters (Bal Tabarin) NYC, nc.  
Claire, Ted (Tower) Kansas City, Mo., t.  
Clark, Coleman (Public) Cleveland 21-29, a.  
Clark, John (Music Box) Omaha, nc.  
Clark, Keith (Park Plaza) St. Louis, h.  
Cole, King, Trio (Kelly's Stable) NYC, nc.  
Collette & Barry (Latin Quarter) Miami Fla., nc.  
Collins & Peterson (Riverside) Milwaukee, t.  
Colt, Phyllis (Chicago) Chi.  
Columbus, Charles (St. Moritz) NYC, h.  
Compton, Betty (Diamond Horseshoe) NYC, nc.  
Cotts (Seelbach) Louisville, Ky., h.  
Covarro, Nico (Bal Tabarin) NYC, nc.

**D**

D'Arcy, Jeanne (McAlpin) NYC, h.  
Daks, Nicholas (Music Hall) NYC, t.  
Dana, Dick (Fay) Phila 16-23, t.  
Daniels, Marge (Club Condado) Trenton, N. J., nc.  
Dawn, Carl, & Humanettes (RKO-Keith) Boston, t.  
Daye, Suzanne (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Debonairs (Earl Carroll's) Hollywood, cb.  
DeCruz, Netha (Monaco) Cleveland, nc.  
Del Rios (Capitol) Washington, t.  
DeMarco, Isabel (Teddy's L'Aiglon) Chi, nc.  
DeMayos, The (Henry Grady) Atlanta, h.

**Cheena De Simone DANCERS**  
Currently BEACHCOMBER, Miami  
Dir.: Sol Tepper, RKO Bldg., N. Y. C.

Del Ray, Manya (Jimmy Kelly's) NYC, nc.  
Dick, Don & Dinah (Roxy) NYC, t.  
D'Roy, Phil (Lake) Springfield, Ill., nc.  
D'Roy, Sandra (Lake) Springfield, Ill., nc.  
Del Villar, Hector (Shoreham) Washington, h.  
Devel, Donna (Versailles) NYC, nc.  
DeWood, Lorraine (Rumba Casino) Chi, nc.  
Dolinoff, Alexis (Rainbow Room) NYC, nc.  
Don & Cassandra (50th) Detroit, nc.  
Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.  
Doreen (Drum) Miami, Fla., nc.  
Douglas, Roy (Chi Am Chateau) Mountaine-side, N. J., nc.  
Drayton, Jack (Hayward) Rochester, N. Y., 8-21, h.

(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.

Duanos, The (Benjamin Franklin) Phila, h.  
Dudley & Bostock (Wivel) NYC, re.  
Duke, Marilyn (Commodore) NYC, h.  
Dumont, Marie (Crisis) NYC, nc.  
Durant, Jimmy (Capitol) Washington, t.  
Duval, Merie & Lee (Oriental) Chi, t.

**E**

Edward & Diane (Village Barn) NYC, nc.  
Ellis, Joan (Queen Mary) NYC, re.  
Elridge, Jean (Ubangi) NYC, nc.  
English, Ray (La Conga) NYC, nc.  
Estrellita (Seven Seas) Boston, nc.

**F**

Fallic's Puppets (Roxy) NYC, t.  
Faludys, The (Colonial) Dayton, O., t.  
Fantinos, Four (Carmen) Phila, t.  
Fenton, Mildred (Club Frisco) NYC, nc.  
Fern, Pearl, & Eddie (Night Owl) Canton, O., nc.  
Ferris, Tommy (Singapore) Chi, c.  
Fields, Jackie (Aloha) Brooklyn, nc.  
Flynn, Macla Luisa (El Chico) NYC, nc.  
Fontana, Georges (Diamond Horseshoe) NYC, nc.  
Forbes, Ann (Bill Bertolotti's) NYC, nc.  
Forbes, Maria (No. 1 Bar) NYC, nc.  
Fox, Gladys (Casanova) Detroit, nc.  
Francine, Ann (Queen Mary) NYC, re.  
Frank, Capt., & Hollywood Pals (Silver Slipper) Louisville, nc.  
Franklin, Hazel (Biltmore) NYC, h.  
Fredericks, Chester (Oriental) Chi, t.  
French, Eleanor (Plaza) NYC, h.  
Froman, Jane (Blackstone) Chi, h.

**G**

Gabrielle (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Gallagher, Jim & June (Camp Shelby) Hattiesburg, Miss., 9-21.  
Gall Sisters (Beachcomber) NYC, nc.  
Galvan, Gil, & Dancers (La Martinique) NYC, nc.  
Gardner, Grant (Bijou) Battle Creek, Mich., 19-21, t.  
Gay '90s Unit (Bijou) Battle Creek, Mich., 19-21, t.  
Gerity, Julia (Sawdust Trail) NYC, nc.  
Gilmore, Gita (Mike Young's) Marlboro Pike, Md., nc.  
Good, Margo (Queen's Terrace) Woodside, L. I., N. Y., re.  
Gould, Caryl (Capitol) Washington, t.

**GRANT FAMILY**

Direction

MAX TISHMAN, 1619 Broadway, N. Y.

Grace & Scotty (Garde) New Haven, Conn., h.  
Grant, Rosalie (St. Moritz) NYC, h.  
Gray, Gary (Blue Ridge) Pittsburgh, nc.  
Gray, Gilda (Diamond Horseshoe) NYC, re.  
Green, Al (Swing Club) NYC, nc.  
Green, Jackie (Harry's New Yorker) Chi, nc.  
Grimes, Betty (Sawdust Trail) NYC, nc.  
Guesses, Three (Royale) Detroit 13-19, nc.

**H**

Habers & Dale (Glenn Rendezvous) Newport, Ky., nc.  
Hager, Clyde (Diamond Horseshoe) NYC, nc.  
Hannon, Bob (Roxy) NYC, t.  
Harrison, Spike (Gay '90s) NYC, nc.  
Hartmans, The (Waldorf-Astoria) NYC, h.  
Haviland, Dick (Corktown Tavern) Detroit, nc.  
Hawaiian Nights (Riverside) Milwaukee, t.  
Hayes, Peter Lind (Grace Hayes) Hollywood, nc.

Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.

Hayworth, SeaBee, Revue (State) Winston-Salem, N. C., 18; (Carolina) Wilson 19; (Academy) Lynchburg, Va., 20-21, t.  
Healy, Eunice (Royale) Detroit, nc.  
Healy, Mary (Grace Hayes) Hollywood, nc.  
Heasley Jack & Bob (Biltmore) NYC, h.  
Herbert, Jack (Helsing Vodvil Lounge) Chi, nc.  
Herold, Bea (Congress) Chi, h.  
Higgins, James (Jimmy Kelly's) NYC, nc.  
Hild, Dorothy, Ballet (Chicago) Chi, t.  
Hildegard (Savoy-Plaza) NYC, h.  
Hines, Baby (Cafe Society Downtown) NYC, nc.  
Holiday, Billie (Congo) Detroit, nc.  
Hollenbeck, Dr. (West) Sioux City, Ia., h.  
Holman, Libby (Somerset) Boston, h.  
Honnert, Johnny (Embassy) Miami Beach, Fla., h.  
Howard, Bob (RKO-Keith) Boston, t.  
Howard, Bunny (Park Central) NYC, h.  
Howard, Joe E. (Diamond Horseshoe) NYC, nc.  
Howard, Johnny (Charley Foy's) Hollywood, nc.  
Hubert, Frank & Jean (State) NYC, t.  
Hyers, Frankie (Club 18) NYC, nc.

Ink Spots, Four (Hipp) Baltimore 16-18, t.

Jack & Gill (St. Moritz) NYC, h.  
Jason, Bobbe (Old Roumanian) NYC, re.

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Mar. 20-21, Carolina Theatre, Lumberton, N. C.  
For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Iltan, N. Y.

Jeanne, Myra (Monaco's) Cleveland, nc.  
Jordan, Elaine (Park Central) NYC, h.  
Jordan, Joanne (5100) Chi, nc.  
Juchiteco Trio (Havana-Madrid) NYC, nc.

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**K**

Kaplin, Eddie Nuts (Fay) Phila 16-23, t.  
Karyl, Iris (Bouche's Villa Venice) Miami Beach, nc.  
Kay, Beatrice (Latin Quarter) Boston 15-21, nc.  
Keyboard Kuties, Four (Sawdust Trail) NYC, nc.  
Kitty, Johnny (Beachcomber) NYC, nc.  
King, Charles (Diamond Horseshoe) NYC, nc.  
Knapp, Marjorie (Olover) Miami, nc.  
Knight Sisters (Nixon) Pittsburgh, c.  
Kuznetzoff, Adia (Russian Kretchma) NYC, nc.

**L**

Lahr, Bert (State) NYC, t.  
Lamberti, Prog. (Florentine Gardens) Hollywood, cb.  
Lambot, Edith (Bill Bertolotti's) NYC, nc.  
Landre & Verna (Beverly Hills) Newport, Ky., cc.  
Lane, Gloria (Oriental) Chi, t.  
Lang, Wilson (Park Central) NYC, h.

**Advance Bookings**

DICK JURGENS: Bay Theater, Green Bay, Wis., April 14; Oshkosh Theater, Oshkosh, Wis., 15; Orpheum Theater, Minneapolis, 17, week; Riverside Theater, Milwaukee, 24, week; Orpheum Theater, Davenport, Ia., May 1-3; Rialto Theater, Joliet, Ill., 6; Paramount Theater, Fort Wayne, Ind., 8-10; Palace Theater, South Bend, Ind., 11.  
AL VERDI AND DOLORES, George Bernard Dancers, Bobby Belmont, Betty Shane; Hollywood Cafe, Toledo, March 23, week.  
MAJOR BOWES UNIT: Palace Theater, Fort Wayne, Ind., April 17-19; Oriental Theater, Chicago, 24, week; Riverside Theater, Milwaukee, May 15, week.  
BILL ROBINSON - ERNIE FIELDS

UNIT: Orpheum Theater, St. Paul, March 20-23; Orpheum, Sioux City, Ia., 25-26; Orpheum, Davenport, Ia., 27-29.  
ROLLET AND DORTHEA: Bal Tabarin, San Francisco, April 16 (four weeks).  
TED WEEMS: Keith Theater, Huntington, W. Va., March 22; Warner Theater, Morgantown, W. Va., 23; State Theater, Washington, Pa., 24; Smoot Theater, Parkersburg, W. Va., 25.  
HAL LeROY: Oriental Theater, Chicago, April 3, week.  
COUNT BASIE: Riverside Theater, Milwaukee, March 27, week.  
LOU BREESE: Earle Theater, Philadelphia, March 27, week.  
EUNICE HEALY: Club Royale, Detroit, March 27, two weeks.

Laurel, Dolores (Venice) Phila, c.  
Lazaroff, Vladimir (Russian Kretchma) NYC, nc.  
Le Brun Sisters (Hurricane) NYC, nc.  
Lee, Bob (Wivel's) NYC, re.  
Lemmo, Jerry (Arcadia Grill) Canton, O., nc.  
Lemmon, Lenore (19th Hole) NYC, nc.  
Lewis, Ralph (Queen's Terrace) Woodside, L. I., N. Y., nc.  
Lind, Della (Diamond Horseshoe) NYC, nc.  
Lit, Bernie & Evelyn (Green Villa) Baltimore, nc.  
Little Tough Guys (Palace) Cleveland, t.  
Lloyd, George (Grace Hayes) Hollywood, nc.  
Lloyd & Willis (Washington-Youree) Shreveport, La., 16-26, h.  
Loose Nuts, Three (Plantation) St. Louis, nc.  
Loper, Don, & Maxine Barrat (Copacabana) NYC, nc.  
Lopez, Maria Luisa (El Chico) NYC, nc.  
Lopez, Pilar (Havana-Madrid) NYC, nc.  
Loring, Lucille (Town Tavern) Rockford, Ill., nc.  
Lowe, Ruth (Sheraton) NYC, h.  
Lucas, Nick (Club Lido) South Bend, Ind., nc.  
Lucero, Norma (Russian Kretchma) NYC, nc.  
Lynn, Bert (Hurricane) NYC, nc.

**M**

McConnel & Moore (Gay '90s) San Francisco, nc.  
McKenna, Joe & Jane (Majestic) Dallas, t.  
McLean, Ross (Rogers Corner) NYC, nc.  
Mack, Johnny (Commodore) NYC, h.  
Malina, Luba (La Conga) NYC, nc.  
Malone, Mack (Grace Hayes) Hollywood, nc.  
Mangean Sisters (Diamond Horseshoe) NYC, nc.  
Mann, June (Diamond Horseshoe) NYC, nc.  
Manners, Gloria (Greenwich Village Inn) NYC, nc.  
Marlowe, Don (Palace) Greenfield, Mass.; (Strand) Lowell 23-28, t.  
Marlowe, Sylvia (Coo Rouge) NYC, nc.  
Marshall, Mary (Seven Gables Inn) Milford, Conn., nc.  
Marta, Richard (Chateau Moderne) NYC, nc.  
Martin, Evalyn (Cocoanut Grove) Boston, nc.  
Martin & Margo (Barone's) Chi, nc.  
Matvienko, Dmitri (Casino Russe) NYC, nc.  
Maughan, Dora (Park Central) NYC, h.  
Maysy & Brach (Royal Palm) Miami Beach, h.  
Mercer, Mabel (Jimmy Daniel's) NYC, nc.  
Merrymen, Tann (Tower) Kansas City, Mo., t.  
Midgley, Dorise (Benjamin Franklin) Phila, h.  
Miller, Marion (606) Chi, nc.  
Miller, Susan, & Al Siegel (Colonial) Dayton, O., t.  
Mills Bros. (Tower) Kansas City, Mo., t.  
Montes, Monna (Rainbow Room) NYC, nc.  
Moody, Gertrude (Gay '90s) Brooklyn, nc.  
Moon, Kay (Ruban Bleu) NYC, nc.  
Morales, Maria (El Chico) NYC, nc.  
Morgan, Eddy (Ritz-Carlton) Atlantic City, h.  
Morgan, Grace (New Yorker) NYC, h.  
Morgan, Stuart, Dancers (State) NYC, t.  
Morgan, Johnny (Slapsy Maxie's) Beverly Hills, Calif., nc.  
Morris, George (Armando's) NYC, nc.  
Morris, Will, & Bobby (Shrine Circus) Rochester, N. Y., 16-21.  
Mostel, Zero (Cafe Society Downtown) NYC, nc.  
Munro & Adams (Jimmie's) Miami, nc.  
Murray, Charlie (Pierre) NYC, c.  
Murray, Jan (Leon & Eddie's) NYC, nc.  
Murray, Jean (Hickory House) NYC, nc.  
Murray, Steve (19th Hole) NYC, nc.  
Murray, Wynn (Music Hall) NYC, t.

**N**

Nadia & Sasha (Casino Russe) NYC, nc.  
Nadine & Charles (Washington) West Palm Beach, Fla., h.  
Na Pua (Lexington) NYC, h.  
Naldi, Nita (Diamond Horseshoe) NYC, nc.  
Nevada, Vicki (Hollenden) Cleveland, h.  
Nevel, Nik, Trio (Stone's Plantation Room) Youngstown, O., nc.  
Newdahl, Clifford (No. 1 Bar) NYC, nc.  
Nilsson, Walter (Chicago) Chi, t.  
Nita & Ravell (La Conga) NYC, nc.  
Noble Trio (Tower) Kansas City, Mo., t.  
Norella, Delle (La Martinique) NYC, nc.  
Novelle, Ron (Park Rest) Newark, N. J., nc.

**O**

O'Connell, Helen (Pennsylvania) NYC, h.

**P**

Pan-American Dancers (Baker) Dallas, h.  
Parker, Johnnie Hats (CooCooNut Grove, Santa Monica, Calif., nc.  
Parker, Lew, & Co. (Colonial) Dayton, O., t.  
Paris, Frank (Strand) NYC, t.  
Paterno, Beverly (Armando's) NYC, nc.  
Paulson, Lehua (Lexington) NYC, h.  
Payne, Frank (Sherman) Chi, h.  
Peppy & Peanuts (It Cafe) Hollywood, c.  
Perfect, Rose (Bill's Gay '90s) NYC, nc.  
Perrin, Mac (St. Moritz) NYC, h.  
Perry, Patricia (Brown Derby) Chi, nc.  
Pickerts, The (Glenn Rendezvous) Newport, Ky., nc.  
Plato & Jewell (George Washington) Jacksonville, Fla., h.  
Pollakova, Nastia (Russian Kretchma) NYC, nc.  
Pops & Louie (Paramount) NYC, t.  
Price, Georgie (La Martinique) NYC 25-March 25, nc.  
Price, Sammy (Cafe Society Downtown) NYC, nc.  
Princess & Willie Hawaiians (Gay '90s) Columbus, O., nc.

**R**

Rabold, Rajah (Colonial) Dayton, O., t.  
Rae, Jimmy (Chicago) Chi 13-19, t.  
Rae & the Rudells (Roxy) NYC, t.  
Ramon, Roberta (Park Central) NYC, h.  
Ramon & Jo Ann (Jimmy Kelly's) NYC, nc.  
Rardin, Joey (Glenn Rendezvous) Newport, Ky., nc.  
Reed, Diane (Melody) Union City, N. J., nc.  
Reis Bros. (Airliner) Miami, nc.  
Reynolds, Lee (Queen Mary) NYC, re.  
Rhodes, Carole (Pierre) NYC, h.  
Rhythm Rockets (Capitol) Washington, t.  
Rice, Sunny (Roxy) NYC, t.  
Richards, Cully (Walton) Phila, h.  
Richey, Jean (Sans Souci) Havana, Cuba, nc.  
Ringo & Harris (Cora & Irene's) NYC, nc.  
Rio & Rita (Pan-American Cafe, Hotel La Salle) Chi.  
Rios, Rosita (Havana-Madrid) NYC, nc.  
Rivers, Dianita (Jimmy Kelly's) NYC, nc.  
Roberts & White (Park Plaza) St. Louis, h.  
Robinson, Bill (Orpheum) Minneapolis, t.  
Rode, Lorna (Greenwich Village Inn) NYC, nc.  
Rogers Dancers (Strand) NYC, t.  
Rolando (Havana-Madrid) NYC, nc.



Rollet & Dortha (Edgewater Beach) Chi, 13-26, h.  
 Rollickers, The (Flynn's Cocktail Room) New Orleans, nc.  
 Rose, Harry (Ball) Phila, nc.  
 Royce, Rosita (Butler's) NYC, nc.  
 Russell, Bill (Park Central) NYC, h.

**S**  
 Sablon, Jean (Palace) San Francisco, h.  
 St. Claire Sisters & O'Day (Bijou) Battle Creek, Mich., 16-18, t.  
 Sanborn, Fred (Michigan) Detroit, t.  
 Santiago, Jose, & Alberto Franco (Club Gaucho) NYC, nc.  
 Scanlon & McGuire (Blackhawk) Chi, nc.  
 Scott, Hazel (Cafe Society Uptown) NYC, nc.  
 Scott, Henry (Rainbow Room) NYC, nc.  
 Scott, Margaret (Belmont-Plaza) NYC, nc.  
 Sebastian, John (Drake) Chi, h.  
 Sells, Jay & Lou (La Conga) NYC, nc.  
 Shanley, Robert (Music Hall) NYC, t.  
 Sharpe, Robert (Netherland Plaza) Cincinnati 9-21, h.  
 Beach, Fla., nc.  
 Shea & Raymond (Riverside) Milwaukee, t.  
 Sherman Bros. & Tessie (Candee) Syracuse, N. Y., nc.  
 Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
 Shore, Dinah (Waldorf-Astoria) NYC, h.  
 Sims, Lee, & Homay Bailey (Glenn Rendezvous) Newport, Ky., nc.  
 Sloan, Susan (Gamecock) NYC, c.  
 Southern Sisters (Michigan) Detroit, t.  
 Spencer, Kenneth (Cafe Society Downtown) NYC, nc.  
 Splvack, Eli (Russian Kretchma) NYC, nc.  
 Spot, Jack (Hollywood) Toledo, O., c.  
 Stadlers, The (Chicago) t.  
 Stanley, Irene (Le Poissonier) NYC, nc.  
 Stauder, Meta (Book-Cadillac) Detroit, h.  
 Stone, Al (Band Box) Hollywood, nc.  
 Stone & Victor (Casino) Chi, nc.  
 Stoyanovsky, Arcadi (Russian Kretchma) NYC, nc.  
 Sullivan, Maxine (Ruban Bleu) NYC, nc.  
 Sumner, Helen (Ivanhoe) Chi, re.  
 Suns; Three (Piccadilly) NYC, h.  
 Swan, Lyda (Russian Kretchma) NYC, nc.

## Detroit Burly Down 10 Pct.

DETROIT, March 14.—Downward trend in business is reported at local burlesque shows. Average, however, is only 10 per cent off in most cases. Condition has been effective for the past four weeks, and is, in the view of some managers, caused by Lent.

More general cause is the heavy unemployment in this area, with auto plants laying off large numbers as they change over to defense work. A large percentage of the temporarily unemployed are busy training for new jobs.

## Jai Leta Okay

MINNEAPOLIS, March 14.—Jai Leta, headlining the Alvin, Harry Hirsch-Harry Katz burly house, drew an estimated \$4,150 week ended March 12. Meanwhile Boots Alexander and Sherry Adaire, peelers headlining the L. T. Lewis-Dave Gilman Gayety burly grind, attracted an estimated \$1,795 for the same period.

Beverly Lane, stripper, is current Alvin attraction, with Colleen headlining the Gayety bill.

## Detroit Brass Rail Opens

DETROIT, March 14.—Brass Rail, new downtown spot, opened this week. Two floor levels in regular use. Entertainment is centered in the cocktail lounge on the lower level, with duo-piano work by Seymour Hoffman and Roy Swartz, and vocals by Del Parker. Place is managed by Joe Freedman and Bill Boesky.

## Akron Split Week

AKRON, March 14.—Jimmy Walter's local burlesque house, the Gayety, has switched from a full week to split week, changing Fridays and Mondays. First burly here in several years.

Tufts, Sonny (Queen Mary) NYC, re.  
 Turner, Joe (Club Caprice) Hollywood, nc.

**U**  
 Upp, Odessa (Presbyterian Church) Danville, Ill.; (YWCA) Danville 23-28.

**V**  
 Vallee, Edde (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
 Valley & Lynne (Cave) Vancouver, Can., nc.; (Capitol) Portland, Ore., 23-28, t.  
 Various & Veda (Beachcomber) NYC, nc.  
 Vaughn, Virginia (Village Barn) NYC, nc.  
 Venezia, Chiquita (Queen Mary) NYC, re.  
 Vernon, Wally (Colosimo's) Chi, nc.  
 Victoria (La Martinique) NYC, nc.

**W**  
 Wade, Bill & Betty (New Yorker) NYC, h.  
 Wahl, Dorothy (Hi Hat) Chi, nc.  
 Walker, Buddy (Latin Quarter) Miami Beach, nc.  
 Wallace, Joe (Lido Club) San Francisco, nc.  
 Walzer, Oscar (Fifth Avenue) NYC, h.  
 Ware, Linda (Rainbow Room) NYC, nc.  
 Waters, Ethel (Earle) Phila, t.  
 Watson, Bill "Beef Trust" (Howard) Boston 22-28, t.  
 Wences (Olympia) Miami 26-29, t.  
 Wesson Bros. (Rumba Casino) Chi, nc.  
 West, Everett (Royale) Detroit, nc.  
 (See ROUTES on page 33)

## DRAMATIC AND MUSICAL

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

Angel Street (Harris) Chi.  
 Arsenic and Old Lace (English) Indianapolis 17-18; (Hartman) Columbus, O., 19-21.  
 Blithe Spirit (Selwyn) Chi.  
 Blossom Time (Broadway) Denver, Colo., 17-19; (City Aud.) Colorado Springs 20; (City Aud.) Pueblo 21.  
 Claudia (Locust Street) Phila.  
 Claudia (American) St. Louis.  
 Corn Is Green, with Ethel Barrymore (Davidson) Milwaukee 18-21.  
 Evans, Maurice, in Macbeth (Ford) Baltimore.  
 Hayes, Helen, in Candle in the Wind (Er-langer) Chi.  
 Hellzapoppin (Cass) Detroit.  
 Hellzapoppin (Majestic) Boston.  
 Hepburn, Katharine, in Without Love (National) Washington.  
 Louisiana Purchase (Shubert) Boston.  
 My Dear Public (Forrest) Phila.  
 My Sister Eileen (Nixon) Pittsburgh.  
 My Sister Eileen (Biltmore) Los Angeles.  
 Native Son (Walnut) Phila.  
 Panama Hattie (Hanna) Cleveland.  
 Papa Is All (Blackstone) Chi.  
 Rivals, The (Boston O. H.) Boston.  
 Tobacco Road (Plymouth) Boston.  
 Watch on the Rhine (Colonial) Boston.

## ICE SHOWS ON TOUR

Francy's Dot, Star-Spangled Ice Revue (New Kenmore Hotel) Albany, N. Y., March 16-May 1.  
 Ice-Capades of 1942 (Ice Palace) Wichita, Kan., 18-25.  
 Ice Follies (Arena) Minneapolis 16-24.  
 Lewis, Dorothy (Copley-Plaza Hotel) Boston.  
 Victor's Art, Ice Parade of 1942 (Hotel Adolphus) Dallas.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

INA LORRAINE, while in Chicago recently, was visited by Gypsy Nina. Later had new wardrobe made in Hollywood. She's now in her 14th week at the Town and Country Club, Milwaukee. . . . SAM BRISKMAN donated entire stage equipment for the weekly show put on Thursday nights aboard S. S. Seattle by Al Rogers. . . . DIANE RAY started March 16 at the Howard, Boston, on a Hirst Circuit tour as extra attraction feature. . . . EDDIE (NUTS) KAPLAN and Dick Dana switched from burly to vaude with an act called *Two Refugees From the Nut House*. At Fay's, Philadelphia, this week. . . . BELLA BELMONT, emcee, left Sam's Cafe, Philadelphia, to reopen at Stamps on the Delaware March 16. . . . PAULA NORTON has returned to Manhattan niteries after five weeks in a Newburgh (N. Y.) club.

UNIT 15 on the Hirst wheel, managed by Bennie (Wop) Moore, comic, added new principals in Jack Curtis, Charles Schultz and Patsy Ann at the Troc, Philadelphia. They replaced Palmer Cody, Bert Grant and Julia Bryan. Hinda Wassau, featured, remains until Waterbury, Conn., when she goes to the Gayety, Washington, March 30 week, and a spotted tour of the circuit. Curtis and LeRoy, show-stopping comedy knock-about team, joined recently. Leo Curtis, of the duo, is a cousin of Jack Curtis, singer. Also formerly of the DeVette Brothers. This was when Leo Curtis had Leo DeMars as a teammate. Beth Calvert, of the former vocal team of Curtis (Jack) and Calvert, is awaiting the stork's visit in May. . . . JOHNNY MACK, tap dancer from the Coast, opened last week at the Hotel Commodore UNO.

## MIDWEST:

PATRICIA PERRY, who just closed on the Midwest Circuit, moved into the Brown Derby, Chicago, Tuesday (10) and, after opening night, was given a six-week contract. . . . CHARMAINE closed in the middle of her engagement at the Rialto, Chicago, last week, due to illness, and left for her home in Detroit to rest. Joan Dare replaced her. . . . PEACHES will open on the Midwest shortly. . . . JIMMY STANTON is the new producer at the Folly, Kansas City,

Mo., succeeding Jean Avol. . . . MARGIE HART broke box-office records at the Empress, Milwaukee, last week. . . . DIANE SHAW has closed on the Midwest Circuit. She is now wearing an engagement ring, placed there by Abe Merrer, orchestra leader at the Rialto, Chicago. . . . MARNE, Evelyn Taylor and Bozo Snyder are the current names at the Rialto, Chicago. Recent changes in the stock cast at that house include Parker Gee, who replaced Bert Grant. Bob Goodman and Lee Marmer closed at that house Thursday (12) after a year's run. . . . ROSE LA ROSE is current at the Gayety, Cincinnati. . . . DORIS CARR has replaced Mary Louise Coyle on the Midwest Circuit. Miss Coyle is ill. . . . CLEO CANFIELD, Rosen and Binder, and Chick Hunter are the current features at the Empress, Milwaukee. . . . AL SAMUELS, recently in the South with a Frank Taylor tab show, has joined the Empire Circuit. . . . MARY JOYCE is the feature and Tirza added attraction in the current Bob Carney show at the Folly, Kansas City, Mo. . . .

## PHILADELPHIA:

HARRY SAVOY makes his burly bow this week at the Troc. . . . ANN GAZA heads the burly bill at Twin Cedar Inn at near-by Clementon, with Lucella Festas making her bow at the Casa Loma Cafe, Turnerville, also in New Jersey. . . . DIAN ROWLAND extra added March 22 at the Troc. . . . MARGIE KELLY, new lead at Carroll's, screen-testing for Republic Pictures. . . . BARBARA DOANE making her first appearance here next week at Pay's Theater.

## FROM ALL AROUND:

CAL LE VANCE, erstwhile tab and burly performer and a Canadian army officer in World War I, has been engaged to furnish entertainment for the Canadian armed forces and wants his former trouper pals forward to him whatever material or music they can spare. Says he would especially like to hear from Walt (Snitz) Stanford, Jack (Nuts) LaPearl, Harry DeWitt, Bob Beber, Bert Saunders, Rube Fearn, Tom Phillips, Lefty Levine, Billy Tanner and Florence LaDelle. LeVance's address is 1165 Seymour Street, Montreal.

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**T**  
 Talla (Benjamin Franklin) Phila, h.  
 Tarasova, Nina (Casino Russe) NYC, nc.  
 Taylor, Estelle (State) NYC, t.  
 Therrien, Henri (Latin Quarter) Miami Beach, Fla., nc.  
 Thomas, Danny (5100 Club) Chi., nc.  
 Thomas, Shirl (Cafe Bagatelle) NYC, nc.  
 Thompson, Arline (Embassy Club) Phila, nc.  
 Tiebor, John (Music Hall) NYC, t.  
 Tiebor's Seals (State) NYC, t.  
 Tomack, Sid (Arliner) Miami, nc.  
 Tops, Two (Leon & Eddie's) NYC, nc.  
 Torrens, Fay (Havana-Madrid) NYC, nc.  
 Torres, Alberto (Havana-Madrid) NYC, nc.  
 Towne & Knott (Village Barn) NYC, nc.  
 Toy & Wing (Brown) Louisville, Ky., 27-March 27, h.  
 Trio Mexico (El Chico) NYC, nc.

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## Paramount, New York

(Reviewed Wednesday Evening,  
March 11)

A three-week show that's really a combo stagershow. There's the regular band show and there's the film (*The Fleet's In*), which is really a musical variety bill that, in fact, includes such Paramount vaude favorites as Cass Daley, Betty Hutton, Gil Lamb and Lorraine and Rognan. Jimmy Dorsey's band and Dorothy Lamour are featured in the film.

The band show, in fact, has a tough time arousing the audience because patrons have already been surfeited with comedy and band music on the screen. Nevertheless, Les Brown's band and Connie Boswell manage to make the band show entertaining. (Note the new spelling of Connie; apparently a numerologist got hold of Miss Boswell.)

Brown's band is one of the finest swing outfits around, but is not as good on stage as it is in a dance spot. Band lacks sufficient flashy, sight numbers so important on vaude dates. Instrumentation includes four rhythm, five reeds and six brass, with Brown's own sax occasionally making a six-reed section. Band's opening and closing theme is *Evening Star*, and first full number is the rhythmic *Anvil Chorus*, followed by a medley that has Ralph Young baritone very nicely on *'Tis Autumn*, *I Said No* (with Betty Bonney) and *Joltin' Joe Di Maggio* (a comedy number using the entire band). Miss Bonney is a comely brunette and a good singer.

Butch Stone (sax) steps out later for novelty numbers, singing in frog-voice style *My Feet's Too Big*, *A Good Man's Hard To Find* and *Zoot Suit*. They liked him here and he encored. Band's next number is *March Slav*, a colorful arrangement featuring Abe Most's fine clarinet and also solid trumpet and drum standouts. Band puts plenty of kick into the music and the tempo is definitely toe-tapping. Brown makes a modest emcee.

Pops and Louie, two colored youngsters, did several fast minutes of singing, dancing and acrobatics and had to do a thank-you speech to get off.

Bob Williams and Red Dust entertained nicely, Williams's talking at the dog that wouldn't obey orders drawing laughs. Dog's rubber body and the finish rope-slipping trick got them off to a solid mitting.

Miss Boswell again proved she is a top pop singer, even tho she did three numbers performed in the show that just

# Vaudeville Reviews

preceded her here. She sang *Sweethearts or Strangers*, a rhythmic tune; the ballad *I Don't Want To Walk Without You*, the extremely popular *Deep in the Heart of Texas*, and the still-popular lovely ballad, *White Cliffs of Dover*. She knows how to make the lyrics count.

New show April 1 will have Tommy Dorsey's band and *My Favorite Blonde* (Bob Hope and Madeleine Carroll) on screen.  
Paul Denis.

## Palomar, Seattle

(Reviewed Monday Afternoon, March 9)

The five acts which greeted the packed opening-day house, altho a little below average here, were crowd pleasers from start to finish. Screen's *Frisco Lil* and *Road Agent* also won popular approval.

Everett Conway, local boy, drew five encores, mainly by his drum beating. A one-armed drummer, holding two and then three sticks in his hand, he scored best with his *American Patrol* and *National Emblem*. Also having ventriloquial abilities, he brings on stage his little dummy, whose jokes, tho a little aged, are enjoyable.

Ryck and Kaye are good tapsters, but do best with a college kid jitterbug finale, which won two encores.

Count Cutelli, who claims to have 2,000 different sounds in his throat and who does sound effects in Hollywood for *Looney Tunes* and *Merry Melodies*, was liked and encored. Did his best work with a rubber ball, with which he produces sounds of guns and a broken-down donkey.

Jack Russell, who will be remembered for his dancing with Eddie Leonard, mixes jokes, songs and dancing. If he drew the line at dancing, he would have a good act, but the humor tends to be coarse and aged.

Starnes and Anavan, who will soon be heading for foreign countries to entertain Uncle Sam's troops, are a smooth-working balancing act, staging the regular routine.  
James Douglas.

## Earle, Philadelphia

(Reviewed Friday Afternoon, March 13)

An all-sepia show on tap this trip, with Ethel Waters, Duke Ellington's orchestra and Peg-Leg Bates monopolizing the billing. While the individual efforts are satisfying enough, the running in toto is without the speed, punch and spontaneous enthusiasm one expects to find in a sepia show. Moreover, lack of variety and comedy and bad routining make for a draggy 72 minutes.

Instead of sandwiching the specialists between the band numbers, Miss Waters doesn't turn up until the tall end, after the house has already had a heavy dosage of heavy music and song. And Bates, who should have been an early starter to give the running a lift, is spotted directly after Miss Waters to wind up the show.

Miss Waters, back on the variety stage after a successful filing in the legit field, is not the trim figure she used to be. However, she still has much of her sultry vocal qualities in selling the blues songs, especially those on the sexy side, like *Take It Where You Had It Last Night*. Stays on for five selections, doing *St. Louis Blues* for the wind-up and earned the bouquet of flowers handed to her at the close.

In spite of the bad spotting, Peg-Leg Bates still proves the sensational monopied tapster. Does the same turn and it is still terrific.

Ellington's band makes a most impressive start. Enhanced by effective lighting calling for a dark stage, with a red flood on the maestro and on the individual soloists when taking their turns, it's a medley of Ellington's hit songs of earlier years, starting with *Mood Indigo* and bringing in about a half dozen. For the rest it is the music associated with Ellington, but for the most part not in the popular range and as a result having little appeal to the Earle patrons, who likes their live music down to earth with a generous sprinkling of the Hit Parade pops.

Follows the medley with his theme, *Take the A Train*, featuring trumpeter Ray Nance. Ivey Anderson comes on to sing *He's A-1 in the Army* and her old stand-by, *Give Me a Man Like That*, which is a little bit on the faded side by now and doesn't stand up as well. Junior Raglin slaps the bass out front for *Jack the Bear*. The hot horn specialists have their inning in *Concerto for Klunkers*. Herb Jeffries, band's baritone voice, sings *Flamingo*, *Brown-Skin Gal*

in the *Calico Gown* and *Jump for Joy*.

Marie Bryant, with trumpeter Nance on the assist, carries the singing and strutting for *Bl-Blit*. For the wind-up, following Bates's tap turn, Miss Anderson returns to sing *I've Got It Bad*. While it is all excellent in the Ellington tradition, the musical perfection and instrumental wizardry on display hardly passes off as entertainment here.

House well filled at late afternoon show caught. *Bullet Scars* on screen.  
Maurie Orodanker.

## Oriental, Chicago

(Reviewed Friday Afternoon, March 13)

From a box-office standpoint, the combination of Frankie Masters' band and Lois Andrew pack a punch, but from the point of entertainment the show does not come up to the standard of preceding attractions here.

The blame falls primarily on the shoulders of Miss Andrew, who is probably getting used to poor notices. The kid hasn't much talent and much more is expected of her in the way of entertainment (judging by the billing) than she can produce. Her appearance is sexy and that is her only asset. She is weak on voice and can't handle lines. Works in a low-cut gown that's a dazzler, a feature that is garnering more attention than her vocal versions of *I Don't Want To Walk Without You*, *I Said No* and the patriotic *Look Out for Mr. Whiskers*.

Masters hasn't changed in years—both in appearance and showmanship. He is perfectly at home on the stage and conducts the proceedings admirably. The band, tho not terrific, holds its own with melodic arrangements of pops and standards.

The outstanding individual in his group is Phyllis Myles, pretty and talented singer, who makes the most of each song assigned to her. Scored with *Somebody Loves Me*, *Blues in the Night* and returned as one of the Swingmasters (5) harmonizing on *Rose O'Day*.

The band starts off well with *Good Bye, Mama*, featuring the vocal corps, followed by Lou Hurst, ballad dispenser, who does okay on *Shrine of St. Cecilia* and *'Tis Autumn*. Top arrangement by the band is *Now and Forever*, adopted from Tschakowsky's *Sixth Symphony* and played in distinctive style.

Chester Fredericks and Gloria Lane, comedy dance act, are on early and went big with the first-show audience. Fredericks is the thing in this turn, his zany acro routines and fast footwork made to order for the youngsters. The girl is of little help until she is left alone to perform a neat tap routine.

Du Val, Merle and Lee, comedy trio, gag up a lengthy waltz routine, pitching in good straight tricks just when the customers get the impression they are getting away with murder. Familiar but entertaining.

On screen, *Road to Happiness*. Biz fair end of first show opening day.  
Sam Honigberg.

## State, New York

(Reviewed Thursday Evening, March 12)

Only sour note in an otherwise smoothly paced and lively flesh bill was the torchings of Estelle Taylor, which were below the entertainment quality the rest of the show offered. Notwithstanding her ill-fated attempts to sing and deliver *Lucky in Love*, *I Don't Want To Walk Without You*, *Baby* and *Begin the Beguine*, the rest of the bill was jumping.

Bert Lahr, with Russ Brown doing an unusually smooth job of straightening and emceeing for him, is the headliner, doing a vaude turn for the first time in years. Lahr, in his best cow-face manner, killed the house with his best known sketch, *Song of the Woodman*. A previous skit, with Brown, on income taxes had some funny business, but material dates back to McKinley.

Cappy Barra Harmonica boys (5) perform the opening surgery with a chatter patter and swing into *Second Hungarian Rhapsody*, *Deep in the Heart of Texas*, an imitation of Clyde McCoy and a boogie-woogie arrangement of *St. Louis Blues*. Boys are strong all the way thru, being well routined and strong on personality.

Frank and Jean Hubert kill each other and the house with their lumber-legged (and armed) pantomime comedy. Collapsing and face falling on the marked beat bring them strong applause. Act works with technical perfection, making all their acro business work for them, all adding up to a knockout panto drunk turn.

In direct contrast, Stuart Morgan

dancers, closing the bill, are specimens of physical grace, and without a doubt the best adagio team this reviewer has witnessed. Reverse twist of showing plenty of male cheesecake brings plenty of oohs and ahs from the females in the audience. Blond gal gets a terrific workout, but never without a smile on her face. Three guys and the girl work out perfect formations with beautiful execution, excellent timed body throws and exciting climaxes.

Ruby Zwerling in the pit. House at dinner show, almost capacity.  
Sol Zatt.

## Strand, New York

(Reviewed Friday Evening, March 13)

Pic for next two weeks is *Always in My Heart*, tear-spattered debut of Hollywood's latest "child" marvel, buxom Gloria Warren. After the word gets around, any money drawn will be attracted by Charlie Spivak, who heads the stage offering. Spivak gets only middling support from two outside acts, the George Rogers Dancers and Frank Paris with his marionettes.

Band is in its usually fine fettle, with Spivak an increasingly agreeable front man as he gathers experience. Considerable aid is the showmanship, appearance and all-round ability of Spivak's vocal combo, the Stardusters (three boys and a girl), who do *Deep in the Heart of Texas*; *I Surrender, Dear*, and *In the Shade of the Old Apple Tree*. Went very big, especially on *Texas*, which had the kids in the audience clapping at the appropriate time. Spivak's trumpet obbligatos were outstanding on *Surrender*.

Band does a colorful arrangement of *Blues in the Night*. Goes all out on *One o'Clock Jump*, with everybody but the prop boy taking solos, and scores hit of the evening with a sensationally lovely version of Massenet's *Elegie*. Thru all, Spivak's sweet trumpet and the unison work of the side men are consistently socko.

Garry Stevens, boy warbler with band, intones *Dear Mom* and *Everything I Love* to good applause and comes back with the Stardusters for *This Is No Laughing Matter*. Does a good job and has good pipes.

Rogers Dancers do their customary mixture of ace-high adagio work and moderately amusing prat falls, with girl particularly effective. Received well, even tho novelty isn't there any more.

Frank Paris goes over nicely with his various marionettes, including his Carmen Miranda, fan dancer, bicycle act, ostrich, skeleton, etc.

Spivak winds up show with *Remember Pearl Harbor* done in rather questionable taste by the otherwise impeccable Stardusters. They grin and bounce thruout as if they were doing *Daddy*.

Fair house supper show opening night. Lighting excellent; staging fine.  
Dick Carter.

## Roxy, New York

(Reviewed Wednesday Evening, March 11)

New layout has the normal complement of sock acts, but house production too often draws attention away from them, tending to slow down the show. Despite this drawback the bill manages to run smoothly. Pic is *Song of the Islands*, an innocuous and meaningless item for which the critics had few kind words.

The Gae Foster line is augmented by a dozen males and shows up to advantage in an initial roller-skating number featuring a propeller formation which has the end men of a line of 36 doing some fast stepping. Line chores also include atmospheric interludes for Bob Hannon and Sunny Rice and a Hawaiian finale which runs into the film.

Dick, Don and Dinah have a new femme and do their act with their former proficiency. Femme, however, seems still a bit strange in her spot. Their comedy acro antics nonetheless got a good hand.

Sunny Rice, in the deuce, starts out with a fine display of her pianistics via Greig's *Concerto* and goes into her ballet tap routine, which contains a beautiful set of spins. Went over handsomely.

Bob Hannon's turn used numbers unsuited to his style of singing. Did *Deep in the Heart of Texas*, with the house girls in the aisles providing rhythmic applause, and two patriotic numbers.

The Salici Puppets are a superior novelty, marionette work being cleverly designed and synchronized. Highlighted is the satire of an operatic singer accompanied by piano and flute. Bowed off to a hula, during which the Roxettes joined for a finale leading into the film.

House okay when caught.  
Joe Cohen.

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# Vaudefilm Grosses

## Para, MH Fine But Roxy, State and Strand So-So; Grosses Mostly Down

NEW YORK.—Weather and product are combining to give the Broadway box offices some sad moments. Roxy and Strand were the worst sufferers, with the Roxy cutting the last week of *Roxie Hart* short one day. On the other hand, the Paramount had to cut short its bill because of previous commitments, while the Music Hall extended its layout to a six-week record.

The Paramount (3,664 seats; \$41,981 house average) opened Wednesday with *The Fleet's In* and stage bill with Connee Boswell and Les Brown's ork. Anticipations run to \$50,000. Last week, the single session of Ina Ray Hutton, Jack Haley, Hal LeRoy and Joan Edwards took a fine \$42,000, which would ordinarily have rated a holdover.

The Strand (2,758 seats; \$30,913 house average) with a new bill Friday (13), including Charlie Spivak's band and Frank Paris, along with *Always in My Heart*, should return about \$33,000. Last week, with Blue Barron's ork and *Captains of the Clouds*, slumped to a meager \$18,000 for the fourth week. Previous sessions took \$30,000, \$40,000 and \$50,000.

The Roxy (5,835 seats; \$38,789 house average) Wednesday (11) opened with *Sally Puppets*, Sunny Rice, Dick, Don and Dinah, along with regular Bob Hannon and *Song of the Islands*. Lack of pie quality should put the take at \$37,000. Third and final stanza of *Roxie Hart* and stage bill with Hannon and Johnny Burke was cut short by one day after grossing a very weak \$22,000. Previous weeks got \$41,500 and \$63,000.

The Music Hall (6,200 seats; \$84,000 house average) should pass a resolution of thanks to Katharine Hepburn, whose last two pix, *Philadelphia Story* and current MH occupant, *Woman of the Year*, made the record six-week run. This week should go to around \$78,000. Fifth week

grossed \$87,000, with prior weeks having recorded \$86,000, \$101,000, \$100,000 and \$101,000. (Only other film to have lasted six weeks was *Rebecca*.)

Loew's State (3,327 seats; \$20,500 house average) has new bill including Bert Lahr, Estelle Taylor, Stuart Morgan Dancers, Frank and Jean Huber, Cappy Barra Boys and film, *Corsican Brothers*. Expected take is around \$24,000. Last week, with Dick Humber's band, Cliff Nazarro, Jane Pickens and *Design for Scandal* took \$19,000.

## Long Ork, Andrews \$21,500 in Buffalo; Marcus Revue Okay

BUFFALO.—Vaudefilm houses here continue with fine b-o. grosses. Current week is rather light on the flesh side, due to the nearness of Holy Week. Only important name is at Palace, with Margie Hart, burly queen, following Georgia Southern and Company.

The Buffalo (seating capacity, 3,500; house average for straight film booking, \$11,800) knocked off a swell gross for week ended March 12, grabbing at fat \$21,500, biggest b-o. tally in many weeks, with the Johnny Long band and the Andrews Sisters. Long orchestra featured band's vocalists, Helen Young and Bob Houston, while supporting stage acts were Southern Sisters and Fred Sanborn and Company. On screen, *Confirm or Deny*. House is off flesh until after Lent.

The 20th Century (seating capacity, 3,000; house average, \$8,500 for films only) concluded an okay week March 11 with the lavish *A. B. Marcus Revue*. Gross hit \$15,000, what the management expected. Marcus show featured Sparky Kaye, Leon Miller, Ha Cha San, Harold Boyd and His Jigsaws, Bob White and chorus of 30. Film, *Lady for a Night*. Currently, only live talent at Century is Dick Beits on the swing organ. Double pix are *Call Out the Marines* and *Sing Your Worries Away*.

## Kaye Fine 15G; Under Last Date

MINNEAPOLIS.—Sammy Kaye and orchestra drew a substantial \$16,000 week ended March 12, about \$2,000 under his last appearance more than a year ago at the Mort H. Singer Orpheum Theater here. Film was *I Wake Up Screaming*.

Drop in biz is blamed on federal and State income taxes due Monday. On the other hand, show did a very strong Tuesday night trade because many persons with ducats for Variety Club Red Cross benefit at Orpheum late that night came to see the Orpheum bill, too.

Along with Kaye were Sue Ryan, and Three Smart Girls, dancers.

Among the promotions for Kaye were the usual Wuriltzer phono in the lobby, thru courtesy of Mayflower Novelty Company, playing the ork's disks; personal appearance at Donaldson's record department, and a party with record sales girls of the Twin Cities.

## Glen Gray Dandy \$9,400 in Dayton

DAYTON, O.—Glen Gray and His Casa Loma Orchestra proved a pleasing attraction at the Colonial Theater week of March 6 and as a result the box office rang up a gross of \$9,400.

## Dick Powell Okay

PROVIDENCE.—Dick Powell, with Ray Kinney's band, Will and Gladys Ahern and the Martin Brothers, got a good \$7,200 in three days at the Metropolitan ended March 8. Fay's, for week ended March 5, hit \$6,100 with a Gene Autry film and stage bill composed of Beatrice Howell, Cordanno and Corinne, Frankie Brooks, O'Neill and Joyce, Virginia Austin, Del Rio and Della, and Claire and Hudson.

## Frankie Masters, Lois Andrew Lead Chi With Good 20G

CHICAGO.—Ideal weather has been bucking the Lenten season, and with success. And sock attractions week in and week out have been giving patrons a good argument for attending combo houses. Current week, starting Friday (13), has only one new stage bill, the Chicago Theater holding over.

Oriental (3,200 seats; \$18,000 house average) has the only new stagershow in town, and opened big Friday (13). On tap are Frankie Masters and band, locally popular outfit back for the first time in three years, and Lois Andrew (Mrs. George Jessel), who was ill during most of her engagement at the State-Lake last year. Good commercial combination and should have, no trouble scooping up \$20,000. Screen's *Road to Happiness*, with John Boles, is little more than a filler. Week of March 6, Ted Weems and band, with *A Tragedy at Midnight* on screen, closed to a good enough \$19,600. Due to the consistently good business in this house since its return to stageshows, the gross average here is upped to \$18,000.

Chicago (4,000 seats; \$32,000 house average) started Friday (13) the second and last week of the Jack Benny-Carole Lombard pic *To Be or Not To Be* and a presentation show. Screen taking most of the credit again for a good \$33,000. Week of March 6 the combination grossed \$39,000. Considering ballyhoo given the picture, it is not doing the tremendous business expected of it.

## Palomar Drops

SEATTLE.—Altho having a better-than-average screen show last week, the Palomar (1,450 seats) fell out of the 7G class and slipped to \$6,300. Booked in by the Bert Levy office, the five acts included Freddie Stritt, Vallean, Dodson's Monkeys, Bickford and Crandall, and the Newcomb Brothers.

On screen were *Tragedy at Midnight* and *Sing for Your Supper*.

Last week saw the Pal raise matinee prices from 20 cents until 5 p.m. to 30 cents from 1 to 5. Sunday prices rose from 42 cents to 50, plus tax.

## Hines 16G in Det.; Colonial Still Off

DETROIT.—Earl Hines and his band, at the Paradise Theater (2,200 seats; house average, \$8,000), topped \$11,000 last week. Business was a marked drop from the \$16,000 set the week before by Cab Calloway. A near race riot in a distant section of the city over a federal housing project hurt Paradise business somewhat due to its colored show policy.

Down the street the Colonial (1,500 seats; house average, \$6,000) had another poor week without name stageshows, running around \$4,800, just over the week previous.

## Blackout Hurts

SPRINGFIELD, Mass.—A trial blackout in this section Friday (6) caused business to fall off slightly for the three-day vaudefilm run that closed at the Court Square Saturday (7). Manager Edward Harrison said business was very good on Saturday, however.

On the stage were the Four Benders; Tyler, Thorn and Post; Kay and George Ross, Judson Cole, Bobby Carr and the Dancettes.

On screen, *The Secrets of the Lone Wolf*.

LLOYD AND WILLIS open at the Washington Youree Hotel, Shreveport, La., March 13 for two weeks. . . .

JOHNNY GUILFOYLE, now at Roman Grille, Philadelphia, opens in three weeks with Johnny Cahill at the Kit Kat Club, Washington.

## Review of Unit Bill Robinson Unit

(Reviewed at Orpheum Theater, Minneapolis, Friday Evening, March 13)

Bojangles Bill Robinson has assembled a fine bunch of entertainers, most of them from Chicago, for this all-colored revue, music for which is furnished by the Ernie Fields ork. In addition to Robinson, unit includes 14 band members, one femme canary, an excellent baritone, three five singers and a hooper with a new type of specialty.

Show starts with a bang, with ork giving it all it has on *Good Enough To Keep*. Band has seven brass (including the leader), four rhythm and four sax. Estelle Edson, young gal with plenty of personality, offers *I've Got It Bud* and *Wing Time Up in Harlem* to a good round of applause. Musikers next step out with *Thursday Evening Blue*, featuring Milt (Peency) Lewis on the trumpet, Rene Hall on the electric guitar, Luther West on the sax, and King Kolax on trumpet. Audience reacted well to the swell arrangement.

Jimmy Smith's musical feet offer something new in his "Dance-a-Phone," a xylophone-arranged contraption. Smith taps out *St. Louis Blues* and *The Man I Love*.

The Bye Sisters, three hot-stepping gals, offer fine harmony in *Daddy and Eh, Now*, the latter a typical Harlem five tune. Melvin Moore, baritone, does exceptionally well with a medley of *White Cliffs of Dover*, *This Is No Laughing Matter* and *I Cried for You*, encoring with *Marie*. He nearly show-stopped, with the audience applauding loud and long. Moore is a natural for a radio show.

Ork hits out next with *Swing, Junior*, with solos by Paul Quinichette, sax; "Peency" Lewis, trumpet, and some hot and heavy skin-beating by Joe Marshall.

Bill Robinson has lost none of his stage charm and took the audience to his heart from the moment he stepped from the wings. The usual Robinson patter goes over big, with the crowd howling for more. Bojangles does a soft-shoe dance to the rhythm of *Wake Up and Live*. Very good. More patter and antics are followed by another soft-shoe number to *In the Still of the Night*. Stopped the show and Robinson re-appeared with still more gab and then his conception of how he would dance 40 years hence. Audience wouldn't let him go.

Ork finally closed 60-minute show with its signature, *Hep Cats Jamboree*. Ernie Fields handles the emceeing very well. The maestro is off stage, however, a good share of the time, with Rene Hall handling the baton during his absence. Pic was *Bedtime Story*.

Jack Weinberg.

## Irving Set as Emcee-Mgr.

PHILADELPHIA, March 14.—Val Irving, comedy emcee, becomes the latest performer to take a hand in the operation of a local nitery. After 10 weeks at the Club Ball, he is being brought back April 15 as head of the floorshow and host, succeeding Manager Si Kallner, who is being called up for army duty. Six-month contract with a six-month option.

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# AGENCIES BUCK PENN LAW

## N. Y. Offices Will Either Have To Open Pa. Branches or Split Commish With the Local Agents

PHILADELPHIA, March 14.—William R. Douglas, of the Pennsylvania State Department of Labor and Industry, and Anthony C. Sharkey, in charge of licensing booking agents for the State department, met in closed session last Tuesday (10) with representatives of Music Corporation of America, General Amusement Corporation, William Morris Agency and Consolidated Radio Artists. Getting together at the Benjamin Franklin Hotel here, Douglas and Sharkey told the New York agencies that they can't book acts or bands in the State of Pennsylvania unless all such bookings are cleared thru an agent who is licensed by the State, as provided by a new State employment law which went into effect last September.

Also it was a friendly discussion, matter was left in mid-air, and unless the New York offices agree to abide by the State statutes Sharkey indicated that plenty of courses of action are open to the State. It was understood that the agencies agreed to act in concert on the matter and that William Morris office balked on the State's demands.

Two serious objections raised by the New York agencies were removed. According to State law, a licensed booker in Pennsylvania must also maintain an office in the State and such procedure would make the N. Y. agencies liable for State corporation taxes on all their business. As a result, Douglas is permitting them to clear their bookings thru a licensed agent already established here. Another concession made allows the New York agencies to use their own contract form instead of those supplied and required by the State. Douglas declared that he would accept the agency contracts provided they carried an added clause indicating the name of the licensed agent here clearing the booking. In that way, he explained, the State could hold the licensed agent liable in case anything happened. He pointed out that the State law is not designated to protect any one group, but is for bookers, performers, musicians and employers alike.

New York agencies don't fancy clearing their Pennsylvania booking thru local agents because of their big band business in the State, which is handled direct. Any split commissions or fees for the privilege of clearing bookings would make a tidy expense item. State law holds that the AFM franchise is only a "privilege" to book bands and not a "license." State asks \$100 a year for its shingle, but at the same time holds the strings in regulating the entire theatrical booking industry in the State.

William Morris Agency representative

### Charlie Spivak Shatters Shaw's Philly Dance Mark

PHILADELPHIA, March 14.—Charlie Spivak copped the season's attendance record at Brookline Country Club Saturday (7) in Jimmy Martin's weekly promotion. With ducats at \$1 but sold only in pairs, Spivak attracted a jammed 2,340 dancers for a top-heavy \$2,340. Draw topped Artie Shaw, who ushered in the dance policy at the country club September 11 with 2,123 dancers at \$1. Money record is still held by Tommy Dorsey for October 2, upped admission of \$1.35 making \$2,425 gate in spite of the lower attendance of 1,900. It was Spivak's third date at Brookline, doing better each time. Attracted 800 at \$1 November 6, and January 3 accounted for a sensational 1,822 at the same scale. Bunny Berigan takes over tonight.

### McKinley Starts at Aragon

CHICAGO, March 14.—Roy McKinley will preem his new ork here, doing a week at Aragon Ballroom, opening April 4. Band has been rehearsing in the East. William Morris Agency handling.

complained that, since many employers came direct to New York to buy their bands and acts, there was no reason why a fee or commission should be paid to clear such bookings thru a licensed agent here. Douglas pointed out that since State law requires all engagements in the State to be filed on contract forms provided by the State, even such bookings are subject to State jurisdiction. It was also reported that the Morris office welcomed legal action on the matter in order to test the State law in courts.

What action the State will take in case the New York offices do not follow the lines laid down at the meeting are not known. According to the provisions of the law, they can. State agents can stop a band or act from continuing its performance on the ground that it is an "illegal" booking; agency bookers are liable to arrest if found transacting business within State borders without benefit of a license, and even an employer who goes to New York to buy his bands or shows direct is liable to arrest on charges of aiding and abetting an unlicensed agent.

Moreover, it was pointed out by Sharkey, failure to secure license in this State or to clear bookings thru a licensed agent puts the outside agencies in the position of violating the State Unemployment Compensation law.

### D. Dawn Junks Ork; Now Working Single

NEW YORK, March 14.—Dolly Dawn has shelved her band for an indefinite period and Monday (16) makes her first attempt as a single, opening a week at Glen Park Casino, Williamsville, N. Y. George Hall continues as personal manager, with booking by General Amusement Corporation.

According to present plans, Miss Dawn will give the solo biz a thoro test, with an eye toward a radio contract. About a month's bookings have already been thrown together for her. If at the end of that time the band biz looks like a softer touch, chances are she'll be back in front of the ork.

## AFM Drive on Fancy Ork Deals May Clean Up Some Ills; Jules Stein Backs Union's Crusade

NEW YORK, March 14.—Current drive by American Federation of Musicians to eradicate some of the ills in the band biz had the trade on its ear this week trying to figure out just how far the musiker union will go. Ironically, many of the booking offices and personal managers are afraid the AFM won't go far enough.

One of the first steps resulting from AFM's exec board meetings in Miami last January is the licensing of personal managers. Union expects to have the license forms out in a couple of weeks and all p. m.'s will be governed by them. License calls for a limit of 5 per cent of the contract price to the p. m., and this amount can only be charged the band when the contract is above union scale and booking commission.

It is believed that Jules C. Stein, of MCA, had much to do with AFM's decision to license the personal manager fraternity. Stein appeared before the exec board at its Miami meet and stated that the practices of some licensed agents were stifling fair competition. MCA exec particularly pointed to agents "owning, leasing and operating ballrooms and booking and owning interests in various name bands." Bands mentioned at the session included Glenn Miller, Claude Thornhill, Bob Chester, Woody

### None of Yer Lip!

NEW YORK, March 14.—Harry James has been variously rumored as having a serious lip infection, as having blown a lip, as having suffered a breakdown, and as having been given only three days to live—all in the past few weeks. All these rumors have been absolutely unfounded, but one of them, regarding the lip injury, has been particularly insistent. As one trumpet player said the other day, "I wish I could ruin my lip so it would be as bad as that guy's."

### GAC Streamlines; Joe Shribman Quits

NEW YORK, March 14.—General Amusement Corporation, in streamlining functions of its local, Chicago and Hollywood branches, is dropping three posts. Joe Shribman, of the location department here, has resigned. His work will be absorbed by others in the office.

Tom Cassara, recent addition as head of the Chicago act department, has been dropped, with no replacement contemplated. Other depletion will be Norman Doyle, of the Hollywood office, who did one-nighters. Much of his work will be taken over by Larry Kent.

Addition to the local office is Seymour Heller, former manager of Ted Fio Rito, who joins as assistant to Dick Gabbe in the one-night department.

Jean Arbeiter, secretary to Harry Kilby, cafe department head, has been given a leave of absence. Rose Higgins is assuming her work.

### Pastor Can't Make Chicago

CHICAGO, March 14.—Tony Pastor and his band will play one-nighters in theaters, colleges and ballrooms during the month of May and will not go into the Edgewater Beach Hotel here as reported last week. Previously booked dates conflicted with the Edgewater engagement. Consolidated Radio Artists' office here, incidentally, had Dick Himber's band in the Edgewater early in January for six weeks, which nixes last week's statement that the office has not landed a location job here in a year.

PITTSBURGH, Pa., March 14.—Russ Andaloro, orchestra leader in the Anthracite Region, enlisted in the army and left for Fort George Meade, Md., during the week.

## NAPA Gets Wedge In Disk Biz on Waring Wax Deal

NEW YORK, March 14.—It was revealed this week that National Association of Performing Artists scored a major victory when Fred Waring signed his current Decca disk contract. Under the contract Waring had NAPA constituted sole licensing agency for all performances except play on home phonos. This is what NAPA has long referred to as "recognition of the artist's right as a performer."

Just how Decca plans to circumvent action which might lead to headaches involving violations by radio stations, coin phono ops, etc., is not known, nor could it be clarified by the disk firm. It is known, tho, that Waring's initial wax efforts will be for issue in albums, slightly off the commercial path and less likely than regular records to be played over the air or on music boxes.

Leonard Schneider, Decca promotion man; told *The Billboard* it seemed logical that Waring would be put to work on some pop tunes later on. When reminded of the NAPA clause in the Waring papers, Schneider said he did not know how Decca would handle the matter.

Maurice J. Speyser, attorney for NAPA, reports that the org has drafted a new copyright law for presentation to Congress. Also is prepping several lawsuits for spring airing. In addition, Speyser said he notices an increasing willingness on the part of disk firms to talk turkey to NAPA members on NAPA terms. He would not elucidate.

## State Halts Bubeck Hearings When Coin Is Paid to Schools

PHILADELPHIA, March 14.—Final hearing on charges preferred against Carl Bubeck, head of the Orchestra and Entertainment Agency of Philadelphia, scheduled for Wednesday (11), was called off. Bubeck had been charged by New York booking agencies and various organizations and school groups of finagling on deposits advanced in connection with name-band bookings. Alleged juggling of advance money became so complicated that it resulted in Pennsylvania Military College, Chester, Pa., being left without a band for its February 28 prom. This brought the matter into the open.

Hearing was canceled by Anthony C. Sharkey, of the Pennsylvania Department of Labor, when it was learned that Bubeck was making restrictions, as he had promised at the initial hearing the Wednesday previous. William Morris Agency advised that Bubeck had made good the deposit for a name band scheduled for the March 27 prom of the Dental School of Temple University here. Claims of the military school were settled on Monday (9). Settlements on other claims are still pending, according to Sharkey, who stated that the booker will have to make them all good.

Alleged unethical practices end Bubeck's booking career, in Pennsylvania at least, where a State license is required. Sharkey disclosed that the license for Bubeck's agency expired February 11 and that no application for renewal has been made. While Bubeck's AFM franchise has not been canceled, it was disclosed that James C. Petrillo, AFM chief, has asked the local union for a complete report on the case.

Joe Charles, who was associated with the agency but not involved in any of the charges, has applied to the State for a booking license in his own name, which Sharkey said would be granted. Also applied for AFM franchise, altho not required of him since he is an AFM member.

### L. Taylor Out of Pub Biz

NEW YORK, March 14.—Larry Taylor, former vocalist with Charlie Barnet and more recently half of the music pub. Reis & Taylor, rejoined the Barnet ork Thursday (12) after selling his share of the outfit to Herb Reis. Firm will continue to be known as Reis & Taylor.



**A Pop Wolf?**

NEW YORK, March 14.—Harry Goodman's Harman Music here has issued a popularized version of *The Tale of Peter and the Wolf*, concert piece by Serge Prokofieff, Russian composer. Harold Rome made the lyrical adaptation and Woody Herman, Shep Fields and Benny Goodman will record the thing.

**Brush Press, Crush Orks; WOV Bakes Clams for Disk Jock**

NEW YORK, March 14.—Disk jockey Alan Courtney celebrated the first anniversary of his current WOV 1280 Club by throwing a public clambake at Mecca Temple here Wednesday (11). Only admission requirement was purchase of a Defense Stamp. Result was the sale of a lot of stamps and the most terrifying mob scene since Noah closed the Ark box office and prepared to set sail.

The place was jammed to the door hinges with jitter-kids, whooping it up in admiration of various heroes who came to perform. From 6 p.m. to midnight the place was like feeding time in the monkey house, except that there is usually more decorum in a monkey house. Refreshments were served to those members of the press who could find their way to the improvised oasis back-stage.

There was as much riot and confusion outside the joint as within. On several occasions the police had to throw punches—but only in self-defense.

Arthur Pine, Courtney's publicist, regarded the shindig as an unqualified success.

**Charlie Barnet's New Ork Taken by Decca for Waxing**

NEW YORK, March 14.—Charlie Barnet has signed a Decca recording contract and is skedded to wax his first Decca disks late this month. Under the arrangement Barnet is expected to cut at least 24 sides per year.

Maestro's recent dinking has been done for Bluebird. Signing with Decca follows complete reorganization of the Barnet ork. It is reliably reported that, in addition to a contract for recording by the Barnet band proper, papers may be inked whereby Barnet will also cut disks with the Cherokees, small jump band-within-a-band.

**Smart Promotion**

BRIDGEPORT, Conn., March 14.—Because many workers in local defense factories are imported from Pennsylvania, with a goodly portion of Polish extraction, Ritz Ballroom here brought in Brannon Kryger and his Polish orchestra, which broadcasts over WBER, Wilkes-Barre, Pa., and drew an attendance of 1,820 persons. Date drew a larger crowd than Ritz draws with many name orchestras. With admish at 75 cents, gross totaled \$1,365.

**Career of an All-Reed Band IS IT A TREND?**

By Shep Fields

and  
**Screwball Angles on Band-Leading**

**THE MARXIAN APPROACH TO BAND-LEADING**

By Chico Marx

**BOTH SPECIAL ARTICLES IN OUR SPRING SPECIAL ISSUE**

(Dated March 28)

**Coca-Cola May Slice Air Time Because of Shortages; Spot Band Show Not Renewed Yet**

NEW YORK, March 14.—Coca-Cola happen to the Coca-Cola show will be *Spotlight Bands* air show, which has been a radio picnic for bands and record companies during the past 19 weeks, will complete its skedded 26-week run soon, and both maestri and diskers are getting nervous over reports that the show may be yanked off the ether.

D'Arcy Advertising Company, which handles Coca-Cola, told *The Billboard*, "We have no idea whether or not the series will be renewed, but we expect definite information within the next two weeks." This statement serves only to intensify the gloom and give added credence to trade chatter that the show is either going to be eliminated or cut from a six-times-per-week affair to a three or four-per-week proposition.

It is common knowledge that Coca-Cola is in difficulties trying to produce as much Coke as it can sell. Brown sugar rationing is playing havoc with the industry and, with production curtailed, the necessity for hyping sales is practically eliminated. Logical by-product of this situation is a shearing of advertising costs. Since Coca-Cola sponsors not only the elaborate and expensive *Spotlight Bands* gag but also the Albert Spalding-Andre Kostelanetz show and the standard Singin' Sam transcription series, the finger points at a lopping of radio time. While *Spotlight Bands* is an artistic success, it can in no way alleviate the brown sugar shortage, and, being the baby of the family as well as a headache in other ways, it figures to be No. 1 on the purge list.

Band and disk biz did okay before the Coke show was thought of and will undoubtedly survive its passing. However, it is unlikely that there ever again will be a platter exploitation gimmick of those proportions. Five times per week bands have been getting good pay for 15-minute stints during which they did little but plug their own recordings. On the sixth day, Saturday, a half hour has been devoted to that ork which waxed the best selling retail record of the previous seven-day period. This shot, above all, has been the top disk bonanza. Particularly grieved should anything

happen to the Coca-Cola show will be RCA-Victor and Music Corporation of America, former because it has won 16 of 19 Saturday shows and latter because it has had exclusive booking rights for the program. MCA bands have won the plague 16 times, with GAC's Glenn Miller and Woody Herman grabbing off the other three.

Tonight's winner will be Horace Heidt, on the strength of his Columbia disk, *Deep in the Heart of Texas*. This marks Columbia's second straight winner. Last week they had Harry James and *I Don't Want To Walk Without You*.

**Tom Archer Denial**

DES MOINES, March 14.—Somebody got his wires crossed in reporting that Tom Archer planned to start an anti-ASCAP organization in Iowa, according to the op himself.

The report apparently was conceived because Archer attended the meeting of the Nebraska Music Users' Association in Omaha. The ballroom operator has ballrooms in four States, however, and attended the meeting as owner of the Chermot Ballroom in Omaha.

Archer explained that any such move in Iowa would have to start with Iowa operators, and he pointed out that he is not even an officer of the Midwest Ballroom Operators' Association.

Independent theater owners recently advocated an anti-ASCAP law in Iowa, but no action has been taken.

**Hampton Weak in Philly**

PHILADELPHIA, March 14.—Lionel Hampton, playing for Reese DuPree at his Strand Ballroom Friday, February 28, hit under expectations. Drew only 850 dancers. With gate scaled at 75 cents before 10 p.m. and 85 cents after, gross hit a light \$675. Light draw was surprising in view of the fact that Hampton holds the season's record, bringing in 1,500 at \$1 a head on New Year's Eve, and since that date dancers have been requesting his return. Next in line here is Earl Hines, March 20.



HERE'S A GROUP of trade people caught at a session of Orrin Tucker's new band at the Blackhawk Cafe, Chicago. Seated around the table clockwise are Russell Facchine, vice-president of Music Corporation of America; Mrs. M. B. Lipsey, wife of the MCA manager in Chicago; Mrs. Russell Facchine; Donald Roth, manager of the Blackhawk; Otto Roth, owner of the Blackhawk; Bernie Cummins, band leader; M. D. Lipsey and Tucker himself.

**Detroit Dansant Feels War, Lent**

DETROIT, March 14.—Business at Graystone Ballroom, operating this season on a weekly change of semi-name bands, instead of the former four-week stands, was 10 or 15 per cent ahead of last year until beginning of Lent. Spot ranks as probably the leading year-round ballroom in town on this policy, and its grosses are significant for that reason.

Two serious slumps have occurred, however, indicating a marked trend toward religious observance among younger ballroom patrons—slumps during the pre-Christmas season of Advent, now seen to be strictly parallel to the Lenten slump of the past two weeks.

Growing unemployment among younger workers has helped to bring grosses down some, and the effect is expected to be more pronounced by the end of Lent, when the change-over unemployment will have run into several weeks.

Decrease of patronage because of younger men going into the armed services is not seen as an important factor here. As many girls as ever are left, and there is a slight drift toward an older average patronage.

**Philly Union Setting Up Special "Defense" Scales**

PHILADELPHIA, March 14.—Local musicians' union is setting up a special scale for musicians playing dates that carry a "national defense" tag, including army camp dates sponsored by outside charity and welfare groups. Already set is a special scale for defense plants and factories in the area, it having been found that some plants aim to put on entertainment for their employees from midnight to 3 or 4 a.m. Factory scale calls for \$10 per man for three consecutive hours and \$12 per man for four consecutive hours.

**Casino Into Rainbow Room**

NEW YORK, March 14.—Del Casino has been signed to bring his band into swank Rainbow Room here, opening September 18. Booking, set by General Amusement Corporation, will take in the fall season.

**WANTED AT ONCE**

Female and Male Trios, Cocktail units, Singers. Act immediately. Send photos and full description.

**Metro Band Management**  
1547 Broadway NEW YORK CITY

**WANTED**

Three small non-union entertaining Orchestras, Cowboy, Rumba, Girls; also Western Acts. Once per nite, doubling as waiters, bartenders, etc. Open Decoration Day.

**DUDE RANCH**

Boardwalk, Atlantic City, N. J.

**Selling the Band**

Exploitation, Promotion and Showmanship Ideas  
By M. H. ORODENKER

**Promoting Wood's Waxes**

BARRY WOOD has been singing *Any Bonds Today?* on benefits, store appearances, meetings and even from the steps of the Sub-Treasury Building in New York, but where an in-person couldn't be heard his recordings served the same purpose, not only for that particular patriotic song, but for all of his waxings. To plug his platters a nationwide campaign is carried on by the Hal Davis-Les Lieber office in New York, along with Frank Burke in the Chicago area and Warren Cowan in Hollywood.

In New York, Davis-Lieber had Wood appearing at a "Neighborhood Bazaar" at a local school. Leading the youngsters in community singing and teaching them the patriotic tunes brought story and picture breaks in the newspapers. For his recording of *Madelaine* a contest was promoted in *Movie-Radio Guide*, whereby girls named Madelaine from all over the country sent in their pictures. Winners received autographed records.

Several weeks ago Wood went to Chicago to appear at a Victor Defense Ball and sold thousands of dollars in Defense Stamps at Mills Novelty Company, coin machine concern. While there he did several air shows, made personal appearances at music stores to autograph his records and appeared at the Neisner chain stores in connection with a Red Cross promotion on his *Angels of Mercy* disk.

Taking advantage of the odd and assorted instruments—mostly home-made—used by the band, the Korn Koblbers asked patrons at the Flagship 29, Union City, N. J., to select an appropriate name for one of their new ones. As added bait, a Defense Bond goes to the winner.

**Reichman and Records**

ONE of the most effective associations between a maestro and his waxes was accomplished recently by Joe Reichman in connection with his engagement at the Peacock Terrace of the Hotel Baker, Dallas, Tex. Opening day found dealers all over town using pictures of the maestro and his disks for window display. At the entrance of the hotel room a large poster was set up, picturing Reichman and his records, and using the slogan: "Hear Reichman any time on Victor Records. See your nearest Victor dealer."

Between sessions at the hotel Reichman made flying visits to three music shops and each store took large newspaper ads and built extra-special windows. One store even plastered the elevators with Reichman's pictures and spread announcements of his appearance over the entire store.

Thru the co-operation of the hotel management, the menus in the Peacock Terrace were decorated with a small card, printed on different pastel shades, suggesting: "For your listening pleasure we suggest Reichman's album of *Piano Reveries* on Victor."

Punchiest of all the stunts was right on the bandstand. Just in front of the maestro's piano stood a console victrola with a copy of his *Piano Reveries* album on top. Between dance sets the records from his album were played, and many times, to make for a showmanly flash, Reichman played along with his own disks, occasionally leaving the piano and letting the record finish the piece.

Demonstration aroused plenty of attention and comment. Stunt is a natural eyebrow raiser for any recording maestro for an intermission flash and goes far in associating the maestro with his disks.





The Billboard

WEEK ENDING MARCH 13, 1942

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, March 13. 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 Last This Wk., Title, Publisher, Plugs. Lists top 30 songs like 'Deep in the Heart of Texas' and 'I Don't Want to Walk Without You'.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Galeiy Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meler & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. San Francisco: Schwabacher-Frey. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr, Springfield, Mo.; L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Pounds & Sons; Monarch Sales Co.; Louis Plitz Dry Goods Co. Atlanta: Cox Prescription Shop, Raleigh, N. C.; James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc., Music Co. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc.; Hugo Worch, Louisville, Ky.; Stewart Dry Goods Co. Butte, Mont.: Dralbelbis Music Co. Richmond, Va.: Gary's Record Shop, Walter D. Moses & Co., Corley Record Co.

Table with 3 columns: NATIONAL, EAST, SOUTH. Lists top 10 records in each region, including 'Moonlight Cocktail' and 'A String of Pearls'.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

Table with 3 columns: NATIONAL, EAST, WEST COAST. Lists top 15 sheet music sellers in each region, including 'Deep in the Heart of Texas'.

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

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

Table with 3 columns: GOING STRONG, COMING UP. Lists top records like 'Rose O' Day' and 'A Zoot Suit'.



# LET'S TALK ABOUT RECORDS!



THE NATION'S NO. 1 TRUMPETER

# HARRY JAMES

and his MUSIC MAKERS

featuring HELEN FORREST • JIMMY SAUNDERS • CORKY CORCORAN

# BROKE EVERY existing RECORD

at Frank Dailey's  
**MEADOWBROOK**  
in his OPENING WEEK!

... and these smash-hit  
**COLUMBIA RECORDS**

by HARRY JAMES

have taken him to winning place  
on the COCA-COLA SPOTLIGHT  
BANDS broadcast!

Here are the two biggest beauties on records today—both feature  
that glorious golden trumpet of Harry James:

**I DON'T WANT TO  
WALK WITHOUT YOU**

36478

**YOU MADE ME  
LOVE YOU**

36296

and these other records are out in  
front with them too—they're all  
bound to bring you continuous play:

**I REMEMBER YOU  
LAST NIGHT I SAID A PRAYER**

36518

**SLEEPY LAGOON  
TRUMPET BLUES CANTABILE**

36549

**SKYLARK  
THE CLIPPER**

36533

and a brand-new release timed right for  
the Easter Holidays:

**EASTER PARADE**  
backed by: CRAZY RHYTHM

36545

currently in person

**Frank Dailey's MEADOWBROOK**

Cedar Grove, N. J.

Opening April 28

**PALLADIUM**

Los Angeles  
5 Weeks

... signed  
to start

# March 30

for  
**Universal Pictures**

Personal Management: FRANK MONTE

# MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

EACH OFFICE A COMPLETE UNIT IN ITSELF





# 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

## FREDDY MARTIN (Bluebird 11475)

Wherever You Are—FT; VC. What Does a Soldier Dream Of?—FT; VC.

**T**HE mellow music of Freddy Martin takes these two war-inspired ballads in stride, making both count as major items. A side is taken at a moderately slow tempo, soft trombone flooded with pizzicato strings starting it off and full band taking over for the opening chorus. An unbilled bary provides a sympathetic vocal refrain, tenor saxes pick it up at the bridge again, and the band carries it out. While the song itself isn't too original in either words or music, the theme is timely and Martin gives it a smooth finish. From the same school of song is the plattermate. Martin takes it at a moderate tempo, with muted trumpet and fiddles laying down the opening chorus. The unbilled voice, backed by the band chorus, sells the song story expertly. Fiddles pick it up again at the bridge and the band finishes it.

Having already made his mark in the music boxes, Freddy Martin is bound to attract attention to these two sentimental war ballads. Hitting closer to the mark is the more recent "What Does a Soldier Dream Of?" It's a more attractive song and has the benefit of a more fitting title.

## HAROLD GRANT (Standard T-2051)

In Case of an Air Raid—FT; VC. We're in It—Let's Win It—FT; VC.

**A**SIDE here gives the first impression on wax that's designed primarily to bolster the morale of the folks at home. Precaution in case of an air raid has the boy advising girl to "take shelter in my arms." It's a clever exposition of the "love" angle with catchy music to match. And Harold Grant gives it a nice rhythmic lift, enhanced by the unison singing of the Good-Fellows. Plattermate is a conventional spirit-rouser in march tempo, with the Good-Fellows providing the patriotic fervor in song.

"In Case of an Air Raid," with its novel "love" angle, is most timely. Harold Grant gives the ditty a rhythmic interpretation that's right in tune with the requirements of the music boxes, where it should enjoy generous shelter.

## GUY LOMBARDO (Decca 4199)

How Do I Know It's Real?—FT; VC. There Won't Be a Shortage of Love—FT; VC.

**U**P TO the minute is the musical thought capably expressed on the B side. It's an original by brother Carman and John Jacob Loeb, and the first of the rationing songs to cut its lines on wax. A highly commercial rhythm ditty, played in the typical Lombardo style, with muted trumpet and clarinets carrying the first chorus, and the vocal trio called on to give the vocal assurance to lovers. The band picks it up at the bridge and takes it out. The A side is one of the richer ballads of the newer crop. Lombardo also takes it at a bright tempo and follows the same band pattern, with Kenny Gardner handling the vocal choruses.

For topical tunes, "There Won't Be a Shortage of Love" is made to order for the music boxes. It's the first rationing song and a good one.

## BENNY GOODMAN (Okeh 6606)

My Little Cousin—FT; VC. A Zoot Suit—FT; VC.

**N**OT since his *And the Angels Sing* has Benny Goodman, or any other maestro for that matter, cut such fancy capers for an old Jewish song as he offers with *My Little Cousin*. Adaptation, keeping close to the original in words and music, is from a foreign-language song sensation several decades ago. Goodman has given it a solid swing setting in the jump tempo, plenty peppered with his clarinet riffs, and Peggy Lee sings about the romantic relative. Solo trumpet for the introduction sets the song mood with traditional Jewish riffs. And before going into the song proper, band hits it fast into No. 1 from Kammen's book of gay songs that provided the song theme for *And the Angels Sing*. Flipover is also a sprightly swinger, with Art London handling the jive lyrics.

It's about time that music machine operators cashed in on the popularity of Benny Goodman. With his "My Little Cousin," the time is now. Song holds as much promise for the phonos as was realized from "Bei Mir Bist Du Schoen" and "And the Angels Sing."

## KATE SMITH (Columbia 36534 and 36540)

Blues in the Night—FT; VC. How Do I Know It's Real?—FT; V.

This Time—FT; V. The Marines' Hymn—FT; V.

**C**OLUMBIA has rushed the release of *This Time* and *The Marines' Hymn* (36540), and these are the sides that count for most. Both are stirring patriotic pieces, taken by Jack Miller's accompanying orchestra in spirited march tempo. There's a rousing pitch to Miss Kate's pipes for both Irving Berlin's *This Time* and the traditional Marine anthem. The Kate Smith Singers add their voices for the closing choruses on each side. Other two sides find Miss Smith singing current ballad favorites, more effectively for *How Do I Know It's Real?*, the Blues classic being out of class for her style of song selling.

Identifying herself with rousing patriotic songs, Kate Smith has a natural for the phonos in "The Marines' Hymn." Because Irving Berlin is the composer, the plattermate, "This Time," also bears watching.

## HAROLD GRANT (Standard T-2048)

Who Do You Think You Are?—FT; VC. Stars Will Fade—FT; VC.

Until now restricting its pressing to foreign-language recordings, Standard label here makes its first attempt at an out-and-out pairing of popular songs. For the rhythmic pop on the A side, Betty Bradley, assisted by a male quartet, carries the opening and closing refrains. Taken at a moderate tempo, band turns in a conventional middle chorus with a bit of the two-beat Dixie flavor. Band is more impressive, and so is the song, for the B side. *Stars Will Fade* is a smooth ballad, and Bill Darnell (now in the army), with the quartet on the assist, gives it a neat rendition, enhanced by the background woven by the violins.

Since this record is strictly an experiment on part of the label in the popular field, and with the songs, altho nice enough, being originals, phono possibilities are nebulous. However, "Stars Will Fade" is definitely worth a spin, in which case the phono sticker should follow the cue on the record label in giving top billing to the singer.

(See ON THE RECORDS on page 67)

# 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.

## Eddy Duchin

(Reviewed at the Inter-Fraternity Ball, University of Pennsylvania, Philadelphia)

**T**HE first to bring a definite commercial style to the piano Eddy Duchin still sticks to the music and band pattern that first brought him attention. As with Guy Lombardo, Wayne King and other big names partial to the sweeter school, the passing years and the swing hysteria have left no mark on the maestro or his standing among band followers. The band is accepted because Duchin and his piano are at the helm. And as long as it remains that way the rest of the band doesn't matter. Duchin is probably the first to admit that musically, his band is no great shakes.

Instrumentation is four saxes, three trumpets, trombone and four rhythm, including a second piano. Not striking or distinctive, the music the boys make is nevertheless danceable and enjoyable. Making no frills or fuss, band runs the gamut from show tunes to standards, and from Latin lullabies to Viennese waltzes. They're strictly stock arrangements, using only choruses, with maestro's magic fingers making it sound different. His piano holds it all together and makes it count where the band's own efforts go for naught.

Covering up the band's musical shortcomings are the efforts of the singers. Out of the sax section, Johnny Drake delivers the ballads in the accepted romantic baritone range, and Tony Leonard also impresses with soft tenoring. Trumpeter Lew Sherwood, who has been with Duchin since the beginning, cuts comedy capers in handling novelty and character songs. June Robbins gives plenty of glamour to the microphone, and is effective for both ballad and rhythm pieces.

Played here for the college lads, and even if they still worship at the swing altar they sure thrived on the commercial and sweet rhythms Duchin dished out.

Orodenker.

## Jerry Wald

(Reviewed at Roseland Ballroom, New York)

**A**RTIE SHAW had a great band during his *Begin the Beguine* period. The arrangements were slick, the beat was exciting and Mr. Shaw blew holes in the roof with his clarinet. But all that is over. This ork, which plays all the old killer-dillers exactly as originated by Shaw, even has the clarinet solo passages (played by maestro Wald) note for note and phrase for phrase as they can still be heard on old Shaw disks. The difference is, however, that Wald is not the clarinet performer that Shaw is and hasn't got the band that Shaw had.

It would be the height of unfairness to compare Jerry Wald to Artie Shaw were Wald leading a different kind of band. But since the chap deliberately plays Shaw music, the only thing left to do is point out that the music sounded better in the original rendition.

Instrumentation is four reed, three

trombones, three trumpets and three rhythm, with Wald out front for a fifth reed. The library seems to be overwhelmingly standard Shaw stuff, with even some of the pops treated to Shavian riffs. A nice looking kid named Frances Fayne takes most of the vocals and does pretty well, altho there is a tendency to make too much of a production out of many of her numbers. In time she may be able to hold the spotlight longer than it takes to sing a second chorus, but right now she'd be more effective if asked to do only regular band chirper's chores.

Wald, a swarthy youngster, makes a striking appearance in front of the band and should cause many fem hearts to flutter.

Carter.

## Jimmy Joy

(Reviewed at University Coliseum, Lincoln, Neb.)

**A**TTER hitting it off in leading hotels in all the large Middle West and East Coast cities, Jimmy Joy, who changed to the shorter monicker from James Monte Maloney when he played his first engagement after being graduated from Texas U., continued a collegiate favorite at the University of Nebraska prom. The only band leader in the country playing two clarinets simultaneously (and not bad, too), recently featured on the *Fitch Bandwagon*, Joy is set for a summer stand at the Bismarck in Chicago.

J. J.'s better for hotels and clubs than for ballrooms. Sans swing and Mickey Mouse he cuts it solid sweet with neat arrangements by second sax man Bunny Peterson and trumpeters Curt Ramsey and Wayne Robinson. Ork, 13 strong, has cute Betty Burns take a few sweet numbers and pat her pretty paws for the remainder.

Band is geared for intimacy, with brass section tending to cut up a little without making with the maize, and Joy chatting along ably. With Ramsey, trombonist Earl Randall and alto Bob Wertz, he does a pantomime-vocal combine that gets 'em gaping. Definitely not a doubling affair, except for chorus of *Sweet Sue* on water-filled coke bottles.

Sax quintet plenty full, brass strong, but vocals weak. Plenty danceable and no beefs from students, which is in Jimmy's favor, since he's not at his best in ballrooms.

Oldfield.

## Emilio Caceres

(Reviewed at the Club San Diego, Detroit)

**T**HIS eight-piece unit should return Caceres's name to a top spot among Latin American bands at a time when popularity of the better bands of this style is on the upgrade. Caceres, who formerly did a CBS show, has kept as the nucleus of his present outfit his original trio, Johnny Gomez, guitar; Joe Mandujano, bass sax and flute, and himself on the violin. This trio works specialties in front of the band.

Caceres's own fiddle work should place him among the ranking performers. He's good in both semi-classic stuff and definitely hot numbers, Latin or otherwise, where he gets in some of the fastest bowing on record, with every note distinct.

Strong on percussion, four pieces, band uses two trumpets, one violin and one sax, with several of the boys doubling. Drummer's bear-like shaking of head from side to side is a mannerism the crowd likes. Gomez vocals pleasantly, chiefly Spanish numbers. Finie Caceres, a brother, is arranger and pianist, with a touch on the keys much like Emilio's fast bowing.

Band is good on both dance music and floorshow work, doing enough specialties to hold the spot for plenty of time. For a larger spot and recordings, it could use a little augmentation in the brass or reeds.

Reves.

swing vein. Sweet element was contributed by Stabile's saccharine sax, with the ork pounding behind. Made good listening and equally good dancing.

Male vocalizing was by Paul Warner, who has a pleasant delivery for ballads.

Band does well on the air, largely because of the lift afforded by Miss Barrie's presence. It might be suggested that a more striking impression could be gained by eliminating the driving rhythm section and concentrating on a strictly sweet outfit.

# 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

## Leonard Keller

(Pelham Heath Inn, Bronx, New York, Mutual Network, Sunday (8), 11:15-11:30 p.m.)

**T**HIS is a band of many styles, or, depending upon the point of view, no style at all. During this brief shot the outfit played like the salon group in an old hotel, like a pit crew, and like a red-hot campus band. This can either mean versatility or a scrambled library. In none of its widely divergent styles did the band do extraordinarily well, but it made interesting listening—trying to figure out what was coming next.

The announcer was rather hard to understand and as a result the name of Keller's singer was lost. Boy's singing itself was also lost, either because of bad engineering or weak pipes. What

could be heard was on the very pashy baritone side.

Shot was far from a success.

## Dick Stabile

(Top Hat, Union City, N. J., WNEW, New York, Sunday (8), 7:37-8 p.m.)

**G**RACIE BARRIE, talented legit and nitery songstress, handles the vocals for hubby Stabile and thereby equips his band with something that few other orks have—a singer who knows how to sing. Girl's voice itself is not as remarkable as the way she manages it and the way she sells lyrics. Put this remote over with her warbling of *Arthur Murray Taught Me Dancing in a Hurry*. Also did a ballad, and very well.

Band's portion of the broadcast was satisfactory, in the commercial sweet-



# Disk Spieler Coins Dough With Dances

BUFFALO, March 14.—Roger Brown continues to do a bang-up promotion job on one-nighters here. Did a record-breaking job with Gene Krupa, and followed with a hefty night of Woody Herman. Future dates, set at the rate of two a month, are Bob Chester, Charlie Spivak and Alvino Rey, for March and April, with other names to follow.

Krupa was amazingly successful (February 17), drawing 2,781 persons, with 400 turnaways. Ducats were scaled at \$1 and \$1.25, with take of \$3,031. Profit was swell despite band's going well into its percentage.

Woody Herman (February 27), also at the Aud, didn't draw quite as many as Krupa, but with higher prices profit was almost as good for band and promoter. Pulled 1,740 persons at \$1.20, \$1.40, and made a gross of \$2,184.

Brown is a natural for band promotion, as he runs the Roger Brown Radio Ballroom, daily one-hour radio show which featured name bands disks.

# Flint Ups and Downs

FLINT, Mich., March 14.—New policy of using name bands and acts is clicking for the semi-private Flint Athletic Club. Town is more in the throes of automotive change-over to war production than even Detroit, because it is more wholly dependent on one industry. However, there apparently is money for shows that draw—notably name bands.

Fats Waller, set in for this week by the Mike Falk office, drew 2,500 people. Policy of the club is a low-priced annual membership with nightly admission charge. Saturday night (February 28) business with Waller exceeded New Year's Eve without a name band, despite Lent. Acts are being booked independently.

FLINT, Mich., March 14.—Business for Industrial Mutual Auditorium's series of one-nighters with name bands here has taken a dip, with Jan Garber drawing a gross of \$950 at \$1 per couple last week. Low draw was partly explained by the first week of Lent, which appears to be heavily observed in this industrial town. Record low for the year was set last Saturday (February 28), however, with Cal Dalton's band, new among the big date names here, set to replace Reggie Childs at the last minute by the Mike Falk office. Lent plus the last-minute switch drew Dalton's gross way down to \$500 at \$1 per couple.

# ASCAP's \$965,000 Melon

NEW YORK, March 14.—ASCAP cuts \$965,000 as quarterly melon for first three months of 1942. This contrasts with \$1,600,000 which used to be dished out each quarter during the pre-BMI era. Society points out, tho, that it balances fairly well, since expenses have been cut and the real income will be okay in the end.

# Material Protection Bureau

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- Upon receipt, the packet will be dated and filed away under your name.
- The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

# Blame It On Hitler

CHICAGO, March 14.—In booking musicians for one-night dates in this area, offices no longer ask a man how good a tooter he is, but, rather, how good the tires on his car are and whether he is willing to use the auto at 3 cents per mile.

# Music Items

## Publishers and People

JIM DURKIN is now with Colonial Music, in the professional department. Will work on *Unhappy Pancho*, by Jack Manus and Bernie Bierman.

Bill Watters, former Broadway and Hollywood publicity man now in the navy, has sold *An Old Enchanted Mesa* to Western Music, Hollywood.

Sid Pussin has written and published *An All-American Amigo*, which is dedicated to the Good-Neighbor policy.

Clyde Thomas, vocalist with Del Courtney, is introducing *A Blue Song That Made Me Happy*, published by Sudlik & Siegel.

Irwin Gar, formerly with Advanced Music, is now a co-ordinator of physical training in the U. S. Army in New York at \$21 per.

Billy Rose and Milton Ager have written a song called *Keep 'Em Smiling*, published by Ager, Yellen & Bornstein.

Walter Bishop has written a new one, *There's Only One of You*.

Chappell is pushing *Sleeping Lagoon*, by Jack Lawrence and Eric Coates. Ditty has been waxed by several name orks.

Leonard J. Silver and Irving Epstein, M.D., associated with United Youth for Defense, the Dorothy Thompson-Gene Tunney group, have written a song called "There'll Always Be a U. S. A." First writing effort for either.

## Songs and Such

THE PHONY LITTLE MAN WITH THE TRICK MOUSTACHE, originally published in England, is now ready for American consumption, issued by Victory Music, New York.

After *All I Ever Did for You*, by Jack Fried and Will Geber, will soon be published by Joe McDaniel Music.

*Victory*, by John B. Moore, is being published by Moore in Murphy, N. C.

*Sonya*, by Henry Berman, Nick Grabow and Abner Silver, has been published by Lincoln Music.

*Heavenly Hideaway*, by Jules Lohman and Lou Ricca, is the latest publication of Encore Music.

Paul-Pioneer is publishing "Kappa Sigma Waltz," a new "sweatshirt" song of the second largest college fraternity in the country. Ditty was written by Tommy McWilliams, of Station WSIX, Nashville, and Frank Grey.

## Philly Pickings

HOWARD ROBBINS, son of Jack Robbins, New York publisher, and senior at the University of Pennsylvania here, quit school to enlist in the armed forces and has been sent to Fort Dix, N. J.

Chuck Gordon's introducing *Love Isn't Everything*, brainchild of Charlotta Dale, his former canary, now chanting over the Mutual airwaves out of WIP here.

Maestro Billy Hays and songwriter Frank Capano have completed a new ditty dedicated to General MacArthur, tagged *Let's Dig In and Dig Out*.

Erskine Butterfield, holding forth at Lou's Chancellor Inn here, has placed his newest opus, *Night Shift*, with Joe Davis Music Company, New York. Raymond Scott will do the first recording.

# Darn Those Pluggers!

PHILADELPHIA, March 14.—Harold Davis, program director of WDAS here, rues the day he wrote his first song. When the word got around to local song pluggers that Davis had produced a musical brainchild, they flocked to him and pressed for plugs on the station. They figured that anybody who has written a song knows how tough it is to get a plug for it, so they concluded that Davis, having his own troubles, would be sympathetic.

Davis isn't. He feels that his own song would have been more successful if song pluggers had had a more difficult time with other program directors, who have also written songs, who also have been lenient . . . ad nauseum.

# Orchestra Notes

## Of Maestri and Men

GEORGIE AULD is breaking in his new band around New England. Harry Goodman has taken the ork in tow. . . . GRAY GORDON has his first Eastern location in some time when he opens at Brunswick Hotel, Boston, April 22. . . . JOHNNY MCGEE has signed with MCA after being on his own a couple of weeks. . . . LOUIS PRIMA into Hotel Syracuse, Syracuse, N. Y., for four weeks, opening April 4, following a week at Summit Inn, Baltimore. . . . BOB ALLEN will play Flatbush and Windsor Theaters, New York, starting March 19. . . . JACK ALLISON out of FRANKIE MASTERS "Swingmasters" vocal combo. . . . LOU BREESE does two weeks at Hotel Roosevelt, Washington, opening April 4. . . . FREDDY FISHER into Club Lido, South Bend, Ind., for four weeks, starting April 20. . . . DICK ROGERS doing three weeks at Valley Dale, Columbus, O., where he opened March 17. . . . CLAUDE THORNHILL will play Stanley Theater, Pittsburgh, and Palace Theater, Cleveland, weeks of April 17 and 24. . . . MILTON KARLE, Johnny Long's press agent, is in the army. . . . CHARLIE SPIVAK back at Hotel Pennsylvania, New York, May 4. . . . JOHNNY FORCHETTI replaces Johnny Smith in the MUGGSY SPANIER reed department. . . . RAY HERBECK into Donahue's, Mountainside, N. J., March 31, for three months, with Mutual wires, and will soon sign a new recording contract. . . . LANG THOMPSON, after jumping from MCA and out again, is now with Frederick Bros. . . . ART BARKER trio now at Leighton's Woodlands Lake Tavern, Ardsley, N. Y. . . . LEO REISMAN goes into Rainbow Room, New York, April 1. . . . LITTLE SANS AND LEE, musical trio, draw another six-week stretch at Dexter Park Casino, Brooklyn, N. Y. . . . JOE LOPA now at Cafe Sutton, New York. . . . BOB CUTSHALL, trombonist, is first to be drafted from BENNY GOODMAN ork. . . . BENNY CARTER preamed his new big band at Golden Gate Ballroom, New York, Saturday 14. . . . TEDDY KING now in Emerson Hotel, Baltimore. . . . LOU LANG back at Hotel Belvedere, New York, for third time in two years. . . . JOHNNY MESSNER back at Hotel McAlpin with his band, fully recovered from his appendectomy.

## Midwest Melange

EDDY DUCHIN'S opening at Palmer House, Chicago, has been moved up to April 1. . . . JOHN E. SULLIVAN, maestro, was drafted Wednesday (11). Benny Morow is now fronting the band, which is still being booked by Frederick Bros. . . . JEAN BROWNE, former vocalist with TED WEEMS, will leave Chi shortly to start work for Columbia Pictures in Hollywood. . . . RED INGLE, comic with TED WEEMS, has been on his own for several weeks, doing bits in Hollywood and dabbling in leather art work. Still under Weems's management. . . . VINCENT BRAGALE returns to Congress Hotel, Chicago, April 12. . . . COOTIE WILLIAMS has drawn another four-week holdover at Grand Terrace, Chicago. . . . BUDDY CLARK was the surprise vocalist with MEL MARVIN when Marvin opened at Hotel Nicolet, Minneapolis. Regular singer, Skip Farrell, was suddenly called to Chicago when his wife underwent an operation. . . . DICK JURGENS will play a few

theaters before coming east. Closes at Aragon Ballroom, Chicago, April 11. . . . TED PHILLIPS is keeping the Ben Bernie outfit intact and is jobbing around Chicago.

## Coast Cacophony

JACK TEAGARDEN, AL DONAHUE, BOB CROSBY, KAY KYSER, PAUL WHITEMAN, LEON MOJICA and MANNY HARMON played the Dance for Victory at the Shrine Auditorium. Admission was by purchase of a 50-cent Defense Stamp and dances were a 10-cent Defense Stamp. Purchaser retained stamps. SPIRITS OF RHYTHM, SLIM AND SLAM, and LOUMELL MORGAN TRIO played for intermissions at the affair, which ran from 7 p.m. to 5 a.m. . . . EDWARD PAUL, music director for the Rudy Vallee radio show, has wound up his longest scoring job on the forthcoming "big name" serial, *Tales of Manhattan*, and has been signed to do music for a new Edward Small production, *Annie Rooney*. . . . KAY KYSER took his orchestra to Gardner Field near Fresno, Calif., to send off his former trumpet player, Tommy Jones, who is now training as a flier in that camp.

## Atlantic Whisperings

CHICO MARX, during his theater date at Philadelphia's Earle Theater, reveals that his new band is skedded to summer at a dance spot near the Meadowbrook in New Jersey. . . . AIR-PORT BOYS, Decca diskers, set at El Rancho Club, Chester, Pa. . . . ALEX BERTHA returns Easter Sunday for another season at Steel Pier, Atlantic City, to make it continuous music with the visiting names. . . . FRANK DODDY at the Legion Social Club, Hellertown, Pa. . . . LEN PARKER, featuring MARY NOVIS, former Ina Ray Hutton trumpeter, at Town Tavern, Delair, N. J. . . . CURT WEILER, maestro at Lou's Moravian Inn, Philadelphia, has put a down payment on a suburban Bucks County farm with the royalties from his share of *Daddy*. It was his arrangement that was used by SAMMY KAYE, and Curt is calling the homestead "Daddy's Doings." . . . RAMON RIO takes over at Andy's Grille, Reading, Pa. . . . William Morris Agency interested in taking CLARENCE FUHRMAN, KYW-NBC, Philadelphia maestro, under its management. . . . LOU BARI JIVETET ushers in the new season at Blue Ribbon Inn, Robbinsville, N. J. . . . BOB CHRISTIAN and his Rhythm Boys at Whitman's Grill, Reading, Pa. . . . VINCENT RIZZO at Swan Club, Philadelphia. . . . DAN GARBER at Lebanon Valley House, Wernersville, Pa. . . . LEON MULL and his Charleston Ramblers next in at State Hill Garden, Reading, Pa. . . . HARRY DIMMICK at the New Wayside Inn, Eddington, Pa. . . . STANLEY DECKER at Bert Gilson's Eagle Hotel, Phillipsburg, N. J. . . . PEDRO BLANCO in a return at the Cabanna, Reading, Pa. . . . JACK FALCEY at Sherwood Inn, Trenton, N. J. . . . CHARLIE STONE at Pop Cusik's Lakeview Inn, Almonesson, N. J.

BRIDGEPORT, Conn., March 14.—Lawrence Welk, making his first appearance in this neck of the woods, did okay Sunday (8) at Ritz Ballroom here, drawing 1,081 customers. With tariff at 88 cents, gross was \$951.28.

# An Important Announcement

## THE MUSICAL TREAT OF 1942

# "THE TALE OF PETER AND THE WOLF"

From the *Orchestral Fairy Tale* by

SERGE PROKOFIEFF

POPULAR LYRICAL ADAPTATION BY HAROLD J. ROME

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HARRY GOODMAN, Gen. Mgr.



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

# 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.

**A**  
 Alberto, Don (El Chico) NYC, nc.  
 Alexander, Will (Palmer House) Chi, h.  
 Alfon, Vic (Lawrence) Erie, Pa., h.  
 Allan, Bob (Arcadia Grill) Canton, O., nc.  
 Allen, Bob (Blue Gardens) Armonk, N. Y., nc.  
 Allen, Red (Club 181) NYC, nc.  
 Alpert, Mickey (Cocoanut Grove) Boston, nc.  
 Armstrong, Louis (Casa Manana) Culver City, Calif., nc.  
 Arthur, Leonard (Roadside Rest) Occanside, L. I., N. Y., nc.  
 Ayres, Mitchell (Pelham Heath Inn) Bronx, N. Y., nc.

**B**  
 Bailey, Layton (Wardman Park) Washington, h.  
 Baker, Dave (Shtermerville) Allentown, Pa., h.  
 Bardo, Bill (Nu-Elm) Youngstown, O., 19-April 2, h.  
 Barker, Art, Trio (Leighton's) Ardsley, N. Y., ro.  
 Barnett, Arne (Harry's New Yorker) Chi, nc.  
 Barnett, Charlie (Adams) Newark, N. J., 19-25, t.  
 Barron, Blue (Castle Farm) Cincinnati 21, nc.  
 Barron, Paul (Palace) San Francisco, h.  
 Bartal, Jeno (Lexington) NYC, h.  
 Basle, Count (Paradise) Detroit, t; (Regal) Chi 28-35, t.  
 Basile, Joe (Shrine Circus) Rochester, N. Y.; (Rotary Club Circus) Binghamton 23-25.  
 Batkin, Alex (Club Whitaker) NYC, nc.  
 Baum, Charlie (Stork Club) NYC, nc.  
 Beck, Buddy (Indiana State) Terre Haute, Ind., b.  
 Beckner, Denny (Graystone) Detroit 17-32, b.  
 Bennett, Larry (Hickory House) NYC, nc.  
 Benson, Ray (Ambassador East) Chi, h.  
 Bergere, Maximilian (Versailles) NYC, nc.  
 Bizony, Bela (Pierre) NYC, h.  
 Bonshu, Neil (Blackstone) Chi, h.  
 Borr, Mischa (Waldorf-Astoria) NYC, h.  
 Bowman, Charles (Wivel) NYC, re.  
 Bradshaw, Tiny (Tie Toe) Boston, nc.  
 Brandwynne, Nat (Copacabana) NYC, nc.  
 Breese, Lou (Central Passaic, N. J., 19-25, t.  
 Brown, Les (Paramount) NYC, t.  
 Burns, Cliff (Mariemont Inn) Cincinnati.

**C**  
 Cabin Boys (Kid Kaplan's) Hartford, Conn., re.  
 Calloway, Cab (Auditorium) Bluefield, W. Va., 18; (Aud.) Beckley 19; (School) Athens, O., 20; (Miramar) Gary, Ind., 22, b; (Greystone) Detroit 23, b.  
 Calvet, Oscar (Casa Marta) NYC, nc.  
 Camden, Eddie (Roosevelt) Jacksonville, Fla., h.  
 Campbell, Jack (Jupiter Island) Hobe Sound, Fla., nc.  
 Cappel, Joe (Knickerbocker Gardens) Flint, Mich., nc.  
 Carlos, Don (Club Gaucho) NYC, nc.  
 Carlyle, Lyle (Wolverine) Detroit, h.  
 Carr, Al (La Marquise) NYC, nc.  
 Carroll, Irv (Dempsey's) NYC, re.  
 Carter, Benny (Famous Door) NYC, nc.  
 Casino, Del (Beachcomber) Miami, nc.  
 Cavallaro, Carmen (Rainbow Room) NYC, nc.  
 Chappello, Joe (Jimmy Kelly's) NYC, nc.  
 Chester, Bob (Auditorium) Galt, Ont., Can., 18; (Aragon) Toledo, O., 19, b; (Sunnybrook) Pottstown, Pa., 21, b.  
 Chiesta, Don (Ye Olde Cellar) Chi, c.  
 Chiquito (El Morocco) NYC, nc.  
 Clarke, Buddy (Park Central) NYC, h.  
 Clemente (Rainbow Room) NYC, nc.  
 Codolban, Cornelius (Russian Kretchma) NYC, nc.  
 Cole, Allan (Cafe Madison) NYC, c.  
 Coleman, Emil (Blackstone) Chi, h.  
 Collins, Bernie (Newman's Lake House) Saratoga, N. Y., nc.  
 Conde, Art (Homestead) NYC, h.  
 Conniff, Ray (Nick's) NYC, nc.  
 Cordoba, Lolita (Hurricane) NYC, nc.  
 Cortez, Jose (Latin Quarter) Miami, nc.  
 Courliney, Del (Rio) Appleton, Wis., 19; (Riverside) Kenosha 20; (Sheboygan) Sheboygan 21; (Paramount) Hammond, Ind., 22, t.  
 Crosby, Bob (Trianon) South Gate, Calif., b.  
 Gugat, Xavier (Palmer House) Chi, h.  
 Curbello, Frank (Stork Club) NYC, nc.  
 Curbello, Herbert (La Martinique) NYC, nc.

**D**  
 D'Arcy, Phil (Monte Carlo Beach) NYC, nc.  
 Davis, Eddie (Larue's) NYC, re.  
 Davidson, Cecil (Edgewater Beach) Chi, h.  
 Daw, Freddie (Merry Garden) Chi, h.  
 DeLuce, Eddie (Walton) Phila, h.  
 Delman, Cy (Richmond) Augusta, Ga., h.  
 Dengler, Carl (Seneca) Rochester, N. Y., h.  
 Dennis, Dave (Hurricane) NYC, nc.  
 DeVito, Don (Berkeley Carteret) Asbury Park, N. J., h.  
 Dimitri, Juan (Casa Marta) NYC, nc.  
 Donríguez, Juan (Rogers Corner) NYC, nc.  
 Dorsey, Jimmy (Pennsylvania) NYC, h.  
 Dorsey, Tommy (Pla-Mor) Kansas City, 19, b; (Turnpike Casino) Lincoln, Neb., 20; (Tromar) Des Moines, Ia., 21, b; (Skylon) Sioux City 22, b; (Arkota) Sioux Falls, S. D., 23, b.  
 Dunsford, Eddy (Eastman) Hot Springs, Ark., h.

**E**  
 Eddy, Ted (Iceland) NYC, nc.  
 Ellington, Duke (Earle) Phila, t.  
 Elliott, Baron (Oh Henry) Chi, b.  
 Elliot, Freddy (University) Albany, N. Y., nc.  
 Ennis, Skinnay (Cocoanut Grove, Los Angeles, nc.  
 Ernie, Val (La Rue) NYC, nc.  
 Eslow, Bert (Ambassador) Atlantic City, h.

**F**  
 Fats and His Cats (It Club) Peoria, Ill., nc.  
 Fidler, Lew (Tampa Terrace) Tampa, Fla., h.  
 Fielding, Alan (Balt) Phila, nc.  
 Fields, Eddie (Cotton Ball Casino) Grand Rapids, Mich., nc.  
 Fields, Ernie (Orpheum) Minneapolis, t.  
 Fields, Shep (Edison) NYC, h.  
 Flo Rito, Ted (Beverly Hills) Newport, Ky., cc.  
 Fisher, Freddie (Riviera) Columbus, O., nc.  
 Fischer, Darrell (Diamond Mirror) Passaic, N. J., nc.

N. J., nc.  
 Fitzgerald, Ella (Hippodrome) Baltimore 12-18, t.  
 Flora, Jimmy (Pennsylvania) NYC, h.  
 Foster, Chuck (Stevens) Chi, h.  
 Franz, Ernest (Warwick) NYC, h.  
 Freese, Johnny (Rocky Hill Inn) Princeton, N. J., ro.  
 Proba, Frankie (Club Frisco) NYC, nc.

**G**  
 Garber, Jan (Trianon) Chi, b.  
 Gasparre, Dick (Plaza) NYC, h.  
 Genovese, Vince (Paramount) Centralia, Ill., nc.  
 Gilberto (Havana-Madrid) NYC, nc.  
 Glass, Bill (Queen Mary) NYC, re.  
 Goodman, Benny (New Yorker) NYC, h.  
 Gordon, Don (Olde Cedar Inn) Brookhaven, N. Y., ro.  
 Gore, Jay (Silver Bar) Phila, nc.  
 Gray, Chauncey (El Morocco) NYC, nc.  
 Grayson, Don (Jonathan Club) Los Angeles, cc.  
 Grayson, Hal (Ohio) Youngstown, O., h.  
 Grant, Bob (Savoy-Plaza) NYC, h.  
 Gray, Glen (Palace) Cleveland 16-19, t; (Bucknell Univ.) Lewisburg, Pa., 20; (Empire) Allentown 21, b.  
 Green, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.  
 Gross, Burton (Fifth Ave.) NYC, h.

**H**  
 aney, Myron (Childs Spanish Gardens) NYC, re.  
 Harris, Jack (La Conga) NYC, nc.  
 Harris, Phil (Biltmore Bowl) Los Angeles, nc.  
 Harrison, Ford (St. Moritz) NYC, h.  
 Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.  
 Haywood, Eddie (Village Vanguard) NYC, c.  
 Heath, Andy (Fitch's Cafe) Wilmington, Del., nc.  
 Herman, Woody (New Yorker) NYC, h.  
 Hill, Tiny (Tower) Pittsburg, Kan., 18, b; (Turnpike Casino) Lincoln, Neb., 20-22, nc.  
 Holmes, Herbie (Deshler-Wallick) Columbus, O., nc.  
 Holst, Ernie (Savoy-Plaza) NYC, h.  
 Hulton, Ina Ray (Earle) Phila, t.

**J**  
 James, Harry (Meadowbrook) Cedar Grove, N. J., nc.  
 Jarrett, Art (Cleveland) Cleveland, h.  
 Jerome, Henry (Childs) Paramount) NYC, re.  
 Jerret, Nick (Kelly's Stables) NYC, nc.  
 Johnson, Wally (Lookout House) Covington, Ky., nc.  
 Jurgens, Dick (Aragon) Chi, b.

**K**  
 Kardos, Gene (Zimmerman's Hungaria) NYC, re.  
 Karson, Maria, Musicales (Woodruff) Joliet, Ill., h.  
 Kassel, Art (Bismarek) Chi, h.  
 Kay, Chris (Casino Russe) NYC, nc.  
 Kay, Herbie (Bill Green's) Pittsburg, nc.  
 Kaye, Georgie (Hollywood) Bridgeport, Conn., re.  
 Kaye, Sammy (Capitol) Davenport, Ia., 17-19, t; (Orpheum) Omaha 20-25, t.  
 Keller, Leonard (Edison) NYC, h.  
 Kendis, Sonny (Cafe Madison) NYC, nc.  
 Kent, Peter (New Yorker) NYC, h.  
 Kenton, Stan (Flatbush) Brooklyn 16-18, t; (Windsor) Bronx, N. Y., 20-22, t.  
 Kern, Bob (Flynn's Cocktail Room) New Orleans, nc.  
 King, Teddy (Emerson) Baltimore, h.  
 King, Wayne (Majestic) Dallas, Tex., t.  
 Kinney, Ray (Earle) Washington 20-26, t.  
 Kirby, John (Brunswick) Boston, h.  
 Knight, Bob (Monte Carlo) NYC, nc.  
 Kolkner Bros. (Piccadilly) Baltimore, nc.

Korn Kobblers (Flagship) Union, N. J., nc.  
 Krupa, Gene (Sherman) Chi, h.  
 Kuhn, Dick (Astor) NYC, h.  
 Kuhn, Lee (Beachcomber) NYC, nc.

**L**  
 Lake, Sol (606 Club) Chi, nc.  
 Lally, Howard (Belmont Plaza) NYC, h.  
 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.  
 Leonard, Hal (New Kenmore) Albany, N. Y., h.  
 Lester, Bill (Ciro's) Kew Gardens, L. I., N. Y., re.  
 Lewis, Dick (51 Club) NYC, nc.  
 Lewis, Eddie (Canyons) Wichita, Kan., nc.  
 Lewis, Ted (Bal Tabarin) San Francisco, nc.  
 Lewis, Texas Jim (Grace Hayes) Hollywood, nc.  
 Lombardo, Guy (Roosevelt) NYC, h.  
 Long, Johnny (Michigan) Detroit 16-19, t; (Palace) Cleveland 20-26, t.  
 Lopa, Joe (Sutton) NYC, h.  
 Lopez, Vincent (Taft) NYC, h.  
 Lucas, Clyde (Roseland) NYC, h.  
 Lunceford, Jimmie (Auditorium) Atlanta, Ga., 18; (City) Albany 19, a; (Municipal) Savannah 20, a; (Sanders Bldg.) Valdosta 23; (Havana) Jacksonville, Fla., 24, nc.  
 Lyman, Abe (Royal Palm) Miami, h.

**M**  
 McCoy, Clyde (RKO-Keith) Boston, t.  
 McGuire, Betty (Athletic Club, Flint, Mich.  
 McIntire, Lanl (Lexington) NYC, h.  
 McIntyre, Hal (Glen Island Casino) Westchester County, N. Y., nc.  
 McShane, Jay (Sunset) Indianapolis, a.  
 Machito (Beachcomber) NYC, nc.  
 MacKenzie, Jimmie (El Dorado) Cleveland, nc.  
 Madden, William (Traymore) Atlantic City, h.  
 Madriguera, Enric (Biltmore) NYC, h.  
 Manone, Winy (Streets of Paris) Hollywood, nc.  
 Manzanares, Jose (La Salle) Chi, h.  
 Marconi, Pete (Caravan) NYC, nc.  
 Marlo, Don (Beachcomber) Providence, R. I., nc.  
 Marlowe, Tone (Aloha) Buffalo, c.  
 Martel, Gus (St. Regis) NYC, h.  
 Marti, Frank (Copacabana) NYC, nc.  
 Martin, Dave (St. George) Brooklyn, h.  
 Martin, Freddy (Waldorf-Astoria) NYC, h.  
 Martin, Lou (Leon & Eddie's) NYC, nc.  
 Marvin, Mel (Nicollet) Minneapolis, h.  
 Marx, Chico (Stanley) Pittsburgh, t.  
 Masters, Frankie (Oriental) Chi, t.  
 Matthey, Nicholas (Casino Russe) NYC, nc.  
 Mays, Frollan (Havana-Madrid) NYC, nc.  
 Mayhew, Nye (Bossert) Brooklyn, h.  
 Mayo, Jack (Odenbach's) Rochester, N. Y., re.  
 Meiba, Stanley (Pierre) NYC, h.  
 Mendez, Olga (Walton) Phila, h.  
 Messner, Johnny (McAlpin) NYC, nc.  
 Miller, Jay (Freddie's) Cleveland, nc.  
 Millinder, Lucky (Auditorium) Jacksonville, Fla., 18; (City) Waycross, Ga., 19, a; (Frazier) Auburn 22, p; (Aud.) Macon 23; (Palmetto) Augusta 24, p.  
 Milton, Dick (Ray's Place) NYC, re.  
 Minor, Frank (Red Mill) NYC, nc.  
 Monet, Gene (Greenwich Village Inn) NYC, nc.  
 Mojica, Leon (Casino Gardens) Ocean Park, Calif., nc.  
 Monroe, Vaughn (Commodore) NYC, h.  
 Mooney, Art (Boulevard) Elmhurst, L. I., N. Y., nc.  
 Morales, Noro (La Conga) NYC, nc.  
 Moreland, Billy (Neon) Louisville, nc.  
 Morgan, Eddy (Ritz-Carlton) Atlantic City, h.  
 Morgan, Russ (Edgewater Beach) Chi, h.  
 Morris, George (Armando's) NYC, nc.  
 Morrissey, Harry (Beachcomber) Boston, nc.

Mosely, Snub (19th Hole) NYC, nc.  
 Motley, Berk (Dude Ranch) Norfolk, Va., nc.  
 Munro, Hal (The Battle House) Mobile, Ala., h.

**N**  
 Neighbors, Paul (Tropics) Hollywood, c.  
 Nelson, Ozzie (Florentine Gardens) Hollywood, cb.  
 Nerida (Leon & Eddie's) NYC, nc.  
 Newman, Marty (Fisher's Gay '90s) Brooklyn, nc.  
 Newton, Frankie (Kelly's Stable) NYC, nc.  
 Nielsen, Paul (Flamingo) Louisville, nc.  
 Novi, Mischa (Navarro) NYC, h.

**O**  
 Olman, Val (La Martinique) NYC, nc.  
 Onisko, Scuya (Commodore) NYC, h.  
 Orlando, Don (Rumba Casino) Chi, nc.  
 Osborne, Will (Muehlebach) Kansas City, Mo., 16-19, b; (Univ. of Mo.) Columbia 21; (Meadow Acres) Topeka, Kan., 22, nc.  
 Owens Sisters (Doc's) Baltimore, nc.  
 Owen, Tom; Baldwin, Ia., 18; (Coliseum) Oelwein 19; (Empire) Manchester 20, b; (Goodfellows Hall) Davenport 21.

**P**  
 Pablo, Don (Palm Beach) Detroit, nc.  
 Pafumy, Joe (Belmont-Plaza) NYC, h.  
 Page, Gene (Dixie) Toledo, O., nc.  
 Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.  
 Panchito (Versailles) NYC, nc.  
 Pancho (Benjamin Franklin) Phila, h.  
 Parks, Bobby (Astor) NYC, h.  
 Parrish, Charlie (Log Tavern) Alexandria, Va., nc.  
 Paulson, Art (New Yorker) NYC, h.  
 Peters, Bobby (Vanity) Detroit, h.  
 Peterson, Dee (Wayside) West Springfield, Mass., nc.  
 Pineapple, Johnny (Wolverine) Detroit, h.  
 Pinto, Dan (Berkeley Carteret) Asbury Park, N. J., h.  
 Pleskow, Leo (Cafe Vienna) NYC, c.  
 Plumer, Joe (Slapsy Maxie's) Los Angeles, nc.  
 Poppe, Art (Edward) Middletown, N. Y., h.  
 Prager, Manny (Merry-Go-Round) Akron, O., nc.  
 Prima, Leon (Butler's New Room) NYC, nc.  
 Prussin, Sid (Diamond Horseshoe) NYC, nc.

**R**  
 Raeburn, Boyd (Chez Paree) Chi, nc.  
 Raffell, Rodd (Coral Gables) East Lansing, Mich., b.  
 Ramos, Ramon (Drake) Chi, h.  
 Raymond, Nick (Pierre) NYC, h.  
 Reichman, Joe (Roosevelt) New Orleans, h.  
 Reid, Don (Music Box) Omaha, Neb., nc.  
 Reid, Morton (St. Regis) NYC, h.  
 Resh, Benny (Bowers) Detroit, nc.  
 Rey, Alvin (Plymouth) Worcester, Mass., 16-18, t; (RKO-Boston) Boston 19-25, t.  
 Roberts, Eddie (Lido) NYC, b.  
 Rodriguez, Jack (Rhumba Casino) Chi, nc.  
 Rogers, Dick (Valley Dale) Columbus, O., nc.  
 Rogers, Ralph (Casanova) Miami, nc.  
 Roth, Eddie (Brevoort) Chi, h.  
 Rotonda, Peter (Commodore) NYC, h.  
 Ruhl, Warney (Green Mill) Saginaw, Mich., nc.  
 Russell, Elliott (Penn-Atlantic) Atlantic City, h.

**S**  
 Salazar, Lou (Beachcomber) NYC, nc.  
 Sanabria, Juanita (Beachcomber) NYC, nc.  
 Sanders, Sid (Rainbow Inn) NYC, nc.  
 Saunders, Hal (St. Regis) NYC, h.  
 Seiger, Rudy (Fairmont) San Francisco, h.  
 Shrader, Dan (Casanova) Miami, nc.  
 Siegel, Irving (Auditorium) Stratford, Wis., b.  
 Sissle, Noble (Diamond Horseshoe) NYC, nc.  
 Smith, Bob (Ka-See's) Toledo, O., nc.  
 Smith, Russ (Rainbow Grill) NYC, nc.  
 Snider, Billy (Giann Rendezvous) Newport, Ky., nc.  
 South, Eddie (Cafe Society Uptown) NYC, nc.  
 Spanier, Muggsy (Arcadia) NYC, b.  
 Sparr, Paul (St. Regis) NYC, h.  
 Spearer, Harold (Biltmore) NYC, h.  
 Spector, Ira (Chateau Moderne) NYC, nc.  
 Spivak, Charlie (Strand) NYC, 16-28, t.  
 Squires, Four (Colonnade) Canton, O., nc.  
 Stabile, Dick (Top Hat) Union, N. J., nc.  
 Stanford, Stan (Belvidere) Sault Ste. Marie, Mich., h.  
 Stanley, Red (Charley Foy's) Hollywood, nc.  
 Stower, Jules (18 Club) NYC, nc.  
 Straeter, Ted (Fefe's Monte Carlo) NYC, nc.  
 Strand, Manny (Earl Carroll's) Hollywood, cb.  
 Strong, Benny (Hollywood) Toledo, O., re.  
 Sylvio, Don (Bertolotti's) NYC, nc.

**T**  
 Tanassy, Cornel (Kern's) NYC, nc.  
 Teagarden, Jack (Casa Manana) Culver City, Calif., b.  
 Terrace Boys (Cora & Irene's) NYC, nc.  
 Thal, Pierson (Patio) Cincinnati, nc.  
 Thompson, Ken (Blackstone) Chi, h.  
 Thomson, Billy (Plantation) Niagara Falls, N. Y., nc.  
 Thornhill, Claude (Palladium) Los Angeles, b.  
 Titus, Paul (Crescent Garden) Peunnsauken, N. J., c.  
 Tucker, Orrin (Blackhawk) Chi, nc.  
 Tyner, Evelyn (Essex House) NYC, h.

**U**  
 Unell, Dave (Club Alabam) Chi, nc.

**V**  
 Varrell, Tommy (Club Bali) Brooklyn, nc.  
 Varzos, Eddie (Park Plaza) St. Louis, h.  
 Velez, Angel (19th Hole) NYC, nc.  
 Venuti, Rose (Andy's Grille) Reading, Pa., c.

**W**  
 Wald, Jerry (Roseland) NYC, b.  
 Walters, Danny (Club 100) Des Moines, Ia., nc.  
 Watkins, Sammy (William Penn) Pittsburgh, h.  
 Weiler, Curt (Chancellor) Phila, nc.  
 Welch, Bernie (Graystone) Lima, O., nc.  
 Wendell, Connie (Charley Blank's Grotto) Ahlens, Tex., nc.  
 Williams, Claude (Kelly's Stables) NYC, nc.  
 Williams, Sande (Warwick) NYC, h.  
 Wilson, Dick (Coc Rouge) NYC, nc.  
 Wilson, Teddy (Cafe Society Downtown) NYC, nc.  
 Winton, Barry (Congress) Chi, h.  
 Worth, Ray (Chin Lee's) NYC, re.

**Y**  
 Yates, Danny (Carrousel) Miami, nc.  
 Yellman, Duke (Brown Derby) Chi, nc.  
 Young, Eddie (Heidelberg) Jackson, Miss., h.

## Bands on Tour—Advance Dates

**JIMMIE LUNCEFORD:** Township Auditorium, Columbia, S. C., April 1; City Armory, Charlotte, N. C., 2; Palais Royale, Norfolk, 3; Auditorium, Chester, Pa., 4; Renaissance Casino, New York, 5; Krueger's Auditorium, Newark, N. J., 6; Roseland Ballroom, Taunton, Mass., 7; Symphony Hall, Boston, 8; Odd Fellows' Temple, Wilmington, Del., 10; War Memorial Hall, Trenton, N. J., 11; Ritz Ballroom, Bridgeport, Conn., 12; Colonnade, Washington, 15; Fifth Regiment Armory, Baltimore, 16; Strand Ballroom, Philadelphia, 17.

**ELLA FITZGERALD:** Civic Theater, Portland, Me., March 22-24; Ritz Ballroom, Boston, 25; Deemer's Beach, New-castle, Del., 26; Royal Theater, Baltimore 27-April 2.

**ART KASSEL:** Oriental Theater, Chicago, April 3, week; Riverside Theater, Milwaukee, 10, week; Ballroom, La Fayette, Ind., 17; Ballroom, Terre Haute, Ind., 18; Orpheum Theater, Davenport, Ia., 21-23; Crystal Palace, Coloma, Mich., May 2; Paramount Theater, Hammond, Ind., 3; Orpheum Theater, Madison, Wis., 4-5; Capitol Theater, Manitowoc, Wis., 6; Bay Theater, Green Bay, Wis., 7;

Kenosha Theater, Kenosha, Wis., 8; Oshkosh Theater, Oshkosh, Wis., 13; Sheboygan Theater, Sheboygan, Wis., 14; Venetian Theater, Racine, Wis., 15.

**LUCKY MILLINDER:** Auditorium, Bristol, Va., March 26; Auditorium, Martinsville, Va., 27; Auditorium, Charleston, W. Va., 28; Auditorium, Monessen, Pa., 29; Nu-Elm Ballroom, Youngstown, O., 30.

**LAWRENCE WELK:** Tower Theater, Kansas City, Mo., March 20 (week); State Theater, Cedar Rapids, Ia., 27-29; Crystal Ballroom, Coloma, Mich., April 4; Modernistic Ballroom, Clinton, La., 6.

**CHARLIE BARNET:** Sunnybrook Ballroom, Pottstown, Pa., March 28.

**ALVINO REY:** Sunnybrook Ballroom, Pottstown, Pa., April 4.

**BLUE BARRON:** Majestic Theater, Johnstown, Pa., March 25; Warner Theater, Morgantown, W. Va., 26; Stanley Theater, Pittsburgh 27-April 2.

**TOMMY TUCKER:** Columbia Theater, Sharon, Pa., March 25; Basle Theater, Washington, Pa., 26; Carnegie Institute of Technology, Pittsburgh, 27; Meyers Lake Park, Canton, O., 29.

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## Ludwig Optimistic Over 1942 Season

OMAHA, March 14.—Charles C. Ludwig, owner of the Charley Ludwig Show, now in winter quarters at Carroll, Ia., is optimistic over prospects for the coming tent season. "Business should be good this season," says Ludwig, "as the farmer will have more money to spend this summer, the merchants will be flush and workers in all lines will be more prosperous. This influx of extra cash and the worry of the people over the war will make them eager to seek amusement.

"Tire rationing, instead of hindering, should make it good for traveling shows, as the natives will be compelled to attend theatricals closer to home.

"There may be some difficulty experienced in obtaining electricity, as many local power plants will cut down on output and refuse to take on new accounts. Those shows that have their own light plants, and they are vastly in the majority, will have little to worry about in that respect.

"The actor situation is none too good, as many performers are leaving the field to take up defense work for the duration. The public still demands a real show and you cannot succeed with a dilapidated outfit. Without good acting, proper stage settings, comfortable seating and some attention to the public you cannot expect to make money. What Barnum said about suckers is offset by Lincoln's 'You can't fool all the people.'"

## L. R. Madison Recalls Remarkable Williamses

Editors *The Billboard*:

While passing thru New York, reading *The Billboard*, I noticed on the rep page about the old-time tent shows. Wonder how many remember the old Lehr & Williams Tent Show? This show played my home town, Clarksville, Tenn., about 1895, for two or three weeks under tent, changing plays and specialties nightly.

This was a most remarkable family. Mr. and Mrs. Williams had at the time nine children. The oldest, Ina, married Billy Lehr. Ina was leading lady and Billy was a comedian. Mrs. Williams was a clever character woman. The oldest son, Joe, was leading man. Tom played heavies, and Marie, Ana, Fannie, Katie and Al played parts and specialties. John J. was the baby. The show was very successful and had its own private Pullman car for living quarters.

Some years later I met several members of the family. Billy Lehr had passed on, leaving two little boys, Billy and Raynor. Ina kept on with her show, going into Lake Charles, La., about 1910 to open a stock company and a picture house. Joe married Elizabeth Lewis and they had a son, J. C. Jr. Elizabeth and Joe had their own tent show, as did Tom, who later went into the hotel business. Marie married T. P. DeCafferly and was in stock and rep for several years until the death of her husband. Several years later she married Elmer LaZone and together they had one of the largest and best tent shows in the South, and I might say most successful, featuring the clever and beautiful May Blossom, the baby of the Williams family. Ina married Bob Demorest and they had their own splendid tent show. They had two sons, Leo and Robert. Fanny married Dick Mason and for years they were in vaude, returning later to their old love, the tent show. They had two children, Mable and Dick Jr. Mable was the feature of their show. She was lovely and clever and was a big favorite everywhere. Katie married Harry Newcomb and they were in vaude for years. They also had a tent show featuring Katie. They have one son. Al married Ida Boggs and had one son, Al G. Jr. Al was in Eastern stock and vaude. John married Betty McCraney and they had a son, John Jr. For years they had one of the most popular tent shows touring the

South, where John Jr. was a big favorite. May was married to Lee Allen; Mable Mason to Harry Harvey.

What has become of the various members of this remarkable family? To my knowledge there were nine tent shows in the South operated by different members of the Williams family. Last time I saw the original Williams show, with Elmer and Marie, was in Florida. Bruce Rinaldo was director and had been with them so long that he was considered one of the family.

Let's hear from some of the old-timers who worked for or knew the Williams family. L. R. MADISON.

## Browns Will Stick to Radio

FREDERICK, Md., March 14.—Van and Della Brown, Midwest repertoire folks, now in their fourth year of broadcasting over Station WFMD here, will again remain off the road this summer. They have a 45-minute sponsored show each Saturday night at 8:45 o'clock, and their Saturday night Barn Dance has been drawing good crowds to Bernie's Arena here. Van, as Uncle Cal, writes and produces the program and serves as emcee. He will again book special attractions at Oak Grove Park, Winchester, Va., this summer, he says.

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

## Shep Shapiro Going All-Out On New Washington Contest

WASHINGTON, March 14.—Shep Shapiro, well-known Washington sportsman and showman, launches his Victory Walkathon at Turner's Arena here early in April. Advance radio exploitation on the contest begins next week over Station WINX, new Washington radio works.

It is reported that Shapiro has no partners in his forthcoming venture; that he will handle the show solely on his own. Shapiro is negotiating for top people in all departments and says that money is no object to him in lining up his show. Washington is so overrun with people that Shapiro feels that the show can't miss even if it's patronized only by those people who can't get rooms in the crowded hotels.

The staff is being lined up now and will be announced soon. It is reported that the personnel will contain some surprise names. Turner's Arena, where the show will be held, is being enlarged for the show. According to Shapiro, 20 sponsors have already been lined up. A 14-piece band will play the show music.

TUBBY O'REILLY, ex-walkie, is now a sergeant in the army and for the past year has been stationed at Camp Forrest, Tenn. He's anxious to hear from some of his old walkathon pals. Address him First Sergeant O'Reilly, Headquarters Company, 131st Infantry, Camp Forrest, Tenn.

INQUERIES HAVE recently been received at the Derbyshow desk on the following kids: Hughie Hendrixson, Elmer Dupree, Red Oleski, Joe Purcell, Charlie Taurso, Kitty Graham, Rubberlegs Hagen, Dorothy Hunt, Johnny Agrella, Jewel Yockstick, Joe Palmer, Margaret Talley Jr., Jack Kelley, Marlo Allessandro, Frances Jones, Jerry Lindley, Bettie Lee Doria and Hotch Bloom. Shoot a line into the column and let your friends know where you are and what you're doing.

JOHNNY GUILFOYLE, ex-walkie, current at Roman Grille, Philadelphia, opens in three weeks with Johnny Cahill, another former derbyshow, at the Kit Kat Club, Washington.

JERRY GREEN reports that things are shaping up swell for the Walkathon Speed Derby which gets under way soon in the 5,000-seat Sport Center in Baltimore. Green says the contestants and the staff will be tops, and that all indications point to an outstanding show. The Sport Center, located in downtown Baltimore, is equipped with all modern facilities.

THE LETTER LIST is published in each issue of *The Billboard* as a service to our readers. Watch the list in each issue. If you find your name advertised shoot in your address on a post card

## Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of *The Billboard*, dated March 28.

## Rep Ripples

JACK SWEETMAN, veteran minstrel and well-known rep, tab and circus musician, was a visitor at the rep desk last Monday (9). Sweetman, who recently closed with Frank Taylor's *Revue Glorified* in New York, will go to his home in Circleville, O., this week for a brief rest before quitting the business to take up government defense work. . . . MAURICE FLAHERTY, former rep and legit actor, has been doing well with a religious picture show thru Maine and New Hampshire. He has been doing impersonations along with the pic. . . . EARLE (TEX) GUNN recently left Enid, Okla., with a small hillbilly and picture trick to play West Texas towns. He is using E. F. Hannan's *Bill From the Hills* as the flesh vehicle. . . . NOYES

PLAYERS, five-people colored unit, is reported doing well in the Hattiesburg (Miss.) district, playing under colored auspices. . . . FRANK CAGGAN writes that he is back on the Vm Herb *Hi Neighbor* program twice daily over Station WFBC, Greenville, S. C. . . . HABB AND DENTON, well known in tab, rep and minstrel circles, are in Miami for their annual visit. . . . CAL AND BONNIE WEST are still in Goodman, Mo., where Cal is working at a new army camp being built there. They are sporting a new house trailer and plan to hit the road again late in July.

DOUG MORRIS, last season the snarl-ing heavy, and at the same time a prime favorite with the Bryant Showboat in Cincinnati and now holding down an important role, so he tells us, with the *Sister Eileen* Company, writes from the nation's capital: "Still up to my ears in sight-seeing. This is a grand town to do it in, too. But, then, you know me; I could probably find something worth while in Elephants Breath, S. D. Well, next week at the Nixon Theater, Pittsburgh; then on to greater glory, including a one-nighter in Jamestown, N. Y." . . . H. W. KARNAK reports that the South Georgia territory is full of rag opries. . . . DOLBER'S FAMILY SHOW, vaude-picture combo, goes under canvas in West Texas early in April. The unit has been playing halls in Western Oklahoma and Central Texas all winter to good returns. Dolber was formerly in vaude with the act of Dolber and Ferry. . . . CHARLES C. LUDWIG, of the tent show bearing his name, posts from Carroll, Ia., under date of March 12: "Your editorial on page 3 of the March 14 issue of *The Billboard*, 'Tent Show Field Needs New Blood,' is really masterful and a most honest write-up. The late Bill Bruno, of *The Bulletin*, was always talking along the very line you wrote on. I have always been of that opinion and do keep my show up to and a little beyond the times. Thanks for the swell item."

ROANOKE, Va., March 14.—I. Jerome and Mary Mitchell, of the Mitchell Players, who left Los Angeles November 12 in search of a permanent stock location for their troupe, announce that they have finally decided upon Roanoke and will launch a permanent stock unit here soon. They also have plans for a No. 2 show to play a circle in the territory. No date has been set for the shows' openings.

and your mail will be promptly forwarded to you.

RAY C. ALVIS, ill and inactive since last May, is up and at 'em again in Washington. He says the new Shep Shapiro show opening there soon looks like a corker.

KING BRADY has given up his plans to launch a New Orleans show to join up with Shep Shapiro's big contest which opens early in April at Turner's Arena, Washington. Brady left St. Louis by train Saturday and arrived in Washington Sunday afternoon. In a phone call from St. Louis and another from Washington, Brady voiced himself as being extremely pleased with his new connection and says the forthcoming Shapiro contest has all the earmarks of a record-breaker.

## NEW ORLEANS CONTEST

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# Roadshow Films

## SUPPLIES 16mm. & 35mm. EQUIPMENT

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

### Canada Considers 16mm. Regulation

TORONTO, March 14.—Traveling roadshowmen operating 16mm. shows throughout the Canadian provinces may be included in proposed measures to place the Canadian film industry under the regulation of the Wartime Prices and Trade Board. The board has been set up to supervise the industry in connection with run categories, film rentals, priorities, theater construction and admission price ceilings.

According to the board, itinerant 16mm. roadshowmen will be considered in the government plan to regulate the film industry. It is reliably reported that control of 16mm. units may take effect before operators take to the road for the spring season. Administrator E. G. McMullen states that no provision has been made so far for any measure of authority for playing 16mm. pictures in military camps or halls catering to the Canadian armed forces.

## Report Wide Interest In Religious Films

NEW YORK, March 14.—A noteworthy increase of interest in religious films has been noted by roadshowmen specializing in religious showings during the Lenten season. Churches and schools offer operators the widest market for this type of product and the broad interest in this material by the public indicates that the films have interest-appeal and effectiveness.

Religious films have always been widely accepted by the public, according to representatives of leading libraries throughout the country. In recent years more attention has been paid to the producing of short-subject and feature material comparable in quality to films produced in Hollywood. As a matter of fact, many of the Biblical films are now produced on the Coast.

The forward strides in the producing of religious subjects has included the use of professional actors, elaborate sets, better lighting, use of larger casts and an endeavor to present the stories in authentic, natural surroundings. Beautiful background music adds to the effectiveness of the films and the reverent treatment of subject matter can give no offense.

Religious films today are also being made in 16mm. sound in color and it is said that these pictures are in heavy demand. There is a wide variety of product acceptable to any sect.

Another factor that has had some influence on the steady upswing in demand for religious films is the approval given to these films by competent religious bodies. The church has always been aware of the grave need for religious films and it is said churchmen

thoroughly approve of the growing number of new religious product. Their educational value for children and adults alike is unquestioned.

Roadshowmen who have been showing religious films in the past weeks and who plan to do so until after Easter report the best success is obtained with an hour's program. It is easy to give a well-balanced religious program within this time limit, as there are many one and two-reel short subjects, while longer films run four or five reels. In the case of full-length pictures, they can be shown in entirety or shown in installments.

### Drive-In Expansion Forecast This Season

CINCINNATI, March 14.—Observers believe there will be a strong continuation of the drive-in theater movement this year, as many roadshowmen have found it profitable to stabilize their showings in certain favorable locations, usually near resorts or summer camps.

The movement is not restricted to any one locality, but is national in scope, it is said. It is also pointed out that the restrictions on tires, blackouts and other war measures may have a favorable effect on attendances by boosting them to higher levels. The public, instead of indulging in long week-end motor trips, will have to stay pretty close to home and therefore drive-ins are expected to do a thriving business. Drive-ins use 16mm. and 35mm. equipment in presenting their programs.

### New and Recent Releases (Running Times Are Approximate)

**THE RIOT SQUAD**, released by Astor Pictures Corporation. An action film with seven thrill-packed reels showing how the riot squad works in the interests of law and order. Midge Bellamy plays the love interest, while Pat O'Malley and James Flavin take the parts of pals in crime detection but rivals in love. Running time, 63 minutes.

**WESTMINSTER ABBEY**, released by Post Pictures, Inc. One in a series of 13 single-reel sound subjects, this film shows the tombs of kings and queens, the vaulted roofing and flying buttresses of the Abbey, the memorials to the great, the coronation stone and chair, the Unknown Soldier's Tomb, etc. Running time, 10 minutes.

**BACKDOOR TO HEAVEN**, released by Harold Orlow. A gangster drama blending comedy, human interest and music. Story progresses from a one-room Ohio schoolhouse, depicting how each character reaches maturity. Stars Wallace Ford, Patricia Ellis and Stuart Erwin. Running time, 80 minutes.

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Davenport, IOWA EASTIN FILM Colorado Springs, Colorado

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## The National Emergency And the Roadshowman

By JEROME S. HYAMS, Sales Manager, Commonwealth Pictures Corporation

IN THE present national emergency the roadshowman's role is an important one, as he will reach a much greater audience than in the past. He has a much bigger job to do than just merely entertaining the public—he will contribute to building and maintaining morale and thru his equipment make available the ever-increasing number of civilian defense and instructional films. The motion picture is the best method of putting across the message of preparedness to the public and the best instrument to bring this message to out-of-the-way communities.

Aside from the fact that he will be performing an important public service, the roadshowman today is in a position not only to make increased profits but also to firmly establish himself in the communities he serves. The government has rationed tires, and gasoline may soon be doled. All this means that people will have to remain pretty close to home, and in country communities this reacts in the roadshowman's favor.

Heretofore people living in small communities made it a practice to motor into the county seat to see motion pictures. But now these trips will be infrequent and, as time goes on, will probably be eliminated altogether. As a matter of fact, even bus lines are curtailing their schedules. Therefore, these people will welcome the roadshowman who will make available entertainment in their own communities.

An alert roadshowman may be able to get a priority rating for tires and gasoline by selling government authorities on the idea that (1) movies are a necessity to the communities he serves, and (2) his equipment can be used in showing educational films to defense organizations and defense reels to the public.

As a final note, the roadshowman should be aware of the fact that he has a bigger job to do today. As he will, in effect, be taking the place of the local theater, he should make certain that his programs are well-balanced and comparable to that shown in regular theaters, and not a mere hodge-podge of dated films. As the present emergency continues the roadshowman who plans wisely will firmly entrench himself in theaterless towns and have a worth-while, profitable business.

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# The Final Curtain

**ABBOTT**—Harry, 81, father of Bud Abbott, stage and screen comedian, March 9 at Hotel Coolidge, New York, after a long illness. At one time he was advance man for P. T. Barnum. Later he became associated with burlesque as press agent for Hurlig & Seamon shows. He had also been an actor, theater manager and carnival showman. He leaves another son, three daughters and a brother.

**ALBERT**—Alvin, 85, pioneer film exhibitor, March 5 in La Crosse, Wis. In 1918 he traveled with Carl Dalton's show.

**ALVORD**—George Emerson, 61, former manager of Lyric Theater, Camden, N. J., February 28 at his home in that city after an illness of two years. His widow, Matilda; a son and a sister survive. Services March 4 in Camden. Private burial.

**BREMA**—Carl, 78, magical apparatus manufacturer, in Norristown, Pa., February 4.

**BRUSBERG**—Louis R., 49, musician in the old Rex Theater Orchestra, Beloit, Wis., March 12. His widow, a son, his mother and several sisters survive.

**BURNS**—William H., 80, former owner of Rye Beach Park, Sandusky, O., March 8 in Good Samaritan Hospital, Sandusky. His widow, two sons and a daughter survive. Services in Zion Lutheran Church, Sandusky, with burial there.

**CHAPMAN**—Martin R. (Chappy), 47, former actor, composer, organist and pianist, in Dallas February 24. He was formerly with the Southern Harmony Four and the act known as Grace Connelly and Chappy Chapman. He was at one time manager of Leo Feist Music Company, Kansas City, Mo. He wrote the music to *Let's Have a Moment's Silence*, song selected by the American Legion as its own. Survived by his mother, a brother and an adopted daughter.

**COLLINS**—James, 60, former assistant to the late Harry Houdini and at the time of his death assistant to Houdini's brother, Hardeen, appearing in *Hellsapoppin*, March 6 in Philadelphia General Hospital following a heart attack the previous week. He began his career as a magician's assistant in 1902 with Hardeen. After a few years he shifted to Houdini, remaining with him until 1926 and then returning to Hardeen. He was credited with inventing several illusions, among them the *Girl in the Radio*. His widow, Maudia, survives. Services in New York.

**CONDE**—Abel Quiroz, 32, artistic director of Station XEW, Mexico City, March 1 in that city. He leaves his parents.

**COPELAND**—Les, pianist composer and entertainer, March 3 in San Francisco. Among his compositions were *Luxury*, *38th Street Rag* and *What the Engine Done*. He played in the Clover Club, London, a number of spots in this country and in his own nitery in Paris. With Helen Trix he wrote the revue, *Tricks*, which ran in London. Survived by his widow and a son.

**DAUGHERTY**—Carl, 69, former treasurer of the Sparks Circus, in Willard Hotel, Butler, Pa., March 6 of a heart attack. He was with the Sparks show 50 years ago. Survived by his sister, Mrs. Cora Fry, Tulsa, Okla. Services and burial in Butler.

**DAULT**—Louis, 36, brother of Daredevil Dault and a partner in the act known as Dault and LaMarr, at his home in Schofield, Wis., recently.

**DIAL**—Frank W., 75, former circus employee, in Stratford, Conn., March 7 after a brief illness. He was superintendent of ring stock for Ringling Bros. and Barnum & Bailey for many years. He gained recognition as boss hostler in a book written by Edwin P. Norwood entitled *The Other Side of the Circus*. Survived by his widow, Susie, and a son, Arthur, both of Stratford.

**DOWD**—Eddie (Ralph Cardamone), 28, songwriter and former vaude performer, March 3 at Will Rogers Memorial Hospital, Saranac Lake, N. Y., after a lingering illness. He appeared in vaude with his sister in a musical act known as Dowd and Dowd. His most recent song was *We Met Each Other in a Dream*. He leaves his parents, two sisters and brother.

**DROHAN**—Edward A., 54, former stage manager of Westchester County Center, White Plains, N. Y., March 5 in Yonkers, N. Y. He leaves his wife, a son and two daughters.

**EMERSON**—W. H., 88, director of the Greenwood County (S. C.) Fair Association, March 8 at his home in Hodges, S. C., following a long illness. Widow and five children survive.

**ENTWISTLE**—William (Bill), 52, magician and magic manufacturer, March 5 in University of Michigan Hospital, Ann Arbor. Survived by his widow and a son. Burial at Detroit.

**HAMILL**—Margaret, 50, opera and concert singer, March 8 in New York after several weeks' illness. A sister and a brother, both of East Liverpool, O., survive. Services in St. Aloysius Catholic Church, East Liverpool, with burial there.

**HAWKINS**—Sam, 52, veteran showman, March 1 at his wife's home in Glatto, W. Va., of tuberculosis. He was with C. H. Krug last season. Survived by his widow, Betty; three brothers and a sister. Burial in Rest Haven Cemetery, Princeton, W. Va.

**HEBER**—Mrs. Abbie Rose, 79, widow of Reginald C. (Pop) Heber, of Heber Bros. Circus, March 6 at the home of a daughter, Mrs. F. L. McKinney, Columbus, O. Three sons also survive. Services and burial in Columbus.

**HICKOK**—Rodney, 50, business manager for Lionel Barrymore and former stage and screen actor, March 9 in Los Angeles after a short illness.

**HILLBORN**—Lloyd, 35, active in theatrical and radio circles in Columbus, O., March 7 at his home there of a heart ailment. A brother survives. Services and burial in Columbus.

**HOFFMAN**—Gray, manager of Clifton Theater, Huntingdon, Pa., recently in that city after an appendectomy. Burial in Parkersburg, W. Va.

**HORST**—Mrs. Edith M., singer and pianist, February 20 at the home of her sister in Toledo. She toured this country and Canada in light opera and also appeared with the Metropolitan Opera for a year. Survived by her husband and a sister. Services and burial in Toledo.

**JENKINS**—John D. (Jack), former vaude and circus performer, at his home in Audubon, N. J., February 18 suddenly. He started his career as a singing clown with Lowery Bros. Circus at the turn of the century and in 1903 was a member of Tom Waters' *Neighborhood Neighbors*, a musical comedy. After marrying Rose Parker, also a member of the show, they toured in vaude. Survived by his widow, a brother and a sister, Lydia Jenkins McDade, wife of Dave McDade, balloonist. Burial in Odd Fellows Cemetery, Shenandoah, Pa., February 21.

**JOHNSON**—Mrs. Christiane, mother-in-law of Tom L. Corwell, former band leader with Norris & Rowe and musical director of road shows, at his home in Toms River, N. J., March 8. Survived by two daughters, Mrs. Tom L. Corwell and Ethel J. Aarons, and a son, Carl.

**JORDAN**—James A., 41, Detroit night spot owner, at his home there March 5. Survived by his widow. Interment at Niles, O.

**LAWRENCE**—J. William (Jud), 60, former Ohio orchestra leader, March 3 at home near Kenton, O., following a long illness. Survived by his widow, mother, sister and brother.

**LEWIS**—Mrs. Millie Slinker, 22, former dancer, March 11 at her home in Akron after a year's illness. She appeared on Broadway and in night clubs. Survived by her husband, parents and three sisters. Services at the Billow Chapel, Akron, with burial in Glendale Cemetery there.

**LOCKHART**—William A., 70, former ice and roller skater, recently at his home in St. John, N. B. Survived by his widow.

**LONNIS**—Don P., 42, projectionist at the Royal Theater, Columbus, O., March 9 in St. Francis Hospital there. Survived by two brothers and two sisters. Services at the O'Shaughnessy Chapel, Columbus, with burial in Silent Home Cemetery, Reynoldsburg, O.

**LUCEY**—Michael John, father of Matt Lucey, manager of Cafe Howard, Bridgeport, Conn., in that city March 6. Survived by eight other children.

**MASSIE**—Frank C., 25, manager of Lyric Theater, Sylva, N. C., March 1 when his car left the road and overturned. His father, J. E. Massie, operated theaters in North Carolina, New York and Tennessee. He leaves his wife, his parents and several brothers and sisters.

**MAY**—Reta Eileen, infant daughter of Mr. and Mrs. Edgar C. May, of the Mighty Sheesley Midway, in Wilmer Infirmary, Anniston, Ala., March 6. Funeral March 7 at Jones Funeral Parlor, Anniston, Rev. Father Cazalas officiating.

**NEWMAN**—Harry L., 65, formerly associated with the music publishing business, March 4 at home in the Bronx, New York, of a heart attack. Newman was affiliated with the Broadway Music Company, Walter Douglas and Watterson, Berlin & Snyder.

**PANI**—Joseph, 59, restaurateur, March 4 at home in New York after a month's illness. At one time he operated Castles-by-the-Sea, Long Beach, L. I., N. Y., for Irene and Vernon Castle. Later he owned

Knickerbocker Grill, New York, and Woodmansten Inn, Pelham, N. Y. He retired three years ago because of ill health. He leaves a brother, Louis, one of the owners of Cafe Arnold, New York. Buried in Nanuet, N. Y.

**PRIHODA**—Vasa, 41, Czech violinist, committed suicide March 6 in Czechoslovakia. He appeared in this country in 1920 and again in 1930.

**REYNOLDS**—Francis T., 59, former burlesque performer and lecturer, February 11 in Roosevelt Hospital, New York, after a tumor operation. Reynolds had been a character straight man in burlesque on the former big wheels. His last show was with Frank Harcourt's *Red Hot* on the Mutual Circuit. He left burlesque to become a medical lecturer. At one time he had his own radio program, *The Friendly Adviser*, which was aired over Station WMCA, New York. More recently he had operated the Palmer House, theatrical hotel in Brooklyn. Survived by his widow, known professionally as Sylvia Nova, former chorus girl in burlesque. Body was cremated in the Fresh Pond Crematory, Queens, L. I., N. Y.

**SAMMONS**—Roger, 21 drummer with various Ohio bands, in Shadyside, O., March 10 of injuries sustained when the truck in which the band was riding collided with another truck. Services and burial in Shadyside.

**SHAVER**—Frances, one-time owner of tab shows and mother of Paul Blanchard, of the vaude and night club comedy dance act known as the Blanchards, February 16 at the Roosevelt Hospital, New York, of heart disease after a year's illness. She had been in show business all of her life and at one time operated dance schools in Texas. Besides her son, she also leaves her mother and two sisters.

**SMITH**—Joseph L., 65, assistant secretary of Iowa State Fair board, at his home in Des Moines March 11 following heart attack. Survived by widow, two daughters and four sons.

**SNYDER**—John Sr., 79, retired paving contractor and father of John Snyder Jr., well-known magician, magic manufacturer and past national president of the International Brotherhood of Magicians, at Bethesda Hospital, Cincinnati, March 13 of pneumonia after several weeks' illness. Funeral from the Vorhis Funeral Home, Cincinnati, March 16. Survived by his son, a granddaughter and two great-granddaughters.

**STOCK**—August, 80, trombonist of the once widely known Grand Army Band of Canton, O., known as "McKinley's Own," March 5 in that city. He was father of the late Bert Stock, orchestra leader and radio executive. His widow and a son, Earl H., survive. Services at St. John's Catholic Church, Canton, with burial there.

**TROTTMAN**—Ferdinand, 78, pioneer Milwaukee theatrical operator, March 12. Before the advent of the movies, Trotman operated the old Star and Standard Theaters. In 1911 he opened the Gem and later operated the World and Greenfield film houses. He also managed Wonderland Park at one time. A brother survives.

**WEAVER**—Colonel, 67, veteran circus man, in New Orleans recently. He was with the Harris Nickel Plate, John Robinson, Hagenbeck-Wallace, Downie Bros., Wiedemann, Howe's Great London and other shows. Survived by his widow, Mary; a daughter, Mrs. M. F. Roniger; a son, William J., and a brother, Charles. Services and burial in New Orleans.

**WOSKIE**—Roger W., 54, operator of Colby Theater, Colby, Wis., suddenly March 6. Survived by his widow and a sister.

## Marriages

**ALONZO-HERRERA**—Frederic Alonzo, musician, and Sarita Herrera, singer, February 28 at City Hall, New York.

**BEAM-FULTZ**—Billy B. Beam, rep and med show manager and performer, to Lillian Fultz, aerialist with Six Star Carters, in Atlanta February 20.

**BECKER-LUHR**—Jerry Becker, manager of Trans Lux Theater, Philadelphia, and Beth Luhr, nonpro, February 18 in Philadelphia.

**BLAKELY-CARLISLE**—James Blakely, nonpro, and Mary Carlisle, film actress, March 14 in Miami.

**CARVEY-PEDEN**—Elvin J. Carvey, nonpro, to Mrs. Edith Peden, in show business 14 years, in St. Louis February 28.

**COHN-ELLSTEIN**—Henry Cohn, advertising manager of Station WAZL,

Hazleton, Pa., and Myra Ellstein, nonpro, in Brooklyn February 23.

**CUNNINGHAM-McFARLAND**—Thomas W. Cunningham III, nonpro, and Joanne McFarland, former Philadelphia night club performer, February 28 in Rossville, Tenn.

**DOLIVET-STRAIGHT**—Louis Dolivet, co-editor of *Free World*, to Beatrice Whitney Straight, actress, February 21 in Des Moines.

**ELSON-KUHL**—Bob Elson, announcer on Station WGN, Chicago, and Jeanne Kuhl, model, in Chicago February 28.

**PARAGHAN-McPHILLIPS**—Jay Paraghan, announcer on Station KYW, Philadelphia, and Kathleen McPhillips, nonpro, February 26 in Philadelphia.

**FONTAINE-SOSSONG**—Marjorie Sosson of the *Hellsapoppin* cast, and Neil Fontaine, film actor, in Miami February 24.

**GROMAN-SUE**—Harry Groman, nonpro, and Lyda Sue, dancer with *Hellsapoppin*, March 8 in Philadelphia.

**HARTSOUGH-FITZ**—Lieut. Christopher William Hartsough Jr., nonpro, and Kathleen Fitz, radio actress, in Los Angeles March 7.

**HASSEL-VILLARD**—Frank Hassel, orchestra leader at Silver Lake Inn, Clementon, N. J., and Dottie Villard, of the Five Suzettes, night club and vaude act, February 24 in Philadelphia.

**KERSLAKE-MUNSON**—John W. Kerslake, nephew of the late George D. Sweet, tent show owner-manager, to Vivienne Munson March 6 at Sioux Falls, S. D.

**LEE-BROWN**—Robin Huntington Lee, skater with *Ice-Capades of 1942* known as Robin Lee, and Betty Jane Brown, skater with the same show, March 3 in Philadelphia.

**LINSCOTT-ROWAN**—Lieut. Jacob Linscott, U. S. Air Corps, to Catherine Rowan, secretary at Station KLZ, Denver, in that city February 7.

**LOCKYEAR-HOBART**—Warren Lockyear, engineer at Station KPXL, Denver, to Virginia Hobart recently in Denver.

**MARLOWE-LANYARD**—Don Marlowe, vaude and nitery comedian, to Janet Lanyard, singer, in Elkton, Md., February 13.

**MARS-EARL**—Sonny Mars, emcee at 41 Club, Detroit, and Mary Earl, tap dancer at Club Alabam, Chicago, and formerly in musical comedy, March 7 in Detroit.

**MILLER-ZAPEL**—Lincoln Miller, announcer at Station KSFO, San Francisco, and Betty Zapel, nonpro, in Pasadena, Calif., recently.

**MITCHELL-RIBAKOVA**—Vic Mitchell, office manager of Howard Lanin Orchestra Agency, Philadelphia, and Rita Ribakova, night club singer, recently in Florida.

**PAYNE-GRIMES**—Thomas Payne, nonpro, to Gloria Mae Grimes, in stock at Jay Theater, Houston, March 3 in that city. Bride is the daughter of Marian and Dot Grimes, known in vaude as Mirth and Melody.

**PORTELO-LUDWIG**—Roy W. Portelo, with Roy Waldo's Hawaiian orchestra, to Grace Ludwig, nonpro, Stafford Springs, Conn., February 28.

**PURCELL-TERRY**—Dick Purcell, film actor, and Ethelnd Terry, of stage and screen, in Las Vegas, Nev., March 3.

**RICE-FORCE**—Norman Rice, radio school instructor at Scott Field, Ill., and Jane Force, radio continuity writer and producer of *Reveille Round-Up* on NBC, at Scott Field February 27.

**SHAW-KERN**—Artie Shaw, orchestra leader, and Betty Kern, daughter of Jerome Kern, composer, in Yuma, Ariz., March 3.

**SIGMAN-PONS**—Solly Sigman, nonpro, and Vera Pons, show girl at Jack Lynch's Walton Roof, Philadelphia night club, March 1 in Philadelphia.

**WETTER-MOFFETT**—Victor Wetter and Edna Moffett at Church of the Blessed Sacrament, Los Angeles, February 16. Both are midget singers and dancers.

**WHITE-HEALY**—Al White, night club producer now at the Royal Palm, Miami, and Eunice Healy, dancer, in Miami recently.

## Births

A son to Mr. and Mrs. A. R. (Red) Cohn in Chicago March 9. Father is a concessionaire with the Conklin Shows.

A son, John Welborn, to Mr. and Mrs. Jimmie Lynch February 17 in Texarkana, Ark. Father has the Jimmie Lynch Death Dodger automobile thrill show.

A son to Mr. and Mrs. Johnnie Jennings recently in Greenville, S. C. Father is pitcher.

A son to Mr. and Mrs. James Curran in South Hoover Hospital, Los Angeles, March 9. Father is chief projectionist for Allen Theater Corporation, Southgate, Calif.



## EDITORIAL

**Discord Won't Help Now**

**T**HE BILLBOARD believes that if the Outdoor Amusement Congress does nothing else from now on its success in bringing together all branches of the industry for a common purpose will go down in history as one of the most important accomplishments by and for the industry since World War I and perhaps beyond. Starting from a mere idea in the second week of January, when it was known as Outdoor Amusement Conference for Defense and Victory, it staged a dramatic and unprecedented meeting of the vital arms in the business in the first week of February. This was in Tampa, where the title, Outdoor Amusement Congress, was chosen, officers and executive council set up, and a platform of 10 objectives adopted for study, review and eventual adoption by the council when it held its first session in Chicago on March 7.

In the short space of two months the show trade and all its branches had become acquainted with a movement whose fundamental purpose is twofold: (1) The winning of the war. (2) Helping the industry over the rough road ahead. Creating the movement was not easy. It consumed the undivided attention of men who were and are busy with the pursuits which give them a livelihood.

Gratifying, however, and the one inspiration which kept the movement alive, was the overwhelming support of the industry itself, an industry seeking for the first time guidance thru collective brainwork. To be sure, several important and some unimportant people had to be satisfied before and during the formation of the Congress. It has always been thus when a new idea comes into being. In a movement such as this one it may be impossible to achieve complete unanimity—yet it stands as a clear and incontrovertible fact that with one single, solitary exception, everyone is agreed as to the laudable purpose of the Outdoor Amusement Congress. None but one has come forward to challenge the OAC on its basic principles. None but one has attempted to agitate, confuse and disunite.

He is George A. Hamid, booker, amusement park operator, ocean pier pilot and head of a fair, among other enterprises. His talk at the Chicago session and letters written as far back as January 8 and since indicate that he has based his attacks upon the whole theory of such an organization as the OAC. The Billboard does not agree with him. It believes that the fundamental idea behind the OAC is sound in that it calls for unity in the outdoor amusement industry in these times. It must be remembered that up to now the Congress has been in formative stage and even in that stage has attracted the favorable consideration of Washington. The Billboard, believing that the Outdoor Amusement Congress should be given united support and every opportunity to prove its worth, will be an alert observer as to the effectiveness of the efforts to perfect and maintain its organization. Anyone who witnessed in Tampa, gathered together for the first time, and again in Chicago the representatives in the fields of the fair, park, carnival, circus, attractions and equipment, deliberating in a mutual interest, could not help being thrilled. Verbal and written attacks upon the OAC can bring about only discord—and that is what this editorial is meant to discourage and condemn.

**BV Inks Burgdorf; Season Opens Well Inaugural Date Set For Detroit Shows**

**GARFIELD, N. J., March 14.**—Sam Burgdorf, general agent of Gruberg's World's Famous Shows last year, has been engaged in that capacity by B. & V. Shows, the management announced here. Burgdorf has assumed his duties, and shows plan to play New Jersey, New York, Pennsylvania, Virginia and West Virginia this season.

Lucille Anderson, high act, also has been signed to present the free attraction. Concessionaires added recently (See BV SIGNS BURGDOFF on page 57)

**DETROIT, March 14.**—Carnival season got under way here last week, with three shows in operation. Opening looked moderately good on all lots, aided by some fairly warm weather over the week-end, and business was estimated at around 15 per cent ahead of last year's early openings by Whitey Tait, general agent World of Pleasure Shows, which opened February 28 at Michigan and Parkinson avenues. Shows, managed by John Quinn, added a Tilt-a-Whirl this week. Roscoe Wade's Joyland Shows opened (See SEASON OPENS WELL on page 57)

**League Scores Again With Its Show of Stars**

**CHICAGO, March 14.**—The Showmen's League of America has scored again with an outstandingly successful show. Its ninth annual spring party Monday night in the College Inn of the Hotel Sherman was a real Show of Stars that won the approval of every guest and was voted the best show that has been held. More than 30 acts, all well known, appeared on the bill, which ran from 8:30 p.m. until after 1 a.m. and held the interest of the audience thruout. The College Inn was comfortably filled and, while a report on the receipts is not yet available, the party was decidedly a financial success.

William Carsky, general chairman, devoted the major part of his time during the last three weeks to planning the party and arranging the many details. He had the assistance of efficient committees and the result of their work was eminently satisfactory.

The party started about 7:30 p.m. with a splendid turkey dinner. From the conclusion of the dinner until far past midnight there was a continuous succession of entertainment, to the music of Buddy Freeman's band, conducted during the show by Cecil Davidson. There was an occasional intermission for dancing. At an appropriate time Carl J. Sedlmayr, League president, presented to J. C. McCaffery, chairman of the Outdoor (See LEAGUE SCORES on page 57)

**Buckeye Overcomes Weather Handicap At Laurel Opening**

**LAUREL, Miss., March 14.**—Scheduled to inaugurate their season here last Saturday night, Buckeye State Shows were forced to set the opener back to March 9 because of continued cold and rainy weather. High winds early Sunday leveled the Colored Show and Monkey Circus tops, but little damage was done to canvas. A good crowd turned out for the opening Monday, altho several attractions were unable to get started. Spending was good.

Midway presented a fresh appearance. Most of the tents are new, and new fronts and ticket boxes have been added. (See BUCKEYE WINS on page 57)

**Bradley Is Appointed To Dodson G. M. Post**

**JACKSONVILLE, Fla., March 14.**—A. C. Bradley, well known in circus and carnival fields, has been appointed general manager in charge of operations for Dodson's World's Fair Shows by President M. G. Dodson, it was learned this week.

Under the new set-up Dodson continues as director general, but he said he feels that in shifting the major managerial duties to Bradley he will be permitted more time to supervise other detailed matters more closely than in the past years when he was the sole power behind the shows' operations.

Bradley assumed his duties early this week.

**Carrollton Fair to Heth**

**BIRMINGHAM, March 14.**—Midway contract for the 1942 Carroll County Fair, Carrollton, Ga., has been awarded to L. J. Heth Shows, General Representative Alfred Kunz said here this week.

## Read

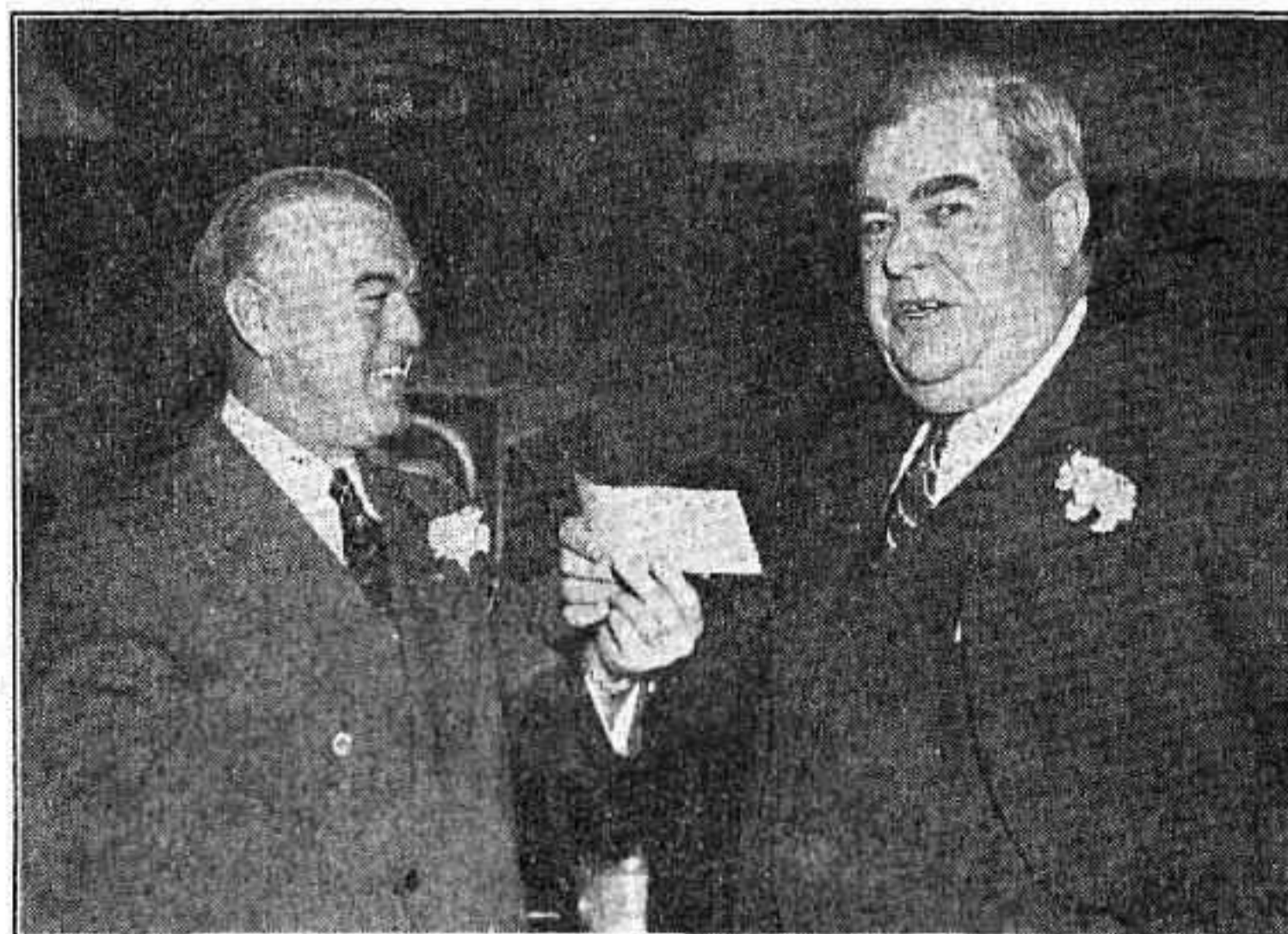
**CARNIVAL PUBLICITY AND THE WAR**

By BILL SNYDER

in

**THE BILLBOARD'S SPRING NUMBER**

Dated March 28



A HAPPY moment at the annual Spring Party of the Showmen's League of America as Carl J. Sedlmayr, League president, presents J. C. McCaffery, chairman of the outdoor showmen's committee for the American Red Cross drive, with the League's check for \$2,000 for the Red Cross. Photo by Chicago Herald-Examiner.

**OAC Is Given Okay by SLA**

**CHICAGO, March 14.**—Recently organized Outdoor Amusement Congress, which held a meeting last Saturday (7) at the Hotel Sherman to effect a permanent organization and formulate its policy, was given the unqualified endorsement of the Showmen's League of America at the League's regular meeting Thursday night. A donation of \$250 to help defray the preliminary expenses of the OAC was voted by the League.

President Carl J. Sedlmayr was in the chair, and under the good of the order he asked members to express their opinions as to the League co-operating with the amusement committee. Past President Frank P. Duffield gave an outline of the OAC, its organization at Tampa, its purpose, what it expects to accomplish, and the policy and methods it will pursue. A general discussion followed and it was the unanimous opinion of the members that the League should get behind the OAC wholeheartedly.

President Sedlmayr then asked for an official endorsement of the OAC. "The Showmen's League of America," he said, "has an opportunity to do a great job for our country and for the amusement industry. The Outdoor Amusement Congress has been established to study and work out the problems confronting the industry as a result of the war. The League, with its prestige and its nationwide membership, can be a powerful factor in aiding the OAC in accomplishment of its aims." The vote that followed was a unanimous endorsement of the OAC and its aims.

**Gold Medal's Route Set; Sign 17 Fairs**

**COLUMBUS, Miss., March 14.**—Oscar Bloom, general manager Gold Medal Shows, this week announced his organization's 1942 route, which includes 17 fair dates and which the management believes to be one of the most impressive in the shows' history. A number of celebrations also have been contracted.

Shows will open here April 4, providing the midway at Eastern Mississippi Dairy Show, after which they will move to Memphis for the eight-day Memphis Shrine Frolic. Route also includes the American Legion Post Midsummer Festival in Chicago.

Fair trek will start with Beaver Dam, Wis., and includes fairs in Portage, Wausau, Seymour, Rhinelander, Baraboo and Elkhorn, all in Wisconsin; North Judson and Kentland, Ind.; Columbus, Miss.; Tuscaloosa, Montgomery, Tryo, Opelika and Enterprise, all in Alabama, and Marianna and Panama City, Fla.

Tige Hale's Concert Band and two free attractions will be featured.

**Arthur Fair Draw At Compton Stand**

**LOS ANGELES, March 14.**—M. E. Arthur's Mighty American Circus Shows closed a seven-day stand in Compton, Calif., under Veterans of Foreign Wars auspices to fair business. Warm days and cool nights affected attendance. A 10-cent gate prevailed. Anti-aircraft fire of coast batteries several weeks ago and anticipation of blackouts showed a marked influence on the gate, officials said. Drawing power of this year's circus attraction was demonstrated by the big sale of the reserved seats during the week. Sponsors gave good co-operation.

Mr. and Mrs. Jack Dykes made several trips to near-by shows, where they also operate concessions. Walton de Pellaton was entertained at the home of Elva Rockwell and Mr. and Mrs. Lonnie Grieves in Compton. Everett W. Coe, general representative, made a booking tour along the Coast. Mr. and Mrs. Arthur have taken quarters at the Bristol Hotel (See ARTHUR FAIR DRAW on page 57)

**Federal Taxes**

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.



**USED TENT BARGAIN**

No. O-208—Oblong Square End Hip Roof Tent, 20x30 feet, push pole style, made in one piece, top yellow Baker Bold with red trim on inside. Sidewall yellow and red Baker Bold, red trim. Good condition. Top and wall. **\$180**

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**FREAKS TO FEATURE**

Long season. Send photos, state all.

**A. J. BUDD**

Prudential Hotel, San Antonio, Texas

**CALL—CONCESSION PEOPLE—CALL FUZZELL'S UNITED SHOWS**

Opening first week in April, North Little Rock, Ark., auspices V. F. W. Can Place Agents for Fish Pond (Bud, write), Slum Stores. Can place Workmen. Will Book Lead Gallery, Candy Floss, Balloon Darts, Juice, Grab, Scales, Novelties, etc. Want man-wife to manage modern cookhouse (must be sober). Will consider selling or leasing same and book on show to reliable people. All concession people contacted reply at once. **ROY GOLDSTONE**, Concession Mgr., 2500 Central Ave., Hot Springs, Ark., till March 28; then care show, N. Little Rock, Ark.

**WANTED AT ONCE**

Show opens in Norfolk, Va., April 8, 1942. Ticket Sellers, Lecturers, Bally Girls. Contact

**DR. R. GARFIELD, HALL OF SCIENCE**

ART LEWIS SHOWS, FOXHALL, NORFOLK, VA.

**MID-WAY OF MIRTH SHOWS**

Opening April 4th. Want Small Cook House or Grab, Mill Camp, Stock Stores, Long Range Gallery, Eric Diggers. Shows with own outfits, Girl Show, Mechanical. Ride help that drive semi. Winter quarters ten miles north Troy, Mo., on Highway 61. Address all communications Elsberry, Mo.

**JOHNNY J. DENTON SHOWS**

Open Savannah, Tenn., on streets, March 28th, two Saturdays. Book or buy Kiddle Rides. Good proposition to Grind Shows. Few more concessions open. **JOHN DENTON**, Gen. Del., Savannah, Tenn.

**RIDE HELP WANTED**

Foremen for Ride-O, Wheel and Merry-Go-Round; second men; semi drivers preferred. Eight months' work, good pay. Open April 1st, close December 1st. Miles, write. **RIDE DEPARTMENT**, P. O. Box 1522, Myrtle Beach, S. C.

**JOHN CZUDEK WANTS**

FOR TEN-IN-ONE SHOW, Freaks and Working Acts. Salary guaranteed. State all particulars first letter. No telegrams. Answer in care of **FUZZELL'S UNITED SHOWS**  
R. #3, Box 471 N. Little Rock, Ark.

**Milwaukee Fete Is Canceled; Part of Fund Put Into Bonds**

MILWAUKEE, March 14.—Midsummer Festival Commission voted unanimously yesterday to cancel the 1942 festival because of war problems and activities. As a result of the action, all contracts for amusement and educational features are canceled.

Commission ordered the \$10,000 remaining in its sustaining fund to be invested in Defense Bonds. It had previously diverted \$20,000 from the fund into Defense Bonds. Balance in the fund, about \$11,000, will be held until all obligations are met and investment of the remainder will then be considered. According to attorney members, festival money cannot legally be diverted to financing civilian defense activities.

The 1942 festival would have been the ninth annual. Last year an estimated 1,500,000 attended.

**Hamid Didn't "Recall" or "Recall;" Billyboy Did It**

NEW YORK, March 14.—On page 34 of the last issue there appeared the following story which needs clarification: "The National Showmen's Association endorsed the Outdoor Amusement Congress in January, several weeks before the congress was formed in Tampa, and a few of its members, including Art Lewis, NSA president, and W. C. Fleming, of James E. Strates Shows, were named to the OAC executive council in Florida. These facts were recalled in connection with the comment made by George A. Hamid at the OAC meeting in Chicago Saturday (7). Hamid is president emeritus of the NSA and was its first head, having served for two years."

The heading of the story, "NSA's Endorsing of OAC in January Recalled by Hamid," was wrong on two counts and *The Billboard* regrets the error. Hamid did not mention the NSA in his Chicago address and the word recalled in the head, as used in the sense of repudiated revoked or withdrawn, did not fit the case. "Recalled" as used in the body of the story was intended to convey the idea that Hamid's comment in Chicago on March 7 was being placed against the NSA's expression about two months previously in New York.

NSA President Lewis appeared personally at the local office of *The Billboard* Wednesday afternoon, prior to NSA meeting, and said he was completely satisfied with the explanation and that, in addition, as a member of the OAC council he is "with it and for it."

**Rosenberg Injured in Crash**

JACKSON, Mich., March 14.—J. Aldrich Rosenberg, prominent local attorney and brother of Paul Lewis, owner Lewis Bros.' Circus, was seriously injured in an auto accident near Jackson last Tuesday (10). He sustained a double break of the upper right arm and severe cuts and bruises and is in Mercy Hospital here. His wife also was cut and bruised and may have internal injuries

**Attention, Wm. M. Moore**

CINCINNATI, March 14. — Eddie Vaughan wired *The Billboard* from Dallas today that the father of William M. Moore, circus executive, is very ill and that three other sons are there. Moore's last known location was West Palm Beach, Fla. Friends knowing his whereabouts are asked to bring this to his attention.

**GREAT LAKES EXPOSITION SHOWS**

**SHOW OPENS SHEFFIELD, ALA., MARCH 28**

Will place organized Minstrel Show with Eight or Ten-Piece Band, or will place Performers and Musicians. (This is an office show and your salary sure. Have large bus for transportation.) Place Talker and Ticket Sellers for Side Show. Concessions: Long Range Gallery and Slum Stores. Ride Help who can drive semi trailers. Top salary for capable men. Everybody address: **AL WAGNER**, Box 508, Sheffield, Ala.

**W. S. CURL SHOWS WANT**

Shows and Concessions, also Penny Arcade, for 1942 season. Opening on or about May 1st. Address: **W. S. CURL**, Box 27, London, Ohio

**Gold Medal Shows**

**FOR DEFENSE**



**BUY UNITED STATES SAVINGS BONDS AND STAMPS**

Opening at Columbus, Miss. (Mississippi Dairy Show), Saturday, April 4, with Memphis, Tenn., Shrine Spring Frolic to follow, and long route of Fairs and Celebrations.

**CAN PLACE CAN PLACE CAN PLACE SHOWS: MONKEY OR ANIMAL, FUN HOUSE AND OTHER GOOD GRIND SHOWS. DUE TO DISAPPOINTMENT CAN PLACE MANAGER WITH RIDERS FOR WELL-EQUIPPED MOTORDROME.**

**CONCESSIONS: CUSTARD, LEAD GALLERY, STRING GAME and other legitimate 10c Stock Concessions.**

**HELP: Capable Ride Help that can drive semis. Earl Parks wants Griddle Men and Waiters. Address**

P. O. Box 663, Columbus, Mississippi.

**DICK'S PARAMOUNT SHOWS, INC. WANTS**

**SHOWS: FUNHOUSE, MOTORDROME.** Have panel front and complete equipment for any Grindshow. **SOUND CAR.**  
**CONCESSIONS:** Photo Gallery, Guess Your Age, Scales, Cigarette Shooting Gallery, Fishpond. **HELP: TRUCK MECHANIC**, top salary and bonus to the right man. Ride Help on Tilt-a-Whirl, Chairplane and Rocket. **A-1 Canvasman.**  
**TRAINER-MANAGER** for MONKEY SHOW, male or female. We have complete stock, all broke.

**R. E. GILSDORF, Manager**

WINTER QUARTERS: BOX 233, RIVERHEAD, LONG ISLAND, N. Y.

**CENTRAL AMUSEMENT COMPANY WANTS**

For Opening Beaufort, South Carolina, March 28th to April 4th. Two Saturdays. Nickel, Dime and Penny Concessions, no racket. Good opening for small Cookhouse or Grab, privilege in tickets. Also Bingo. Can use one more Free Act. Shows with or without own outfits, especially Minstrel or Hillbillies, have complete outfit for these two. We carry good Free Act, no gate, downtown location. We have plenty rubber on our trucks. For Sale—Two K.W. Light Plant, \$200.00; one 5 K.W., \$300.00. These plants are newly overhauled and in good condition. All contact **SHERMAN HUSTED, MANAGER, CENTRAL AMUSEMENT COMPANY, BEAUFORT, S. C.**

**C. W. NAILL SHOWS**

OPENING FAT STOCK SHOW, DELHI, LA., APRIL 1ST

Want: Grind Shows with own outfit; organized Minstrel Show; good proposition for same. Want Ride Help, especially Second Men.  
Want Concession Agents, Agents for Ball Games, Milk Bottles and Hit or Miss. A few more concessions that are not booked. Get in touch.

**LAST CALL**

**C. W. NAILL, 703 S. 3rd ST., MONROE, LA.**

P. S.: FOR SALE CHEAP, 8 CAR WHIP.

**CRYSTAL EXPOSITION SHOWS**

Opening early in April at Camden, S. C., with route of still dates in the best of pay-roll spots, and long season of recognized fair dates. **WANT** manager to handle Side-Show, one who will put in good acts; liberal proposition; we furnish complete outfit. **Want** manager for Monkey Show. Will place legitimate Concessions of all kinds; no ex except Bingo, Cookhouse and Pop-Corn. **WANT RIDE FOREMEN AND RIDE HELP IN ALL DEPARTMENTS. WANT MINSTREL SHOW PERFORMERS.** **Want** agents for Ball-Game. Winter quarters now open. All address **W. E. BUNTS** **CAMDEN, S. C.**

**T. J. TIDWELL SHOWS**

Opening March 21, Sweetwater, Texas—Midwest National Live Stock Show  
All People Engaged, Please Acknowledge This Call

Want Glass House, Fun Show, Manager for Monkey Show, Minstrel Show Performers, Manager for Athletic Show, Penny Arcade, any other useful Showmen with or without own outfits that do not conflict. Can place Ride Help who can drive semi trailers. **Want** Merchandise Grind Concessions that do not conflict. Address: **T. J. TIDWELL, MANAGER, SWEETWATER, TEXAS.**

**O. C. BUCK SHOWS**

OPENING APRIL 9

**CAN PLACE** for Cook House—Cook, one who can bake preferred; Walters and Griddle Men. Canvas Men, Ride Foremen and Ride Help. Also those who can drive trucks. Top salaries paid. Grinders and Ticket Sellers for Shows.

Address **O. C. BUCK**, Box 381, Trenton, N. J.

**PENN PREMIER SHOWS WANT**

Cookhouse, Arcade, Custard, Cigarette Gallery, Pitch Till You Win, Palmistry, Fish Pond and other legitimate Concessions. **Speedy Hagen** wants Talkers and Riders for new Drome. Can place Fire Enter and Side Show Act for Ten-in-One. **Want** Scenic Artist at once, **JACK ARNOTT**, wire immediately; winter quarters open. **Want** Help in all departments. Highest salaries paid. Address all mail to **LLOYD SERFASS, STROUDSBURG, PENN.**

**WANT—ELITE EXPOSITION SHOWS—CALL**

Want **GRIND SHOWS** with or without outfits and transportation. What have you? **Dave Reese** wants Agents for Legitimate Concessions. Write him care of show. **Jack Starling** wants Acts for Side Show.

Those contacted please acknowledge this call. Show opens April 4th. For Sale—Single Loop, good motor, new chain. Also Three U-Drive-It Cars, cheap.

**CHAS. ROTOLO, Mgr.,**

**ARMA, KANSAS**



# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, March 14.—President Carl J. Sedlmayr presided at the March 12 meeting. Seated with him were Vice-President M. J. Doolan, Treasurer William Carsky and Past Presidents Edward A. Hock, Sam J. Levy, J. C. McCaffery and Frank P. Duffield. Al Rossman reported progress on the Outdoor Amusement World Directory. Plaques showing you are a paid subscriber will be sent to those who have paid for their listing in the 1942-'43 issue. Applications of Ray Rogers and C. A. Sonnenberg were presented. Brothers Jack Benjamin and L. S. (Larry) Hogan are still in the hospital, while Brothers Rankine, Murphy, Lydick, Vollmer and Harry Mamsch are still confined in their homes. Inclement weather prevented Brother Dehner from motoring in for the Spring Party. Party committee made its final report and received a rousing vote of thanks.

Brothers Joe Miles, Sam Wilner and John J. O'Connell expect to be inducted into the service soon. Brother John F. McNiff has made application for naval service. Board of governors voted unanimously to endorse the Outdoor Amusement Congress and also voted a donation of \$250 to help defray the expenses of this committee. A supply of Defense Stamps will be on hand at all times in the clubrooms so that members may add their bit to aid in the war. Past President McCaffery read a letter from James B. Forgan, of the Red Cross, and is going ahead with work on the Red Cross War Relief Fund Drive as outlined at the last meeting.

Brother S. T. Jessop returned and Elmer Brown is still in town. Gerald Snellens left for the East after a week's visit. Irving Ray writes that he has been receiving hospitalization at Fort Sheridan and George B. Flint returned from an extended tour of fair meetings. Jack Grimes came in for the big party and remained for the meeting. Louis Berger, back from a business trip, is planning a run down to Little Rock.

### Ladies' Auxiliary

Club held a social on March 5 at the Sherman Hotel, with Sisters Mrs. Al Lato and Hattie Lato as hostesses. A large crowd attended and numerous prizes were awarded.

A large bunco and card party was held in the West Room of the Sherman March 14. Attractive prizes were donated by members. Mrs. Nan Rankine was chairman and was assisted by many of the ladies. Proceeds were donated to American Hospital Linen Fund. Regular bi-weekly meeting was held March 12 at the clubrooms in the Sherman.

## GOLDEN BELT SHOWS

WANT—OPENING APRIL 11TH—WANT

Banner Man, must put up paper. Rides and Shows that don't conflict. Concessions will sell X on following: Cookhouse, Corn Game, Photos, Mitt Camp, Lead Gallery, Frozen Custard, Cotton Candy. Can also place Hoop-La, String Game, Fishpond, Penny Pitch, or any concessions that don't work for over 10 cents. Ride help that drive trucks, some foremen needed, also second men. Can place worker on Funhouse. Roy Minge wants working acts for Side Show. Ace Martin wants girls for Girl Show. Address Box 79, Hot Springs, Ark.

## OUTSTANDING RIDES

MOON ROCKET SKY DIVE  
CARROUSEL KIDDIE AUTO RIDE

ALLAN HERSHELL CO., INC.

NORTH TONAWANDA, N. Y.

## LAST CALL—J. F. SPARKS SHOWS—LAST CALL

Two small ride and concession units open Thursday, March 19, near Birmingham. Booking stock concessions except ball games. Come on, will place you. Lee Houston wants Side Show people. Ride help that drive semis. Want Chairplane Foreman, Octopus Foreman; must be sober and reliable. Sell exclusive Long-Range Lead Gallery, Novelties. Book any good Grind Shows, especially want Big Snake Show. Main show opens at Ensley, Ala., April 4th, under strong auspices; money plentiful; followed by three weeks in Birmingham, and the annual Strawberry Festival at Cullman, Ala., on the main streets.

Ride help, wire or come on. Concessions come on.

REPLIES TO J. F. SPARKS SHOWS, 420 17th ST., ENSLEY, ALABAMA.

# Club Activities



National  
Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, March 14.—Meetings of board of governors and members was held on Wednesday, with Art Lewis presiding at both. President Emeritus George A. Hamid and Vice-President Oscar C. Buck returned to attend. Lunch counter is now being operated by James Davenport. Bronze plaque has been purchased to post names of members serving the colors. Membership drive is under way. Defense Bonds and presents will be given to those who bring in charters of 10, 20 and 25 members from April 2 to November 27, and the new members will be issued cards to July 15, 1943. President Emeritus George A. Hamid has been made permanent chairman of the board of trustees. Attendance was large, about 125. Ensign George A. Hamid Jr. is a new member. Entertainment committee announced an old-fashioned barn dance on Saturday night, March 28, with prizes for best costumes. A hillbilly band will furnish music. Admission 55 cents. Chairman is James Davenport. Art Lewis Shows will give the first NSA jamboree of the season on May 27. Brothers Harry E. LaBreque, John McCormick and Oscar Buck made well-chosen remarks when called upon by the chair. D. D. King is now connected with Crown Hotel.

Birthday congratulations to Albert Halpin, William O'Shea, Frank Felt, Samuel Grimaldi, March 20; Pat Martino, Edward L. Rockefeller, Albert R. Seigle, Joe Dobish, 21; Sam H. Grisman, Charles Susskind, John Leonard, Thomas W. Kelley, Louis J. Kane, Oscar A. Harvey, 22; Emanuel Klein, Walter E. Paulovic, 23; George Rittinger, Robert Branigan, Patsy Rosania, Arthur Rozen, 24; Arthur Scott, Martin S. Berger, 25; Moe L. Silberman, 26.



Michigan  
Showmen's Assn.

156 Temple Street  
Detroit

DETROIT, March 14.—Monday night's meeting found President Harry Stahl in the chair, assisted by Vice-President Pop Baker, Treasurer Lou Rosenthal and Secretary B. Robbins. Weekly victory bond was awarded to Brother Sam Barach. A special fund was established at this meeting. It's to be known as a Service Fund, whose purpose it shall be to send parcels regularly to brothers in the service. Any members who desire further information on the fund are requested to write Secretary Robbins. Sick list includes Harry Ginsburg, Past President H. Ross, Joe Vernick and Johnny Fox. Past President Leo Lippa is improving.



Pacific Coast  
Showmen's Assn

623 1/2 South Grand Ave., at Wilshire,  
Los Angeles

LOS ANGELES, March 14.—Regular Monday night meeting saw President Mike Krekos; H. A. Ludwig, vice-president, and Ralph Losey, secretary, on the rostrum. Business was finished in quick order. Martin E. Arthur, owner Arthur's Mighty American Shows, invited members to visit the shows on March 15 in Inglewood, Calif. Show is designating the day as Showmen's Day, with the proceeds going to the club's cemetery fund.

Committee reports were brief, and communications were read from friends and relatives of the late Brother Robert King, who was killed in an automobile accident in Casa Grande, Ariz., recently.

During recess President Krekos presented Mrs. Margaret Farmer, Ladies' Auxiliary president, and other officers a 1942 banner. Banners this year were arranged for by Dan Stover and embody the Victory V and the colors together with the PCSA symbol. They are now being distributed to various shows.

Refreshments were served after adjournment.

### Ladies' Auxiliary

Club concluded its winter activity at the March 9 meeting, presided over by President Margaret Farmer. First Vice-President Edith Bullock laid plans for a summer club to be known as the Home Guard Carnival Club, which will compete with traveling members in raising funds for the Auxiliary. Members were invited to be guests of Arthur's Mighty American Shows to attend the Showman's Day March 15. Ethel McDonald was reported seriously ill at the Los Angeles County Hospital, while Betty Hancock has been released from a San Diego hospital.

At the suggestion of Inez Alton, members discussed plans for an Old Show Folks' night. Members were also asked to save tin foil for defense program. President Farmer gave an interesting farewell talk and letters were read from Ethel Krug and Fern Chaney. Short talks were made by Ruby Kirkendall, Jenny Rolans, Lillabell Williams, Mary Taylor and Martha Joyce. Door prize went to Lillabell Williams, while the bank night was awarded Mary Taylor.

## International

Showmen's Association

Maryland Hotel  
St. Louis

ST. LOUIS, March 14.—Tom W. Allen, fourth vice-president, presided at the weekly meeting, assisted by Francis Deane, secretary, and Leo Lang, treasurer. It was the first meeting Leo Lang was able to attend after being confined in Missouri Baptist Hospital for three weeks. He received a warm welcome. Several members of the Missouri Show Women's Club were reported ill and club ordered flowers to be sent them.

Most of the members are getting ready for the openings in this sector. The big drive is on to raise funds for all the boys who have joined the armed service, to see that no dependents are in need for the duration. Those who have no dependents will receive \$5 pin money every week while they are in the service. It was voiced unanimously by all members that no hoarding of funds would prevail during the war. All but the necessary money to keep the club functioning will go into Defense Bonds and Red Cross support.

All members have agreed to give one bingo game or dance each month for the Soldiers' Fund on their respective shows, and Brother Tom Allen promised at least two bingo games at his Recreation Arcade in Waynesville, which seats 500 and is patronized by civilians and soldiers. Following the business session luncheon was served.



Heart of America  
Showmen's Club

Reid Hotel  
Kansas City

KANSAS CITY, Mo., March 14.—Hamid-Morton Circus, at the auditorium here, under Kansas City Police auspices, and a political rally in the Reid Hotel proved heavy opposition to club's regular weekly meeting. Session opened late, being called to order by Third Vice-President Clay J. Weber, with Secretary G. C. McGinnis also present. A card from the Pacific Coast Showmen's Association informing of the death and funeral of Robert King, a former HASC member, was read. After a brief business session the meeting was adjourned.

Brother Charles Rotolo came in on business. Brother Foots Middleton left last week for the East. Brother and Mrs. Sammy Ansher left for the stock show at Fort Worth. Brother Bill and Jackie Wilcox left for Los Angeles. Max Goodman visited en route to Little Rock. Brother Willie Levine is ill and confined in his room in the Reid Hotel. Brother Fred Flood is recovering from an operation.

Banquet and Ball Committee is making plans to launch an early campaign on all shows to publicize the annual event which will be held as usual on New Year's Eve. Membership drive will also get an early start this year under direction of Chairman Al Baysinger.

### Ladies' Auxiliary

President Ann Levin called the March 6 meeting to order and appointed Leola Campbell warder. Eighteen members were on hand. Hattie Howk, entertainment committee chairman, who is on a vacation and pleasure trip, carded, as did May Wilson, who is in Battle Creek, Mich. A letter from Clara Zeiger and card from Margaret Pennington were read.

Club donated \$10 to the local Red Cross and President Levin thanked her vice-president who presided over the meetings in her absence. She also thanked Margaret Haney, who successfully emceed the 22d Anniversary Dinner. Skeets McAllen was admitted to membership. Jess Nathan, co-chairman of the entertainment committee, announced that the next meeting would be a social. Night's award, \$1 Defense Stamp, donated by Hattie Howk, went to Ruth Martone. Ann Carter was in charge of the penny parade.

Elsie Brizendine is in Los Angeles slowly recovering from a recent operation. Irene Lachman has returned to Lake Charles, La., and Bird Brainerd reported on her recent trip to Mexico City.

## BAKER'S GAME SHOP

WATER FALL BLOWERS  
WHEELS AND POSTS  
RACE TRACKS  
ROLL DOWNS  
PENNY PITCHES  
BUCKETS & BOTTLES  
COLOR GAMES  
SKILLOS  
BIG DICE  
BINGO BLOWERS  
BINGO MASTER BOARDS

Catalog Free. Mention Your Biz.  
2907 W. WARREN, DETROIT, MICH.

## LATLIP SHOWS

WANT TO BUY A SET OF  
VENETIAN SWINGS

Address: 209 Elm St., Charleston, W. Va.

## GOLDEN GATE SHOWS

Will open the 13th of April. Want Cookhouse, Bingo, Ball Games, Stock and Grind Joints, Mud Joint, Popcorn, Mitt Camp. Office wants Concession Agents. Have outfits for Girl Show, Jit Show, Athletic Show, Gosh Show. Want Ride Help that can drive trucks. Will book Kiddy Rider.  
FRANK OWENS, Mgr. GOLDEN GATE SHOWS,  
PEMBROKE, KY.

## SHOWMEN

The World's Finest Manufactured Attractions.  
Shrunken Head, best made, \$8.00; Head of Prehistoric Man, large head, eyes open, hair, etc.; very latest and best, \$15.00; Cannibal Tom, last of the cannibal heads, large bone through nose, very hideous, sure to please, \$15.00. All in black show boxes ready to exhibit and postpaid. Cash with order.  
TATE'S CURIOSITY SHOP, SAFFORD, ARIZ.



**OAC Registration in Chi**

CHICAGO, March 14.—The following registered at the meeting of the Outdoor Amusement Congress in the Hotel Sherman here on March 7, when organization was completed. Some who attended did not register.

George L. Crowder, Showmen's League of America; Carl J. Sedlmayr, Sam Gluskin, J. C. McCaffery, H. W. Bye, Amusement Corporation of America; Frank P. Duffield, Jack Duffield, Thearle-Duffield; D. K. Baldwin, Alabama State Fair; M. H. Barnes, Sam J. Levy, Fred H. Kressmann, Barnes - Carruthers, Inc.; Walter Hale; Bernie Mendelson, O. Henry Tent & Awning Company; Al Sweeney, National Speedways; J. H. Peterson, Clay County Fair, Spencer, Ia.; Samuel S. Lewis, York (Pa.) Interstate Fair; C. H. Harnden, Saginaw (Mich.) Fair; W. R. Hirsch, Louisiana State Fair; Al Kaufman, Conklin Shows; M. J. Doolan, Amusement Ride Operating Company, Inc.; Edgar I. Schooley, Schooley Productions; A. W. Kalbus, Wisconsin State Fair; Julius Cahn, Kewaunee County Fair, Luxemburg, Wis.; H. B. Kelley, Hillsdale (Mich.) Fair; Richard F. Lusse, Forest, Chalfont, Bucks County, Pa.; A. R. Hodge, secretary National Association of Amusement Parks, Poole and Beaches; T. P. Eicheloefer, Regalia Manufacturing Company; Charles A. Nash, Eastern States Exposition, Springfield, Mass.; Ralph T. Hemphill, Oklahoma State Fair; R. W. Rogers, Wallace Bros. Circus; A. R. Corey, executive vice-president Outdoor Amusement Congress; John L. Lorman, Johnny J. Jones Exposition; John A. Sloan, Racing Corporation of America; Irish Horan, Jimmie Lynch Death Dodgers, executive director OAC; Jimmie Lynch, Jimmie Lynch Death Dodgers; Pat Purcell, Hogan Hancock, Music Corporation of America; Lew Keller and Bill Carsky, Casey Concession Company; Claude R. Ellis (Cincinnati), R. S. Littleford Jr. (Chicago) and Leonard Traube (New York), *The Billboard*; F. H. Kingman, Brockton (Mass.) Fair, secretary International Association of Fairs and Expositions and secretary OAC; Alvin Bisch and William de L'horbe Jr., Bisch-Rocco; William V. Ward, Illinois State Fair; Phil and Myron Shepard and Sunny Burnet, Globe Poster Corporation; Ernie Young, Ernie Young Productions, Barnes-Carruthers; Flash Williams, Flash Williams Thrill Drivers; Raymond A. Lee, Minnesota State Fair; George A. Hamid, George A. Hamid, Inc.; George Johnson, U. S. Tent & Awning Company.

**ROUTES**

(Continued from page 17)

Whalen, Jackie (Lexington Casino) Phila, nc. White, Jack (18 Club) NYC, nc. White, Jerry (Bill's Gay '90s) NYC, nc. White & Stanley (Crawford House) Boston 12-25, h. Whiting, Margaret (Charley Foy's) Hollywood, nc. Whyte, Una (Ben Marden's Riviera) Fort Lee, N. J., nc. Wiles, Three (Chicago) Chi, l. Willer, Frances (Edgewater Beach) Chi, 16-26 h. Williams, Bob (Paramount) NYC, l. Wilson, Buddy (Belvidere) Houma, La., nc. Wood, Kirk (Leon & Eddie's) NYC, nc. Woodd, Napua (Lexington) NYC, h. Wyse, Ross (Diamond Horseshoe) NYC, nc.

Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.

**INSURANCE**  
**CHARLES A. LENZ**  
"The Showman's Insurance Man"  
4738 Insurance Exchange, Chicago

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: New Orleans, La., 21-28. Arthur's American: Corona, Calif., 16-23; San Fernando 24-30.  
Blue Ribbon: Atlanta, Ga.  
Bremer's: De Queen, Ark., 21-28.  
Buckeye State: Biloxi, Miss.; Meridian 23-28. Convention: Whitmore, S. C.; Newberry 23-28. Crafts 20 Big: San Diego, Calif., 19-20.  
Crafts Fiesta: Indio, Calif., 25-28.  
Empire Am. Co.: McAllen, Tex.  
Endy Bros.: Miami, Fla.  
Four Star: Shreveport, La.  
Golden Arrow: Mount Ida, Ark.; Rosboro 23-28.  
Greater United: Uvalde, Tex.; Austin 23-28. Hames, Bill: Fort Worth, Tex.  
Heth, F. R.: Augusta, Ga., 16-20.  
Heth, L. J.: Birmingham, Ala.  
Hughley & Gentsch: Biloxi, Miss.  
Lang, Dee: Tyler, Tex.; Kilgore 23-28.  
Orange State: Sumter, S. C.  
Palmetto State: Moncks Corner, S. C.; St. Stephen 23-28.  
Patrick's Greater: Paso Robles, Calif.  
Prel's World's Fair: Lumberton, N. C., 23-28. Reynolds & Wells: Texarkana, Tex.  
Rogers United: Charleston, S. C.  
Santa Fe Expo.: Kingsville, Tex.; Harlingen 23-28.  
Scottie's Attrs.: Karnack, Tex.  
Shugart, Doc: Paris, Tex.  
Stritch, Ed: Mercedes, Tex., 16-28.  
Tassell, Barney: Lake Worth, Fla.  
Texas Kidd: Bastrop, Tex.  
Tower Am.: Clinton, S. C.  
Victory Expo.: Camden, Ark.  
Victory United: Pryor, Okla., 21-28.  
West Coast: Oakland, Calif., 21-28.  
World of Fun: Graniteville, S. C.  
World of Today: Waco, Tex.  
Wright's United: Fort Lawn, S. C.; Great Falls 23-28.  
Zeiger, C. F., United: Phoenix, Ariz., 16-22.

**CIRCUS**

Cole, James M.: Windsor, N. Y., 17; Harpursville 18; Delhi 19; Bainbridge 20; Morris 21; Oneonta 23.  
Hamid-Morton: Rochester, N. Y., 16-21.

**MISCELLANEOUS**

Birch, Magician: Rockdale, Tex., 18; Cameron 19; Mart 20; Waco 23; McGregor 24; Mexia 25; Teague 26; Hearne 27.  
Campbell, Loring, Magician: Minersville, Pa., 18; Denver 19; Wallingford 20; Pine Beach, N. J., 21; Penbrook, Pa., 23; Warfordsburg 24; Plumville 25.  
Dantel, B. A., Magician: Clinton, Ill., 18; Champaign 19-20.  
DeCleo, Harry, Magician: Marysville, O., 16-21.  
Green, Magician: Raymond, Alta., Can., 19-21; McGrath 23-25; Coleman 26-28.  
Henry, Art & Marie (Victory Expo.) Enid, Okla., 17-21; (Merchants Show) Newton, Kan., 23-28.  
Lucy, Thos. Elmore: N. Little Rock, Ark., 18-20; Memphis, Tenn., 22; Atlanta, Ga., 25; Charlotte, N. C., 26.  
Maurice, Magician (Roosevelt Hotel) Jacksonville, Fla., 16-21.  
Miller's Irvin C. Brown Skin Models: Gadsden, Ala., 18; Huntsville 19; Nashville, Tenn., 20-22; Tullahoma 23; (Grand) Chattanooga 24-25.  
Norton's Dogs (school show): Cornelia, Ga., until April 15.  
Slout, L. Verne, Theater Workshop: Delphi, Ind., 18; Angola 19; Tecumseh, Mich., 20; Beaver Dam, Ky., 23; London 25; Jasper, Ala., 26.  
Virgil, Magician: Millen, Ga., 18; Augusta 19-20.

**ADDITIONAL ROUTES**

(Received Too Late for Classification)

Ambassadors (Latin Quarter Club) Boston 16-21.  
Bradley, Tonia (Rustic Lodge) Eris, Mich., 16-28.  
Evers & Dolores (Golden Gate Theater) San Francisco 16-21.  
DeLahanty Sisters (Cow Shed) Cleveland 16-21.  
Garlick & Eloise (Mainliner Night Club) Des Moines, Ia., 16-21.  
Glover & LaMae (Brown Hotel) Louisville 16-21.  
Lamb-Yocum Ice Parade of 1942 (Boulevard Inn) Elmhurst, L. I., N. Y.  
Rio, Mildred (St. Moritz Hotel) Miami Beach, Fla., 16-28.  
Roberts, Jack & Renee (Elks Club) Rochester, N. Y., 16-21.  
Thurston, Rose (Par 4 Club) Detroit 16-21; (Frontier Ranch) Detroit 23-28.  
Wayne, Iris (Club Bali) Phila 16-26.

**ENDY BROS.' SHOWS, INC.**

**CAN PLACE**

The following Performers and Help for a long, sure season. Top salaries paid in every department. Show has been in continuous operation for past three years. All salaries guaranteed from office and unemployment compensation paid to the State of Florida. Girls for Musical Revue, Five-Piece Band, good M. C.-Comedian and Singer to feature. Posing Show Models, must be good looking; Hawaiian Troupe, Musicians and Dancers for newly framed and outstanding Hawaiian Show. Jake Crash Davis wants Drome and Thrill Riders for new idea in Thrill Show; can also use Talker and Grinders. Ride Help and Semi-Drivers, best of treatment and salaries. Splendid opportunity for Penny Arcade. **FOR SALE**—On account of our new Diesel plants, have Transformer Truck and Trailer, complete, tower, 3 transformers, 250 K.W., switches, wire, etc. One Kiddy Auto Ride ready to operate. Bargain for anyone. Office Trailer complete. Can be seen on show. Show travels on our own fleet of 32 semi-trailers and will show the best route of Still and Fair Dates ever booked in the East.

Few legitimate Concessions still open. Show opens early in April. Want Press Agent and Concession Secretary.

**ENDY BROS. SHOWS, INC.**

David B. Endy, Pres.

MIAMI, FLA.

Ralph N. Endy, Treas.

**LAST CALL-AL BAYSINGER SHOWS-LAST CALL**

OPENING APRIL 2—POPLAR BLUFF, MISSOURI

ALL PEOPLE CONTRACTED, PLEASE ACKNOWLEDGE THIS AD

Want to buy or book Flat Rides—Flying Scooter, Octopus and Roll-o-Plane. Also need a few more good Ride Operators. Shows with or without equipment. Can furnish real fronts for money-getting shows. Let us know what you have to present. Good proposition for high-class Arcade—must have something besides Diggers and One-Arm Bandits. Alton Pierson wants Agents for Wheels and Grind Stores, Counter Men for Corn Game, Cook House Help, Ball Game and 10c Store Agents. Have good opening for Long Range Gallery, Custard and well-flashed Ten-Cent Concessions—not over one of a kind. Contact him above address: **For Sale**—Late Model Single Loop-o-Plane, good shape, \$500.00. 5 small Ponies with Saddles and Bridles, complete, very gentle and well broke, \$300.00.

AL BAYSINGER, Manager

**R. AND S. AMUSEMENTS**

OPENING MONDAY, MARCH 30TH, NEAR WILMINGTON, N. C.

WANT Ride Help for Octopus, Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Ride, and Useful People in all departments. Semi and Truck Drivers. WANT Electrician who understands Fairbanks-Morse plants. WANT Agents for Fish Pond, Pitch-To-Win, Ball Games, Penny Pitch, Cigarette Pitch, Caller for Bingo, Girls for Counters. Will book Mug Joint, Pop Corn, Long Range Gallery, Small Cook House or Sit Down Grab.

WINTER QUARTERS IS OPEN

All Address J. M. RAFTERY, Box 1047, Wilmington, N. C.

**WANTED QUICK—JOIN NOW**

Cook House, capable and equipped to feed and handle people on large show. We have best route still dates of any show in country. Seventeen Fairs, including four State Fairs. Due to booking new Rides and Shows can place Ride Men, Workingmen in all departments who drive tractors and Big Eli Semi Trailers. Address

**DEE LANG'S FAMOUS SHOWS**

Tyler, Texas, this week; Kilgore, Texas, week March 23.

**WANT --- COTTON STATE SHOWS --- WANT**

Shows with own equipment; Animal, Snake, Working World, Side Show, Rings Circus, Grind Shows of All Kinds, Rides: Octopus, Tilt-a-Whirl. Concessions: Ball Games, Rat Game, X on Penny Pitches, \$30.00. Well flashed Bingo (on percentage), Pitch Till Win, Fish Pond, Cane Rack, Diggers, Mitt Camp. All concessions must be well flashed. X on two wheels. X on two Skill Games. You must have other concessions. Joe Scott wants Cook House Help, Ben West, come on. H. C. Buck, I still have your show. Truck Drivers and Ride Help for Kid Ride; Foreman for Chairplane and Wheel.

SHOW OPENS MARCH 28 AT HICKMAN, KY.

Pay Your Wires, I Pay Mine

RAY D. JONES, RISCO, MO., UNTIL MARCH 25

**LAST CALL**

**LAST CALL**

**MIGHTY SHEESLEY MIDWAY**

Open at Anniston, Alabama, March 28, with Rides and Concessions.

Want Silver Streak Foreman.

SHOW OPENS IN ITS ENTIRETY at Attalla, Alabama, April 13

WANTED—Girls for Revue, also for Posing Show. Must have looks and capability. Also want Freaks for Side Show. Will buy or book Octopus, Spitfire or Fly-o-Plane. Address:

J. M. SHEESLEY, Jeff Davis Hotel, Anniston, Alabama

**WANTED COOK HOUSE**

FOR MIDWAY CONCESSION. Must have own frameup and carnival experience. Tommy Martin, write. Address

**AMUSEMENT CORPORATION OF AMERICA**

155 NORTH CLARK STREET

CHICAGO, ILLINOIS

**OUTDOOR SHOWMEN**

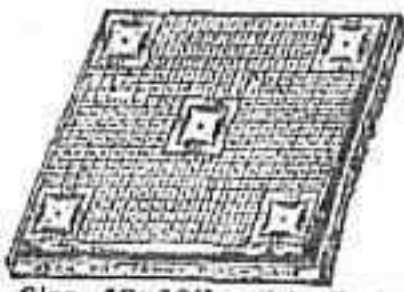
The Next Issue Will Be the **SPRING SPECIAL**  
Because of the Increased Size and Distribution

**The Forms Will Go To Press Earlier Than Usual**

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern War Time) Monday, March 16. Wire important late Show Ads Sunday night for position in General Outdoor Section.

**Ads for the Carnival Department Must Be in Cincinnati by Thursday, March 19**





**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. .\$.50  
 Analysis, 8-p., with Blue Cover. Each . . . . .03  
 Analysis, 8-p., with White Cover. Each . . . . .15  
 Forecast and Analysis, 10-p., Fancy Covers. Ea. .06  
 Samples of the 4 Readings, Four for 25¢.  
 No. 1, 34-Page, Gold and Silver Covers. Each .35  
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00  
 Gazing Crystals, Ouija Boards, etc.

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy.  
 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-p. Well Bound . . . . .25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35¢.  
 Signs Cards, Illustrated, Pack of 36 . . . . .15¢  
 Graphology Charts, 9x17. Sam. 5¢, per 1000 \$6.00  
**MENTAL TELEPATHY.** Booklet, 21 P. . . . .25¢  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

**SIMMONS & CO.**

19 West Jackson Blvd. CHICAGO  
 Instant Delivery. Send for Wholesale Prices.

**HUBERT'S MUSEUM Inc.**

228 W. 42d Street, NEW YORK CITY.  
**WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES**  
 State salary and all details in first letter.  
 Open All Year Round.  
 SCHORK & SCHAFFER

**POPCORN—PEANUTS**

Seasoning, Cones, Bags, Ctns. and complete line Popcorn and Peanut Supplies. New and Reconditioned Equipment bought and sold.  
 Phila., Pa. **MOSS BROS. NUT CO.** Pitts., Pa.

**Eight Thousand Dollars**

Buy complete Carnival ready to go. Four Rides, Merry-Go-Round, Ferris Wheel, Eli 5 Mixup, Loop-o-Plane, Ten Concessions, Fire Shows. All canvas and banners now last spring. New Trucks and Trailers. Yes, they have TILES, Transformers, Switches, Electric Wire and all equipment pertaining to a Carnival. Four thousand cash can handle deal. Will not sell unless complete Carnival. This equipment can be seen by appointment; stored in Kansas.

**W. E. WEST**

General Delivery BOGALUSA, LA.

**BYERS BROS.' COMBINED SHOWS NOW CONTRACTING FOR 1942 SEASON**

Address: BOX 129, KENNETT, MO.

**BUNTING SHOWS WANT**

(Formerly Tilley Shows)

Flashy Live Pony Ride, Mechanical Show or any clean money-getting Show. Few more Merchandise Concessions. Sober, experienced Ride Help.

Address: BOX 297, LADD, ILL.

**NEW FERRIS WHEEL**

**PAN JOINT—2 OTHER CONCESSIONS**

Will book with small outfit, prefer one playing under Church or Fire Dept. auspices. Write

**MAX EICHHOLZ**

1327 Cross Avenue NEW YORK, N. Y.

Buy U. S. Defense Savings Bonds and Stamps

**Midway Confab**

(Communications to 25-27 Opera Place, Cincinnati, O.)

**COUNTING days.**

FORMER billposter with World of Pleasure Shows, Stephen Kuzmicy has signed with Mighty Sheesley Midway.

R. LALONDE Infos from Long Beach, Calif., that he has signed as special agent with Bazinet Shows.

**CHISELERS also use hammers.**

ARTHUR BROOKS, former ride superintendent, is working in an airplane factory in San Diego, Calif.

CHUCK NEWMAN signed his string of concessions with John H. Marks Shows recently, Walter D. Nealand reports.

NOW the I-told-you-so guys are in their glory.

RECENT visitors to Pioneer Shows' Waverly, N. Y., quarters included Gerald O'Hara, Tony Vincent, Anthony Percell, John Schuyler and Bob Morgan.

AFTER 25 years as a balloonist, Col. Frank L. Hiestand is returning to his first love, the side show, having signed with Allen King to handle his annex.



H. P. HILL, manager Byers Bros.' Shows, posed for this photo in winter quarters at Kennett, Mo., where he is taking an active part in supervising activities for the coming tour, which will get under way in downtown Kennett April 11. For the last several years shows have operated two separate units, which this year will be combined and considerably enlarged.

SHOWMEN must go ahead, more "tireless" than ever.

DUKE DUKENBROD, manager Clyde Beatty's Circus, advises from Canton that the unit will join Johnny J. Jones Exposition at Washington April 22.

BILL MEYERS advises from Detroit that he will not troupe this year but will continue to operate his photo gallery in a park there.

ALREADY they are referring to 1941 as "those good old days."

RAE TERRILL has signed as annex attraction on Billy Bozzell's Side Show on Rubin & Cherry Exposition. Ted Buck will handle the ticket box.

WHILE en route to Albany, N. Y., from Tampa, W. G. Mather visited Mr. and Mrs. Lloyd D. Serfass in Penn Premier Shows' quarters at Stroudsburg, Pa.

TENT situation may come to patch-as-patch basis if war continues long.

MRS. AGNES TROUT, former carnivalite and now operator of Ollie Trout's Trailer Park, Miami, has recovered from a lengthy illness.

"RECENTLY purchased a restaurant and leased Tallaugh Hotel here," letters L. D. (Bill) Dollar from Cordova, Ala. "Plan to remain off the road this year."

THERE isn't anything quite so humiliating to a smart concession agent as being taken by a local.—Colonel Patch.

SENSATIONAL KAYS, high act, have been signed by Keystone Modern Shows for the season, Fritz Huber advises from Miami.

CHRIS JERNIGAN, former special agent for J. J. Page Exposition Shows, is employed by a taxi company in Johnson City, Tenn.

PAGE Webster: Priorities have been a tough bite, but showmen have been taking them in their stride.

FORMERLY with John H. Marks Shows, Rube Nixon is employed by a shipbuilding company in Tampa and will retire from the road for the duration.

"VET Athletic Show operator, Ray Wheelock underwent an operation in Baptist Hospital here," Mrs. Wheelock cards from Little Rock. "His condition is steadily improving."

GREEN BAY (Wis.) Post, Veterans of Foreign Wars, has been granted permission by the city council to bring Max Goodman's Wender Shows of America there for a week's stand next summer.

THIS season house trailer parking space will be easier to find on lots than body parking space in show coaches.

CLOSED with Greater United Shows and rejoined Charles Zerm's Side Show on Dee Lang's Famous Shows, cards Lou-Louette, annex attraction, from Waco, Tex.

"HAVE signed my animal circus with Stella Barker Shows for the fourth season," letters B. N. Hubbard from Nash-



RUTH ANN LEVIN, president of the Ladies' Auxiliary, Heart of America Showmen's Club, played a prominent part in the success of the organization's recent 22d Anniversary Dinner in the Hotel Continental, Kansas City, Mo.

ville. "Program will feature lion, bear, dog, clown and bird acts."

JERRY AND JEAN HIGGINS advise from New York that they will have their pitch-till-you-win concession on Virginia Greater Shows this season, providing Jerry isn't called to the army.

WHEN our winter-quarters workers' feet get itchy for a change of scenery we take them to see a movie travelog.—Gate & Banner Shows.

CHARLES CONLON, former operator of Mrs. Endy's Kiddie Auto Ride on Endy Bros.' Shows, is stationed with Headquarters Battery 33d Field Artillery, Camp Blanding, Fla.

FORMER trumpet player with Earl D. Backer's Minstrel, James (Fats) Porter advises from Columbus, Ga., that he will open soon with Leon Claxton's Revue.

EDDIE OWENS left Cincinnati last week on a business trip to Miami. He and his wife, Mollie, well-known concessionaires, had diggers on the Art Lewis Shows last season.

JUST when midways could start bragging of being Broadways on wheels, wartime,

**Mental Money**

ON A PACKED MIDWAY two palmists devoted their time to a heated discussion regarding what the war-time future held for people in their profession. One predicted a boom year and visionized money rolling into her sock, while the other predicted still greater profits and gloated over the fat b. r. she would stash in her grouch bag. Every 15 minutes the owner of the concession would walk past, and the crowds passed by. Predictions for their future grew by leaps and bounds until their bank accounts reached the size of a retirement fund and then conversation switched to which of the two would wind up with the most dough. From this their talk swung to betting on the outcome. One suggested that they bet only a nickel to make it interesting, while the other insisted on raising it to a dime. Another half hour was spent deciding on the amount, while the crowds continued to walk by and their manager paced the front. Whether each was to hold her own bet or whether the dimes should be turned over to some disinterested party wasted another hour and wound up by making it a ladies' wager, each to hold her money unless some person who was also psychic could be located. Standing the strain as long as he could, the manager stuck his head into the booth and yelled, "Stop reading your own futures for a dime and read to the tip for quarters. My future depends upon getting the nut, and never mind cracking about what star I was born under when I walk away." "Huh! Huh!" grunted the fat reader, "he's strictly mercenary and belittling to the art."

blackouts and power conservation had to come along.

"VISITED Clay Mantley's Convention Shows at Batesburg, S. C., recently, J. H. Drew Jr., pencils from Augusta, Ga. "Everything is newly painted and well lighted, making for a swell flash."

LAST SEASON Side Show operator on John R. Ward Shows, Joe Mooney recently returned to Dallas from a fishing trip on the Texas coast and is readying his show for the coming tour.

VET canvasman and ride foreman, William B. Whitworth was released from a Greenville (S. C.) hospital last week and rejoined the Johnny J. Jones Exposition in quarters at De Land, Fla.

DUE to auto curtailment and tire rationing, some showmen will carry horses in their staterooms instead of dogs.—Muggin' Machine Mazie.

ROY C. FAUSTINO, better known as Felix Adams, has sold his show equip-

**SIX NO. 12 WHEELS**

F. E. Gooding, of Columbus, Ohio, operates six No. 12 Model BIG ELI Wheels. "They lead individually and collectively for net profit." Mr. Gooding states, 45 feet high, 12 seats, a real money maker in any park or on any Midway.



**ELI BRIDGE COMPANY**

Builders of Dependable Products  
 800 Case Ave. Jacksonville, Ill.

**The Improved Kiddie Airplane Swing Attention, Carnival Owners and Park Managers**



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springville, Erie Co., N. Y.



ment and will not troupe this season. He is in Hannibal, Mo., where he is chief announcer at Station KHMO.

FINAL social event of the winter for Happyland Shows at Gibsonton, Fla., was a barbecued chicken dinner tendered Mr. and Mrs. Ray Tahash and Mr. and Mrs. Michael Cassara by Frank and Shirley Allen.

JEAN MERCER and partner, Mister LeRoy, Side Show operators, are in Tivoli Exposition Shows' Joplin (Mo.) quarters rebuilding their attraction. LeRoy will manage the show this year, as Mercer expects to be inducted into the army soon.

TROUBLE with showmen who depend upon a streak of luck is—it usually runs out about the time they plan on getting even.—Oscar the Ham.

AFTER spending the winter at Trailer City, Hot Springs, Skeet and George McAllan, cookhouse operators, left for Tivoli Exposition Shows' quarters at Joplin, Mo., to ready their unit for the coming tour.

FRANCIS J. BLIGH, for the last 10 years with Rubin & Cherry Exposition, has signed with F. E. Gooding Amusement Company and plans to leave Phoenix, Ariz., where he has been vacationing, for Columbus, O., soon.

EDDIE GLOSTER, for a number of years an agent for F. J. Bligh's candy concession on Rubin & Cherry Exposition, will not troupe this year, but will continue operating his photo gallery in San Antonio.

COLLEEN McCORMACK, a member of Raynell's Glamour Girl Revue, Dee Lang's Famous Shows, recently visited W. H. (Snake) King in Brownsville, Tex., and purchased two large reptiles which she will use in her act.

MANAGER who gets the worm sleeps, while his early-bird agent is doing the getting.—John Bannerman, agent with his own car.

MEMBERS of Dodson's World's Fair Shows last season, Edward Raymond and Jewell Miller will spend the summer at Lake Carroll Beach, Tampa, where Jewell will have the eating concessions and Raymond will operate a motion picture concession.

WILLIAM RICHARDSON, last season bingo caller on Crystal Exposition Shows, has signed in the same capacity for 1942. He will leave Radford, Va., where he has been employed as a defense plant guard, soon for the show's opening April 5.



JACK LAUGHLIN, son of Don Laughlin, well-known Canadian showman, is overseas with the First Canadian Army, having enlisted in May, 1940. Jack is widely known in concession circles as a ball game, dart game and high striker operator. Laughlin's other son, Alfred, former ride operator, has been in the Canadian Army since 1939 and saw service in the battle of Dunkirk.

MR. AND MRS. ORVILLE MILLER, Pryor's All State Shows, have returned to Spencer, W. Va., after vacationing in Florida. While in Tampa they visited with Mr. and Mrs. Jacob Pryor, Mr. and Mrs. Frank Pepper, and Dr. and Mrs. Halligan Johnson.

DUE to the sun not starting to blaze down on house trailers till later, showmen will get more sleep with the present war or daylight-saving time.

LAST SEASON will Paul Botwin's bingo stand on F. R. Heth Shows, Louis Jackson is a private in army and stationed at Fort Bragg, N. C. He was inducted last January and has volunteered for the next parachute battalion to be put in training.

HARRY E. WILSON has rejoined the staff of Gold Medal Shows at Columbus, Miss., after a successful winter in Jacksonville, Fla., where the annual Moose Celebration proved satisfactory. After the Moose doings, Harry handled a razor blade drive for the Red Cross, in which several tons of used blades were acquired.

TOM HUGHES advises from Pensacola, Fla., that he has leased a Merry-Go-Round to the Johnny J. Denton Shows and that W. A. Montee, who is in charge of shows' quarters in Knoxville, will have charge of the ride. Hughes also has rides on Wallace Bros. and Pickard and Arnold shows and Omar J. Davis's Cavalcade of Rides.

PLACE the blame for my being in the carnival business on lithographs depicting crowds buying tickets in front of shows and merchants' clamis that midways take all the money out of town.—Dime Jam Johnson.

TOMMY GORDON pencils from Cambridge, O., that Claudine Claude, annex attraction, is suffering from minor injuries sustained in a fire which destroyed Claude's two-car garage and a new car there. Trouper, chow dog belonging to Robert Kennedy, Kennedy Shows, was killed in the fire, origin of which was undetermined.

MR. AND MRS. MIKE MICHAELS, press and advertising representatives for Johnny J. Jones Exposition, visited The Billboard Cincinnati offices last week while in the Queen City on business. Mrs. Michaels is the former Ruth Martin Flanigan, woman's program editor for Station WWPQ, Lake Worth, Fla. After finishing their business in Cincinnati they plan to go to Chicago.

LIBERTY UNITED SHOWS' quarters notes from Columbia, S. C., by Ted C. Taylor: Plenty of jackpots are being cut up as showfolk arrive daily for shows' opening, and Charles's Cookhouse seems to be the gathering post. Recent arrivals included George Harms, Paul Prell, McDonner's Revue, Evans's Arcade; H. E. Bridges, four concessions; F. E. Spain and Tommy Carson. G. A. Sorenson, of F. R. Heth Shows, visited.

WANTED shows, rides and concessions with their own transportation. Before signing contracts our representative will call and inspect

your tires. Only those with good rubber need apply.—Stretch Bros.' On the Bounce Shows.

FRANK CHARLES McGUIRE (Smilo the Clown), formerly with Art Lewis Shows and Ringling-Barnum circus, who died in a Norfolk, Va., hospital of a complication of diseases recently, was buried in Forest Lawn Cemetery, Norfolk, and not in Altoona, Pa., as was reported in the Final Curtain. Art Lewis Shows, with Alyne Potter Morency in charge, and Elks' club of Norfolk handled funeral arrangements.

MRS. EDGAR C. MAY, wife of the special agent of the Mighty Sheesley Midway, is convalescing in Wilmer Infirmary, Anniston, Ala., where the shows are wintering, following the birth and death of an infant daughter on March 6. The baby's funeral on March 7 was largely attended by showfolks and by Mrs. May's brother, Elmer Vallencour, and his wife, of Albert Lea, Minn., who visited the Mays for two weeks.

QUARTERS notes from Yellowstone Shows by Bill Farrar, general agent, from Albuquerque, N. M.: Owner and Mrs. Neal have returned from their vacation in the South, and the writer has finished the work of routing shows. Opening here has been set for April 1. A number of new fronts have been constructed and shows will be motorized this season. Jack Williams and crew are reconditioning all equipment. Tony Springs booked his concessions, as did Mrs. Ranes.

RECENTLY signed a contract that neither I nor the manager understood or could decipher. It read something like a war strategy with parties of the first, second and third parts besides several rear guards liberally mentioned. Manager said he'd sign it if I would; it was more or less a dare, as there was nothing binding in it.—Cousin Peleg.

"AFTER vacationing in Tampa and mixing work with pleasure," my wife and I returned here," Al Beresoff letters from St. George, S. C. "Purchased two trucks in Tampa and made several additions to my newly constructed Kiddie Ride. Attended the Outdoor Amusement Congress meeting and played a number of winter dates in Florida, including the State Fair at Tampa. Joined the Tin Can Tourists Club and signed my attractions with Palmetto Shows."

MRS. ROY COON is still managing the photo studios in Midwest Novelty Company's store in Little Rock, which is operated by Edgar (Slim) Johnson. Her husband, "Old Folks," is still driving a cab there. Among recent store visitors were Mr. and Mrs. Cotton Ellis, Mr. and Mrs. Red Conway, Mr. and Mrs. Ray Wheelock, Jew Schwartz and Mr. and Mrs. Sam Best. Henry Thorpe, Goodman Wonder Shows of America, also is working for a taxi company there, Mrs. Coon reports.

"WHILE en route here from Rochester, N. Y., I stopped in Cincinnati to visit

Polack Bros.' Circus," letters Lester B. (Hot-Shot) DeMay from Dallas. "Show played to good attendance. Visited Goodman's Wonder Shows of America at Little Rock where work was progressing rapidly. Also visited Reynolds & Wells Shows' quarters and renewed a number of acquaintances there. Denny Pugh's World of Today Shows are wintering in Waco, Tex. I visited Dee Lang's Famous Shows in Huntsville, Tex. Will make the Southwestern Exposition and Fat Stock Show in Fort Worth before joining Rubin & Cherry Exposition for the season."

**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

**SILK CITY SHOWS**

Open near Paterson, N. J.

Want Frozen Custard, Merchandise Wheels, Cigarette Shooting Gallery, Lead Gallery, High Striker, Guess Your Weight, Hoop-La, Duck Pond or any other legitimate Concessions. Shows that do not conflict with what we have. Address all mail to  
A. LONG, 246 McBride Ave., Paterson, N. J.

**Brotherly Love**

MANAGER and wife arrive on lot to visit their competitor. "Well, look who's here," yells Mrs. Horatio Suitcase. "You're a treat for sore eyes. We spoke of you at the ladies' auxiliary. Hey, Horatio! Mr. and Mrs. Wendell Bicycle are on the lot." A half hour is spent by the women hugging and kissing, while Horatio and Wendell pumphandle and backslap. "Just came to look your show over," starts Wendell. "No, no; don't let us keep you from your work; we'll just swing around the lot once, as we have to get back in time to check up." Horatio insists on accompanying them, but Wendell brushes him off with, "A man who is capable of building and running such a big show as this has little time for visitors and if you insist on neglecting your work to show us around we won't enjoy our visit." Then they spread out. Wendell takes one side of the midway and his missus the other. At 2 a.m. they leave. While driving back Wendell cracks, "I got the colored band signed up to join on Saturday and now I can blow that other bunch off." The missus pipes up, "I got three dancing girls and a line on some of their spots that we can pre-date. We'll pay off those three trouble makers on Saturday." Scene shifts to Suitcase's office. "Did you put the tail on 'em? That hussy wasn't here for nothing." Horatio—"No, but I sent Blackie over to their show while they were out and the coast was clear. He copped their minstrel band to replace the one we are running next Saturday and he promoted three dancing girls to take the places of those you don't like. He also got a line on some of their towns and we'll beat them into every one of them." Fair exchange is no robbery.

**WORLD'S MOST POPULAR RIDES**  
OCTOPUS—ROLLOPLANE—FLY-O-PLANE

Manufactured by  
**EYERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager

**LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List.**  
116 MAIN, LITTLE ROCK, ARK.  
**MIDWEST MERCHANDISE CO.** 1008 BROADWAY, KANSAS CITY, MO.

**SNOW CONES AND POPCORN**  
Our 1942 Spring price list on Snow Cones and Popcorn Supplies is being mailed this week. It contains information of tremendous importance to Snow Cone and Popcorn Concessionaires, information that will save you money. If you do not get yours in a few days be sure to send for it.

**GOLD MEDAL PRODUCTS CO.**  
133 E. PEARL ST. CINCINNATI, OHIO

**MATTHEW J. RILEY ENTERPRISES**  
OPENING EARLY IN APRIL

Will play best Eastern territory. Want Shows of merit. Rides of all kinds. Want Merry-Go-Round and Chairplane Foremen, also Electrician. Can place Legitimate Concessions.  
**MATTHEW J. RILEY, Mgr., 917 Walnut Street, Philadelphia, Pennsylvania**



# 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

# 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Pat. set of 100 cards, tally card, calling markers, \$3.50.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.  
 Automatic Bingo Shaker, Real 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

# SHOW PRINTING

• THEATRE • CIRCUS • ORCHESTRA  
 • CARNIVAL • RACE • THRILL SHOW  
 • POLITICAL • FAIR • COMMERCIAL  
 DATES - POSTERS - CARDS - HERALDS - BANNERS  
 Type, Engraved, Litho. Stock Designs for All Occasions.  
 WRITE FOR DATE BOOK AND PRICE LIST

# CENTRAL

SHOW PRINTING COMPANY - MASON CITY, IOWA

**Santa Fe Exposition Shows**  
**WANT**  
 Girl Show. Have opening for Fish Pond. Have for Sale—One Parker Ferris Wheel, one Parker Two-Ahrest and one Parker Three-Ahrest Merry-Go-Round. Address all mail as per route: Kingsville, Texas, this week; Harlingen and Mercedes Stock Show to follow; or permanent address: BOX 307, Weslaco, Texas.

**HAPPYLAND SHOWS**  
 WANTED—Rides, Shows, Concessions.  
 3633 Seyburn St., DETROIT, MICH.

**WANTED WANTED**  
**O. J. BACH SHOWS**  
 Opening near Albany, N. Y., April 23  
 Grind Show, Lead Gallery, Arcade, Fish Pond, Dart Balloon, Seales, Palmistry, String, Pan, Ice Cream, Custard, High Striker, Ball Game, Candy Bloss, Pitch-Till-You-Phoo, Rotarys, Octopus, Fly-o-Plane, Kiddie Ride, Ride Help, Ticket Sellers and Grinders. Address:  
 O. J. BACH, Box 292, Ormond, Fla.

**GOLD MEDAL SHOWS**  
 NOW BOOKING  
 SHOWS AND CONCESSIONS  
 For Season of 1942  
 Address: P. O. BOX 663, Columbus, Miss.

**GREATEST ILLUSION**  
 To Feature or Bally. Levitation. Complete \$37.50. Details, catalogue free.  
**ABBOTT'S—Colon, Michigan**  
 World's largest Illusion Builders

**REAL PROPOSITION**  
 Selling High-Grade Medicines. Write for catalog, discount quantity lots. We pay freight.  
**The Quaker Medicine Co.**  
 220 George St. Cincinnati, Ohio

**SOL'S LIBERTY SHOWS**  
 NOW BOOKING SHOWS AND ATTRACTIONS  
 FOR 1942 SEASON  
 Address: P. O. BOX 223, Caruthersville, Mo.

# Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

## O. C. Buck

TRENTON, N. J., March 14.—Toby Kneeland is in charge of the paint crew, which is engaged going over every stick, stake and support. Bill Owens pulled in from the South with a new show. Lloyd and Clementine Coffee came in from Miami. A new animal show will be added this year. Tom Heffernan, lot superintendent, has a crew engaged and the show will move with all departments filled. General Agent Quinn is in Washington readying a campaign for the opening early in April.  
 LON RAMSDALL.

## Dodson's World's Fair

JACKSONVILLE, Fla., March 14.—Showfolk are arriving daily. Mr. and Mrs. Harry Suss came in to manage the *Daughters of Sin* attraction. With them was Harry's brother, Herman, better known in magic circles as Herman the Great. James M. Beach, general agent James M. Cole Circus, visited A. C. Bradley. Melvin Dodson Jr. has been supervising work on his concessions and most of the frames have been completed. Mrs. Dorothy Dodson and son are daily visitors. Mrs. Anton Pugal, wife of the Penny Arcade manager, has the crew rebuilding the Sportland attraction. John Cousins, manager of the advertising crew, who is visiting his mother and sister in Washington, advises he will be here in time to start work on the billing campaign for the second annual Florida Negro State Fair, where shows will inaugurate the season. Ray Cramer, Side Show manager, along with Arch (Pappy) Johnson, Owen Webb and crew of six, is rebuilding the Circus Side Show. The new High Jinks ride is being built by Harold Lucas. He has taken out patent papers on the ride. Maurice Miller and his mother, Mrs. Morris Miller, are wintering here, and Maurice is a frequent visitor to quarters. P. C. (Jo-Jo) Lyle, decorator and painter, arrived to take charge of the paint shop. Mr. and Mrs. Owen Webb and daughter returned from a visit with relatives in Kansas, and Owen is assisting Ray Cramer in the rebuilding of the side show. He will again

have one of the four ticket boxes on the side show, while Mrs. Webb will handle Cramer's giant boa constrictors. Another recent visitor was Doc Hamilton, circus and carnival adjuster, who stopped while en route to the South. Mr. and Mrs. Madigan and cookhouse crew returned from Orlando (Fla.) Fair. Eddie was stricken ill shortly after arriving and is now confined in his hotel room.  
 ROBERT GOODRICH.

## Byers Bros.

KENNETT, Mo., March 14.—Show trucks have been overhauled and now are being painted. Rides are in good condition. Owner Carl Byers returned from Texas, where he had new light towers built. Building has just begun on two new fronts, which will be neon-illuminated. J. Dunn, manager side show, has the front completed, and Sid Preston is expected soon to ready his Girl Revue and Fan Show. Manager H. P. Hill came in from Texas and has a crew working on the Arcade which he purchased this winter. Harry Richmond, arcade mechanic, has the machines in good condition and the Arcade front is well illuminated. Women members have formed a bicycle club. Members are Mrs. H. P. Hill, Mrs. Hubert Hall, Mrs. Jack Edwards, Mrs. C. W. Byers and Jewel Robinson. Hubert Hall arrived from San Antonio to get his corn game ready. Major Fox and members of his Midget Village are here. JEWEL ROBINSON.

## John H. Marks

FLORENCE, S. C., March 14.—Work is progressing rapidly despite extremely cold weather and rain. Machine and carpenter shops are operating full time, as is the paint department. A crew of 42 is in quarters and all trucks are being overhauled. Two more semis arrived from Richmond, Va., and Owner Marks and family have moved into their new residence there. Graves H. Perry, assistant manager, returned from a lengthy tour of the spring date spots. Speedy Merrill is rebuilding his Thrilldrome at quarters. Gene Nadrau will again handle the front, with Sherman Atkins on the

# WANTED--FREAKS

For Entire Season With  
**FOLEY & BURK SHOWS**

Opening April 4  
 and playing California.

Need Sword Swallower, Magician, Fire Eater or any Working Acts. Need Talkers. Do not wire—air mail photographs and lowest salary. Wages guaranteed—office show.

Write **CLYDE GOODING**

Mercer Hotel  
 1347 S. Hill Los Angeles, Calif.

# FOR SALE

On Account of Sickness  
 One Merry-Go-Round (2 abreast), painted last year, new platform, brand new \$1,300 organ, 10 Rolls (Wurlitzer), good top. One Merry Mix-Up, 36 seats, in best of condition, no fence, Cushman engine. One Motor Drome, needs little repairs. One Big Top, up only once, 50x100 (white), made very strong, double guides, 4 section. All for \$5,000, F. O. B. Montreal, P. Q., Can.

**S. J. YOUNG**

1440 Maisonneuve St., Montreal, P. Q., Can.

# WANT SIDESHOW ACTS

Because Jean Mercer is in the army, R. K. Leroy will have sole management of our Sideshow and wants the following: Working Acts, Freaks, Girls for Illusions, Ticket Sellers, Mill Header that uses Question Act. The following write to me at once: Ruth Edwards, Red Thomas, Jim Doran, Bill Baldwin, Sherry Ledbetter, Charlie Witte, Frank Arluna and John Cherey. Will the party that wrote me from Kenner, La., write again.

**R. K. DOC LEROY**

Care Tivoli Exposition Shows JOPLIN, MO.

# WANTED FOR TRI-STATE BAND FESTIVAL

Enid, Okla., April 13-18

Clean Concessions of all kinds for Street and inside of Convention Hall. Will sell exclusive. Will not book too many of any kind. Get your spring bank roll here—it's always a Red One. Need good Bingo Operator and Ride Help. Can use clean Shows.

HYALITE MIDWAY, ENID, OKLA.

# TIVOLI EXPOSITION SHOWS

Now Booking  
 SHOWS AND ATTRACTIONS

for 1942 Season.  
 Address: H. V. PETERSEN, Mgr., Box 742, Joplin, Mo.

# OZARK SHOWS WANT

Shows with own outfits. Concessions—Photo Gallery, Penny Pitch, String Joint, Seales, Pitch-Till-You-Win, Lead Gallery. Any Concession that works for 10 cents. Show opens April 4 at Hope, Ark. Address: 201 N. Sixth St., Ft. Smith, Ark., until March 25.

# WANT DROME RIDERS

Straight and Trick Riders, Talker; also Fly-o-Plane Foreman. Top, sure salary.

**EARL PURTLE**

7612 Sweet Briar Rd. RICHMOND, VA.

# CONCESSIONS WANTED

Ball Games, Hoop-La, Duck Pond, Fish Pond, Bowling Alley, Pitch-Till-You-Win, Cigarette Shooting Gallery, Dart Balloon, Ferris Wheel Foreman; Thomas Garvey, write.

**MIKE ZEIGLER**

Hotel Milner PHILADELPHIA, PA.

# LAKE STATE SHOWS

NOW BOOKING

RIDES—SHOWS—CONCESSIONS

Flashy Penny Arcade Wanted.  
 Address: BOX 175, BAY CITY, MICH.

# Pan American Shows

Now booking Shows, Rides, Attractions for 1942 Season.

Ride Operators, Concession People, Write.  
 P. O. BOX 68, ANNA, ILL.

# WANTED

Cannon Ball Man shot from Cannon. No experience required. Draft exempt. Can place Mechanics, Semi-Drivers.

**FEARLESS GREGGS**

Plymouth, Wisconsin

The Next Issue  
 Will Be the Big  
**SPRING SPECIAL**

## ADVERTISE

Merchandise items of all descriptions, sizes and price are in big demand by the concessionaires and buyers of premiums, prizes and novelties. Let them know what you have to sell! It's a quick action, cash-with-order market. Mail your order and copy today.

THE BILLBOARD PUBLISHING CO.

25 Opera Place

Cincinnati, O.

# LAST CALL

Last-minute display advertising copy will be accepted and published in the best possible position.

LAST FORMS CLOSE MARCH 21





**WRITE**  
**SIoux TIRE**  
**& BATTERY CO.**  
SIoux FALLS, S. D.  
Buy on Our  
Easy Terms.

**WANT CONCESSION AGENTS For ROLLDOWN, WHEELS, UNDER-OVER AND PILL POOL**

Other Help Also Wanted.

Jackie Allen, Bobbie Allen, Morris Froedentimer, get in touch with me.

**JACK FELDBERG**

112 West 42nd Street Bayonne, New Jersey

ticket box. Clarence (Blackie) Cramer will be Caterpillar foreman and Tom Lewis will handle the Merry-Go-Round. Charles (Dutch) Leister returns as foreman of the Auto Speedway and Bill Meade is overhauling the Whip. Allen Riffey is Twin Ferris Wheels foreman. Art and Dixie Douglas Gordon are holding rehearsals for their show, which will be titled the V-Ranch Revue. James E. Strates, owner shows bearing his name, visited. T. A. (Red) Schulz is purchasing agent. George T. Chesnut, advertising agent, has the bill car ready to roll. Nick B. Stepp, secretary-treasurer, is expected to arrive about March 25. The Grotofent Troupe, high act, will again present the free attraction. Unit includes Arthur, Philip, Henrietta and Martha Wallenda, and Frank Cook, comedian. They have been playing indoor circus dates this winter with Hamid-Morton Circus.  
WALTER D. NEALAND.

**Coleman Bros.**

MIDDLETOWN, Conn., March 14.—Work is going along steadily so that all rides and shows will be all ready for opening April 16. Among those in quarters are John Peseck, Floyd Wyman, George (Pop) Carr and the writer, who is also *The Billboard* sales agent. Additional tractors and trailers have been delivered. Gene Walsh, Ice Show, is expected about April 1. Also expected soon are Mr. and Mrs. Paul Smith, Neal Cramer, Octopus and Rolloplane; Bill (Bama) Storey, cookhouse and grab, and Tracy Brothers, Side Show. Daily visitors include Thomas J. Coleman, Richard J. Coleman III, James Sheridan, George Stevens and James Kelly.  
DAVE ALTMAN.

**Bowen's Joyland**

STOCKTON, Calif., March 14.—Plenty of activity prevails at quarters and a large crew is working overtime to ready shows for opening March 28. Carpenter Thomas McQuillen has turned the new office over to painter Harry Haney and his assistant, Roy Craven. Shows' mechanic, Glen Conklin, has overhauled all rolling stock and is now remodeling the Diesel light plant. Ted Bohnak and

**FIDLER'S UNITED SHOWS**  
BOOKING SHOWS AND CONCESSIONS FOR 1942 SEASON

NOW SHOWING IN ST. LOUIS  
Address: 4217 N. Florissant Ave., St. Louis, Mo.

**WILSON'S FAMOUS SHOWS**

WANT legitimate Concessions of all kinds except Bingo, Photos and Pop Corn. Agents for String Game, Hoop-La, Penny Pitch and High Striker and Scales. WANT Shows—Mechanical Fun House and Freak. Have good equipment for Athletic Show, want Manager. Have 20x30 foot Top and Banner Line to furnish for Show. What have you? WANT Ride Help for Octopus, Tilt-a-Whirl, Ferris Wheel, Merry-Go-Round, Chair-o-Plane and Kiddie Auto Ride that can drive Semis. Open May 9 near here. Address:  
BOX 28, Astoria, Illinois

**ANDERSON-SRADER SHOWS, INC.**

Want Manager for Pit Show that can furnish attractions. Have new equipment and will make good proposition. Address:  
BOX 1895, Wichita, Kansas

**AGENTS WANTED**

For Bowling Alley and Razzle Dazzle. Former Agents, let's hear from you. Show opens latter part of April. Little Rock, Ark. Wonder Shows of America (formerly Goodman Wonder Shows.) R. W. ROGOO, 3170 S. W. 8th St., Miami, Fla., until April 1st; then Winter Quarters, Little Rock, Ark.

**LAST CALL LAST CALL**

ALL CONCESSION PEOPLE CONTRACTED WITH ME ANSWER THIS CALL, OR I WILL REPLACE YOU. SHOW OPENS APRIL 18.

**HENNIES BROS.' SHOWS**

HARRY HENNIES

Winter Quarters: Fair Grounds, Birmingham, Ala.

**SOL'S LIBERTY SHOWS**

**WANT**

Owing to Draft we can place Cook House. Can also place Pop Corn, must be neat frame-up. Have 14 Rides; need Help on all Rides. We are now ready to book Concessions. Have complete outfit for Life Show. Can use Side Show Attractions. Show will leave Winter Quarters April 8. Will open April 11. Address

SAM SOLOMON, P. O. Box 223, Caruthersville, Mo.

**Freaks--Side Show Acts--Talkers**

PALACE OF WONDERS—Summer Season 1942—Coney Island, N. Y.

20 weeks' pleasant work, one spot, no jumps. Highest salary to Freaks having strong box-office appeal. Would like to hear from Elastic or Alligator Skin Girl, Fat Girl and other Side Show Acts of merit. State salary and enclose photo in first letter. JACK LEEPER, WRITE.

Write or phone DAVID ROSEN, 3780 Surf Ave., Coney Island, N. Y. Esplanade 2-2178

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Advertising in the Billboard since 1905

**ROLL FOLDED TICKETS** DAY & NIGHT SERVICE  
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
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**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2**

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$48.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000..10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000..12.10	80,000.. 18.70	200,000.. 38.50	1,000,000..170.50

Above prices for any wording desired. For each change of wording and color add \$8.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
2000 PER ROLL

1 ROLL.....75c
5 ROLLS.....60c
10 ROLLS.....50c

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARK.  
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

**WIN - PLACE and SHOW**



You Win any Place and Show with Preservo treated canvas. Pelting rains have no effect upon a Preservo treated top. Preservo makes leaky tents and lost performances a thing of the past. Preservo permits the big top to be folded wet for the road with the certainty that it is proof against rot or mildew. Preservo treated canvas remains soft, flexible and easy to handle.

**ROBESON PRESERVO CO.**

SOLE MAKERS, Dept. 5, PORT HURON, MICH.

**AMERICAN LEGION SPRING FAIR**

CORINTH, MISS. MARCH 28 TO APRIL 6

**NOW BOOKING**

Exclusive—Cook House—Open. Concessions that work for Stock. Also want Shows. Want Freaks, Working and Selling Acts, Half and Half, Mind Reader for Ten-in-One, Musicians and Performers for Minstrel, useful Show People and experienced Ride Help, Truck Drivers, Working Men. Four real spots in defense area to follow.

Wallace Bros.' Shows, Box 993, Jackson, Miss.

**Virginia Greater Shows**

OPENING APRIL 9 IN THE HEART OF SUFFOLK, VA.

**WANT**

Penny Arcade. All Grind Concessions—Ball Games, Lead Gallery, Photo Gallery, Pitch-Till-Win, Bowling Alleys, Fish Pond, Novelties, American Palmistry, Penny Pitch and Cigarette Pitch open. George Keefe, ensor. Any new Shows of merit we will book. Good opening for Illusion or Grind Show that does not conflict. Rides—Can book Tilt-a-Whirl, Octopus, Eight-Car Whip, Pony Ride. Have positive good spots in Maryland and New Jersey in the heart of the defense boom. Winter Quarters now open. Write or wire  
P. O. BOX 270, Suffolk, Va. WM. C. MURRAY, Gen. Agt., or ROCCO MASUCCI, Gen. Mgr.

**PIONEER SHOWS**

10-day opening early near here and playing the leading celebrations and industrial towns in this territory under strong auspices. CONCESSIONS—Photo, Novelties, Scales, High Striker, Fish Pond, Pitch Till Win, Dart Ballon, Stock Wheels or any Ten-Cent Concessions not conflicting. Want Kiddie Rides. We have M. G. R., Ferris Wheel and Chairplane. Will book Rolloplane, Tilt-a-Whirl or Octopus. Want Help for new Ell #5 Wheel and Chairplane. Shows that do not conflict with what we have. Bingo Help and Agents for Percentage and Penny Pitch. Sam Serian wants Cookhouse Help.  
MICKEY PERCELL, Gen. Mgr., Box 106, Waverly, N. Y.

**JIMMIE CHANOS SHOWS WANT**

Cigaret Shooting Gallery, Pitch-Till-U-Win, Balloon Dart, Photo Gallery, Fish Pond, American Palmistry, no Gypsies, Hoop-La, Manager to take over Girl Show and Posing Show that can furnish people. A good Electrician. Want Roll-o-Plane, Octopus or any Ride that does not conflict. Ride Help for Ferris Wheel, Chair-o-Plane and Merry-Go-Round. Open Portland, Ind., April 25; Muncie, Ind., to follow. No gate and no racket.

JIMMIE CHANOS, 716 East 4th St., Greenville, Ohio.

**ZACCHINI BROS.' SHOWS**

Show opening April 18th in one of the best defense centers in the South. Want legitimate Grind Concessions: Pitch Till You Win, Fish Pond, String Games, Balloon, Cotton Candy, Custard, Candy Floss, Ice Cream, Watch-La, Scales, Novelties, Pan Game, Mitt Camp, High Striker or any legitimate Concessions. Will sell X on Bingo. Want Griddle Man and Cook for office-owned Cookhouse. Can use ten Girls for Girl Show and Posing Shows (experience not necessary but must have looks). All office-owned attractions, so salary is sure. Can use Workmen in all departments. Drivers who can drive semi-trailers. Want Shows with own outfits. Winter Quarters now open, also Cookhouse. If you want best season join this show. Ask anyone with it in 1941.  
BRUNO ZACCHINI, Gen. Mgr., 2601 Fountain Blvd., Tampa, Fla. Carl O. Bartels, Secy.

**ROGERS GREATER SHOWS**

OPENING HELENA, ARKANSAS, APRIL 1

**WANT** SHOWS—ORGANIZED COLORED REVUE, ATHLETIC, GIRL SHOW, SIDE SHOW, GRIND SHOWS. JOLLY JOSEPHINE, WRITE. CONCESSIONS—COOK-HOUSE. LEGITIMATE CONCESSIONS OF ALL KINDS. NO GRIFT. FEW EXCLUSIVES STILL OPEN. RIDE HELP THAT DRIVE TRUCKS.  
ADDRESS: P. O. BOX 184, HELENA, ARKANSAS



crew, consisting of Sneokie Bowen, George Grimm and Frank Prather, are remodeling all show fronts. Manager Bowen returned from a successful booking tour. Eddie Harris again signed as legal adjuster. Mr. and Mrs. Cal Enfield will have their string of concessions with it again this year. Mr. and Mrs. L. R. Whitney have the hoop-la and cork gallery; Joe Zotter, lead gallery and diggers. Popcorn concession will again be operated by H. W. McClellan. Mr. and Mrs. Don Gonzales will have the side show, making their fourth season with the shows. The writer has been signed as publicity agent. He also will be *The Billboard* sales agent. Lucille King is special agent.

RAYMOND GALLOW.

**Pioneer**

WAVERLY, N. Y., March 14.—New quarters have been acquired here. Shows have been enlarged and carry 5 rides and 7 shows. New tops have been ordered for the bingo and Merry-Go-Round. Quarters crew is rebuilding the Merry-Go-Round and constructing new platforms. Two more trucks have been added to the rolling stock. A birthday party was tendered Mrs. Percell and in attendance were Sam Mofsky, George Harvey, Mr. and Mrs. S. Martin, Mr. and Mrs. Fitzpatrick, Marion Curtin, Jim Beasley and the writer. Among gifts was a diamond ring given by Mickey Percell. Sam Battina is on a trip west to bring back some recently purchased show equipment. R. (COUNT) GOLDEN.

**West Bros.**

EL DORADO, Ark., March 14.—Work is progressing and Curly Clark is enlarging and painting Virginia Laughlin's bingo. Whity and Helen Moore came in from Victoria, Tex. This year will be Whity's seventh consecutive one with the shows. Clare and Mae Winters are here with their concessions, as are Ben and Marie Schmidt. Mr. and Mrs. Frank Oestricher report they are en route from Gary, Ind. Mac and Joey La Palma and Manager Ed Bruer left for Fort Worth, Tex., for a final visit with relatives be-

**Wanted For "WORLD'S FAIR WILD LIFE EXHIBIT"**

Trained mixed group Lion-Tiger Act, Subscription Men (neat appearance), Phenologist, Guess Your Weight Scales, Guess Your Age, Exhibitors, Taxidermist, Animal Breeders, Indian Novelties, War Show (must be real flash), Straight Sales Concessions, Refreshment Stands of all kinds, Pitchmen, Sportsmen's and Fishing Outfitters, or any suitable Exhibit, Snake (the Big Fellers) Show, Freak Animals, strong Pit and Platform Attraction. Girl Revue, must be neat and nifty for the natives; Exhibit Space Man, Candy Sales and anything suitable. Address: CHAS. KYLE, Rm. 209, 1949 Broadway, New York City. Phone: Susquehanna 7-8348. Centenary, Anniversary, Dedication, Pageant, Celebration, Convention Committees—I can furnish your complete set-up. Fraternal, Civic, Home Defense, Veterans, Chamber of Commerce. I am still in the fund-raising business. Have a few available dates for indoor and outdoor events. Glad to hear from interested parties and people in all lines at any time. Capable of handling large propositions.

**WANT ORIENTAL DANCER**

Girls for Girl Show that can put it over. Also want Strip Tease and Hibbly Music for same. Show opens early in April in Arkansas. Address all mail: R. C. BEASLEY, 311 North First St., Monmouth, Ill. P.S.: State all first letter, no time to dicker.

**WANTED**

Good Front Man, Freak to feature, good Working Act, Popery, Sword Swallower. State lowest salary and all. Write

**EDDIE McCUE AND HEDY JO STAR**

Care L. J. Heth Shows North Birmingham, Ala.

**PRELL'S WORLD'S FAIR SHOWS, Inc.**

**"A World's Fair at Home" LAST CALL**

Show Opens Robeson County Fair Grounds, Lumberton, N. C., Monday, March 23, 1942.

Plenty of military and defense workers in this area. Several strong Southern spots to follow before playing our proven Northern still date territory.

**WANTED AT ONCE** Ride Help in all departments (come on at once). Useful Show People, such as Canvas Men, Semi-Trailer Drivers, Monk Show Help, Ticket Sellers, Talkers, etc.

**CAN PLACE AT ONCE** Capable Snake Show Manager (we furnish complete outfit), Unborn Show Manager (one with own specimens, we furnish everything else), Hill Billy Troupe, good proposition (we furnish top, front, trans.), or any other Show of merit capable of conforming to the high standard of our midway.

Cash Miller wants to hear from ALOA, Harry Metz, Bert Welch. Gertie Miller can place GIRLS—Dancing, Posing, Specialty. John Vaday wants Rolluplane Help, Lead Gallery Manager. Al Wescott wants Octopus Ride Help. GRIND STORES—Come on (will place you).

Emondo Zacchini  
The Original  
"Human Cannon Ball"  
contracted entire season.

**ALL ANSWERS TO GENERAL MANAGER S. E. PRELL**

Can Use Two High Sensational Acts at Once.

LUMBERTON, N. C., UNTIL MARCH 28

fore shows open here in March. Writer has resumed his duties in the office. **TRIXIE CLARK.**

**Golden Belt**

HOT SPRINGS, March 14.—Work in the quarters is coming along well, altho the weather hasn't been too good. Shows plan to open April 11, three weeks later than other years. A number of fairs and celebrations have been booked. George Hall, who sold his shows, is here framing several new concessions. Recent visitors included Tom Fuzzell, Fuzzell's United Shows; Bill Carner, Great Sutton Shows; Harvey Ellman, Jimmy Reardon, and Mr. Fitchett, Ellman Shows. **EDITH CROWE.**

**Four-Star Expo**

SHREVEPORT, La., March 14.—New material is arriving daily. A number of new concessions are to be added and all rides are being repaired and repainted. Dan Data, scenic artist, is expected soon to apply finishing touches. Owner Vernon returned to his home in Bryan, Tex., to superintend construction of his apartment houses. A crew of 24 is whipping shows into shape. Heinle and Ruth Fritz, Bill Mitchell and Mr. Murray visited while en route to Leesville, La. Mr. and Mrs. Jim Allman are expected soon to erect their long-range shooting gallery on a newly purchased truck. Mrs. Penn arrived from Florida to get her hoop-la in shape. Mr. and Mrs. G. B. Sherman, who have five stands, also came in. **N. L. DIXON.**

**Virginia Greater**

SUFFOLK, Va., March 14.—Manager Rocco Masucci arrived this week and crew started work on all equipment. Among arrivals were Riley Gibson, electrician; Scotty Johnson and John (Dutch) Myers. Johnson has started work on the new towers for shows' transformer truck, while Gibson is overhauling ride motors and other equipment. Tom Gibson, Merry-Go-Round foreman, is expected soon, and Bob White advises he will be in from Philadelphia in a few days to build new fronts for his two Girl Revues. Louis Augustina, who will have the animal and Ten-in-One shows, writes that he is en route from the South to paint and repair his equipment. Manager Rocco has been in conference with William G. Murray, general representative, and several choice still spots and celebrations have been booked in Virginia and New Jersey. While looking after quarters Murray has been working as night clerk at Nansmond Hotel here. Weather has been ideal and work is progressing. Manager Rocco is sparing no expense in framing his shows. Reported by an executive of the shows.

**C. W. Nail**

MONROE, La., March 14.—Work in quarters is about completed and shows plan to open in Delhi, La., April 1. Joe Hamilton booked his bingo and popcorn, and Frank Allen has the photo gallery. J. D. Burke signed his fish pond, dart gallery, groceries, penny pitch and two ball games. Owner Nail has been in good health since he took a course of baths at Hot Springs. All repairs on rides and trucks have been completed and the painting is nearly finished. **L. M. BROWN.**

**American Carnivals Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., March 14.—This is the open season for speculation on the part of owners and agents in attempting to determine in advance where the good spots will be. This year, more than ever before, extremely careful planning will be required in the selection of a route. The rapid development of the defense program will undoubtedly improve potentialities in many places, but at the same time war conditions may alter the situation in other spots. From time to time we have called attention to details, which are on file in this office, giving data of defense spending in connection with certain areas and places. We have also called attention to official surveys issued by the United States Department of Commerce with relation to business conditions in those areas.

Much of the information on file, we feel, would be extremely helpful to owners and managers in making their plans for the coming season and we again call attention to the fact that this information is available to members of the association upon request. The 1942 membership certificates will be issued to the members in good standing soon. In some instances titles of the shows have been changed. We would appreciate it greatly

if members who have made these title changes would notify us so that their new title will appear on the certificate.

**Strates' Mullins Quarters Active as Debut Date Nears**

MULLINS, S. C., March 14.—With opening only three weeks away, plenty of activity prevails in Strates Shows' quarters. Arthur Walsh is readying his Penny Arcade, Scooter and Heyday, while Nancy Miller has her Hawaiian Show in good shape. Joe Sciotino is remodeling the Vanities Show and has a large crew assisting him. Johnny Orneallas and crew are revamping the Artists Models, and William Purchase has the Glass House in shape.

John Harrison is in charge of the privilege car. Leo Carrell is readying his Monkeyland. Also here are Ernest Schneider with his Arctic Girl Revue; Slim Curtis and Bertha, Fat People Show; Al Tomaini, Side Show, and Jean Jenette, Jungleland Show.

Slim Crosby is superintending the building of a new stage for the Midget Revue. Bill Hegerman is repainting his Kiddie Rides, and Doc Livingston is getting Nancy Miller's Life Show in shape. Charles Stevens has Leonard Duncan's Harlem Revue in good shape, and China Red is superintending the painting of the Lion Motordrome. Captain Marvin is building a corral for his Bucking Fords. Margot Ralyca is rapidly recovering from her accident and is in charge of the Pullmans and berths in the absence of Mrs. Strates.

**MUSEUMS**

Address Communications to Cincinnati Office

**Lewiston's Freaks Chalk Good Results at Erie, Pa.**

ERIE, Pa., March 14.—Harry Lewiston's World's Fair Freaks, now in their second week at 713 State Street here, are chalking up one of their best engagements of the current indoor season, Paul D. Sprague reported. Big crowds turned out the first week. Unit moved here from a fair two-week stand in Philadelphia. *The Erie Times* devoted a quarter page to pictures and a feature story of Charles Porter, stone man.

Lineup now includes Martin Larello, and dog, Frisco; Melvin Burkart, ana-

tomical wonder; Marie Burkart, big snakes; Freida Pushnic, half girl; Pop-eye Perry; Spido the Robot; Joe Allen, human corkscrew; Marie Coultis, tattooed girl; Charles Porter, stone man; Rosalie, armless girl; Zip, pinhead; Leona Young, fire; Loraine, chimpanzee; Flo Jones, giant woman; Dick Discoe, magic and Punch; Othello, human balloon; Zindra, mentalist; Irene Ferrel, Annex No. 1, and Geardine Shaver, alligator girl, Annex No. 2.

Oell Darling, county commissioner and friend of showfolk, was a frequent visitor. Other visitors included Dr. Barnhardt, and Art and Crystal Converse.

**Sponsored Events**

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

**Thrill Show Start Good at Denver Stockyards Stadium**

DENVER, March 14.—Hollywood Thrill Circus and Wild West Show opened in Stockyards Stadium here last Saturday for an eight-day run, under direction of Floyd Clymer, general manager. Business the first day was good. Show was set by United Productions and two performances daily were scheduled. Over 200 will participate in 50 events ranging from high acts to bronk riding.

Attractions include the Great Shubert, Flying Marions; Felix Cooper, colored bull fighter and bronk rider; Clay Lewis, bronk rider; Earl Batterson, bull whip; Cy Riler and his trick car; Jack Milne, champion short-track motorcycle; Wilbur Lamoreaux and Ted Menches.

Rodeo events included bronk riding, bulldogging and wild cow milking, under direction of William Helder.

**Memphis Shrine Frolic Inks Gold Medal, Other Features**

MEMPHIS, March 14.—Plans for the eight-day Memphis Shrine Frolic here, under Al Chymia Temple auspices, are rapidly nearing completion. Temple officials announced this week that the contract to provide the midway attractions has been awarded to Oscar Bloom's Gold Medal Shows, and that numerous other special events have been scheduled.

Harry E. Wilson, of the shows' staff, is in charge of the special events and is being assisted by George Libby and Godfrey Heth.

**Shorts**

CHARLES M. ISAAC, executive manager, Canton (O.) Retail Merchants board, has announced that directors have given him conditional approval to proceed with plans for the annual free kiddies circus to be held there. The war may interfere with plans, however, Isaac said. For the last several years the circus has been produced and directed by J. R. Malloy, owner J. R. Malloy Circus.

ACTS provided by the talent division of Station WGN, Chicago, will be featured at the Home Show in Watertown, Wis., under auspices of Watertown Turner Society.

**Wanted for Shrine Circus**

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10 Freaks for Side Show.  
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# Martin Turns Down Offer of Post on NSB

## RSROA sec tells Director Morton he opposes use of taxpayers' money in plan

DETROIT, March 14. — Secretary-Treasurer Fred A. Martin of the Roller Skating Rink Operators' Association of the United States and general manager of Arena Gardens Rink here has declined an appointment as national roller skating rink co-ordinator on a three-man committee, proffered by Jim Morton, U. S. skating director of the National Sports Board. Director Morton wrote Secretary Martin:

"I have entered your name in appointment to the three-man board which I am setting up to expedite the roller skating project of the national 'keep fit' program. I want you to serve on the skating board because I consider you invaluable to the operations we will undertake and also because you are the leading figure in Midwestern roller skating. I hope you will accept. As you probably know, last October I was appointed U. S. skating director on the National Sports Board by John B. Kelly, U. S. assistant director of Civilian Defense. Kelly is in charge of the important national physical fitness effort. His job is to get America fit and keep it fit. He therefore ordered a dramatic mobilization of all participant sports in the nation into a huge 'keep fit' army. John B. Kelly named a man to represent each sport on the newly formed National Sports Board at the stipend of only \$1 a year. I was selected to draft and direct a Coast-to-Coast project for roller skating.

"This already has been done, submitted, accepted and ready to roll. The roller skating plan was so satisfactory and complete that the OCD is having it printed as a pattern for other sports to follow. In my plan I set up a triangular national board of three men. Perry B. Rawson, of Ashbury Park, N. J., will be in charge of publications; Joseph K. Savage, of New York, is in charge of events, and yourself as co-ordinator of rink operators, of which there are an estimated 4,000 in the United States. Because of the impracticality of appointing rink operators to posts in the defense project, I am excluding this group from positions as State and local directors. This meets with mutual satisfaction of all rink operator factions, including the RSROA, in the East and South. Thus professional jealousies, business conflicts and interests, etc., will be kept entirely out of our defense project.

### Not Named as Operator

"I felt in submitting you for appointment that I could name you as RSROA secretary, rather than a rink operator, thus making no actual exception. I am

# Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

sure, Fred, that no one in the rink operator ranks has more organization ability and diplomacy than yourself. I am equally sure that you have shown the way all the way in the development of roller skating in the Midwest. The RSROA controversy, our pending lawsuit notwithstanding, will have no bearing on our co-operation as a triangular unit or on the co-operation of the various rink operator factions. New Jersey is the only State where the situation is particularly delicate, and Perry Rawson will handle this in addition to the skating board post. Vic Brown, Bill Schmitz and other dissenting elements in New Jersey have agreed on Rawson as the man to do the job. I shall insist that no group or faction or organization play politics in our project or bring controversies into it. This is for Uncle Sam.

"The function of the board will be administrative. The object of the roller skating project will be (1) to create thousands of new skaters who will get and keep fit by roller skating; (2) wartime morale stimulus; (3) to popularize, increase participation in, and glorify roller skating. The vehicle for the project will be the Office of Civilian Defense. The U. S. skating director and the three U. S. assistant skating directors comprising the triangular board will direct the project. The co-operation of the Southern California Roller Skating Association, the RSROA, the Metropolitan (N. Y.) ARSA, the America-on-Wheels organization and all other groups and all independent rink operators will be expected.

"Problems of sanctions for exhibitions, carnivals and the like can rest entirely within the various organizations that cooperate in the program. There will be no interference with any organizations. Rules of all factions will be respected. Each group or each independent can cooperate with the program as a separate and complete unit within itself. We do not want to interfere with any associations, trade groups or individuals. I personally felt it was a signal honor to have been appointed to serve the Office of Civilian Defense. I hope you feel likewise. I appointed you because I know you are exactly the right man, just as Rawson and Savage are the right men. All plans for the project, publicity outlets and so forth will be dispatched to you immediately on receipt of a letter from you. This is a very big thing, Fred. Maybe it's the biggest thing that has happened to roller skating yet. With warmest personal regards."

### Viewpoint of Martin

Secretary Martin declined the appointment in the following letter:

"After giving due consideration to your kind offer extended to me to act on a three-man committee as national roller skating rink co-ordinator, I sincerely regret that I am compelled to decline this appointment due to my viewpoint on the subject, which I will outline as follows:

"We have today well-established organizations whose functions are to advance and govern all major sports. I am a member of one of these organizations, namely, the RSROA. This body has done more for roller skating in five years than was previously done for the sport since its birth in the '60s.

"Now, to use the taxpayers' money to assist and try to promote others in the business who never have seen and never will see the advantages and benefits that roller skating has given the youth of America is not in harmony with my principles. The fact that many of these same men have never heretofore taken it upon themselves to spend any of their own money in behalf of this particular sport and never taken it upon themselves to assist in its development is further reason why I see no object in spending tax money to develop them when such money can be used for a far better purpose.

"Jim, this is war. It probably is true that many people in the United States have not yet reached this conclusion and are not trying to think ahead. Just yesterday I listened to a national hook-up and heard the report coming from an officer of a certain camp requesting the troops to take in the movies more often so some of that revenue could be used to open a field house which cost \$80,000 to build and which they had not been able to open to the boys, due to lack of funds. I might say, let us divert some of these funds to a much more beneficial cause to enable our boys in the service to en-

joy a few of the better things of life.

"My rink has gone all-out in doing everything possible to help the boys in camp and to aid our government in winning this war. Our staff at Arena Gardens has a 100 per cent record in buying bonds. We have given away over 25 bonds as prizes. Before the season is over we will have given away 50 or more. We endeavor to make our patrons war conscious at every evening session by keeping slogans before them, such as 'Buy Bonds' and 'Buy Stamps.' We sell bonds and stamps at our club desk. We give stamps as prizes at children's programs, making them feel the importance of buying stamps.

### "Rinks on Own Feet"

"With this in mind, Jim, you can readily see how I feel toward spending taxpayers' money to promote roller skating when each and every rink throughout the United States could very easily do its share as we are doing ours and as many others are also doing. I believe they should be allowed to stand on their own feet, which, I am sure, they are all willing to do. Jim, I do not want you to misconstrue the meaning of this letter or the decision that I have reached. I am doing and shall continue to do in the future everything in my power to assist everyone in keeping fit. This is a doctrine to which I have strictly adhered for over 30 years.

"I do not want to appear too forcible in my criticism of this contemplated program, but I am not in accord with unnecessary expenditures by our government in behalf of any sport when the money could be used for a much better purpose, as we all know. I regret that I am compelled to decline appointment on this three-man committee, for I do not feel that such a position is a necessity to any man in the United States."

## Old Mosque Now Skateland; New Owners Add Innovations

BRIDGEPORT, Conn., March 14.— Completely revamped and with many added improvements, Skateland, formerly known as the Mosque, recently opened here under management of Ruth and Bill Holland, well-known professionals.

Work of adding modernistic innovations is going on and the new managers expect to make the rink one of the most modern and popular in this vicinity. New skates have been purchased and an organ is being installed.

During the season the skating surface will be enlarged. Skateland will be open nightly except Mondays and Tuesdays. Matinees will be given daily. Special events will be promoted, with owners doing the pro work.

ON March 20-22 the annual Ice Carnival of the Ice Club of Baltimore will be staged under direction of Mrs. E. H. Gooderham, club professional and former Canadian women's champion, in Carlin's Park Iceland, the club's headquarters. Proceeds will go to the overseas units of Johns Hopkins and University hospitals. In addition to some 75 members of the club, the cast will have some out-of-town talent, including several national champions, three Olympic stars and a number of Canadian champions. Active in the production is Mrs. Frederic Lee, mother of Tommy Lee, of Lee and Slagle, of the Ice-Capades and other ice shows of 1939-'40. Rehearsals are under way

Read.....  
**IMPORTANCE OF GOOD RINK MUSIC**  
By FRED and MARY BERGIN  
in  
**THE BILLBOARD'S SPRING NUMBER**  
Dated March 28

for the *Roller Revue* of 1942, annual show of Carlin's Roller-drome experts. Production for this is under direction of George Bushby, rink manager, and Ray Danner, dance instructor. This year's revue is again being sponsored by *The Baltimore News-Post* and *Sunday American* for their fund for underprivileged children. About 150 skaters make up the roller revue cast.

THE ELSTONS, brother and sister from New England, are making their first appearance in Philadelphia at the Swan Club.

NILES AND JO-ANN are doubling between the Club Ball and Kaliners' Little Rathskeller, Philadelphia night clubs operated by the same management, and marking the first time for a roller skating act at the Ball spot.

OTTO EASON, after closing a long tour on the Izzy Hirst burlesque circuit, takes his roller skating dance act to night clubs, opening at Carroll's, Philadelphia.

JOHNNY JONES, many years associated with the Three Aces, roller skating trio, is in Will Rogers Memorial Hospital, Saranac Lake, N. Y., and would like to read letters from friends.

FUNNY PORTER, manager, reports *Funny's Roller Rink*, Portsmouth, O., will close April 10 for the summer.

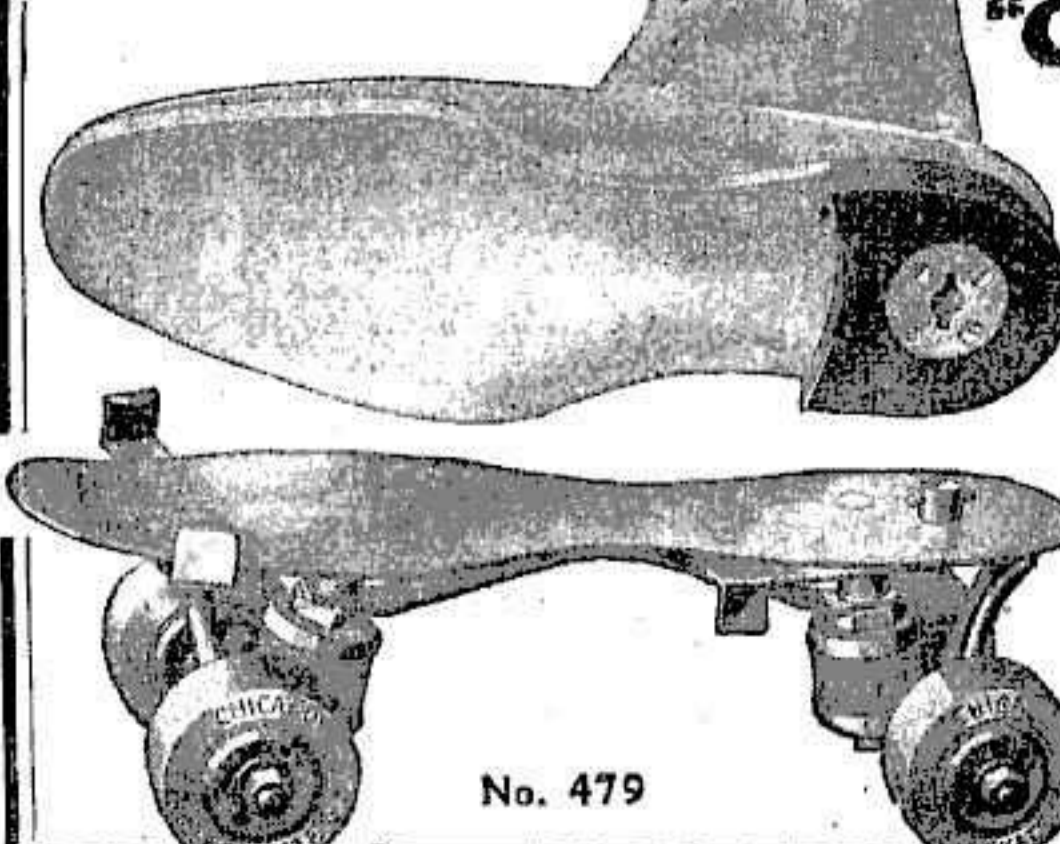
M. J. HARRIS, owner, advises from Richmond, Va., that Skateland there is managed by an all-colored personnel. Rink opened on January 29 and has continued to do good business. Maple floors, fluorescent lighting effects, electric program board and electric organ, played by a colored organist, make the rink a modern exercise and health center. Costumed skaterettes instead of skate boys have worked out well. Rink has had co-operation from schools and various organizations.

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## Whitey Ford Buys Interest In Lewis Bros.

CHICAGO, March 14.—A new circus combo was announced this week when Paul M. Lewis, owner of Lewis Bros.' Circus, sold an interest in the show to Whitey Ford, popular radio comic known as the Duke of Paducah and featured on an NBC ciggie show. Deal was concluded early this week at the local NBC offices. The show will open May 1 in Jackson, Mich., and will play two and three-day stands, and probably a few week stands at army camps.

Lewis and Ford plan a number of innovations, it is announced. The big top will be set up as an outdoor theater. There will be one ring in center and a stage back of the ring. The usual circus acts are to be presented, but in addition there will be a barn dance type of show. Barn dance acts will be interspersed thruout the two-hour program, and the finale will be a big barn dance show on the stage.

Whitey Ford will be the feature attraction. He is now lining up barn dance personalities who are favorably known to the radio audience. Show will, as in former years, travel by truck, and a special trailer is being fitted up for Ford. There will be no side show or concert. Circus will not show on Fridays, as Ford must be in Chicago for his broadcast.

## CB To Open in Louisville for Five-Day Stand

LOUISVILLE, March 14.—Owner-Manager Zack Terrell of Cole Bros.' Circus has officially announced the show will open here April 22-26 inclusive; then to several Kentucky stands before moving into Indiana and Ohio, with three-day stands scheduled at Indianapolis and Cincinnati.

Florence Tennyson, operatic star, who opened last year's show and sang several numbers during the circus performance, will return. She will be featured in the new spec and as background for several acts. Management announced the signing of Five Wallables from Australia as a principal acrobatic act. The five girls do a trampoline and acrobatic number, finishing with 100 backflips on a 16-foot trampoline. Hubert Castle is contracted for the center spot with wire act and is also placing his Rola-Bola act on the show for the acrobatic number.

Cole Bros.' five-gaited horse number will be augmented by several fine horses recently purchased. Many Wild West people are under contract, the aftershow to be larger this season. It will be augmented by a wrestling match, as was used in conjunction with Jack Dempsey last season. Whitey Govro, wrestler, will return in the same capacity.

Advertising Car No. 1 has just been turned out by the paint shops and is being readied for the road. Car Manager Verne Williams will arrive in quarters on March 15, and his crew will follow shortly afterward. The car will leave Louisville approximately April 15.

## Richard Ryan Sentenced

BRIDGEPORT, Conn., March 14.—Richard Ryan, 28, of Hollywood, producer and manager of the Wild West Rodeo and Hollywood Thrill Circus which played here last October 18 at Newfield Park, was arrested in Hartford last week, where he showed for local police. He gave only a matinee performance here, altho selling tickets for the night performance which he did not present and failed to return the money collected to the patrons. He also left an unpaid bill of \$210 with the Stratfield Hotel here. In City Court he pleaded guilty and admitted that he was broke, whereupon Judge Paul M. Miller sentenced him to 15 days in jail.

## Unity

AN EDITORIAL presenting the case for unity in the outdoor amusement industry, with special reference to the Outdoor Amusement Congress, appears in the Carnival Department of this issue.



WHITEY FORD (the Duke of Paducah), radio comic, signing a contract with Paul Lewis, owner of Lewis Bros.' Circus, whereby Ford becomes part owner of the show, in which he will be featured.

## North Announces Features for RB

SARASOTA, Fla., March 14.—John Ringling North, president of the Ringling-Barnum circus, has announced 11 major features. The spec will be *Holidays*, created by Norman Bel Geddes and staged by John Murray Anderson. No. 2 feature will be *The Ballet of the Elephants*. Sixty girls will work with the elephants in the three rings. Roberto De Vasconcellos will lead the *Fiesta del Torres*, carrying a Pan-American theme.

A new feature will be the all-girl aerial ballet led by Eve Ardelty. More than 50 girls are slated to work the webs with Miss Ardelty. Anderson, assisted by Barbetta, will stage and direct this act.

*Wedding Bells in Clownland* and *The Marriage of Gargantua and Toto* and *Harry the Five-Story Clown*, will also be featured.

Alfred Court will offer several new stunts with his cats. He will be assisted by Damoo D'hoire. The Wallendas, high-wire act, will get prominent billing in the new set-up.

Another high-wire act will feature the Naittos, Chinese artists. They just arrived in Sarasota after a hectic trip from Honolulu, where they came thru the Jap attack unscathed.

Among the performers will be the Pilades, acrobats; Three Fernandez, aerial troupe; Zarina, novelty rider; La Louisa, aerialist; three Concello troupes; the De Ocas; the Welthings; the Ritters; Lopez Trio and Marino; Al Powell, trapeze; Aserveras-Konyot, troupe of riders; Massmilliano Truzzi, juggler; the Cristianis, riders; the Ortons and Zerbinis, acrobats; the Shyrettos, unicycle riders.

George Scholderer, Circus Fan of Birmingham, N. Y., and head of the Pat (See FEATURES FOR RB on page 43)

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Goodno, Fla.  
March 14, 1942.

Dear Editor:

Since routing has taken the show to inland towns over dirt roads Manager Upp discovered that the wagons were overloaded. While on paved highways overloading wasn't noticeable, but the sandy back roads have put the wagon train in town late, with the baggage stock dead on their feet. On Sunday, while having ample time, the staff shook down every wagon on the lot. Results were surprising. Actors proved to be our worst excess carriers. Some had boxes of unused props, extra iron rigging, wardrobe that they were saving for vaudeville and fair dates, special drops for theaters and school auditoriums and clothing that they were keeping to wear if or when the show Sundayed in a big town. One clown even had an extra suit of underwear. Enough scrapbooks to weigh 1,500 pounds, if all were stacked on scales at one time, were unearthed in every suitcase and trunk. All were ordered to send the plunder home.

Business Manager Charley Horse distributed a type-written list of articles that the show would transport. A limit was set to two suits of underwear, four

## Kaycee Police Show Tops '41

KANSAS CITY, Mo., March 14.—Hamid-Morton Police Circus, held in Municipal Auditorium here March 3-7 for benefit of Police Pension Fund, played to sellout houses during fore part of engagement and was forced to give three shows on Friday and three on Saturday. Show played to over 25,000 paid admissions on Saturday. Police Chief Harold Anderson stated that the gross will pass the \$50,000 mark and that all records were broken. Show has been signed for three more years. Staff included Chief Anderson, president; Louis J. Smyth, chairman; Bob Morton, director, and Howard Y. Bary, exploitation manager.

Program follows in order: Overture, Joe Basile's Madison Square Garden Band. Introductory tournament. Torelli's dogs and ponies; Hill's ponies; Donohue and La Salle, comedy tables; Thompsons, funny capers; Jimmy Davidson-Bill Rice, antics of mirth; Winnie Colleano, Ullaine Malloy and Olga Grottes, aerialists; Bertram Fussner, spiral tower; William Story's performing wild animals, presented by May Kovar; Alfredo Ricardo, high pole; Slivers Johnson, comedy Austin; Clowns; La Salle and Denny, barrel jumpers; Zopps, balancing ladders; James Bell, log roller; Dr. Carlos Ostermaier's stallion Tripoli; Grottofents, high wire; Roland Tiebor's sea lions; Bob Eugene and Company, aerial bars; Orton and Orton, balancing pole; Randow Company, Aunt Jemima capers; Don Francisco, wire act; Henry Snyder's bears; Ward-Bell acrobats; Jim Wong Chinese troupe; Emmett Kelly and clowns; Zavatza Troupe, bareback riders; Bud Anderson's and Will Hill's performing elephants; clowns; Flying Wards, aerialists. Exit march.

Performance was given in three rings and on two stages. Show went to Rochester, N. Y., from here.

## 10,000 Is Gate Jump in Minn.

MINNEAPOLIS, March 14.—An attendance increase of 10,000 over 1941 for a total of 135,000 for 12 performances was reported by Zuhrah Temple Shrine for its annual circus here March 2-7 in Minneapolis Auditorium, Joseph Ste. Marie, general circus manager, announced.

Of the 12 performances presented, patrons were turned away at the last seven shows, Ste. Marie said. It was estimated that 15,000 were denied admittance because of the overflow crowd. House capacity is 8,800 in the afternoons and 8,500 evenings.

Henry P. Boos, Shrine potentate and general circus chairman, said this year's gross figure was 25 to 30 per cent ahead of that of a year ago. The 1942 estimated gross was \$40,000. Auditorium (See BIG MINN. GATE JUMP on page 55)

## Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.

## S. P. Shriners Hit Top Gross

ST. PAUL, March 14.—Annual Shrine Circus at St. Paul Auditorium, sponsored by Osman Temple, is heading for a record box-office gross, it was reported here. With the first two days of the show which opened Monday (9) and continues thru today, showing a \$1,700 increase over that of a year ago, it is expected that receipts will come to \$30,000 for the engagement.

The event this year is by far the best circus the St. Paul Shriners have ever staged. Walter H. Schilling is general chairman, with Orrin Davenport impresario.

Entire theme was devoted to national defense. On opening night the audience paid tribute to America's fighting forces, with a platoon of soldiers, two jeeps and two command cars from Fort Snelling joining in the parade opening the show. Major Floyd Eller spoke. Air-raid wardens, auxiliary firemen, police and women victory aids were honored on Tuesday with Carl Cummins, Civilian Defense chief, as speaker. Four uniformed police officers, four uniformed firemen, teachers and instructors for the auxiliary defense units marched in the parade. Women volunteer workers of Ramsey County defense units formed a living Red Cross in the Wednesday night parade honoring women volunteer workers. Eight uniformed Red Cross girls and members of the Girls' Victory Club took part in the parade. Mrs. Arthur Lilly spoke. On Thursday 90 unions joined in a labor night, with officials of the Twin City ordinance plant as guests. Twenty-five building council trades unions sent men in work clothes carrying tools.

## Mountain Date Good For James M. Cole Circus

SAUGERTIES, N. Y., March 14.—James M. Cole Circus played this mountain town recently under auspices and packed them in for two performances. It is a clean, well-regulated trick and showed all that was advertised. George Barton has a trained dog-pony act. His wife pleased with aerial work and riding and Billy Barton, George's nephew, did a good job on swinging rope which can easily be built into a flash act. Capt. Rudy Moeller, with elephant, camel, dog and pony, furnished interesting routines. There were two clowns and biggest laugh was produced by a mechanic used with kids and pony. Musical Director Guy did a splendid piece of work in whipping local band into shape for this stand. Jim Cole is a real showman and will be heard from creditably as time goes on. Reported by Fred P. Pitzer.

vance wagons, one posting an opposition title, day and date each other. Won, Horse & Upp Circus will be the only show to appear.

Kindly insert the following in our weekly story. We know it's almost advertising, but due to it being small thought perhaps your firm wouldn't care to sell so little space: Have for sale song book and badge-board privileges. Will swap cone oven for two lengths of blues.

## Read

## THE CIRCUS GOES MODERNISTIC

By P. M. SILLOWAY

in

## THE BILLBOARD'S SPRING NUMBER

Dated March 28





# With the Circus Fans

By THE RINGMASTER  
CFA

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago  
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.  
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., March 14.—First CFA member in Arizona is Nick C. Hall, manager of Santa Rita Hotel, Tucson. Stan Rogers on location constructing a set met Hall and found that he was an ardent circus fan and a great friend of Tom Mix. In fact, he was the last known man to talk to Mix before he was killed.

Mr. and Mrs. George Scholderer, members of Pat Valdo Tent, Binghamton, N. Y., left there March 4 for a two-week vacation in Sarasota, Fla. They will visit their friends Fred and Ella Bradna.

George H. Barlow III and James J. McGinnis, Binghamton, plan to leave in about three weeks to visit the Big Show's quarters in Sarasota and to see the train pull out for New York.

During recent weeks Joe and Wally Beach, Springfield, Mass., have visited with the following acts at the Court Square Theater: Winnie and Dolly, aerialists; Five Arleys; Case Brothers and Hazel, wire walkers, and the Duvals, jugglers. They also visited with Buck Steele, Wild West, and Charlie Mitchell, clown, in Hartford, Conn. While in New York they dropped backstage of Radio City Music Hall and visited with John Tiebor, who has trained seals. Millette Family paid a visit to the Beachs' home and saw their circus room.

A card received from Dr. H. H. Conley, of Park Ridge, Ill., states that after spending five weeks in a hospital at Evanston, he was on his way to Sarasota, Fla., for a little sunshine.

Mr. and Mrs. Robert Zimmerman, of Madison, Wis., caught Hamid-Morton indoor circus at Milwaukee.

Bruce M. Souter, Hartford, N. Y., spoke before the Fellowship Club at Utica Masonic Temple on the evening of March 2. His subject was *Circus as a Hobby*.

Dr. Charles J. Ryan, age 69, Des Moines surgeon and former member of the CFA, died March 8 following a five-month illness. Services were held March 10 at St. John's Evangelical Lutheran Church of which Ryan was a member. Rev. Frederick J. Weertz, pastor, officiated. Burial was in Glendale Cemetery. Past President J. W. Wagner and Dr. Charles F. Howland were among the honorary pallbearers.

## Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

We must ask the many collectors who have sent us interesting material for this Corner to be patient. There is so much stir being created over our small area that correspondence is multiplying. In time all that you have written that is helpful to your brother collectors will be published; all of your questions will be answered—not by private correspondence but right here in your Corner, so that it will be helpful to the greatest number. Unselfishness must possess all of us.

By the way, be sure to let us know where and when you exhibit your collection. Did you ever try to get your local library interested in *Circusiana*? It's a fine thing, occasionally, to give to a friend as a birthday gift, or as an anniversary gift, a *Circusiana* item, one of your duplicates perhaps. Who knows but what he might enjoy the feel of that item as we do, and it might start him on his way toward a collection. It is never too late to start.

Glad to learn that Jim Schonblom's dad, a serious-minded oil man of Bradford, Pa., is a collector of *Circusiana* and he's mighty proud of what he possesses.

If we ever organize a *Circusiana* Collectors' Club (CCC Clan) we'll make Sverre O. Braathen, of Wisconsin, its Counsel with a capital C. He always comes thru with practical and worthwhile suggestions. Braathen wrote recently that every collector should keep every letter of an offer to buy or sell and every item containing information as to value so that in case of a fire loss or a loss in some other manner he may have readily available figures as to the worth of the various items in his collection. He

strongly advises every collector to carry a comprehensive policy on his circus material which would cover fire, water, smoke, wind and, in fact, damage from all the elements. Comprehensive policies are not expensive and may be included in any fire policy without much additional cost.

Ed Hanley, himself a collector of no mean ability, writes that S. L. Cronin, of California, has collected a fine lot of out-of-the-way circus books. Good. But just what is an o-o-t-w circus book? Won't you send us a list of them, S. L., so that your brother collectors might check up on their own collections of books. Mr. Cronin should know what is a worth-while-having circus book, for he has been connected with many circuses in many capacities. We remember when he so ably managed the Barnes show. We believe there are about 1,500 circus books, foreign and domestic.

For the luvva Pete! What next! Read what Bob Parkinson, he of the snappy letterhead, sends us from Illinois:

"In my huge collection of circus items I have added a few railroad tariffs that I received at a local freight depot. Among other things these tariffs include such interesting informative bits as the cost of transporting a circus, the exact number of all types of railroad cars a show has, the weight of the show and details of the handling of the railroad equipment by the railroads. It may be by uncovering all of these tariffs possible a lot of interesting data could be found about circuses.

Thanks, Bob, for this nice tip. Write again soon.

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

### RUSH work!

BOB HICKEY, Sam J. Levy and Mrs. Edna Curtis visited Hamid-Morton Circus during its Milwaukee engagement.

DASHINGTON'S Animal Circus was brought into the Sun Ray Gardens, Philadelphia, as a night club feature.

### WHAT are you short of—metal or mettle?

CHARLES (KID) KOSTER cards from Laguna Beach, Calif., that he will head east in April and be located at Atlantic City Boardwalk for the summer.

TED DEPPISH, CFA and photographer, Canton, O., advises that Stuart Roberts, aerialist, will remain in Honolulu for duration.

ADVOCATING back-yard gardens. Nothing said about circus back yards.

F. BEVERLY KELLEY recently entertained members of Columbus (O.) Advertising Club with circus stories during a meeting held in Fort Hayes Hotel there.

EMMETT KELLY and Silvers Johnson bowled them over with Silvers' comedy Austin during their Hamid-Morton Kansas City (Mo.) Police Circus engagement.

FIRST-of-May asks, "How long should a ballet girl be courted?"

HARRY PHILIPS and Fred Timon, recently visited James M. Cole indoor circus at Marcellus and Herkimer, N. Y., stands. Reported show played to good houses.

F. C. MACUARA, old-time member of Barnum & Bailey Circus, joined *Keep 'Em Smiling* revue featured at the 69th Street Rathskeller, Philadelphia night club.

HARDEST job in the world for energetic circus folk is to idly wait for winter to pass.

CAPT. LEW BLACK, wild animal trainer, brought his performing bears to Northeast High School, Philadelphia, on March 3, presenting them at one of the regular student assemblies.

GEORGE SINGELTON, superintendent of canvas on Cole Bros.' Circus, recently arrived in the show's quarters to take up his duties. He spent the winter at his home in Baldwin Park, Calif.

CIRCUS billposters may not post non-wrinkle paper, but they do post paper.

"JOE HAWORTH, legal adjuster for Cole Bros.' Circus, has been confined to his bed during the past week suffering with a throat ailment. The still con-

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

CLIFF MONNETT, formerly with Adams & Monnett Rodeo Company, has signed with Allen King's Side Show, where he will be in charge of the rolling stock and front door.

RODEO in connection with the Southwestern Exposition and Fat Stock Show at Fort Worth got off to a good start March 13, following a two-mile "Round-Up for Victory" parade. Among featured performers are Donald and Gene McLaughlin, juvenile trick ropers and riders. A new feature this year is the Boys' Calf Roping event for boys 14 to 18 years old. Judges include Floyd Stillings, Hub Whiteman and Rusty McGinty.

PROBLEMS confronting the organization for 1942 were to be discussed by officers and board of directors of the Southwest Rodeo Association at its meeting March 17 in the Texas Hotel, Fort Worth, during the Southwestern Exposition and Fat Stock Show there. Rules committee was to make its annual report. It includes Hoyt Heffner, Eddie Curtis and Jess Goodspeed, contestants' representatives; Floyd Rigdon, Ralph Wolf and C. A. Studer, board of directors, and H. D. Binns and Lynn Beutler, livestock contract representatives.

EDDIE ALLEN, manager of Gene Autry, stopped off in Chicago last week on his way to the West Coast and he

reports that the Flying A Ranch Rodeo has done remarkably well since its opening at Houston a few weeks ago. Show is booked for a week's engagement at the Arena, Cleveland, early in April, and has a long string of dates to follow, including Pittsburgh, Philadelphia, Washington; Providence, R. I., and New Haven, Conn.

SLEET and snow failed to deter contestants from turning on the heat at the rodeo held in connection with the three-day Fat Stock Show, which closed in San Angelo, Tex., March 9. Weather held attendance below other years, however. Homer Pettigrew was named all-around cowboy champion and received a hand-tooled saddle presented by the local manager of Montgomery Ward & Company. Bart Clennon and Howard McCrorey proved strong contenders for top money. Clyde Burk took first day money in the calf roping event, with Buck Sorrells, Buck Echols and Jack Skipworth following in that order. Jiggs Burke grabbed first place in wild cow milking, with Joe Welsh second.

In the bulldogging event, Howard McCrorey won first place, Dub Phillips was second and Jack Favor and Homer Pettigrew split third and fourth money. First in steer wrestling went to Dick Griffith, while Hoyt Heffner was runner-up. Burel Mulkey placed third. Calf roping finals saw Jack Skipworth stake his third calf in 14.6 seconds to garner the \$260 final prize. Buck Echols, of Liberty, was second, and Buckshot Sorrells third. Clyde Burk was fourth.

In the saddle bronk riding first place went to Bart Clennon, with Fritz Truan second; Vic Scherz, third, and Burel Mulkey, fourth.

**WANTED**  
**KING BROS.' CIRCUS**

Man with own equipment to run COOK HOUSE, show pays for band and workmen. Good proposition to right party. SIDE SHOW PEOPLE—Write Frank Hiestand, 704 Illinois St., Greencastle, Ind. BAND MEN—Write L. Claude Meyers, care Hesselmeier's Trailer Park, Webb City, Mo. ALL OTHERS—KING BROS.' CIRCUS, 121 Selden St., Detroit, Mich. Show opens May 1, Plymouth, Mich.

**WANTED**

Calliope Player, Electrician, Ring Stock Boss. Hank Phillips, wire. Can use Useful People in all departments.  
DAILEY BROS.' CIRCUS, Huntington, Tex.

**WANTED**  
**CATCHER FOR FLYING RETURN ACT**  
**HARRY LAMAR**  
603 EAST MILL BLOOMINGTON, ILLINOIS

**FOR SALE**

One beautiful Gray Arabian Pinto Horse, 6 years old, three gaited, and does many novelty numbers. Weight 1200 lbs. Write for particulars.  
**J. J. EVANS**  
MASSILLON, O.

**WANTED FOR** Hulburd's Trained Animal Circus, opening Cape Girardeau, Mo., April 11th, feature attraction—Barker Shows. Clowns, Man to take complete charge of front and a good Talker, Canvas Man and Workingsmen, Animal Man, Lady to handle Trained Dogs and Doves and any attraction suitable for Trained Animal Circus. Musicians and Band Leader for small band. Address, stating all and lowest: B. N. HULBURD, 1301 Brick Church Road, Nashville, Tenn.

**WANTED**

Men and Women Bronc and Steer Riders, also Bulldoggers, Ropers, Trick and Fancy Riders and Rodeo Specialty Acts.  
April 4 to 9.  
Give salary first letter.  
A. K. SIMMS, Secor Hotel, Toledo, Ohio

**TIGHTS**  
**KOHAN MFG. CO.**  
290 TAAFFE PLACE BROOKLYN, N. Y.

**WANTED**  
**CHARITY CIRCUS**  
Auditorium, Asheville, N. C.

Feature Acts that can work on large Auditorium Stage for week of April 6. State all details in first letter—running time, space required to set, lowest salary, etc.  
**R. W. ROGERS, York, S. C.**



# NE Makes Bid for Seaboard

## Defense Co-Op To Be Keynote

Wartime operation will be featured in brief talks—clinic personnel picked

BOSTON, March 14.—Convention committee for the annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manger Hotel here on March 25 has voted to go all out in efforts to make it of benefit to all Atlantic seaboard operators.

Since this will be the first wartime clinic to be held by an NAAPPB body, the committee feels that other Eastern heads may want to attend, and a blanket invitation has been extended. It was voted to discuss such problems as wartime hours of operation, air-raid precautions, organization of personnel for emergencies, blackout problems, auxiliary lighting systems and co-operation with civilian defense groups.

With a view to allowing as much time as possible for the wartime clinic, Program Chairman Edward J. Carroll, Riverside Park, Agawam, Mass., said there would be only three set speeches and that they would be limited in time.

"Undoubtedly this is the most important meeting yet planned for the New England group," he said. "Lengthy speeches are out and, in fact, we will (See NE Invites Seaboard on page 45)

## Riverside Biz Increases During W. Mass. Blackout

SPRINGFIELD, Mass., March 14.—Initial experience with blackouts in park business in this area was on the night of March 6 in Riverside Park. Edward J. Carroll, owner and manager, reported the new bowling alley operated for the fourth Friday and that business was best of Fridays so far. Roller rink was also slightly above a normal Friday.

The Carroll organization had anticipated a big drop as theaters and other amusements in Eastern Massachusetts felt the effect of the first dousing there. No extra effort was made to plug the fact that the park units were open, as in the case of Springfield theaters. Park promotional department used no newspaper advertising and only one plug on its regular matinee radio program.

Owner Carroll was delighted with the way business held up despite the fact that nine communities participated in the test. Park is giving full co-operation to local air-raid officials.

## Potters Pick Meyers Lake

CANTON, O., March 14.—National Brotherhood of Operative Potters has selected Meyers Lake Park here for its annual picnic and re-union on June 13. Outing is one of the largest held in this area, attracting about 20,000 Ohio, Pennsylvania and West Virginia ceramists. It will be dedicated to "Victory" this year. Canton spot was chosen because of its central location and accessibility by bus and train.

### Read

## RESULTS OF STREAMLINED ADVERTISING

By ROY STATON

in

## THE BILLBOARD'S SPRING NUMBER

Dated March 28



THEY'LL BE MEMBERS of the faculty of the wartime open-forum clinic at the 14th annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manger Hotel, Boston, on March 25. Herbert F. O'Malley (left), director of Playland, Eys, N. Y., and Wallace St. C. Jones, William B. Berry Company, Boston, with others, were selected by Program Chairman Edward J. Carroll, Riverside Park, Agawam, Mass. Dean of the forum will be Andrew Casassa, a leader in Revere Beach (Mass.) Business Men's Association and former mayor of Revere.

## Gate Tilt Seen At Meyers Lake

CANTON, O., March 14.—Increased attendance, especially on week-ends, is expected by Carl Sinclair, managing director of Meyers Lake Park here, as a result of the ban on auto tires. Trek from Western Pennsylvania is always heavy over week-ends and he believes there will be no substantial decrease of patronage from that area for the most (See Canton, O., Tilt Seen on page 45)

## Agawam Suit Verdict \$1.14

SPRINGFIELD, Mass., March 14.—A verdict of \$1.14 was brought in by a jury in Superior Court for Michael J. Daley against David P. Walker in cross actions for alleged breach of contract involving a former sale of Riverside Park, Agawam. In the action of Walker against Daley the jury found for the defendant. The suits were for \$15,000 each and the jury at first returned a verdict of \$1 for Daley, but was sent back by the judge to figure the interest due on the judgment.

# Highlights of NE Section, NAAPPB 14th Annual Meet

First Wartime Clinic, March 25, Hotel Manger, Boston

10 a.m.—Registration.

12 noon—Luncheon.

1:15 p.m.—Address, John T. Clare, president.

Communications, Fred L. Markey, secretary.

Convention program—Edward J. Carroll, chairman. Speakers:

Amusements and Morale, Major John Donovan, special service officer, U. S. Army, 1st Corps Area.

Operating in the Emergency, Joseph H. Brennan, executive secretary Amusement Industry Division, Massachusetts Committee on Public Safety.

Wartime Problems in Food, John E. Wilson, president Batchelder & Snyder Company, Inc. (subsidiary of General Foods Corporation).

Outdoor Amusement Congress, Irish Horan.

Wartime Clinic, open forum; dean, Andrew A. Casassa; faculty, Herbert F. O'Malley, Wallace St. C. Jones, F. L. Markey, J. T. Clare, E. J. Carroll; advisors, George A. Hamid, R. S. Uzzell, J. L. Campbell, H. P. Schmeck, H. G. Bowen. Clinical subjects:

1. Will war change our operating hours?
2. Will it be possible to operate during blackouts?
3. What about auxiliary lighting systems?
4. What shall we do to condition buildings for wartime operations?
5. How shall we organize personnel to handle emergencies?
6. How shall we apply new tax regulations and rulings?
7. How serious are our priorities problems?
8. How will we instruct our patrons for emergencies?
9. What is the labor outlook and what are the problems?
10. How can we co-ordinate our effort to guide us in wartime operation? (And others suggested from convention floor.)

4:15 p.m.—Pictorial: Miscellaneous movie tours of leading parks.

4:30 p.m.—Business meeting.

5:30 p.m.—Executive board meeting.

6:30 p.m.—Banquet and entertainment, Edward J. Carroll, toastmaster; Lou Breems, official greeter, city of Boston, speaker.

## Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.

## Liability Plan Of NAAPPB Is Being Renewed

CHICAGO, March 14.—The liability insurance committee of the National Association of Amusement Parks, Pools and Beaches has negotiated continuance of the special liability insurance plan which has been so successful in recent years. First mailing of the 1942 public liability insurance campaign was sent out this week by A. R. Hodge, NAAPPB secretary.

Since the December meeting of the association the insurance committee, (See NAAPPB Liability Plan on opp. page)

## "Dim-Out" Ordered Along N. J. Shore

TRENTON, N. J., March 14.—As a result of several torpedoing of vessels off the East Atlantic Coast, State Council of Defense ordered on Wednesday a "dim-out" of lights all along the New Jersey shore resorts to protect ships at sea from enemy submarines. Leonard Dreyfuss, State director of Civilian Defense, and Thomas D. Dignan, chief of staff of the State Defense Council, said dimming of lights would not be a nightly blackout and would cause little or no inconvenience to residents or visitors.

They pointed out that the plan calls for darkening of illuminated signs and lights atop buildings and other lights that shine over the waterfront. Other lights are to be dimmed. Most affected (See N. J. Shore "Dim-Out" on page 45)

## Joyce Acts for New Spot

PHILADELPHIA, March 14.—Jolly Joyce, head of Jolly Joyce Theatrical Agency here, said his office will provide Sunday attractions at park, open for the first time this season, Brendell's Manor Park, about 12 miles from Baltimore, to bow on May 3. Operation has been taken over by Happy Johnny and His Gang, heard daily over WBAL, Baltimore. Movie and radio names will headline programs in an outdoor pavilion seating almost 10,000. Western acts will also headline Sunday shows for the season in Valley View Park, near York, Pa., operated by "Shorty" Fincher. Joyce expects to again book the parks he handled last summer, reporting that operators are preparing to increase amusement budgets. He said there would be added emphasis on daytime attractions in the event that blackouts cut into night business.

## S. P. Sets Week-Enders

ATLANTIC CITY, March 14.—Steel Pier, altho open for Washington's Birthday week-end, will officially inaugurate its 45th season with a gala program on Easter week-end, said President Frank P. Gravatt. Easter sunrise services will again be held at the pier's end. Jimmy Dorsey's orchestra has been booked in the renovated Marine Ballroom, with Alex Bartha's orchestra back again to make music and dancing continuous. In Music Hall the Three Ink Spots will headline a vaude show. So new that it is not yet completed is "The Diving Bell," to which Edmund S. Martine, the inventor, is putting finishing touches. It will enable a dozen passengers to view marine life thru 12 one-inch thick, glass portholes.

## Unity

AN EDITORIAL presenting the case for unity in the outdoor amusement industry, with special reference to the Outdoor Amusement Congress, appears in the Carnival Department of this issue.



**WANTED**  
by responsible concessionaire—  
**LOCATION FOR**  
A First-Class Outfit of  
**X-RAY**  
**POKER GAMES**  
Straight Rental or Percentage Basis  
**BOX D-186**  
Care The Billboard, Cincinnati, O.

**EXCELLENT OPPORTUNITY**  
Have Openings For  
Roller Rink Operator  
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**BAY SHORE**  
**AMUSEMENT PARK, Inc.**  
24 Knickerbocker Building  
Baltimore, Md.

**FOR SALE OR TRADE**  
10 Front Wheel Dodgem Cars, good mechanical condition, refinished, new bumpers and front wheels last season.  
6 Battery Type Custer Cars, refinished and upholstered last season. These cars were only used two months.  
**F. M. McFALLS**  
Care Pleasure Pier Port Arthur, Texas

**FOR SALE**  
Fifteen 1929 Auto Scooter Cars, all in good shape. Operated last season.  
**H. D. GLIDDEN**  
544 Lovett, S. E. GRAND RAPIDS, MICH.

**FOR SALE**  
**LOOP-THE-LOOP**  
Excellent condition. Good price for immediate sale; cash only.  
Write or wire  
**RIVERSIDE PARK** Agawam, Mass.

**FOR SALE**  
**OCTOPUS**  
Eight Arms—Single Cars.  
First-Class Mechanical Condition.  
**WOODSIDE PARK**  
Philadelphia, Pa.

**WANTED TO LEASE**  
With Option To Buy—  
**AMUSEMENT PARK**  
BOX #322, Care The Billboard, N. Y. C.

**WANTED!!**  
**LOCATION FOR PENNY ARCADE!**  
BOX NO. 315, Care of The Billboard, 1564 Broadway, New York City.

**PERCENTAGE LEASE**  
**AVAILABLE**  
At popular park, Eastern Pennsylvania defense area, for Park Concessions, Outdoor Movies, Old Mill Restaurant and Trailer Site.  
P. O. BOX 582, Harrisburg, Pa.

**Want Riding Devices**  
of all kinds for new Park and Recreation Field on New Haven Highway, six miles from Hartford, Conn. Drawing population 400,000 within 6 miles. Good opportunity for Scooter. Will book on percentage basis, to open in May, so give all particulars in first letter. Address:  
**SPORTLAND, 364 Asylum St., Hartford, Conn.**

**American Recreational Equipment Association**  
By R. S. UZZELL

W. F. Mangels' younger son is now Private Mangels at Camp Upton. William has been at several of our conventions, but last year he ran the plant at Coney Island while his father and his brother, Freddie, attended the Chicago convention. He made a sale of a Whip at the factory before they had sold one at Chicago and felt good over the scoop. We shall follow his military career with keen interest because of having known him so long.

Fred Fansher has given up the amusement business for the duration, at any rate, and will devote his time to his Florida interests. He has a tourist camp down there which clicks. Fred's son will soon be in Uncle Sam's uniform. Another fine youth whom many of us have known for some years. We remember Fred as the salesman who put over the Custer Cars and the Pretzel in a great way. You may be sure he will read war news regularly.

**Early Coney Biz Good**  
At Coney Island, N. Y., Saturday, March 7, amusement men got on the job. Five Merry-Go-Rounds were running at 5 cents, six for 25 cents, and some Scooters under cover were doing a brisk business. Hot dogs were having a good go. The sea air works up a good appetite when patrons have been indoors all winter. Sunday, the 8th, was warmer and wind not so cold. Business was very satisfactory. All are enthusiastic about the prospects for this season. Every Saturday and Sunday from now until formal opening will see plenty of activity at Coney by the sea. No early opening for years has been as good as that week-end.

Foltman's eating emporium is active and its famous 32-year-old Merry-Go-Round, rebuilt by Mangels, looks as if it had just come new from the factory. The paint job is excellent. George Moran is working a crew of men on the Kline property and will soon get going. He has been on this property since leaving Luna Park almost 20 years ago. He keeps that big Coaster on the safe side of the ledger. George's son must lose about 30 pounds to get into the navy. This youth is anxious to go and prefers the sea.

Games and concessions along the Boardwalk were doing a thriving business. City people are always anxious to get out in the spring, especially after a hard winter, and the Boardwalk is inviting. Here is where one enjoys the seaside without getting cold sand in one's shoes.

The shooting-gallery men are worried over ammunition supply. Coney requirements for all galleries mounts to a surprisingly large volume of shells. The largest gallery has 40 guns. They tell us that the parachute has not given place to the old favorite, the moving ducks in the tank.

Pinto is building some small speed autos for Savage at Levere's White City, Savin Rock, West Haven, Conn. Yes, sir! he has the tires. It is well that his place is securely locked at night. William C. Meinch, Coney's electrician, is prepared to do some more work, as his stock on hand is not yet exhausted. He wired Coasters for L. A. Thompson over 40 years ago.

**Signs of New Life**  
College Inn Hotel on the Bowery end of the Bushman property has succumbed to the order of the day and was demolished during the winter. Rides were operated in it when the hotel lost its appeal. The rides can run without the three-story hotel and the saving in taxes is a substantial item. Surely, old Coney is coming to new life again.

New York City had the warmest March 9 in about 80 years. Had it been as warm on the previous day (Sunday) surely Coney Island would have made an all-time early record. Don't ask what it all means. We do not know. As usual, we shall have to take the weather as it comes.

Some parks may open now for Sunday operation and encounter nothing but storms and rain until late April while there is a chance of getting the breaks. It is quite likely to bring earlier painting which otherwise would wait until late April or early May.

Every ride in America over eight years old should be examined now by an expert to make it safe for the public.

**NAAPPB LIABILITY PLAN**  
(Continued from opposite page)

N. S. Alexander, chairman; Leonard B. Schloss, vice-chairman; Richard F. Lusse, H. P. Schmeck and Edward L. Schott, and John Logan Campbell, official insurance consultant for the association, have been working with Ralph L. Inglis, resident vice-president of the Associated Indemnity Corporation, in simplifying and strengthening the plan sponsored by the association for the benefit of policyholders.

In the mailing made to the entire amusement park and pier industry Hodge states that the plan, in the first six years of its operation, has produced direct savings to participants of over \$225,000, and that benefits increase as more members of the industry join the plan.

"The greatly increased crowds which are expected to attend all amusement parks and piers during the 1942 season mean greatly increased hazards to operators," says Hodge. "Never was there a time when adequate and dependable coverage was so necessary and never was there a time when an 'all-American' coverage was so wise. We are most anxious to extend the benefits of our plan to many more operators this season and, hence, hope that all interested will send in their questionnaires immediately."

The insurance committee will meet on May 20 in New York.

**ACTION THRILLS CROWDS with**  
**Selden THE STRATOSPHERE MAN**  
World's Highest Aerial Act!  
Representative—Barnes-Carruthers



Sensational and breath-taking night or day, from beginning to end. The only real swaying handstand—35 ft. across the sky, 500 Ft. "Slide for Life." Never fails to attract large crowds. Perm. Add.: Care of The Billboard, Cincinnati, O.

**FOR QUICK SALE**  
**KENTUCKY DERBY**  
24 UNIT GROUP GAME  
An excellent opportunity to buy this most profitable of Group Games. Write for details today. Shipment from New York.  
**International Mufoscope Reel Co., Inc.**  
44-01 Eleventh St., L. I. City, New York

**RIVERVIEW**  
**CHICAGO'S FAMOUS AMUSEMENT PARK**  
**WANTS LEGITIMATE**  
**NEW GAMES AND SHOWS FOR 1942**  
**SEASON MAY 20 TO SEPTEMBER 13**  
COMMUNICATE WITH  
**RIVERVIEW PARK COMPANY**  
ROSCOE AND WESTERN AVENUES, CHICAGO, ILLINOIS

**LUSSE AUTO-SKOOTERS**  
Keep 'Em Riding!—Keep 'Em Happy!  
AT THE TOP OF THE EARNING LIST AT  
PARKS RESORTS CARNIVALS  
**LUSSE BROS., INC.** 2800 N. FAIRHILL ST. PHILADELPHIA, PA.  
Lusse Bros., Ltd., 52 Lincoln's Inn Fields, London W. C. 2, Eng.



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**FLINT PARK, FLINT, MICH.**



# NEW SITES STUDIED

## Ill. Situation May Mean Move

**Aurora and Du Quoin considered as Springfield plant goes to War Dept.**

SPRINGFIELD, Ill., March 14.—Arrangements were started here on Thursday to hold the 1942 Illinois State Fair in either Aurora or Du Quoin as a result of the War Department's decision to take over the State fairgrounds for an Air Corps training school.

War Department's move followed a meeting in Chicago on Tuesday of Gov. Dwight H. Green and federal officials. Announcement of the shift in plans was made by Director of Agriculture Howard V. Leonard. Operation of the fair will be on a reduced scale for the duration, Leonard said. Removal from Springfield for the duration will mark the first time since 1893 that the fair has been held elsewhere.

An agreement for use of the grounds is being completed by federal and State officials. The site will be utilized for storage at the outset and later will be transformed into a repair school. Plant will be returned to the State in condition comparable to its present state, it was said.

## DePue Is To Vacate S. F. Post May 31; To Be Active

CHICAGO, March 14.—Harold F. DePue, manager of last year's highly successful Grand National Livestock Exposition at the "Cow Palace," San Francisco, was in Chicago last week-end to attend a special meeting of the IAFE, of which he is president, and while here he discussed his resignation as manager of the show.

Directors of the Grand National decided not to hold any more shows for the duration unless the Army gives consent now withheld for large gatherings in the defense zone. "It is with regret that I leave San Francisco," said DePue, "but the directors have decided there probably will not be any more shows for the duration, and as I cannot remain idle during a great national emergency, I have submitted my resignation, to become effective on May 31."

DePue was selected last summer by the show's directors after a nationwide search for the best livestock show manager available. Under DePue's management the show was an outstanding financial success, netting excess revenues of between \$75,000 and \$100,000. He stated that at present he is undecided as to his future plans, but he has several propositions under consideration.

## Bond Awards at Delta Annual

GREENWOOD, Miss., March 14.—First annual Delta Livestock Show will use Defense Bonds as premium awards. Association has been established as corporate body by passage of Senate Bill 236. Buildings are being erected just outside ball park at Legion Field at a cost of \$20,000. Buildings nearing completion are a barn for grown stock, building for work stock, poultry house, hog barn and barn for 4-H Club. An arena and a number of pens have been started. Show is receiving sanction of State legislative bodies as means for increasing stock raising.

## Michigan Dates for Klein

CANTON, O., March 14.—C. A. Klein, of Klein's Attractions, reported he will have a second unit of circus and novelty acts playing some 1942 Michigan fairs. Tuscarawas County Fair directors in Dover, O., on March 7 awarded the contract for 1942 grandstand entertainment to Klein. Bill will include acts and a musical revue.

CASSOPOLIS, Mich. — Cass County Fair elected Rolfe Wells, president; W. C. Southworth, vice-president; Lyle Anderson, treasurer; Harry Ibbotson, secretary.

## Read FAIRS AND EXPOSITIONS WILL HELP WIN THE WAR

By HAROLD F. DePUE

## in THE BILLBOARD'S SPRING NUMBER

Dated March 28

## B. C. Exhibitions Will Carry On as Spur to Production

VANCOUVER, B. C., March 14.—A full program of exhibitions to demonstrate productive possibilities will be carried out in 1942 in spite of any war conditions, it was decided at the annual meeting of British Columbia Fairs Association in New Westminster on Monday. Fairs might be affected to some extent by "dim-out" regulations and, owing to reduction in automobile facilities, railways would be required to carry increased loads, but these handicaps were offset by opportunities for special effort, it was stated.

Vancouver exhibition last year was one of the best ever held here and plans for a greater show this year are going ahead, declared John Dunsmuir, president. Buildings could be commandeered (See B. C. Exhibs Proceed on opp. page)

## Imperial Gates in Record

IMPERIAL, Calif., March 14.—Attendance records were broken at the 13th annual Imperial County Fair. Opening day, March 6, drew 3,480 as compared with 1,956 in 1941. Biggest first Sunday in the history of the fair had 5,064. Crafts 20 Big Shows was on the midway.

## Board in Ind. Is Going Ahead

INDIANAPOLIS, March 14.—A 1942 Indiana State Fair will be held, the State Fair board and Gov. Henry F. Schricker decided yesterday afternoon following a phone conversation between Governor Schricker and Col. C. P. Kane, air corps, chief of defense aid organization, Columbus, O.

Decision was reached at a conference held to consider a request by the War Department that the State Fair grounds be turned over to the army for the duration. This would have caused cancellation of the fair. After his phone conversation, Governor Schricker said the War Department did not seem so anxious for use of the grounds as its letter, received here earlier in the week, had indicated. War Department had requested use of the entire grounds to facilitate use of its many buildings in which to store armaments. Governor Schricker and the board announced that they will relinquish the fairgrounds at any time the War Department wishes.

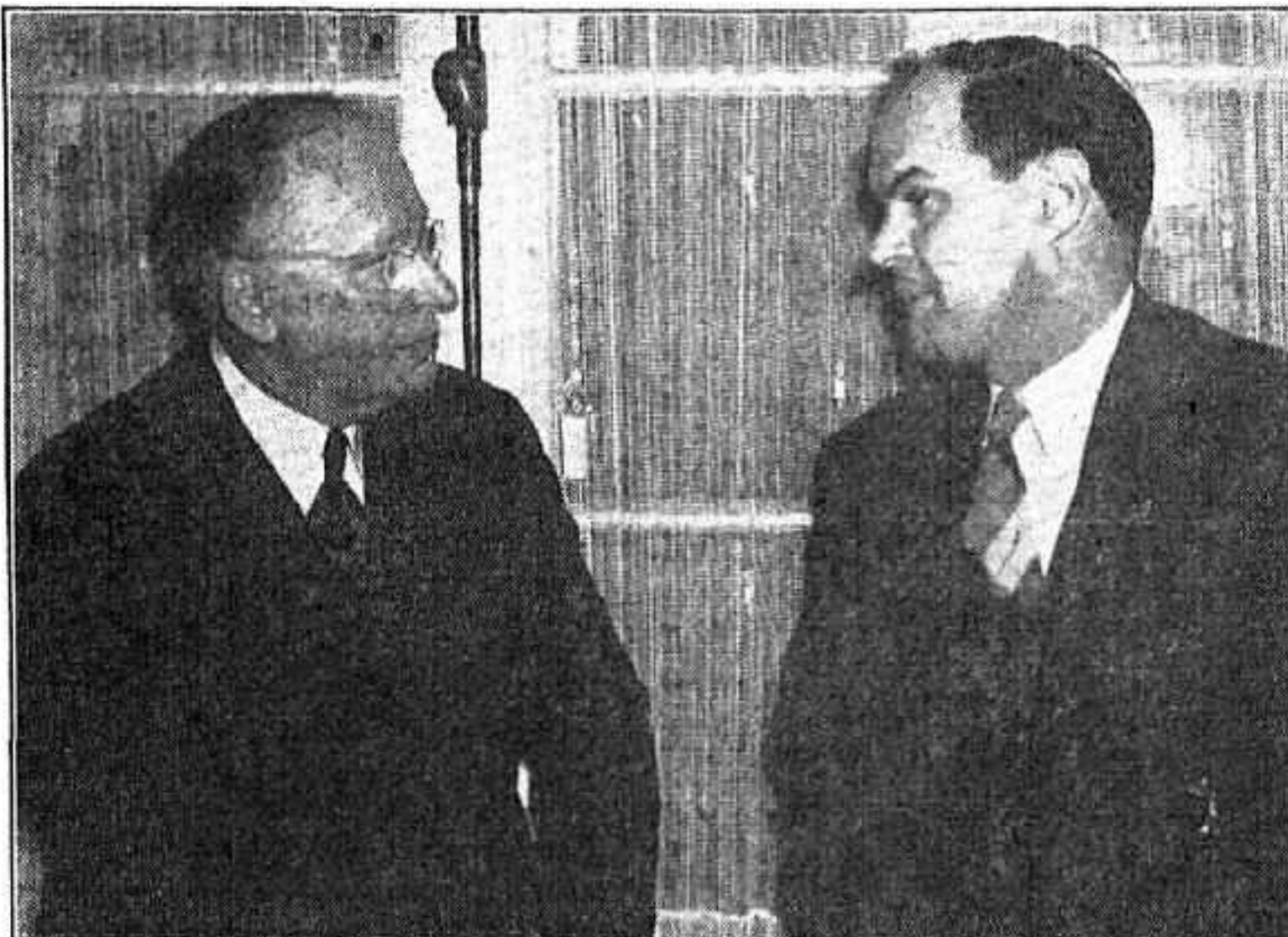
The board failed to arrive at a decision on the Saturday night grandstand show.

## Cassopolis Tilts Act Bill

CASSOPOLIS, Mich., March 14.—With 250,000 people from which to draw, Cass Co. Fair here has grown steadily since its beginning four years ago. Among the features are a new track and all new buildings, including a 1,500-seat grandstand. A new building program to increase the size of existing structures is being studied. Attendance has steadily increased and in 1941, with two rainy days, it was 2,500 over 1940, and appropriations have increased about \$2,500 each year. Largest increase for 1942 will be for attractions. Contracts have been signed with Station WLS for Lulu Belle and Scotty and the WLS White House Troupe, and Barnes-Carruthers will furnish a revue. Harness and wagon races and horse-pulling contests will also be featured. F. E. Gooding Amusement Company will again furnish rides and shows. Harry B. Ibbotson, Dowagiac, is new secretary, after serving three years as vice-president.

## Unity

AN EDITORIAL presenting the case for unity in the outdoor amusement industry, with special reference to the Outdoor Amusement Congress, appears in the Carnival Department of this issue.



TALKING OVER SEASON'S PROSPECTS, J. W. Hiscox (left), chief of the office of exhibits, U. S. Department of Agriculture, Washington, and Ralph E. Ammon, State director of agriculture, Madison, and manager of Wisconsin State Fair, Milwaukee, were photographed while they attended the formative meeting of the Outdoor Amusement Congress in Tampa. Chief Hiscox also attended the IAFE-OAC sessions at the Hotel Sherman, Chicago, on March 6 and 7 and reported a favorable feeling for fair exhibits in the ag department. Director Ammon was represented at the Chicago meets by A. W. Kalbus, of the State Fair.

## Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.

## Calif. State Off; Army Will Stay

**Crowd restrictions may prevent any other location—building program continues**

SACRAMENTO, March 14.—A 1942 California State Fair here was definitely canceled when Lieutenant-General John L. DeWitt, commander of the Western defense area, refused to allow a 60-day clause in the contract by which the grounds are leased to the United States Army. Grounds have been occupied by the army practically ever since December 7, but fair directors were hopeful army authorities would allow the fair to be held as scheduled on September 4-13.

Governor Culbert Olson expressed doubt that military authorities would consent to holding the fair at any other location within the theater of military operations which includes the entire Pacific Coast. Large public assemblages have been forbidden by Lieutenant-General DeWitt, the governor said, adding: "We have to abide by the wishes of the military authorities in any matter of military necessity."

Kenneth R. Hammaker, secretary-manager of the fair, said the buildings and grounds improvement program would be continued and that when the emergency was past there would be better facilities. State Finance Director George Killion said abandonment of the 1942 fair "will work no hardship for members of the regular and extra fair staff." He said most of the personnel had been absorbed thru the State Defense Council and other agencies and others who would be displaced "would find it easy to obtain other State jobs."

## Dallas Plans Under Way

DALLAS, March 14.—War Department officials have advised that the army will not need facilities of Fair Park here this summer and Harry L. Seay, State Fair president, said plans for the 1942 fair are under way. He added that Secretary of Agriculture Claude R. Wickard had asked that a fair of such magnitude be not suspended, since its showing was important to the Southwest's wartime agricultural efforts. Facilities were offered the War Department but they did not meet needs at this time, Seay reported.

## Hankinson Readies For Active Season

ORANGE CITY, Fla., March 14.—Forty-four auto racing dates, ranging from States bordering the Mississippi River to Maine and to the Gulf Stream were announced here by Ralph A. Hankinson, vet promoter, who will as usual open the spring season at Reading, Pa., on Berks County half-mile track.

April 19 will be the benzine barrier day, with such drivers as Ted Horn, Jole Chitwood, Bob Sall, Tommy Hinner-shitz, Rex Records, Duke Nalon, Jimmy Gibbons, Ducky Pehlman, Dave Randolph and others will get going in Hankinson's "Grand Prix" circuit, won last year by Horn. This will be the 11th annual "spring opener" for Reading and, as in 1941, sanction will be under CSRA.

Assured by many pilots that they have on hand tire supplies for from two to three years' use on half-mile dirt tracks, Hankinson appears unperturbed by present conditions. Season will continue until October 31 in the South, with a mid-June Milwaukee still date.

Staff is reported intact. In Reading will be Hankinson; his veteran associate, Bill Breitenstein; Secretary Charles Williams, Operations Director George Kinnam and Director of Publicity Russ Moyer, assisted in the press department by Art Dixon, Allen North and Ted Bjornson, with E. Jordan Hankinson and Fred Foard, outdoor exploitation. Jim Ma- (See Hankinson Readies on opp. page)



# Around the Grounds

**MILLERSBURG, O.**—Holmes County Fair here will be a day shorter than usual, directors announced. Tentative dates were fixed and there will be two day and three night sessions.

**KALLISPELL, Mont.**—The 1942 Northwest Montana Fair has been canceled. Board has signed for talent with George Ball Theatrical Agency, Hollywood, but Ball released members from the contract.

**EL DORADO, Ark.**—Plans for erection of a third building on Union County Fair grounds have been announced by Jim Griffith, president of the Union County Livestock and Poultry Association. He said materials are on the grounds and construction work has been started.

**MONTGOMERY, Ala.**—Phillip H. Lippman, secretary-manager of Overseas Veterans' County Fair here, has been appointed deputy State fire marshal, a position that he held four years during the administration of Gov. Bibb Graves.

**MOOSE JAW, Sask.**—Harness racing will return after absence of a year or more with decision of Moose Jaw board to hold races in front of the grandstand on the last three days of the 1942 exhibition. Wallace Bros.' Shows of Canada will be on the midway. After a lapse of nearly 10 years horse racing will be back at the 1942 Yorkton (Sask.) Fair on the second and last days. In recent years rodeos and other features have been used.

**BURTON, O.**—Annual Four-County board banquet at the Olde Homestead here was well attended by representatives from Trumbull, Lake, Ashtabula and Geauga counties. B. J. Shanower, Burton, was in charge. Fred M. Leyde, who spoke for the Lake county group is publicity chairman of Lake County Fair and has charge of concessions. President Lamar Young, Trumbull County, spoke for that group and J. Harry Davis, speed superintendent of Ashtabula County Fair, represented his group. Secretary C. A. Riley, Geauga County Fair, helped with details.

**PLATTEVILLE, Wis.**—The Big Badger Fair Association has changed the name of its fair to the Badger State Fair, said Secretary Edward McClurg.

## Fair Elections

**MOOSE JAW, Sask.**—W. H. Johnstone was re-elected president of Moose Jaw Exhibition Company, Ltd., and A. C. Alexander and F. H. Jones were elected vice-presidents.

**HAMPDEN, Mass.**—James J. Morgan was elected president of Hampden Fair Association; secretary, Mrs. Edwin C. Stacy; assistant secretary, Muriel Pease; treasurer, Ben F. Libby.

**RESTON, Man.**—Pipestone Albert Agricultural Society re-elected President E. J. Guthrie; vice-president, R. S. Ludlam; secretary-treasurer, F. C. McMurchy.

## B. C. EXHIBS PROCEEDS

(Continued from opposite page)  
by the government to meet war emergencies, of course, but plans were proceeding just the same, he said.

D. E. MacKenzie, New Westminster, is again president of the association with W. H. Mearne, Victoria, first vice-president; T. W. Currie, Surrey, second vice-president, and John Dunsmuir, Vancouver, third vice-president. A strong executive committee was elected, and W. J. Bonavia, Victoria, remains secretary-treasurer. Dates were approved for the following:

Exhibitions: Vancouver, Victoria, Chilliwack, Armstrong, Vancouver Island Circuit: Nanaimo, Coombs, Ladysmith, Lasqueti Island, Lower Mainland Circuit: Vancouver Horticultural, Langley Flower Shows, Langley, Mission, Agassiz, Surrey, Haney, South Burnaby, Abbotsford, Port Moody, Vancouver Horticultural, East and West Kootenay Circuit: Invermere, Central B. C. Circuit: McBride, Prince George. In Okanagan and Peace River circuits no dates were set.

## HANKINSON READIES

(Continued from opposite page)  
lone, formerly on the staff, will pinch-hit on several occasions on special leave from posts he will hold at leading fairs. Not only will Hankinson conduct an active still-date season but he reports he has already signed more fair races for 1942 than were listed last year, when he conducted more events than he did in 1940. Among new fair dates will be Elmira, N. Y.; Skowhegan, Me., and Lehighton, Pa. Rutland, Vt., which had one year of midgets, will return to the big-car fold, and Essex Junction, Vt., and another New England fair have been pencilled in. Double dates on Decoration Day and July 4 are planned. Usual Southern and Southeastern heavy schedule of fair races has been aligned, while in the Midwest Hankinson is a co-contractor with John Sloan at Minnesota State Fair.

"All events which we have in mind are subject to sports regulation of the government, and the organization will co-operate in every way with Uncle Sam," said Hankinson.

## CANTON, O., TILT SEEN

(Continued from page 42)  
of the summer. A score of small towns which contribute to week-end crowds are accessible by bus and he predicts that the majority of these patrons will continue to come. He expects there will be a decided pick-up in patronage from greater Canton.

Chamber of Commerce reported production jobs in Canton plants had hit a new peak during the week ended February 12, when 34,810 men and women were listed on pay rolls of 68 major industrial plants. This represents a gain of 375 employees over the previous week, 8,151 over those reported at work during the same week last year and more than 70 per cent over the number employed during the busiest week in 1929.

Since these figures include thousands engaged in defense work, many of whom work seven days a week on rotating shifts, it is felt they will be compelled to confine their pleasure-seeking to local enterprises. It was noticeable from early last season that defense workers sought recreation during their spare hours, and night parks attendance here was bolstered substantially, crowds remaining on the midway until after midnight. There was also a decided increase in spending on rides and some other attractions.

Workmen have been for several weeks readying the parks. It is planned to start week-end operation about May 1, with official opening scheduled for probably a week before Decoration Day. At the Old Mill new boats have been constructed, scenic effects are being added with a fleet of smaller boats each to carry two passengers. Front is being modernized and neon installed.

New open-air dansant will bow about the middle of May, probably with a name band. Sinclair said two new rides have been contracted for, a Scooter and Tilt-a-Whirl, to go on the site of the roller rink razed by fire several years ago. Bathing beach has been improved and landscaping furthered. Free-act policy maintained there last season will be continued. Picnic bookings are reported heavier than those of 1941.

## N. J. SHORE "DIM-OUT"

(Continued from page 42)  
by the order will be amusement piers which extend into the ocean.

It was felt by the Defense Council that illumination along boardwalks at resorts from signs and lights in shore-front stores and hotels may be silhouetting passing ships. The "dim-out" order was issued after a conference with army and navy officials.

**CAPE MAY, N. J., March 14.**—Concerned by rumors about effect of war on this South Jersey resort, city commissioners issued a statement in which they characterized the rumors as "misleading and definitely harmful to the resort industry around which Cape May is built."

"Cape May has been affected by the war no more than Philadelphia, Atlantic City or any other city in the East," the commissioners declared. "We have had no more stringent emergency measures imposed upon us than the citizens of Philadelphia and other cities; in fact, in that respect we are probably affected even less than residents of larger cities."

Commissioners reported that one rumor was to the effect that all summer vacations in Cape May would be banned this year as a precaution against war

casualties. Another report was that the entire civilian population of this resort was to be evacuated.

"None of these tales which have come to our attention have even an inkling of truth underlying them," the commissioners added. "Naturally, all precautions are being taken by our Civilian Defense Council and in addition we have the added protection afforded by army and navy units in the vicinity. Instead of being evacuated, our people are preparing for the summer vacation season and are hoping that these malicious rumors about the war in Cape May will not be harmful to what otherwise promises to be the best and most active vacation season Cape May has had for many years."

## NE INVITES SEABOARD

(Continued from page 42)  
pare down lengthy discussions on the floor. There is much to be done and we will not have much time in which to do it. Everybody must come to this meeting with the realization that we have some acute problems on our hands and that they must contribute something to the solution. I want the co-operation of everyone in getting sessions started on time, and I ask all who plan to attend to allow sufficient time to get to the meeting. It may call for a little more sacrifice, but it will be so worth while."

Irish Horan, executive director of the Outdoor Amusement Congress, has been delegated by OAC President Carl J. Sedlmayr to address the meeting on objectives and accomplishments of the Congress.

Advance registration is reported to be the heaviest for any NE session. Roundtable discussions are scheduled for the night of March 24. Chairman Carroll announced that members wishing to see the Chicago-Boston hockey game that night should get in touch with Secretary Fred L. Markey.

## "BRING BACK AC RIDES"

(Continued from page 42)  
built up on patronage brought here by families long before the arrival of racketeers. Parents used to come here and just turn their children loose in the city with no thought that they might be exposed to unwholesome influences and without any fear they would be molested. I don't think for a moment that it isn't safe to turn children loose in the city now, but out-of-town people have a different impression as a result of racketeers and the harmful reputation they have given to certain amusements."

Coulomb described the resort as it existed years ago and asserted "while there were gambling establishments in the city, local residents were not allowed to enter them, and neither were young people." He asserted that now there was a certain spontaneity and gaiety missing in Atlantic City, compared with former years, and urged newspapermen to consider what they might do to help bring back the old spirit.

He said Atlantic City was undoubtedly the most attractive watering place in the world, but that the resort now only enjoyed a fraction of its former patronage. "We used to have three railroads instead of one," he recalled, adding, "the automobiles and busses don't bring in nearly as many visitors as the railroads used to—not by far."

## With the Zoos

**PHILADELPHIA.**—In Philadelphia Zoo's fifth annual Zoo Photographic Contest cash prizes, with \$50 as first, are offered for best pictures taken of animals on the grounds. Photographers may cross guard rails, enter enclosures, go behind fences and approach animals more closely than regular visitors. A special school division has been added this year. Contest will end on April 19, and presentation of prizes will be a feature of the annual spring celebration on May 3.

**DALLAS.**—L. B. Houston, director of Marsalis Park Zoo, in a trade with W. A. (Snake) King, Brownsville, Tex., received a male mandrill, two lion cubs and three baby leopards for two young mandrills, a male Mona monkey, hyena and male alpaca.

**SAN FRANCISCO.**—Keeper Bill Behre, of Fleischacker Zoo here, keeps up with the times and the fightingest individual he knows of is a man named MacArthur on Bataan Peninsula. When the time came to name two leopard cubs born at the zoo Bill divided the name. His choice was a good one because Behre has his

hands full keeping the snarling, slashing "Mac" and "Arthur" from causing too much trouble.

## Park Briefs

**SCHUYLKILL HAVEN, Pa., March 14.**—Willow Lake Park near here will be sold to settle the J. D. Mellon estate, it was announced by trustees last week. Spot includes roller rink, pool, locker houses and picnic grove.

**SPRINGFIELD, Mass.**—Edward J. Carroll, owner and manager of Riverside Park, Agawam, is scoring with a plan by which his new bowling center is run at odd hours to accommodate defense workers whose hours keep them from bowling during afternoon and evening when the center is usually opened. An afternoon radio program sponsored by the park is also popular.

**AKRON, O.**—Ballroom at Summit Beach Park here will open April 6, Jerome T. Harriman, director of public relations, announced. Pavilion will operate on Mondays and Saturdays until park opens and will feature territorial and some name bands. Other active spot is the rink, which has been open all winter.

**CAMP WALTON, Fla.**—Fire of undetermined origin destroyed several cottages, dance pavilion, bathhouse, bar and some concessions on the boardwalk of Tower Beach, east of here. Damage is placed at \$125,000 by Tom Brooks, operator of the resort, which was closed for the winter. No insurance was carried but rebuilding is planned for the summer season.

## FEATURE FOR RB

(Continued from page 40)  
Valdo Tent there, was a visitor. He was accompanied by Mrs. Scholander.

Roland Butler, Frank Braden and Eddie Callahan, of the press staff, will leave for New York next week and will handle advance press there.

Red Northridge, former front doorman and now in the furniture business in Worcester, Mass., has been visiting Dick Burns, train superintendent, and Henry Reynolds, gateman.

## Canton Showmen's Club To Hold 4th Annual Reunion

**CANTON, O., March 14.**—Sterling (Duke) Drukenbrod, president, announced that the fourth annual reunion of Charles Siegrist Showmen's Club will be held at Elks' club here on March 29. Among highlights will be a display of Barnes Bros.' Circus, modeled and presented by Fred D. Pfening, CEMBOA and CHS of Columbus, O. He will also display a collection of circus photos and posters. Following a turkey dinner visiting showmen will be introduced and short talks made. Musical entertainment will be provided thru the dinner. Johnny Drabble, chairman, is in charge of arrangements.

Drukenbrod, Rex McConnell, Don Taylor, Jack Noble, Lester Rodgers, Mr. and Mrs. Bill Meyers and other members attended the funeral services for Jim Crawford, held recently at Broadacre, O.

**TRIPOLI Shrine Temple, Milwaukee,** has authorized initial payment of \$10,000 to the Red Cross from receipts of the Hamid-Morton Circus which played the Auditorium there February 23-March 1 under sponsorship of the temple. Remainder of receipts will be turned over to the Red Cross after completion of an audit.

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WINDOW CARDS—14x22 TWO COLORS. \$3.00 hundred; 500 Two Color Letterheads, \$3.75. Route Book Free. HUBBARD SHOP-PRINT, Mountain Grove, Mo. mh28

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A-1 BUY — LIKE NEW, TAX FREE FLIPPER Pin Target Counter Games, 1c play; only 50 left, \$6.00 each; 2 for \$10.50. Come packed 2 in a carton. RUNYON SALES, 123 W. Runyon St., Newark, N. J. mh21x

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-ap11x

BARGAINS—BOOM TOWN, \$37.50; BIG TIME, \$25.00; Band Wagon, \$19.50; Bell Hop, \$55.00; Brite Spot, \$12.50; Cadillac, \$15.00; Double Feature, \$10.00; Defense, \$29.50; Dixie, \$15.00; Entry, \$29.50; Fleet, \$15.00; Four Diamonds, \$40.00; Fox Hunt, \$19.50; Flicker, \$30.00; Glamour, \$19.50, plastic bumpers; Gold Star, \$19.50; Gun Club, \$59.50; Hi Hat, \$35.00; Hi Dive, \$39.50; Knock-Out, \$68.00; Majors 41, \$39.50; Mascot, \$19.50, plastic bumpers; Paradise, \$30.00; Play Ball, \$28.00; Sparky, \$29.50 Speed Demon, \$15.00; Showboat, \$60.00; School Days, \$25.00; Stars, \$25.00; Stratoliner, \$22.50; Star Attraction, \$59.50; Sea Hawk, \$35.00; Sky Ray, \$35.00; Ten Spot, \$39.50; Velvet, \$29.50; Wow, \$29.50; Gold Cup, \$25.00; West Wind, \$49.50; Wild Fire, \$35.00; Pace Rocket Bell, \$35.00; Big League, \$12.50; Super Charger, \$10.00; Vogue, \$7.50; Scoop, \$7.50; Sara Suzy, \$15.00; Formation, \$17.50; Blondie, \$15.00; Roxy, \$12.50; Landside, \$15.00; American Eagle, \$8.00; Marvels, \$8.00; and Cubs, \$3.50. One-third deposit with order, balance C.O.D. WM. PLEISS, 216 S. 11th St., Lebanon, Pa. x

BARGAINS—BALLY TURF KING, LIKE NEW, \$225.00; Paces Reels Sr., 1940 Model, \$85.00; Paces Saratoga Sr., \$75.00; all 5c Play. Jennings Chief, 10c Play, D. J., \$35.00; Mills Wolf Head, 5c Play, \$25.00; Evans Keeno, \$10.00. RAY THRAEN, Tracy, Minn.

COUNTER GAMES—MERCURY'S, PIKES PEAKS, \$12.50; Yankees, Wings, \$9.50; Penny Packs, Ace, Cubs, Reel Spots, Doughboys, \$4.50; nine like new Tia Juana Dice Games, use either three or five dice, extra score cards, \$5.00 each or \$40.00 for lot. Will ship subject to inspection. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich. x

FOR IMMEDIATE SALE—I CHICKEN SAM converted into Hitler gun, perfect condition, \$57.50; 3 Evans late model FP Ten Strikes, perfect, \$67.50 each; 7 1c Hydraulic Counter Grip Testers, perfect, \$7.50 each; 10 1c Jergens Lotion Dispensers, same as new, never unpacked, \$3.00 each. 1/3 deposit, balance C.O.D. CENTRAL TEXAS AMUSEMENT CO., 4117 Cuadalupe St., Austin, Texas. x

FOR SALE — LATE 1941 JUMBO PAYOUT Machines. Also Daval American Eagles and Croetchen Tool Liberty, BOX 512, Billboard, Ashland Bldg., Chicago.

FREE PLAY, 1-A GUARANTEE—CHAMPS, \$55.00; Horoscope, \$55.00; Bosco, \$75.00; Ten Spot, \$55.00; Mustang, \$68.50; Paradise, \$35.00; Leader, \$29.50; Sea Hawk, \$40.00; School Day, \$35.00; A. B. C. Bowler, \$55.00; Star Attraction, \$55.00; Power House, \$25.00; Score A Line, \$24.50; Big Chief, \$27.50; Three Score, \$24.50. WESTERN SUPPLY CO., 901 E. 15th St., Kansas City, Mo. x

IF YOU NEED PIN GAMES SEND FOR MY list, or list of games you want. Many good bargains. SAM HORROCKS, 425 Alden St., Orange, N. J.

LATEST EVANS HIGH SCORE TEN STRIKES— Perfect condition, \$90.00. Also Factory Rebuilt Red Head Tracktimes with latest improvements. Greatest money making Console, \$65.00. One-third deposit, balance C.O.D. W. E. KEENEY MFG. CO., 7729 Constance Ave., Chicago.

MILLS BLUE FRONTS, 5c, 10c, 25c, REBUILT same as new, \$119.50; ship subject inspection. Chrome Bells, \$150.00; Penny Q. T.'s \$35.00; Mills Three Bells, used one week, not a scratch, \$475.00. Latest model Menna Heavy Steel Seven Bolt Cabinets, Triples, \$145.00; Doubles, \$110.00. H. R. HORN, 137 E. Market St., Akron, Ohio. ap4x

NINE 16-RECORD WURLITZERS, \$45.00 each. Some equipment with 30 wire adaptors. Galloping Dominoes, \$30.00; 1 almost new Gold Cup, \$30.00. Will buy 800 Wurlitzers, A.A.A. VENDING MACHINE CO., 2154 Belmont St., Detroit, Mich.

PENNY ARCADE—SANDY BEACH PARK, Russells Point. Sacrifice, quick cash sale; must be sold by April 1. J. B. FORD, Russells Point, O.

PHOTOMATICS WANTED—PAY CASH. Describe fully. Warner Automatic Voice Recorder for sale, \$295.00. MCGUIRE, 1322 Leo, Long Beach, Calif.

ROXY, BIG SHOW, \$15.00; LEADER, SCORE Alive, \$20.00; Metro, Sun Beam, \$25.00; Duplex, \$30.00; Double Play, Slugger, Velvet, \$35.00; Champ, \$45.00; Captain Kidd, Spot Pool, Star Attraction, \$55.00; Jungle, \$60.00; Victory, \$85.00; Bingo, counter game, \$6.00. These machines are Free Play, and had one owner. JACK PARR, 13 Everett St., East Orange, N. J. x

SLOT MACHINE BARGAINS—SIX 5c CHIEF; one 10c Chief; three 5c Walling Rolatop, \$49.50 each. Five 1c Texas Leaguers. Excellent condition. One-third deposit. BIRMINGHAM VENDING CO., 2117 3rd Ave., No. Birmingham, Ala.

SPECIALIZING REBUILDING ALL MAKES SLOTS—Maintenance parts galore. Jumbos, F. P., \$99.50. Phonographs, Consoles, Pin Games, Slots. COLEMAN NOVELTY, Rockford, Illinois.

WANT ASSORTED USED ABT GAMES — Bingos, Challengers, etc. State quantity, condition and price in first letter. MITCHELL, 1141 DeKalb Ave., Brooklyn, N. Y. x

WANTED TO BUY — ALL TYPES OF LEGAL Equipment; any kind of Ray Guns. ARCADE EXCHANGE, 1705 W. Pico, Los Angeles. mh28

WANTED TO BUY — ALL TYPES OF LEGAL and Arcade Equipment and late model Phonographs and Wall Boxes. State your lowest price. BADGER NOVELTY CO., 2546 N. 30th, Milwaukee, Wis. ap11x

WANTED—RAY'S TRACKS, STATE PRICE and condition. H. A. YEIDER, 788 N. Orange Ave., Orlando, Fla.

WANTED—A.B.T. 1c TARGET GAMES, GRIPS and other legal equipment. State condition and price. VARIETY VENDING, 4172 W. Montrose Ave., Chicago.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. tfn

WILL BUY, TRADE OR SELL ANY TYPE Music Machine. All in A-1 condition—ready for operation. Wire or write today. O'BRIEN MUSIC COMPANY, 348 Thames St., Newport, R. I.

3 FAIRGROUNDS, 3 AKSARBEN, 4 POST Times, 2 Derby Champs; numerous other games. SHOWMEN'S EXCHANGE, INC., 707 G St., N. W., Washington, D. C. x

30 BINGO, \$4.95; 15 CRISS CROSS, \$3.95; 15 Victor Home Run, \$8.50; 10 Totalizer Counter Games, \$8.00; 4 Roll-a-Packs, \$7.50; 15 Imp. 6 Cub, 6 Ace, 6 Daval "21", \$4.95 each. 1/2 deposit, balance C. O. D. ALBERT GERRY, Box 6435, Philadelphia, Pa. mh28x

100 LATEST MODEL JENNINGS CIGAROLAS, with optional feature. Slug proof coin heads. Cannot be told from new. Original crates. Write for prices. GENERAL NOVELTY COMPANY, 521 N. 16th St., Milwaukee, Wis. mh28x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettle, \$14.50. All Electric Popper, \$45.00. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF Twelve Quart Popping Kettles, \$12.50. Burch, Kingery Carameltcorn Equipment. Hot Popcorn Vendors; Peanut, Gum, Bar Vendors; Burners, Tanks. NORTHSIDE MFG. CO., Indianola, Iowa. ma21x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

LORD'S PRAYER PENNY MACHINE, ELECTRIC or hand operated, 4 removable dies, practically new, \$150.00. PUKIE'S, 11929 Springfield Blvd., St. Albans, New York City.

POPCORN CRISPETTE MACHINE, CAMEL Outfit. Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. my9x

ROLLER RINK FOR SALE—COMPLETE; LEASE on building. 6,400 sq. feet, industrial city, Maryland, one million population. BOX C-357, Billboard, Cincinnati.

FOR SALE—SECOND-HAND SHOW PROPERTY

DOUBLE PHOTO MACHINE — COMPLETELY equipped to make strip and full-length. Three Duck Pin Alieys. MODERN STUDIOS, 418 South Main, Anderson, S. C.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE—COMPLETE PIT SHOW; ANIMALS and New Banners. Reasonable. JIM CONLEY, 3716 Portland Ave., Cincinnati, Ohio. mh28

FOR SALE—TWENTY HORSES AND MISCELLANEOUS parts for Allan Herschell, Little Beauty Merry-Go-Round. All parts in excellent condition. Price right. HERMAN BANTLY, Bantly's All-American Shows, Sanford, N. C.

FOR SALE—SINGLE AND DOUBLE TRAPEZE Rigging, Delco Light Plant, Milo Bar Bell Set, Hand Balancing Act, Theater Spot Lights; three Illusions, Sawing the Lady in Half, Levitation, and Burning the Lady Alive; Trunks, all sizes; Rigging Trunks. A. E. SELDEN, Billboard, Cincinnati, O. mh28

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. ap11x

FOR SALE—SHOOTING GALLERY SUPPLIES. Rifles, Targets, Birds. No junk. Address. BUCKSKIN BILL, Route 3, Box 74, Elizabeth City, N. C.

GIANT LION-SLAYING BABOON, FEMALE Peccary, both \$50.00. Banners, \$5.00 each; Twenty by Seventy Tent, Kohler Plant, Illustrations. BRISON, Glen Burnie, Md.

ONE NEW MODEL 6-71 GENERAL MOTORS Diesel Engine with 70 k.w., 220-110 Generator mounted on solid base; complete, ready to run. FRED SCHAEFER, Route 4, Box 6505, Beaumont, Tex.

SHOW EQUIPMENT—POP CORN STORE COMPLETE, double Croter large capacity popper mounted on Two-Wheel Trailer, with Panel Truck for transportation. Athletic Show complete with Truck. Girl Show complete, front mounted on Semi, 30x60 Fullon Green Tent; several Semis, Tractors, Organ, Ticket Boxes, Banner Lines. Lot of miscellaneous equipment stored in Central Illinois. J. BOLLOW, 3011 Montrose Ave., Chicago, Ill. x

TWO AMPLIFIERS COMPLETE, EACH HAVE two Speakers, also Peep Show. Will sacrifice on account of illness. E. HIBBERT, 236 Hollywood Ave., Hillside, New Jersey.

WALTZER RIDE IN GOOD CONDITION, CANVAS A-1. Must have the space, will sacrifice or will sell any part. Center Wagon, Canvas, Motor, etc. Also Root Beer Barrel and Carbonator, laboratory approved Fire Doors, many sizes; Soft Drink Pump and Containers; Sword Box, flat. SHOWMEN'S EXCHANGE, INC., 707 G St., N. W., Washington, D. C.

14 CAR DODGEM RIDE — EXTRA PARTS, steel flooring (40x60), spring bumpers. Also Shooting Gallery, moving targets with steel walls and back. Call or write S. CARMASIN, 346 Riverdale Ave., Yonkers, N. Y. Yonkers 3-6817W.

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. mh28x

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. mh25x

DIRECT POSITIVE SUPPLIES AND EQUIPMENT—Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. ap18x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 205 Melrose St., Brooklyn, N. Y. mh28x

PHOTO OPERATORS — WE WILL BUILD A Reducer-Enlarger out of old discarded lenses, \$20.00. GLOSSICK MFG. CO., 206 Cass St., East Peoria, Ill.

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. ap4x

ACTS, SONGS & PARODIES

SONGS — WRITTEN, ARRANGED FOR PUBLICATION by professional, \$25.00. Send your idea to PERRINS, 528 N. W. 10th Ave., Miami, Fla. mh21



MUSICAL INSTRUMENTS, ACCESSORIES

WANT MUSICAL BULB HORNS, IN PLAYING condition, old fashioned Automobile Bulb Horns and other Musical Novelties. What have you? State price and description in first letter. HARRY NEWCOMBE, Hotel Belvedere, West 45th St., New York.

COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS—EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. mh28

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. mh28x

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. mh28

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ap4x

PROFESSIONAL VENTRILOQUIST AND PUNCH Figures, used bargains. Special made figures for amateurs, \$6.00. TURNER, 511 Faraon St., St. Joseph, Mo.

SILK COLOR CHANGE—VANISH CANARY Cabinet; Magician's Table complete. Regular \$15.00 outfit. Special, \$8.00. Only ten sold. GLEE-SPEN, Marion, Ohio. mh28

ANIMALS, BIRDS, REPTILES

A BIG MALE CHIMPANZEE OVER 100 pounds; Adult Full-Maned Hamadryas Lion-Slaying Baboons; Golden Baboons; also one large Polar-Bear; immediate delivery. SNAKE KING, Brownsville, Texas. ap11

AGOUTIS, PACAS, KINKAJOUS, WILD BOARS, Coatimundis, Monkeys, Lion Cubs, Snake Dens, Reptiles, Birds for show folks. SNAKE KING, Brownsville, Texas. my2x

ANIMALS, BIRDS, REPTILES — ALWAYS IN stock. Write for our large free 24-page Catalogue. MEEMS BROS. & WARD, Ocean-side, N. Y.

FASTEST FIGHTING EIGHT MALE LION ACT in the country, complete with two Trailers. Cheap if taken at once. Also other Trained Animal Acts. SNAKE KING, Brownsville, Texas. mh28

THREE BLACK BEARS—PARTLY TRAINED, 5 years old, good condition. Best offer accepted. J. T. ARMSTRONG, 823 Glennwood, Waterloo, Iowa. x

WANTED—AFRICAN LION, AGE 18 MONTHS, sound, male or female. Also small arena net. JULES JACOT, Nevada, O.

HELP WANTED

ACCORDION, BASS, GUITAR UNION PLAYERS wanted, male or female, to organize quartette. Have good booking connections. Guitar and bass must be able to vocalize. JOE ZICONE, 1516 S. 6th St., Philadelphia, Pa.

CATCHER FOR TEETER-BOARD, ALSO GIRL and Boy for Wire Act. Will teach. Long season. Open early. BOX C-360, Billboard, Cincinnati.

EXPERIENCED MANAGER FOR HIGH CLASS Night Club, state experience and salary in first letter. PINEPOINT, Box 733, Newburgh, New York. ap4

FLAGPOLE SITTER WANTED!—GOOD PAY and steady work. Send full particulars, pictures and publicity at once to TONY'S FAIRWAY, 505 Farmington Road, Peoria, Illinois. mh28x

GIRL AERIALIST WANTED FOR STANDARD Act—Must do Trap, Web and Muscle Grind. HUBERT DYER, Raleigh Hotel, Chicago, Ill.

GIRLS—DANCERS FOR SIX-MONTH SEASON with all-girl revue playing under canvas. Must be attractive. J. SCIORTINO, Strates Shows, Mullins, S. C.

GIRL TO LEARN HIGH AERIAL ACT—Weight not over 130 pounds. Address with full particulars, AERIAL, 926 Buchanan St., Indianapolis, Ind.

HAVE OPENING FOR LEAD TRUMPET MARCH 23. Must have Tone, Read, Phrasing. MCA band. Locations only. \$40 weekly. Wire WARNEY RUHL, care Green Mill, Saginaw, Mich.

HIGH RIGGING AERIALISTS—TWO GOOD girl performers, man-woman team who can be featured. State all first letter with photo. Also Riggers. Immediate work, long season. BERNICE EATON, 815 W. Lynwood, San Antonio, Texas.

MECHANICS WANTED — TWO GOOD ALL-around men. Give references, age, draft classification and all particulars, and salary expected in first letter. BOX 197, care Billboard, St. Louis, Mo.

TRUMPET, ALTO SAXOPHONE, DRUMMER—Prefer those that double. Also girl Singer and Entertainers. Location job. BERK MOTLEY, Dude Ranch, Norfolk, Va.

URGENT — PIANIST, UNION. PREFER doubling Accordion, for small combo. Sweet and swing. Wire collect, A. L. MAZO, Dells Club, Savannah, Ga. mh21

WANTED — EXPERIENCED ARCADE Mechanic. All year season. MR. ROSENBERG, The Arcade, Wrightstown, New Jersey. x

WANTED IMMEDIATELY—VERSATILE TENOR Sax that doubles, Drummer. Prefer Vocalists. Cocktail unit. Reply stating all. MUSICIAN, Box 199, Albany, Ga.

2 CLOWNS WANTED FOR MY TRIO—MUST be medium height and weight. Write full details. Everything furnished. ARTHUR ZORELLA, 1225 Avenue E, Galveston, Tex.

WANTED TO BUY

WANTED—TWO ABREAST CARROUSEL NOT over 3 years old. Must be in good condition. BEACH AMUSEMENT PARK, INC., Galveston, Texas.

WANTED FOR CASH—SKYFIGHTERS, AIR Raiders, Keeney Anti-Aircraft Guns, Evans Ten Strikes and Rapid Fires. Quote lowest price. ATLAS VENDING CO., 410 N. Broad Street, Elizabeth, N. J. x

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 ACROBATS

BAR PERFORMER — AERIAL OR GROUND Bars. LOUIS OCZVIRK, Billboard, Ashland Bldg., Chicago, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

EASTERN SEMI-NAME ORCHESTRA AVAILABLE April 1. Ten people featuring Glee Club, Vocal Trio, Solovox, Whispering Clarinets, Novelties, Specials. Sweet commercial swing balanced with Latin-American tempos. Broadcasts via CBS, NBC, MBS, Yankee and Dixie chains. Location only. Priced right. Write COLE ORCHESTRA SERVICE, Box 1005, Kalamazoo, Michigan.

Attention — Hotels, night clubs, ballrooms, managers, agents, contact at once. Available after April 1. Nationally known 11 Piece Orchestra. Smart, neat appearance, special publicity material, beautifully colored lighting effects and colorful music stands; \$350.00 public address system and recording unit. Library numbers over 1,000 in specials, stocks, novelties and show numbers. Cut any type show; 4 top notch arrangers. Leader good Master of Ceremonies, Comedian and can sell out. Set-up consists of 4 Saxs, 4 Brass, 3 Rhythm, including many doubles, Vocalists, Comedians and Specialists. Can put on high-class presentations. Each man is a master musician and the precise rhythm and versatility of each member of this organization accounts for the enjoyable programs which we present. Write Don Ricardo, 650 N. Dearborn St., Chicago, Ill. mh28

Two Queens and a Jack—A trio of distinctive style. Open for location on March 23rd. Everything considered. Special arrangements, beautiful gowns. Plenty of doubles and vocals. Metro Band Management, 1547 Broadway, New York City.

AT LIBERTY CIRCUS AND CARNIVAL

EXPERIENCED CIRCUS OR CARNIVAL Announcer, Producer, Musician, Class, Comedy, Front, handle any type show. Feature Entertainer. Address UNIT MANAGER, 567 Patterson, Peterborough, Ontario, Canada.

LEE-LESTRA—ANNEX ATTRACTION. Complete Flash, Wardrobe, Blow-Ups. For season of '42. Reliable managers only. LEE-LESTRA, c/o A. H. Parsons, 128 School St., Manchester, Mass. mh28

Geo. Burkhardt — Comedy Magician, King of Coins, Illusionist, Electric Act, Puppet Show with elaborate equipment. A laughing riot. Everything I present with attractive young lady assistant. My own transportation. I am experienced Side Show Manager, Museum Operator and Performer in every branch of amusement. Address 894 Grand St., Brooklyn, N. Y. Evergreen 7-5625. ap1

AT LIBERTY DRAMATIC ARTISTS

For Summer Season — Young General Business Team, Specialties, good Banner Man. Have good matinee bill for kids. New car. What have you to offer? Write L. Louis, General Delivery, Huntington, W. Va. mh28

AT LIBERTY MISCELLANEOUS

AT LIBERTY — LADY CARD READER. CIRCUS experience, manage vaudeville, moving pictures, tickets, concession, luncheon, dining car. MRS. V. L. CLAYTON, 1025 S. Indiana, Kokomo, Ind. mh21

ATTENTION, PANORAM OPERATORS — Young man 32 years of age, draft exempt. Service and maintenance of Mills Panoram Soundies at liberty, seeks contact with operator of Panorams. BOX 324, Billboard, 1564 Broadway, New York.

Surrealist Poet—Twenty years old, desires work in motion pictures in Hollywood, California; or in radio, legitimate theater, ballet, symphonic work, or in the art field. Has had his poetry refused by almost every leading serious poetry magazine in the United States. Rejected sometimes, because of the poetry's advanced nature. None of his poetry has been published. Had his experimental novel, still unpublished, refused because the idiom of the novel was not "very communicative nor poetic." Publicized. Write Hugh Argraves, care East Side Inn, Rockford, Ill.

AT LIBERTY M. P. OPERATORS

EXPERIENCED LICENSED MOTION PICTURE Projectionist wishes position. HERBERT SHOFFSTALL, 1424 1/2 B Chestnut St., Franklin, Pa. mh28

Motion Picture Projectionist and Manager with 15 years' theatre experience. Excellent reference. Will consider only permanent position. Go anywhere. Charles Dickens, Box 110, Goldsboro, N. C.

AT LIBERTY MUSICIANS

BAND DIRECTOR — Experienced and competent. Municipal, civic or industrial. Large library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. mh28

SOLO AND CONCERT Cellist—Experienced in all lines of profession. 100% satisfaction guaranteed or no notice. Played with only top-notchers in Europe and U. S. A. Recorded in all major motion picture studios. Go anywhere. Union. Address OSWALD, care Crawford, 5855 Hollywood Blvd., Hollywood, Calif.

A-1 TRUMPETER WISHES TO LOCATE IN town where there is municipal or industrial band and can obtain other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

ALTO SAX DOUBLING CLARINET, VIOLIN. Union. Location only. MUSICIAN, 501 N. 6th St., Paducah, Ky.

AT LIBERTY—TROMBONE, VOCALS, EXPERIENCED, improvise. Married, reliable. RAY ROBERTS, 124 W. Meadow, Fayetteville, Ark.

AT LIBERTY — GIRL DRUMMER, UNION, young; prefer location work only. RITA SENARD, 101 Cherry St., Punxsutawney, Penna. ap4

AT LIBERTY — TRUMPET, EXPERIENCED both lead and ride, 19 and single. Sober. No panics. State details. Will travel. ERNIE ODDONO, 539 N. Fourth St., Steubenville, O.

AT LIBERTY — TROMBONE, EXPERIENCED and reliable. "STEEPE" HALLOWELL, Sumner, Iowa.

BAND DIRECTOR AND INSTRUCTOR. Composer desires position with municipal, fraternal, industrial, college or high school band. Fine library. Taught school bands last 15 years. Best reference. Past 50, draft exempt. 2607 S. Colorado St., Philadelphia, Pa. mh21

DRUMMER—GOOD BEAT. SOBER, SINGLE, reliable, age 19, draft exempt. Will Travel. State details. CHARLES WILD, 539 N. Fourth St., Steubenville, Ohio.

DRUMMER—AGE 18, SOBER, UNION; DESIRE swing band; new outfit; go anywhere. JACK ARCHER, Seward, Neb.

EXPERIENCED DRUMMER — JOIN AT ONCE. Any proposition considered, dance or shows. Washington, D. C. territory preferred. New equipment, plenty rhythm and reliable. TOM WRENN, 24 Grove St., Asheville, N. C.

FIRST CLASS LADY RINK ORGANIST—PLAYS International tempos. Steady. Very popular. Will go anywhere. Address BOX C-358, Billboard, Cincinnati, Ohio. mh28

HAMMOND ORGANIST—WORKING, DESIRES change. Any location, Central United States. Agents, answer. References, complete information supplied. Good dance, concert organist. All qualifications, union. BOX C-339, Billboard, Cincinnati, Ohio. mh28

TENOR SAX-CLARINET — FORMERLY WITH Red Norvo. Read fine. Sober, reliable. Take-off. No panics. Will travel. No draft worries yet. VICTOR PISO, 539 N. Fourth St., Steubenville, Ohio.

TENOR SAX AND CLARINET—TRANSPOSE Alto. Available immediately. Draft deferred. Wire T. SAX, c/o Western Union, Niagara Falls, N. Y.

TRAP DRUMMER — EXPERIENCED IN ALL lines. Out of last draft. Anything considered. Trouper. State all. Sober, reliable. HARRY (DOC) RICHARDS, 44 New St., Newark, N. J.

TROMBONE—SING, RIDE, DOUBLE TRUMPET. Single, experienced. Jerks, lay off, please. 1021 W. WASHINGTON ST., New Castle, Pa. ap4

TRUMPET—EXPERIENCED, AGE 41, SOBER. Troupe or locate. TOMMY OSBORNE, Gen. Del., Lincoln, Neb. ap4

VIOLINIST DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist, Organist. KESHNER, 504 Perry, Vincennes, Ind.

Alto Sax-Clarinet—Good tone, read fine, sober, reliable, age 20. No draft worries. Working in tenor band now but desire change to alto. Play lead but prefer 3rd alto and clarinet take off. No panics. Money must be reasonable. Experienced show and dance work. Robert Smith, 539 N. Fourth St., Steubenville, Ohio.

Alto Sax, Clarinet—Showman, good tone and sight reader. Have car; draft exempt and willing to join union. Don Cooper, Gen. Del., Des Moines, Iowa.

At Liberty—Radio band or cocktail lounge; Helen, Piano and Piano Accordion, also Solovox if you have same. Walter Price, String Bass, comedy Specialties. c/o R. A. Price, R. T. Hubbard, Ohio.

At Liberty—Drummer. Desires job with organized band. Union. On notice. Russell Le Gear, Route 7, Saginaw, Mich. mh28

Electric Steel and Rhythm Guitarist — Doubling Trumpet, some Clarinet and section Violin. Good appearance. Union, read, jam, all essentials. Musician, 357 North College, Fayetteville, Ark.

Girl Violinist wants to work with cocktail unit. Reads palms. Piano, sing in trio. BOX 435, Charlestown, Ind. mh28

Rhythm Guitarist — Modern, Electric. Take off. Experienced in all type units. Cut or no notice. Union, draft deferred. Write Musician, 2145 E. William, Decatur, Ill. mh28

Semi-Name Leader with equipment would like contact with organized band whose leader may be called in draft. Must be good. Box 514, Billboard, Ashland Bldg., Chicago. mh28

String Bass — Experienced modern and old-time. Union, sober, reliable. 3-A. Anything reliable. Double feeble Trumpet, 2d or 3d. Roy Campbell, 422 12th, Bismarck, N. D. mh28

String Bass and Rhythm Guitar—Sober and reliable. Read or fake. Experienced in cocktail bars, radio and night clubs. Available immediately. Write Rollie Coe, 200 N. A St., Gas City, Ind. mh21

String Bass—Fully experienced, big tone, solid rhythm. Married, draft deferred. All professional essentials. Prefer location band or one with permanent headquarters. Must be reliable and pay salary. Consider deal with day job if good. References if needed. State details. Musician, Apt. 5, 2452 W. Highland, Milwaukee, Wis.

Violinist, Violist, of name dance bands, symphony, theatres, broadcasting, hotels. Young, good appearance. Read any arrangement. Go anywhere good. Leonard, General Delivery, Lakewood, N. J. Phone: Lakewood 1120.

AT LIBERTY PARKS AND FAIRS

FOR FREE ACTS — BOB Fisher's Fearless Flyers. We pledge 25% of our salary in Defense Bonds. Address Billboard, Cincinnati, O. ap25

AMAZINGLY POPULAR HIGH ACT AVAILABLE for Parks, Fairs and Celebrations. High Pole, Trapeze and Thrilling Slide. Exclusive publicity stunts guarantee best possible crowds. Bonded appearance if desired. BOX C-359, The Billboard, Cincinnati, O. ap25

ANIMAL CIRCUS AVAILABLE FOR SUMMER Engagement — Ponies, Dogs, Goats, Monkey, Mule, three people. Fast, clean, half-hour show. CAPTAIN ANDERSON, 46 Gardner St., Allston, Mass. ap18

EDNA AND EDDIE DORE—DANCING STILT-walker, Rubes, Producing Clowns. Indoor or outdoor events. Care Billboard, St. Louis, Mo. mh28



**JAMES COGSWELL — STILT WALKER, UNCLE**  
Sam, Clown Cop. For prices write 1433 Rose St., Lincoln, Neb. mh28

**REAL FAST THRILLING HIGH-WIRE ACT —**  
Book direct, save money. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. je20

**STEVE FARKAS — STILT WALKER FOR FAIRS,**  
celebrations, parades. Committees, write, Central City, Pa. ap4

Dashington's Circus — Ten Dogs and Cats. Two distinct acts for fairs, night clubs, vaudeville. Go anywhere. A guaranteed attraction. Address: 1413 Euclid Ave., Philadelphia, Pa. mh28

Dixie Dandy Dog and Monkey Circus—Five Dogs, one large Baboon, one Rhesus Monkey presented by man and woman. Two distinct acts. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. mh28

E. R. Gray Attractions — Triple Bar, Springing Ladder, Rolling Globe, Single Trapze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Ross and Keck Aves., Evansville, Ind. ap25

Pamashaska's Famous American Bird, Dog, Monkey, Pony Society Circus. Featuring the Outstanding Tropical Acting Cockatoos and Military Macaws. Presented by the only and original Pamashaska himself. Address Geo. E. Roberts, Manager Circus Headquarters, 3504-6 N. 8th St., Philadelphia, Pa., Sagamore 5526.

The Lereches—Lady and Gent—2 stage acts, aerial and comedy for nite clubs, units, indoor circus, fairs. Allen Hotel, Bellevue, Ohio. ap11

**AT LIBERTY PIANO PLAYERS**

**EXPERIENCED PIANIST—CLUB OR TAVERN.**  
Play alone. Novelty songs. Can play Solovox. MAURICE LUCKETT, Eddyville, Ky.

**PIANIST—WITH SOLOVOX. WRITE DETAILS.**  
Draft exempt. MUSICIAN, 1180 Oglethorpe, S. W., Atlanta, Ga.

**PIANIST — TWENTY-FOUR YEARS OLD.**  
Draft exempt. Can read and fake. Union. Address MUSICIAN, Box 518, Crestview, Fla.

**PIANIST—DOUBLE CALLIOPE. EXPERIENCED**  
all lines. Read, fake, transpose. Prefer reliable carnival revue or top show. Others considered. No drunk or agitator. Draft exempt. Join any time. State best sure salary for dependable musician. JOE MAGGARD, Box 854, Wadsworth, Kan.

**PIANIST—LOCATION, HOTEL, ETC., CON-**  
cert or Dance. Experienced, reader, union. PIANIST, 401 Arch St., Little Rock, Ark.

**PIANO MAN—ROAD OR CLUB. ARRANGER,**  
do shows. 3-A. JOHNNY GILLRUP, 331 E. Vine, Owatonna, Minn.

Pianist—Age 24, experienced, classified 3-A. wants work. John Slater, 515 Kennedy St., Perth Amboy, N. J. mh28

**AT LIBERTY VAUDEVILLE ARTISTS**

**AT LIBERTY — SPECIALTY TEAM, DOUBLE**  
Specialties, Sax, Banjo, Yodeling, double Tap Dancing. Man, General Business, Baritone in Trio. Lady, Tap Dancing, plays Sax, works Chorus. Both handle lines, bits, acts. Appearance and wardrobe, late car and trailer. JOE AND BEE BENNETT, 2706 Washington Blvd., Baltimore, Md.

**NATIONALLY KNOWN RURAL AND CLASS**  
Comedian, Master Ceremony; Musician, Trumpet and Novelty Instruments, Band Leader, Entertainer. Can produce Units, Stage Radio, Parks, Carnival, Floor Shows. Know show business, best references, draft exempt. Can furnish feature Girl Dancer, Singer and others. Address HERBERT, 14 Brown St., Peterborough, Ontario, Canada.

**MAIL ON HAND AT CINCINNATI OFFICE**

25-27 Opera Place

**Parcel Post**

Adelt, Duke, 50c  
Brooks, Geo., .03c  
Burge, Shorty, 48c  
Cushman, Victor, 19c  
Daley, Eddie, .30c  
Delgado, Dianno, 21c

Moas, A. B., 11c  
Rose, Bert, 3c  
Schad, J. P., 14c  
Slano, Mrs. Bernie, 11c  
Worthan, Mrs. Ray, 10c

Abhatt, Susie M.  
Abdela, Sara  
ACKMAN, WM.  
Adams, Mr. Babo  
Adams, Candy  
ADAMS, WALTER W.  
Addono, Ernest  
Albert, Mrs. E. J.  
Albright, Carl  
Alexander, Robt.  
Alexander, "Mentalist"  
Allen, Miss Bea  
Allen, Charley S.  
Allen, Elhan  
ALLEN, JAMES  
Allen, Mr. Jerry  
Allen, Jimmie  
Allen, Mary Gray  
Allen, Oscar  
Allen, Ralph Roger  
Allen, Robt.  
Allen, Mrs. Resey  
Allerton, Bonnie  
Aiten, Bob  
AMES, WM.  
RAMSEY  
ANMON, EARL  
LEONARD  
Anderson, Blanche  
& Monty  
Anderson, Mickey  
(Daredevil)  
Anderson, Miss Pat  
Anderson, Ralph  
Andrews, R. W.  
ANDRONOWSKI, JOHN  
Anthony, Wm.  
Arcaro, Anthony  
Archer, A.  
Archie, Mrs. Carrie  
Arend, Margie  
Armand, Billy  
Arnold, Lawrence  
(Fat)  
ARNOLD, LYLE  
Arute, Bill  
(Comedian)  
ARTHUR, CHESTER  
ALLEN  
ARVIN  
NATHANIEL T.  
ASBURY  
KENNETH  
EARL  
Asher, Frank  
Aldins, Mrs. Geneva  
Alkins, James  
Alkins, Joe  
Alkins, L. C.  
ATKINS  
SHERMAN C.  
Auburn, Jack  
Austin, Richard  
Austry, Johnny  
Babbe, Louis W.  
Bacon, Melvin  
Bailey, Jeannette  
Baillie, Jack  
BAKER, FRANK  
JOHN  
Baker, James  
Baker, Mrs. James  
BAKER, JOHN  
WM.  
Baldwin, Bill  
Baillard, Joe  
Bancroft, Fred  
Banks, B. E.  
Barfield, H. Blackie  
Barfield, Dave  
Barfield, Emmett  
Barker, Henry Lee  
Barker, Mrs. Vee  
Barker, W. M.  
Barkroot, Raymond  
BARNES, WM.  
HENRY  
BARNES, JACK  
CLAED  
Barnes, Vaughn J.  
Barnett & Adams  
Barr, Leslie Lewis  
Barra, Alba  
BARRO  
THEODORE  
Barry, Francis  
BARTLE, HARRY  
OWEN  
Barton, Bernie  
Barty, Evelyn  
Basinger, Mrs. H. A.  
BASS, FREDERICK  
ALLEN  
Bart, Viclan  
BATES, WM.  
LEON (COL.)

Brady, King  
BRAMLETT, WM.  
GUY  
Branchard, Paul  
Braty, Sam  
Brazel, Cotton  
Brazier, Irene  
Brazzell, Lonnie  
Brenson, R. S.  
Brewer, Bud  
Brewer, Mother  
BRIGGS, WILLARD O.  
Bright, Carl M.  
Briglen, Basil  
(Coco)  
Britton, Mickey  
BRINEGAR, THOMAS  
Brines, Carl  
Brock, Evelyn  
Brock, Harry  
Brodie, Wm. N.  
Brodsky, I.  
Bronke, Theodore  
C.  
BROOKMAN, CHAS. C.  
BROOKS, ALVA  
Brooks, Chas.  
"Speedy"  
Brooks, C. S.  
(Band Leader)  
Brooks, Ell  
Brower, Doris  
BROWER, JOS. J.  
Brown, Eddie Lump  
Brown, Elwood  
BROWN, EMERY  
JUSTIN  
Brown, Henry  
(Hostler)  
Brown, Irwin  
Brown, Mrs. James  
(Big Boy)  
Brown, P. Evans  
BROWN, ROLAND O.  
Brown, Sonny  
Kelly  
BROWN, LESTER  
LEE  
Brown, Manny  
Brown, Norman  
Brown, W. S.  
Brown, Wesley  
Brownlee, Roy H.  
Bruce, O. C.  
Brunk, Mrs. Maude  
Bruno, Frank  
Bryant, Mr. & Mrs.  
Bryant, G. Hodges  
Bryan, Jim  
BRYSON, JOHN  
CHAS.  
BUCHANAN, LLOYD A.  
Buck, Mrs. Violet  
E.  
Buckley, Dick  
Buckner, Buck  
Buckskin Betty  
Budford, Miss D.  
Bunard, Doc  
Bunard, Wain  
Bunsterbaum  
(Sword Swallower)  
Bunting, Mr.  
(From Colo)  
Burg, Margaret  
Burgess, John R.  
Burgess, Ted  
Burke, Curley  
Burke, Harry J.  
Burke, Howard  
(Red)  
Burke, Jack  
"Walkathon"  
Burke, Jim  
Burke, L. W.  
Burke, Mrs. Leo  
BURKE, WM.  
FRANCIS  
Burness, James S.  
Burns, Kid  
Burns, Robt. Mgr.  
Burns, R. A.  
(Armless)  
Burrell, James L.  
Burt, Al  
Burto, Frank  
Burio, Leon  
BUSH, ROBT.  
WM.  
GEO.  
Butler, Hoodie  
Butler, Michael  
BUZZELL, FRANK R.  
Byard, Gay  
Byers, Mrs. Grace  
Byran, Madam  
Callahan, Mrs. Eva N.  
CALLETT, EDW.  
Callaway, Whittie  
Cameron, Earl  
Camp, Stanley  
Campbell, Dave  
Campbell, Frank  
Campbell, M. C.  
Hattie



**Letter List**

**NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.**

Campbell, Maudie  
Campbell, Wm.  
(Red)  
Candady, Jack  
Carraga, Doc Ross  
Cantroll, Evelyn  
Caper, Don  
Cappell, Yvonne  
Caputo, G.  
Canderer, W. E.  
Carey, A. E.  
Carey, Al  
Carey, Miss B.  
Carey, Mrs. Bobby  
CARRAN, JOHN  
CARLSON, Mrs. Lee  
Carolina Colton  
Pickers  
Carroll, Miss Deo  
Carroll, Homer  
Carper, Mrs. Lucy  
Carroll, Dave  
CARROLL, EDW. F.  
Carson, F. L.  
CARSON, ROBT.  
O.  
Carter, Elizabeth  
Carter, Mark  
Carter, Mavis

**Notice, Selective Service Men!**  
The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

CARVER, ELLA  
Carver, F. B.  
Carver, Virginia  
Casey, Patrick M.  
CASPER, JOHN  
Cassady, W. L.  
(Irish)  
CAST, JAMES O.  
CASTLE, CHESTER  
Cathorn, Wm.  
Caughy, Russell J.  
Chamberlain, Bettye Leo  
Chanda, Magician  
Charles, Walter  
Chatman, Earl  
Cheatem, Pee Wee  
Childres, Robt.  
Choate, Vernon  
Chrisman's Goats  
Christian, Tex  
Christianson, Christian P.  
CIGIELSKI, THEODORE  
Cisner, Angelo  
Claire, Madam  
Claire, Wm.  
Clark, Geo.  
CLARK, HARVEY  
CHAS.  
Clark, Irvie  
Clark, Thos.  
Clarke, Frank X.  
Clanson, Sam J.  
Clayton, Newton  
H.  
Clearwater, Running Deer  
Olem, Robt.  
Clemets, Roy  
Clifford, Margaret  
Clotfelter, Leon  
Cobler, W. P.  
Cochrane, Irish  
Cockrell, Mrs.  
Coe, Eddie E.

Ferguson, Pete  
Ferguson, V. R.  
Ferra, Don  
Ferris, J. O.  
Fields, John  
Fields, Red  
Fleener, Harry  
FILLMAN, HARRY A.  
Fillman, Theresa  
Finch, Leon  
FINEGOLD, HARRY H.  
Finnerty, Pat  
Fireson, Larry  
Fisher, C. W.  
Fisher, B. G.  
Fisher, Bud  
Fisher, Charlie  
Fisher, Doc  
FISHER, THOS. G.  
Fitzgerald, Kenneth  
Fitzgerald, Margie  
Fitzpatrick, J. C.  
Flamigan, Paul  
Fleming, R. M.  
Fleming, Tom  
FLICK, FRANK  
Fontaine, Juanita  
Fontaine, Louis A.  
Fontanello & Kennis  
Forsythe, Joe  
Fortner, Billy  
Fortner, Margaret  
Foss, John D.  
Fowler, Ben H.  
Fox, Al  
Fox, Mrs. Alice  
Fox, Bekie Jessa  
Fox, Major  
Francis, Mrs. La Goldie  
Francis, John  
Franklin, Kenneth  
Franklin, W.  
Frankie, Capt. A. J.  
Frazier, Mr. & Mrs. Bill  
Fredericks, Henry  
Fredericks, Vaud.  
Frederickson, Dan  
Frederick, A. B.  
FREE, WM.  
BYRD  
Freeborn, Charlotte  
Freeman, Geo. H.  
(Aussie)  
French, Edw. J.  
Friedenheim, Mrs. Morris  
Fuller, Edw. G.  
Futrelle, Aurelia  
Fritz, Gene  
Fritz, Hiney  
FULKNER, ROBT. WM.  
Gabby, Joe  
GAGNON, RAY  
PETER  
Gainer, W. L.  
Gallager, Giovanni  
GALLANT, GEO. B.  
GALLOWAY, WM. DOUGLAS  
Galpin, Earl H.  
Gamble, Eddie  
Garber, Edw.  
GARBER, RUSSELL  
GARDNER, ED M.  
GARDNER, ANDREW  
Gardner, Mrs. Bessie H.  
Garrett, Arthur  
Garrison, Skeets  
Garrison, Wm.  
Gay, Betty Jean  
Gay, H. S.  
Gay, Mrs. Louise  
Gelb, Joe  
GEE, JAMES  
RUSSELL  
Geo. Robt. H.  
Gensler, Flossie  
George, Sam Pats  
GEORGE, THOMAS  
George, Beynann  
Gerard, Jack  
Gerber, Joe  
Gibbons, Harry  
GIBBONS, JAMES  
Gibson, Margaret  
Gilbert, Art  
GILES, RONALD  
D.  
Gilliland, Robt.  
Glade, Pete  
Gladsone, Prof.  
GLEASON, FRANK S.  
Glenos, Guss P.  
Globe, Henry  
GLODEN, LYLE  
MAURICE  
GLORISO, CARMELO



- Extensive list of names and addresses, including HUNT, CHAS. (BUS); HUNT, MRS. ELLER; HURD, FLOYD; HURD, HENRY; HUSON, ORVILLE M.; HYLANS, MARVIN; INGRAM, WM. ALEXANDER; ISON, EARL; IVEY, GROVER; JARRARD, WM. LUTHER; JENKINS, BENJAMIN JENNINGS; JENSEN, RALPH PALMER; JOHNSON, ALBERT JOHN; JOHNSON, WARREN; JONES, BEN R.; JONES, EDDIE; JONES, LELAND; JONES, PAUL; JORDAN, JOE; JUANES, FRANCISCO S.; KACHER, HERMAN ALTON; KANERVO, HENRY I.; KARR, MICHAEL; KATZEN, A.; KEATON, JAMES S.; KELER, MRS. EDITH KELLEY; KELLEY, DON HERMAN; KELLEY, E. A.; KELLY, GEORGE W.; KEMP, BILL; KETROW, FRANK; KIDDER, MRS. B.; KING, CLARY M.; KING, MRS. JANO; KING, ROY—MO.; KIRBY, JESSIE J.; KIRKMAN, DELMERO; KIRKMAN, JEAN; KNIGHT, INA; KNIGHT, RICHARD J.; KNUDSON, LUCKY; KNOWLES, JAMES EBBY; KNOWLTON, MARION; KNOX, FORREST DALE; KOEHLER, HARRY; KOUSIOS, JOS.; KRAMER, PAUL; KREBS, MARY LOUISE; KREBS, LOUIS; KREBS, ELMER; KRUTKOS, PETER; KULP, CHAS. J.; LA BOUNTY, PAUL; LA MARR, GIMMY; LA MONT, TERRY; LA PAGE, PAUL; LA PINE, HARRY; LA RUE, D. J.; LA RUE, LEO E.; LA SAGE, DIXIE; LA VINE, GENERAL; LACKOS, WM.; LACEY, RALPH; LADD, CLYDE; LAKE, MISS BILLIE; LAKEN, CHARLES; LAKESON, PERRY; LAMAR, TONY; LAMBERT, ZORITA; LANFORD, FRANK; LANDIS, J. L.; LAND, ROBERT; LANE, MRS. F. B.; LANE, HAROLD R.; LANE, THOMAS H.; LANG, JOS. WM.; LANG, ORVAL; LAPINSKI, JOSEPH; LASLEY, BENJ.; LATHAM, H. FRANK; LAUGHLIN, BILL; LAUTNER, CARL J.; LAVELL, FRANK X.; LAWLEY, ALBERT JACK; LAWRENCE, FRANK; LAWRENCE, MISS JACKIE; LAWRENCE, JOS. ARTHUR; LAY, MRS. LILLIAN; LAYMOND, HERMOND; LEBOY, MRS. ANNE; LEBOY, MRS.; LEBOY, CHARLES; LEBOY, PATSY; LEBOY, PROF. L.; LEACH, JOHN; LEE, ARTHUR W.; LEE, COY; LEE, DOITIE; LEE, EDWIN; LEE, THOMAS; LEE, WALTER W.; LENNON, MRS. R. J.; LENTINI, FRANK; LEO, MR. IVAN; LEONARD, LOU; LEONARD, SIDNEY; LESLIE, EDW. N.; LESLIE, JOAN; LESTER, VIRGIL; LEVITT, TED; LEWIS, ELISIE MAY; LEWIS, MRS. ANNA; LEWIS, HANSON; LEWIS, ISAAC NEWTON; LEWIS, RALPH; LEWIS, T. P.; LIGHTFOOT, BOB; LINCOLN, MARGO; LINDLEY, JNO.; LINGIGER, HARRY; LITTAU, JOHN; LITTELL, LEON; LITTLE, CURTIS M.; LITTLE, WM.; LITTLETON, JOE; LIVINGSTON, JIMMY; LLOYD, GEOFFREY; LOCKETT, CHARLIE; LOLL, RUDOLPH; LONG, CHRIS W.; LONG, GEO.; LORRAINE, FATS; LOTER, HARRY; LOTTOR, CARL J.; LOUIS, R. V.; LOVELL, JOSEPH; LOWE, J. J.; LOWRY, MRS. GRACE; LUNDBLUST, LEONARD; LUNDBY, JAMES; LUTTRELL, SAM; LYMAS, JAMES; LYNN, SHERRY; LYONS, EARL HARRY; LYONS, JAMES; LYON, EDNA; MACDONALD, MRS.; MACGREGOR, DONALD; MACBRIDE, JAS.; MACCANN, JOHNNIE; MACCANN, JOHN; MACCARROLL, JOE; MCCALL BROS.' SHOW; MCCANN, J. H.; MCCOLL, J. ARTHUR; MCCORMACK, FRANCIS; MCCOY, BILLY; MCCOY, JAMES; MCCOY, ODELL; MCCOY, MARGARET G.; MCCUMBER, MELVIA; MCDANIEL, GRACE; MCDONALD, CLINTON WM.; MCDONALD, JACK; MCDONALD, DANZIL; MCDONALD, JOHN J.; MCDONALD, MRS.; MCDONALD, WM.; MCGRAW, CAPT.; MCGILL, LEO; MCGILL, MRS.; MCGLAUGHLIN, WALTER; MCGLOTHLIN, FRANCES; MCGLOTHLIN, KEEN; MCGREGOR, MRS.; MCGREGOR, LILLIAN; MCGLOTHLIN, MATHIEW; MCKEAN, BILLY; MCKEE, JOE; MCKEE, JOHN; MCKENNA, EDW.; MCKEYVER, DAVID E.; MCKINNON, MARY; MCKNIGHT, JACK; MCLAUGHLIN, ALEX; MCMAHAN, MOTE; MCMANUS, EDGAR; MCMILLAN, JOHN LUKE; MCMILLAN, JAMES; MCMILLAN, JOHN P.; MCMILLAN, L. R.; MCKNICKE, BILLY; MCMURPHY, RUSSELL; MCMURPHY, CALVIN; MCMURPHY, ROBT. CHAS.; MCMURPHY, J. MACARROW, MRS.; MACE, MRS. HERBERT; MACHESLEY, WALTER; MACK & SANDY; MACK, NACK; MACK, LAPONDIA; MACK SHOW, MABEL; MAHAY, CHAS. V.; MAHON, BOB; MAILHOT, THEO.; WOOLFORD; MAJOR, ABBEY; MALONE, GEORGE; MALONE, QUINN; MALTON, JAMES; MAMMOTH MARINE; MANGIE, MICHAEL A.; MANNA, JOS. B.; MAULEY, H. A.; MAUVILLE, C. P.; MARANGER, EDMOND; MARCH, ED.; MARKS, GROVER; MARKS, TED; MARSHALL, HOWARD; MARSHAND, CAPT.; MARSHALLE, ROBERT; MARTA, MADAME; MARTIN, CLAUDE; MARTIN, DOLLY; MARTIN, EDWARD C.; MARTIN, PAT; MARTIN, HARRY; MARTIN, IDA H.; MARTIN, MICKY B.; MARTIN, ROBT.; MURPHY, M. G.; MURPHY, MIKE; MURPHY, (TALKER); MURPHY, VERA; MURPHY, WALTER; MURPHY, WM.; MURPHY, GINGER; MURPHY, GEORGE; MURPHY, JOHN W.; MUST, MARK; MYERS, JOHN DUTCH; NANSUN, JEAN; NAUGLE, MICHAEL; NAVARRO, MONTE; NAVIN, ROBT.; NEDMAN, B. W.; NEIBENBURG, HAROLD; NEITER, MRS. KAY; NEITER, TEX; NELSON, ALBERT; NELSON, ART; NELSON, MRS. JAMES N.; NELSON, KATHERINE; NELSON, VICK O.; NELSON, VIRIAN; NETTERFIELD, PAUL; NEWMAN, DANNY; NEWTON, MRS. VERA; NICKENSON, S. W.; NIEBUHR, GILBERT HOWARD; NIX, BILL; NIXON, CARL; NICKEL, LAWRENCE; NOLEN, ELMER; NOLLEN, HOLLEN; NOLTE, MRS. MARTHA; NORMANDIN, GERRARD; NORTH COAST SHOWS; NORTH, MRS.; NUNESALE, FLORENCE; NUNGERSON, LEO; O'BRIAN, MISS PAT; O'BRIAN, TALAR JACK; O'BRIEN, EDDIE; O'BRIEN, ARNOLD; O'BRIEN, MICHAEL; O'BRIEN, NORMA; O'CONNOR, JIMMY; O'HEGAN, PATTY; O'MALLY, JAMES; O'NEIL, FRANK J.; O'NEIL, SALLY; OLSBERG, C. J.; ODOMS, ROY; OGLE, JOE; OGIORIO, JOHN; OGIORIO, MADAMO; OLIVER, MRS.; OLLIVIN, EDWIN H.; ONYX THE CLOWN; ORMAN, FRANK A.; ORTAGS, LEONARD; OSBORNE, BILLY; OSBORNE, JAMES L.; OSTROM, ORRIN M.; OUL, KART; OWENS, CHAS. H.; OWENS, GERTRUDE; OWENS, WM. L.; PAGE, AL; PAGE, GEORGE; PAGE, MRS. IDA; PAGE, PAUL EDWARD; PAIGE, MARJORIE; PAINE, DORIS MAY; PALMER, CHESTER C.; PALMER, GORDON; PALMER, JACK; PALMER, PRINCESS; PARGIS, MRS. JOSEPHINE H.; PARK, GEORGE; PARK, JOE; PARKER, BOB K.; PARKER, MRS. LOUISE; PARKER, ROY; PARKER, SHERWIN; PARKER, SLATS; PARR, JACKIE; PARR, MRS.; PARSONS, JOE; PATELLO, DR. E. F.; PASCAL, JOHNNY; PATRICK, ROBT. WILSON; PATNAUDE, ARTHUR; PATNAUDE, JOS. A.; PATRICK, RYAN; PATTERSON, HARRY; PATTON, ARNOLD; PATTON, ERNEST; PATTON, FRANKIE; PATTON, JAS. CUMFORTH; PAUL & QUITA; PAULERT, ALBERT; PAYETTE, RAYMOND; PAYNE, JAMES THOS.; PEAIGT, C. CHIFFORD; PEARL & GRIFFIN; PEARMAN, MIKE; PENNELL, H.; PENN, FRED; PENNIMAN, THOS. P.; PENNYCUFF, LELLA; PENTZ, FRANK C.; PERMENTER, JOE; PERRY, C. H.; PERRY, MRS. GEMM; PERRY, GENE; PERRY, ROBERT; PETERSON, ADA; PETERSON, GLENN F.; PETRELLA, LOUIS; PETERSON, L. W.; PEYTON, WM.; PEYTON, ALFRED; PHILLIPS, HAROLD R.; PHILLIPS, ERNEST; PHILLIPS, EVELYN; PHILLIPS, RAYMOND R.; PHLOL, ALEXANDER; PICKERT, ROLLY; PICKERT, VERA; PIEDILATE, JOSEPH; PIERCE, MRS. G. H.; PIERCE, ROSS; PIERSON, RALPH J.; PIERSON, OSCAR; PIKE, BLACKIE; PINSTON, J. W.; PIAS, STANLEY; POEL, MARVIN H.; POMPONENI, ANTHONY; PONTIUS, CATHERINE; PONTIUS, KENNETH WM.; POORE, ROSCOE; POPPIN, CHAS. M.; PORRY, CHAS. M.; PORTER, ERNEST & BERNICE; POSEY, BOB; POSTER, J.; POWELL, MRS. MARIE; POWERS, BERNADETTE; POWERS JR., O. B.; PROSLAR, MRS. HENRY M.; PRESHNELL, ALEXANDER; PREVEAU, MONA; PRICE, BRUCE; PRICE, HELEN; PRICHARD, MRS.; PRITCHETTE, LYLO; PUGH, GETTUS; PUGH, SHINEY; PURSLEY, ELMOR; PURSLEY, DICK; QUALLS, HAROLD; QUINN, CYRIL E.; QUINN, J. P.; RABIN, EDDIE; RAIN-IN-FACE, CHIEF; RAMSEY, EVERETT L.; RANA, BILL; RAPER, ARNOLD; RASMUSSEN, LEROY; RAWLES, MRS. WM.; RAY, ARTHUR; RAY, JOHNNY; RAY, LOTTIE LEO; RAYBURN, HAROLD; REED, RUSSELL ROY; REAVES JR., JESSE D.; REED, NORTON; REDFORD, ORA; REDD, WM.; REDDING, BUDDY; REED, CAROLYN; REED, DANNY; REED, DANNY; REED, JAMES H.; REED JR., WM. H.; REED, MATHIEW A.; REESE, C. I.; REESE, SHANGHI; REEVES, HARRY; REEVES, MRS. EDW.; REEVES, H. N.; REEVES, JAS.; REEVES, L. R.; REEVES, MRS. KATIE; REID, FRED; REID, LARA; REMOSIA, CHESTER; RENFRO, TUDY; RENO, MAXINE; RENSHAW, ORVILLE; RENSHAW, BEN; REYNOLDS, FIZBIE; REYNOLDS, JEAN; REYNOLDS, RAY A.; RHODES, T. A.; RHODES, THOMAS; RHODES, DUDE; RICE, ALA. DAU; RICE, G. L.; RICH, BETTY; RICH, ERNIE; RICH, MARY; RICHARDS, VICKY; RIDER, GERTRUDE; RIFFEY, ALLEN; RIGGS, COL. JOHN S.; RILEY, MIKE; RICHARD, JACK; RICHARD, JACK; RIPLEY SHOWS; RISING, FRED; RISTACK, JOE; RISTACK, JAMES; RITCHEY, VERNON DEAN; RITCHEY, BOCK; RIVERS, HARRY; RIBBINS, BROWNIE; ROBERTS, C. BOB; ROBERTS, CHAS.; ROBERTS, DOROTHY; ROBERTS, G. S.; ROBERTS, GERALD H.; ROBERTS, GURDIE; ROBERTS, J. H.; ROBERTS, KERMIT; ROBERTS, PAUL A.; ROBERTS, THAYER; ROBINSON, ALMA; ROBINSON, PEARL; ROBINSON, ANDREW; ROBINSON, NOAH; ROBINSON, RALPH J.; ROCCO, MRS. HAZEL; ROCHMAN, ALBERT; RODGERS, PATRICK; ROGERS, CLIFTON REED; ROGERS, DONNA; ROGERS, MERVIN; ROLLET & DOROTHEA; ROPE, GODFREY; ROPER, FRED; ROSE, TEX; ROSEN, H. B.; ROSEN, C. D.; ROSE, DAVE; ROSE, HARRY K.; ROSENTHAL, SAMMY; ROSS, GERALDINE; ROSS, HAL J.; ROSS, JAMES C.; ROSS, LEONARD; ROSS, LITTLE STANLEY; ROTH, CLARK H.; ROTH, WALTER; ROTHWELL, RICHARD; ROWE, MARIE; ROWLAND, OLIVER A.; RUCKER, JOHN H.; RUCKER, RICHARD; RUDER, CLEVE; RUGEL, YVETTE; RUIE, CRADDOCK; RUSSELL, LEWIS; RUTTER, MRS.; RUZZO, BUDDIE MAY; RYAN, E. JIMMY; RYAN, GEO.; RYAN, JOS. JOHN; RYAN, PATRICK; RYDERS, MAX; RYDERS, ELLIS D.; SALSBERG, SAUL; SAMMONS, FLOYD; SAMUELS, LEROY & ROBERTA; SANDERS, GEO.; SANDMANN, MRS.; SAYLORS, JOHN T.; SCHAFFER, PAT; SCHALASKY JR., DURAND; STANCZAK, FRANCES G.; STANFORD, WALT; STANKO, GEORGE; STANKO, MITCH; STANLEY, PATE; STANLEY, LEO; STANLEY, STEVE J.; STANTON, DR. L.; STAPLES, GEORGE; STAR, W. B.; STARK, NICK; STARR, HEDY JOE; STARR, BELLE; STEBBLER, JOHNNIE; STEEL, STARR; STEELE, J. E.; STEELE, RAYMOND; STEFFIN, SAMMY; STEINBERG, WM.; STEPHENS, ELMER; STEPHENS, JOHN GRONGAR; STEPHENS, ULYSSES; STAPTUC, VIOLA; STAPTUC, MRS.; STERCHI, MRS. ARTIE; STERCHIE, E. B.; STEVENS, J. R.; STEVENS, IRONMAN; STEVENS, MARGE; STEVENS, LLOYD; STEVENS, CLARENCE; STEVENS, VIOLA & FRANK; STEWART, W. O.; STEWART, MRS. MAUD; STEWART, THEODORE R.; STEWART, VINCENT DAVID; STICKLER, CARLEON; STIER, MRS. ALEX; STINE, LEO; STINSON, BILLY; STOCKTON, FRED TAYLOR; STOKER, JOHN R.; STOLTZ, GEORGE; STONE, GEO. B.; STOVER, JAMES; STRATTON, WM. H.; STRATAKOS, LOUIS; STRATTON, LOUIS; STRAUSS, MOSSA; STRINGBORG, MRS. FLORENCE S.; STRINGFELLOW, KYLO & MAZIE; STROM, PETER; STROTHER, JACK B.; STUART, JOHN H.; STURDENT, WM.; STURTS, THOMAS; STYLES, T. R.; SUGGS, RICHARD; SULLIVAN, BILLY; SULLIVAN, ED MAE; SULLIVAN, KOKONO; SUMMERS, HAROLD; SUNDROCK, LARRY; SUNDSTROM, JOHN E.; SUTHERLAND, CLARA; SUTHERLAND, W. M.; SUTTON, ANNA; SWAIN, CHARLIE; SUTTON, WILLIE W.; SWAN, JACK; SWEET, JOSEPH; SWINERT, ELDA; SWISHER, GERALD E.; SWORD, BOOTS W.; SYLOW, JAMES; SYLVAN, WM.; SYMONA, BERT; TABER, HARRY B.; TABSHOFF, SOL; TALBOT, GEORGE; TARNOWSKI, JOHN E.; TAUBER, SIDNEY; TAYLOR, CARL H.; TAYLOR, CHARLES A.; TAYLOR, CHARLES; TAYLOR, CLARENCE; TAYLOR, HENRY; TAYLOR, OLARENCE L.; TAYLOR, JOHN & JOE MURPHY; TAYLOR, ROSEMARY; TAYLOR, RUSSELL R.; TAYLOR, THOS. J.; TELFORD, TED; TEMPLE, MARVIN ALVA; TENNIS, FRANK; TERRY, CHESTER; TEZZANO, FRANK; THOZIS, BEVERLY L.; THOMA, WIL; THOMAS, JAMES; THOMAS, TOMMY; THOMPSON, RICHARD D.; THOMPSON, EARL; THOMPSON, CAPT. GEO.; THOMPSON, HENRY; THOMPSON, PATE; THOMPSON, COL. TOMMIE; THORNTON, JANE; THORNE, MRS. KAY; THUNDER-CLOUD, CHIEF; TIDMORE, NAT CLARK; TIMSB, FRANKIE; TIPTON, GEO. EDW.; TISDALE, MRS. H.; TOMPKINS, EDDIE; TOMPKINS, TOMMY; TORNOWSKI, JOHN E.; TOTTER, JOE; TOWNSEND, CLIFFORD; TOWNSEND, CAPT. LEROY; TRAYNE, MRS. IRENE; TREADWELL, J. C.; TRENT, PAUL; TRIGOMES, NICHOLAS C.; TRIMUAR, WM. HOWARD; TUBBS, WALTER S.; TURNER, JAMES H.; TURNER, MURIL; TURNER, WALLIE; TURNER, WILLARD; TURNER, EMERY; TYSKI, WALTER; UNDERHILL, MRS. AMY; VANDELINER, LAWRENCE A.; VAN SICKLE, ROY J.; VANZANDT, JOLLY; VAGGE, VAN; VAIL, FRANK; VALENTINE, HOWARD; VALLANCE, ANNA J.; VALLANCE, WALTER; VANCE, LOUIE; VANDERKOR, H. E.; VANN, MRS. DAN; VARELLA, ARMAND; VARNER, GRANT; VARNER, EUGENE; VEREA, ERNEST; VIGUE, CLARENCE; VICTORIA & FRANK; VICTORY PLAYERS; VIJASKA, MIKE J.; VINCENT, MONTANO; VITAEI, JOE; VOGSTEDT, KENNETH; VONN, BILL; WADE, EARLE H.; WALDRON, FRANK; WADE, MRS. MAY; WAITE, KENNETH; WALIGONSKI, MRS. LACILLO; WALKER, ANDY; WALKER, MRS. GARNET; WALKER, HONEY LEE; WALKER, MRS.; WALKER, HORACE; WALKER, JAKE; WALKER, MARGIE; WALKER, ROBT. B.; WALKER, SWEETIE; WALKER, PROF. W. H.; WALKER, W. R.; WALLACE, C. B.; WALLACE, GREGIL EUGENE; WALLACE, GUS; WALLER, ANNA; WALLER, E. S.; WALLMAN, LLOYD; WARD, CASIUS; WARD, ERMA AL; WARD, JACK; WARD, HARRY J.; WARD, MRS. JOSEPHINE WRIGHT; WARD, R. T.; WARNER, MRS. GUY; WARNER, RUSS; WARREN, DOC; WARREN, JOHNNIE; WARREN, ROBT. G.; WARREN, S. B.; WARSHAW, AKBAR; WASHBURN, BERNARD CARL; WASHBURN, B. E.; WASHBURN JR., NELSON; WASHINGTON, JOSEPH; WASHINGTON, LEROY; WATKINS, BAYLES; WATSON, JOE; WAY, PROF. BILL; WAYCOFF, BILL; WAYNER, ROBERT; WEST, JANE; WEBB, CHINK; WEBER, EARL; WEBSTER, GENE; WEEKS, D. A.; WEINSTEIN, JULIAN P.; WEISS, BILLIE; WELCH, CHARLES; WELLS, HARRY; WELLS, JACK; WELSHMAN, BERT; WENDLER, JOAN; WENZEL, PAUL; WESLEY, GEORGE; WEST, BEN; WEST, LITTLE BILLY; WEST, RITA; WESTERN, GEO. J.; WESTMAN, MRS. TOOLSIE; WESTON, J. W. RAY; WESTPHAL, MRS. MILDRED; WEYLS, ED; WHEELER, ALVAN; WHEELER, EDDY; WHITTEN, FRED; WHITE, BABY; WHITE, DAN M.; WHITE, EARL; WHITE, FRED E.; WHITE, GEORGE; WHITMAN, STANEMAN; WHITE, WINNIE; WHITE, ZELVA; WHITMAN, PEGGY; WHITMAN, DUSTER; WHITNEY, JAS. BERNARD A.; WHITSETT, JOHN; WHITSETT, GEO.; WICKS, DOROTHY; WIESE, WAX; WIGGIN, JAS. EDGAR; WILLARD, CHIL FRANK DAVID; WILLARD, VERNIE CLYDE; WILLIAMS, BUD; WILLIAMS, MRS.; WILLIAMS, EARL; WILLIAMS, HARRY; WILLIAMS, SHIM; WILLIAMS, HELEN; WILLIAMS, JACK; WILLIAMS, JEWELRY; WILLIAMS, JAMES; WILLIAMS, JOHNNIE; WILLIAMS, JOSEPH WARD; WILLIAMS, MAX; WILLIAMS, HAPPY; WILLIAMS, MRS. OPEHLLA; WILLIAMS, MARK; WILLIS, P. M.; WILLS, JOE; WILMER, JOHN; WILSON, ALFRED; WILSON, CLIFFORD; WILSON, DORIS; WILSON, DUTCH; WILSON, FRED; WILSON, MRS. G. E.; WILSON, HARRY JNO.; WILSON, LOYD; WILSON, MICKY; WILSON, MRS. MAX; WILSON, MRS. MAY; WILSON, RAY; WILSON, ROBT. BLACKIE; WIMMER, ORMAN; WINDLER, CARLTON; WINDCHESTER, MRS. TINY; WINGFIELD, HARRY; WINNIE & DOLLY; WINNIE, (PROV. ACT); WINTERS, EDDIE; WHITERS, SALLY; WHITON, MRS. ELLIS; WIPF, ROBT. D.; WISE, B. B.; WISE, DAVID; WISE, FRANK; WISNOM, LYNN; WOLF, VERA; WOLFE, H.; WOLFE, NAIDA; WOLLARD, ROBT. LEE; WONG, JAY; WOODS, MRS. BERT; WOODS, MRS. E. E.; WOODARD, RAY; WOODS, MRS. NELL; WOODS, L. S.; WOODY, W. H.; WOOLSEY, FLOYD; WOOLSEY, FRANK; WRIGHT, DIK; WRIGHT, JAMES; WRIGHT, JIMMY; WRIGHT, VIRGIL; WYATT, THOS. EARLE; YAGER, GLEN CHRISTOPHER; YATES, TEX; YELVESTER, JIMMY; YOUNG, MRS. BOB; YOUNG, DAVID A.; YOUNG, DONALD W.; YOUNG, J.; YOUNG, FLOYD; YOUNG, J. E.; YOUNGBLOOD, ZEKE; ZARLINGTON, MRS. BONNIE; ZARLINGTON, TINYBELLE; ZELBERT, DAVE; ZIMINSKI, BERNARD A.; ZORINA (QUEEN OF SUN BATERS); ZUCKER, MORITIMIR; MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway; ALBANES, ALICE; ALLEN, JAMES; ARMS, BILL; AUSTIN, LOLA; BARTLET, ANN; BARNSTEIN, MURRAY; BLAINO, MARY; BLAISE, FANNY; BLAKE, MR. BLANE, A.; BOND, SAL; BRADLEY, PHILIP; BRENNER, HELEN; BRUDSKY, SYD; BURNELL, MARIE; CAMON, FRANK G.; CARROLL, DAVE; CASANOVA, THE; CASEY, JACK; CHYSLER, MAX; COITTE, BETTY; COREY, RALPH; COUTURE, MARION L.; COWAN, TAM & VERA; CUNNINGHAM, KAY; DALEY, JOE; DAVIS, GEORGE; DAVIS, JAMES C.; DE NAPOLI, MICHAEL A.; DELASSIO, PATE; DONALDSON, ROBERT; ESTOWITZ, THEODORE; FLEMING, MAX; FOURTNER, JOSEPH A.; GARDNER, ARON; GARDNER, IZEL; GEDDIS, GEORGE; GERARD, BARNEY; GILBERT, HIRAM; GORDON, BILL; GUTHRIE, JOHN J.; HEARN, JOHN CHINO; HESS, YANA; HIRD, JAMES M.; KELLY, J.; KING, "SHACKLES"; LA MARR, JACKIE; LA ROSE, ROSE; LAND, CHARLES; LANGENDORFER, HELEN; LINTON, ALEX; LLOYD, J. W.; LUKAS, GEORGE; MACK, LIBBY; MADSON, HERMAN; MARSHALL, BEGGIE; MASILEK, PHILIP; MCDONALD, ROBERT E.; MCINTYRE, JOHN P.; MCKEN, JACK; MILLER, C.; O'NEIL, TERRY; O'SULLIVAN, BURNS; OVERBACK, CORNELIS; PAINE, DORIS MAY; PETROVIC, FRED J.; POLO, EDDIE; RAVELLI, DON; RAYMOND, MAY C.; RHODES, JUNE; (See LETTER LIST on page 54)



# Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The big Spring Special issue of *The Billboard* will be on the newsstands next week . . . which is another way of saying the spring season will be officially under way. Operators look forward to this issue. They have been conditioned to expect it to introduce one or more click items, and, as ads for this number are already coming in strong, it is a sure-shot that this year's special will not disappoint them. Be sure to get your copy.

A salesboard operator may be down but he is out only as long as it takes him to find another item. And that new item always manages to come along.

An operator can usually keep himself in chips by laying cards featuring seasonable merchandise. At this time, within the limits imposed by priorities, of course, such items as cameras, portable radios, fishing tackle, flashlights, leather jackets and windbreakers, athletic equipment and picnic accessories, fitted picnic baskets and lightweight automobile robes should garner a fair share of the long green. That's the sweet part of the salesboard business. A man can always make a dollar if he is not above doing a little pavement pounding.

Standard Distributing Company, according to reports, is going to town with its Regal candid color camera deal. Card is small, only 16 holes, 1c to 29c on a \$3.99 take, and in addition to the camera offers a leather billfold as a consolation award. Claim is made that the Regal snaps full color as well as regular black and white photos indoors and outdoors and uses any Eastman 828 Film; Kodachrome for color, Panchromatic for regular black and white. It is also equipped for Infra-Red or Direct Positive Film. Camera is fixed focus with graf lens and eye-level viewfinder, and is housed in a lightweight, modern plastic case.

And talking of fishing tackle, Gellman Bros. has a sportman's special which looks good for a run. Outfit consists of a sturdy green enameled metal tackle box containing a three-piece rod, a spool of silk line, a level-winding reel, a plug, a wobbler, a fish knife, a scaler, a leader and a stringer. It is priced low for a comparatively small take.

B. J., of Scranton, Pa., writes: "Just what does a fella do when he finds that the worker of a card has sold only half the chances and can not make another sale?"

When a card is stopped at the half-way mark an operator will usually square the card by offering this proposition: Remove the tab and check the winning name or number. If it has been purchased the winner receives one of the major awards and the worker is out of luck. If the winning number has not been sold the worker gets the major.

HAPPY LANDING.

### Cohen's Back in the Army

NEW YORK, March 14.—Ben Cohen, of Cohen Bros., wholesalers of toys and novelties, is back in the service at Fort Banning, Ga. Ben was in the army before and was released late in November, being over the 28-year age limit. Ben is with the 29th Infantry.

## Tire Rationing Stimulates Sales Of Theft Items

CINCINNATI, March 14.—The restrictions imposed by the government on sale of tires has made them a precious commodity. Motorists from now on will be taking extra precautions to make certain that the rubber they have is not stolen from them. It is felt that items that offer protection against tire thefts will be one of the best numbers for the duration of the war.

Government press agents are drumming into the motoring public the fact that it must conserve tires and make them last as long as possible. All these cautions offer a strong opportunity for specialty workers and pitchmen to cash in by selling tire-theft precaution items.

Several items in this category are already in active use and it is expected that sales will increase sharply from now on. One number, an automatic tire cop, is a splendid pitch item, being equipped with sound. The device "yells" loudly for help when anyone touches a car. It is claimed that the item can be installed easily and that it has been worked successfully wherever traffic is heavy. Another firm initials tires as a precautionary measure against theft and claims this idea has been approved by tire companies and police departments.

## War Items Going Strong

CHICAGO, March 14.—War merchandise and novelties are going over strong with the public, according to workers who have specialized in these items in recent months. With the entry of this country into the war there was a decided spurt in interest in war items, and manufacturers believe the demand will continue to rise steadily. There was a strong interest in patriotic items before our entry into the war and this interest is expected to reach record levels.

Patriotic red-white-and-blue merchandise is expected to benefit by the spurt in demand. Remember items are doing well, it is said, and topical items with a Japanese tie-up in comic novelties are appearing and doing well, according to reports. Blackout emergency preparations are also in demand, it is claimed, while emergency first-aid kits have also taken on a new lease on life, workers state.

## Spring Brings Sport Upswing

MINNEAPOLIS, March 14.—With the coming of spring, bingo and salesboard operators turn again to the old reliable sports items that have proved popular in past seasons. One of the leaders is fishing tackle. Bingo operators claim that they draw considerable male interest when their displays feature fishing tackle and other sporting equipment.

Casting outfits available are complete and come packed in a handy metal box. All essential equipment is included in each unit—rod, silk line, reel, plug, wobbler, fish knife, scaler, leader and stringer. Salesboard men also look with favor on these outfits to increase their takes, it is reported.

### Wedding Bells for Sidney

NEW YORK, March 14.—Sidney Polak, well known in the watch trade, was married February 22 to Helen Rosen, of New Brunswick, N. J. Mr. and Mrs. Polak returned to New York this week after spending their honeymoon in Miami Beach, Fla.

## Atlantic City Operators Campaigning for Return Of Bingo for 1942 Season

ATLANTIC CITY, March 14.—Bingo operators who failed to receive their licenses for the 1941 season have started a campaign to return bingo games to the resort for the 1942 summer season. In an effort to gain the support of the public, which was up in arms when the bingo parlors failed to reopen last summer, the operators are placing advertisements in the local newspapers. The first advertisement used the entire text of an editorial on bingo carried in the February 20 issue of *The Monmouth* (N. J.) *American*, and asked: "Why not respect public wishes and long-established custom as to bingo?"

The editorial, written by Editor Bobbitt, of *The Monmouth American*, stated: "John J. Quinn, when he first became prosecutor back in 1925, earned much deserved applause when he ended the policy pursued by his predecessor of enforcing the Sunday blue laws against motion picture theaters. After some years the law caught up with the people's wishes and permitted Sunday shows to be made lawful.

"Why does not Mr. Quinn show the same respect for public sentiment now and call off his untimely and unpopular crusade against bingo for charity, churches and in theaters where the awards are gifts involving no charges to patrons?"

"Bingo has been enjoyed in Monmouth County by hundreds of thousands of people for over a dozen years. It con-

stitutes a harmless amusement for probably a considerable majority of the county's residents. It has never done anyone the slightest harm, but, on the contrary, has been productive of great benefit for charities and such patriotic and public-spirited organizations as the American Legion, Veterans of Foreign Wars and religious and charitable groups and for theatergoers whom it has not cost a penny.

"Interference with it serves no good purpose whatever, but, on the other hand, is opposed to the wishes of the public, whom it deprives of an innocent recreation of value to the public morale in these troublesome wartimes.

"What if it doesn't conform strictly to some judicial interpretation of the statutes? There are plenty of things that go on that do not conform.

"Bingo at worst is only technically unlawful, and it has the sanction of long-established custom.

"Why interdict it and overlook the Sunday blue laws, such as prohibit running of more than one train in each direction on Sunday, sale of soft drinks, cigars and about everything else, playing golf, etc? That is certainly inconsistent.

"There is no court mandate that we have heard of that requires Prosecutor Quinn to block the innocent enjoyment of the public in this particular—the public that pays his salary and those of his detectives, not to have recreations halted but to be protected from criminals.

"So why not forget it—like the ridiculous blue laws—pending the archaic statutes and State constitution being brought up to date and made to conform to the principles of our democracy or rule of the people?"

"After all, the public's wishes are supposed to count for something in this country, and the United States Supreme Court itself has laid down as good doctrine 'a rule of reason' in law enforcement which is practical and wholesome."

## Furriers Open Spring Sales

NEW YORK, March 14.—With the wind-up of one of the best winter seasons for fur manufacturers, announcements coming in from various firms in this locality show that the fur field is getting set for a gala spring season. The volume of sales during the winter has been more than satisfactory, according to reports, and all firms enjoyed bigger business than in the corresponding period last year.

The appeal of furs is universal and the reason sales volume has continued to climb in this field, in the opinion of industry observers, is the fact that latest styles have been prominently featured. The manufacturing furriers have paid particular attention to smart, correct detail which means so much the feminine shopper. Quality workmanship on all garments is another selling point used by furriers in offering their merchandise.

While particular stress has been made in presenting current styles and careful workmanship, prices during the winter were uniformly low. Manufacturers state that this same policy will prevail during the spring sales.

All firms continue to offer the latest fur packets, boleros and coats in a complete line of furs in all ranges. Firm representatives anticipate a heavy demand for furs and believe that sales during the spring will be better than ever.



A TREND may well have been started by Mayor John Paulus of Nanticoke, Pa., when he announced that bingo operators who contribute 25 per cent of the profits to a local service club for the benefit of the men in the armed forces will be permitted to operate without police interference. While it would seem that the percentage of profits asked in this case is rather high, perhaps the local operators might be able to induce the mayor to reduce this figure downward.

Bingo operators thruout the country now have a good opportunity to promote their games and get into the good graces of local authorities by contributing a share of their profits to canteens or service clubs for the armed forces. A voluntary contribution of a percentage of profits to local civilian defense units would also do no harm and create a lot of good will for the operator making the gesture. And, incidentally, the operator would be contributing his bit in the war effort.

An operator would do well to cultivate the various civilian defense groups in the communities in which he puts on bingo games. It is likely that he can gain their co-operation in giving a special bingo party, with an agreed-upon sum to be turned over to the local defense unit. Or, perhaps, if there might be objection in dealing direct with the local defense agency, some civil-minded citizen might sponsor games with the idea of raising funds for the local defense agencies.

It is up to each individual operator to sound out the feeling in the community. (See BINGO BUSINESS on page 52)



Attention, Concessioners



SPECIAL CLOSEOUT

Monox Glass Dinnerware, assorted colors and decorations. Appropriate for bazaars, church affairs, army canteens and bingo.

- B13G1—Dinner Plates, Per Doz. \$1.10
B13G2—Cups, Per Doz. .60
B13G3—Salad or Fruit Bowls, Per Doz. 1.50
Wood Salad Spoon and Fork, No. B33A3—Per Doz. .90
Pottery Dinnerware, assorted designs, white they last, 6" Bread and Butter Plates, Saucers and Fruit Dishes, Per Doz. .65
Nude Decals, Special Value. Suitable for Glasses, Windshields, etc. No. B21V68—
48 Decals for \$1.00 postpaid.
26 Pc. Silverware Set, Silverplated quality Antoinette pattern. Service for 6. No. B22S30—Per Set 2.48
Display Box for Above, 35¢.
Wm. Rogers Silver Plated Soda or Parfait Spoon, No. B22S60—\$2.00 Per Doz. Postpaid.
Stainless Steel Steak Knives, green catalin handles. Closeout while limited stock lasts. No. B22S31—Per Doz., 69¢; Per Gr. . 6.50
25¢ deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail. OUR CATALOG SENT ON REQUEST.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
217-223 W. Madison Street CHICAGO

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

MacArthur Buttons

The brilliant defense put up by General MacArthur in Bataan has endeared him to all Americans and now Bud & Company have introduced a General Douglas MacArthur button that is said to be receiving strong demand. The lapel button has the traditional red, white and blue colors, with MacArthur's picture in the center. An attractive effect is achieved, and the manufacturer anticipates heavy sales, as the general has staunch rooters in every city and hamlet in the country. It is claimed this is an ideal item for pitchmen and for those who work special events.

Casting Outfit

Gellman Bros. offers a profit-maker for salesboard operators and other premium users in their special sportsman's casting outfit. The outfit includes all pieces of essential equipment. It includes a three-piece rod, a spool of silk line, a level-winding reel, a plug, a wobbler, a fish knife, a scaler, a leader and a stringer. All equipment is packed in a sturdy green-enameled metal tackle box which will appeal to all sportsmen. The firm also offers its new 1942 sporting goods catalog to premium users.

Leather Cigarette Case

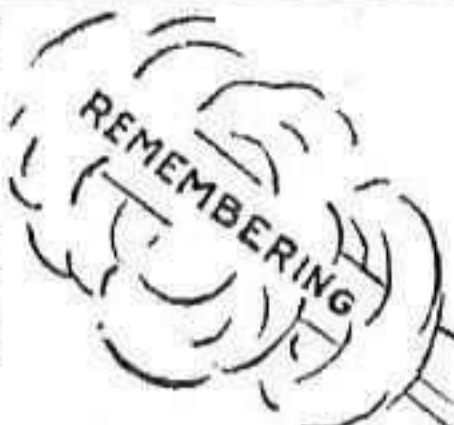
An attractively styled leather cigarette case is being offered to premium users by Supreme Leather Products Company. The item fits conveniently in a lady's handbag or a man's pocket and is handy and easy to open, the manufacturer states. It is said to keep cigarettes firm and fresh for better smoking. The manufacturer can furnish the cigarette case with military insignias.

Tire-Theft Protection

An item that will appeal to all motorists who must now make certain that their tires are protected against theft is the tire-theft protection offered by Protecto Tire Theft Associates. The firm has a simple inlay process which makes it possible to initial a motorist's tires. It is claimed the process takes only 10 minutes to apply. The firm reports that the idea has the approval of tire com-

DON'T WAIT—START NOW THIS IS IT

Everyone will want one. It's made to keep. For homes, stores, offices and taverns.



GENTLEMEN, IT'S HERE!! FLAG, SAILOR AND CANNON

BOARD OPERATORS—Your season's work all wrapped up in this outstanding item—a natural.



Sizes 10x11 inches, 12 to Carton. Priced Per Dozen, \$4.50; Per Gross, \$50.00. Sample Postpaid \$1.00 Each

SEND MONEY ORDER, CHECK OR STAMPS.

EASTER RABBIT



WITH ELECTRIC EYE

While They Last—Unable To Get Any More Raw Material. Dressed in Red, White and Blue Satin, 27 Inches High, Complete With Flasher.

Sample \$3.25 each—Doz. \$32.00 YOUR LAST CHANCE—ORDER NOW

Write for Close-Out List on Rabbits

No. 04650

DER—"PHEW"—RER

You're right—that's what he is. There's no need for thought—it has already proven its sales appeal. It's hot right now—don't wait. Get started on the hottest item that has ever hit the market. You can create your outlet to your own choosing—it was tried in stores and stopped mobs—sells on sight. Board Operators, here it is. Write for prices. State business. Size 5 1/4 x 5 1/2 inches. Packed 48 to carton.

SAMPLE POSTPAID 50 CENTS EACH

We Carry a Complete Line of Premium and Concession Merchandise. Always First With the Latest.

"There is no Priority Rating on Our Friendliness"

WISCONSIN DE LUXE CORP.

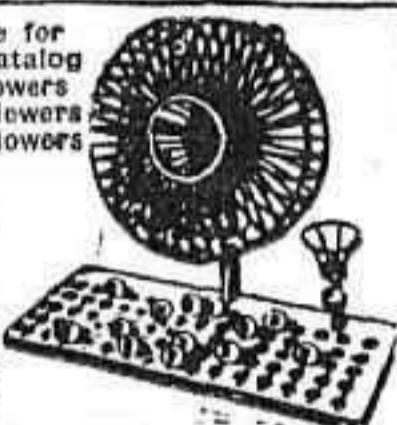
1902 NO. THIRD STREET MILWAUKEE, WIS.



BINGO SUPPLIES

JOBBER'S: Write for Free Catalog

- Floor Model Bingo Blowers
Electric Magnifying Viewers
Table Model Bingo Blowers
Rubberized Bingo Chute Cages
Electric Flash Boards
Rubberized Throw Ball Cages



And every other item jobbers want and need... the most complete Bingo line! "If it is Bingo Equipment or supplies—Metro MUST have it!"

METRO MFG. CO. 127 W. 25 St. New York City

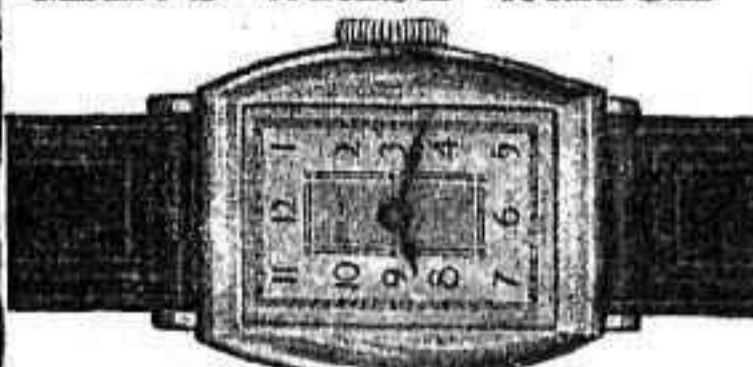
PATRIOTIC BUTTONS PENNANTS FLAGS PINS

Write for Money-Saver Listing on Over 65 Profit Makers Today!

LEVIN BROTHERS

Established 1886. Terre Haute, Indiana

MAN'S WRIST WATCH



American made in 6/0 line size. Chromium plated case. Curved back. Silvered dial. Unbreakable crystal. Leather strap or link bracelet. BB705—Each Single \$2.05 In Lots of 50—Each \$1.95 Send for New Catalog.

ROHDE-SPENCER CO.

223 W. MADISON CHICAGO, ILL.



COMIC BOOKS

Same comic books as sold on newsstands—64 pages in complete color. All assorted popular numbers, such as SUPERMAN, GREEN HORNET, BAT MAN, MICKEY FINN, etc.

100 Assorted Books, \$1.95; 1000, \$19.00

For Immediate Delivery Write DEPT. CB

BENGOR PRODUCTS CO. 878 BROADWAY NEW YORK CITY

REAL VALUE

500 Knapp-Monarch Electric Razors, motor driven, packed in individual steel cases; advertised price \$10.00 each. Special \$3.75 each. Lots of fifty \$3.50 each. One-third deposit with order.

Birmingham Vending Co.

2117 Third Ave., No., Birmingham, Ala.

NOW Is the Time to CASH IN on our Big Watch Bargains

NEW Styles—NEW Numbers—NEW Dials—In Rebuilt Watches. Nationally advertised makes—Bulova, Elgin, Waltham, Illinois, Hamilton and Swiss.

GET IN ON THE OLD PRICES.

Write for 1942 Catalog Today. JOSEPH BROS.

59 E. Madison CHICAGO

FLUORESCENT

Sensational New Fixtures!

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

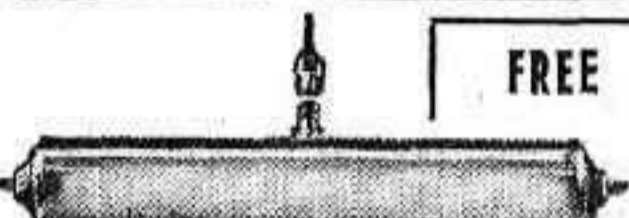
WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

SKYBEAM CO.,

DEPT. 433-C

225 FIFTH ST. DES MOINES, IOWA



FREE

SCREWS IN LIKE ORDINARY BULB

RUSH NAME

Wire, airmail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

FLAG AND SERVICE BANNERS

"ONE IN EVERY HOME"

We have the best selling numbers at the lowest prices

U. S. Rayon Flag Banners. Imprinted Red, White and Blue. Have gold fringe on bottom. Double spear point stick through top and cord for hanging. Made in 3 sizes.

Table with columns: No., Size, Dozen. Rows: 48N55 9 x 12-Inch \$2.00, 48N56 12 x 17-Inch 4.00, 48N29 17 x 25-Inch 6.00

9x12-Inch R. W. B. Rayon Remember Pearl Harbor Banner. With Eagle and Globe—No. 48N46.

Per Gross - \$19.00 Per Dozen - \$1.65

7x9-Inch Rayon Answered the Call Banner. With printed Blue Star in center—No. 48N47.

Per Gross - \$16.50 Per Dozen - \$1.50

We have a large and complete line of Costume, Patriotic and Military Jewelry. Also jewelry for engraving. Send us your orders.

N. SHURE CO., 200 West Adams Street, Chicago, Ill.



CASH IN ON THIS 1942

PROFIT MAKER!

SPORTSMAN'S SPECIAL

CASTING OUTFIT

... Astoundingly Low Priced

Outfit consists of a sturdy green enameled metal tackle box containing 1 three-piece rod, 1 spool silk line, 1 level winding reel, 1 plug, 1 wobbler, 1 fish knife, 1 scaler, 1 leader and 1 stringer. A winner for salesboard purposes!

Send for Free Copy of Our New 1942 Sporting Goods and Salesboard Catalog.

GELLMAN BROS. 119 North Fourth St MINNEAPOLIS, MINN.



# HANDY "MYSTIK" AUTO TAX STAMP SHIELD



## Every Car Owner Needs One

Necessity for every motorist. Provides permanent protection for Federal Auto Tax Stamp. Stamp affixed to face of emblem and applied to inside of windshield. Sanitary rubber-like "Mystik" Patriotic Emblem. Decorated in red, white and blue. Affixed instantly—not affected by moisture or heat. No moistening required to apply. Order NOW while item is "hot."

Size of Emblem 3 1/2" x 4 1/2"

\*Manufactured Under

U. S. Patent Nos. 2094428-2247094

MOUNTED 12 ON A COUNTER DISPLAY CARD—EACH SHIELD IN GLASSINE ENVELOPE

RETAILERS' PRICE PER CARD OF 12 EMBLEMS

**80c**

• Distributors, Jobbers, Specialty Salesmen, WRITE FOR SPECIAL DISCOUNTS Ask For Our Complete Catalog

Describes complete line of over 200 fast-selling Counter Merchandise Products. All on eye-catching counter displays. Many NATIONALLY ADVERTISED.

### WORLD'S PRODUCTS CO.

Pioneers in the Counter Card Field Dept. B, SPENCER, INDIANA

panies and police departments. A complete unit ready to do the job on hundreds of tires is offered for a nominal sum.

### First-Aid Kit

An excellent item for specialty workers, according to the manufacturer, is the first-aid kit offered by Martham Company. The kit is packed in a sturdy, lightweight container, and comes complete with a set of first-aid instructions and all essential first-aid articles, including mercurochrome, spirits of ammonia, steripads, gauze bandages, vaseline, unguentum, adhesive plaster, band-aids, absorbent cotton, antiseptic gauze, applicator sticks and small splint sticks.

### BINGO BUSINESS

(Continued from page 50)

munities he serves, to see what the reaction would be from the authorities and from the citizens of the town. Certainly

the operator is in the best position to judge whether or not a tie-in with defense projects would have any special value in his own particular case. But it stands to reason that any effort in this direction, or voluntary contributions of a percentage of profits for local defense or for the comfort of men in uniform would rebound to the favor of the contributing operator.

During the war period all the signs point to the fact that bingo games will become more firmly entrenched as a national pastime. The public is already beginning to make some sacrifices and these will increase more and more as the war continues. Therefore, to keep their spirits up, the citizens of the land will turn automatically to all forms of amusement. Bingo games enjoy a definite individuality in the world of entertainment. They afford amusement, entertainment and a chance to carry off a valuable prize. This strong combination has accounted for the steady growth of the game which now can forge ahead to even greater heights.

Bingo operators who are fully aware of the possibilities that now unfold themselves will be the ones who will make substantial profits in the years that lie immediately ahead. As a final note, it would be well to point out that even a war period will not assure the success of an individual operation unless the promoter plans carefully to attract and hold the attention of his patrons thru various time-tested ideas that are available to him.

### ELGIN, WALTHAM, BULOVA



Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF 737 Walnut St., Philadelphia, Pa. STARTS AT \$3.95

### LAST CALL "EASTER TOYS" LAST CALL

BIGGEST SELECTIONS - ORIGINAL CREATIONS - 40 NUMBERS HANDSOMELY COSTUMED - A RIOT OF COLORS Deals Made Up To Your Needs — One or a Dozen SPECIAL—6 GIANT ITEMS ONLY \$7.50 State Your Business. Write for Listings of Other Novelty Lines



**ACME**

PREMIUM SUPPLY CORP.

3333 LINDELL BLVD. ST. LOUIS, MO.

### ★ PATRIOTIC

- ★ PEARL HARBOR STICKERS—per 100—\$1.50.
- ★ FLAG SETS WITH SUCTION CUP—3 Flags—\$1.50 Doz. Sets.
- ★ METAL FLAG LAPEL BUTTONS—100 for \$1.05.
- ★ CELLOPHANE FLAGS—2 TO PACK—DOZ. PACKS, 50¢.
- ★ PENCIL FLASH LITE—\$2 doz. Include Deposit & Postage.
- ★ SUN GLASSES—MOTH CAKES—New Spring Items for Wagon Jobbers, House Canvassers, Premium & Salesboard Operators. Free Catalog. Write. CHAMPION SPECIALTY CO., 814-L CENTRAL STREET, KANSAS CITY, MO.

### U. S. FLAGS

- Gilt Spear Head
- 6"x4" Doz. 40¢
- 18"x12" Dz. \$1.00
- 30"x18" Dz. \$2.75
- 36"x24" Dz. \$3.50

### COME A'RUNNIN'



for one of the Finest

Lines of EASTER Goods Ever Assembled!

Dandy assortment of Plush Rabbits, Pull Toys, Chicks, Egg Dye, Cards, Napkins and Novelties. Write for Illustrated Circular of Complete Line.

### KIPP BROTHERS CO.

Wholesalers Since 1880 117 South Meridian St. INDIANAPOLIS • INDIANA

### ORIGINATORS OF THE GENUINE INSECT REPELLENT Lamp

to Keep Mosquitoes and other Insects Away and DOCTORS SAY VERDARAY to Conserve Vitamin A and Reduce Fatigue FREE Literature - SAVE ELECTRIC - Toledo, O.

## The Next Issue Will Be the Big SPRING SPECIAL

### ADVERTISE

The Billboard's complete coverage of all coin machine operators plus the arcade owners assures the best possible returns. Take advantage of this selling opportunity to dispose of your new and used machines, boards, parts, etc. There is no time to lose. Mail your copy today.

### THE BILLBOARD PUBLISHING CO.

25 Opera Place

Cincinnati, O.

## LAST CALL

Last-minute display advertising copy will be accepted and published in the best possible position.

LAST FORMS CLOSE MARCH 21

# PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

FORMER NOVELTY PITCHMAN... Eddy Wilkins is a private with the Army's 12th Air School Squadron at Scott Field, Ill. He writes that he met Bob King and his wife, Sonia, working St. Louis to successful turns recently.

WHAT ARE YOU framing for your coming spring and summer tours?

WORD FROM THE EAST... indicates that Thomas (Scotty) Conlon is working New York to good business.

AFTER A LENGTHY... silence, Sam Berman pipes from Traverse City, Mich., that he worked there to good takes on a recent Saturday. Sam says the town is open to a \$3 reader on lots and everyone seems to have some green. He plans to work Grand Rapids, Mich., next and advises that shops in that territory are plenty busy. He'd like to read pipes from E. Leonard, Art Engle and Jack Branholtz.

WAIT UNTIL the last minute to plan your itinerary and you are a cinch to wind up with a series of blank spots.

DOC PHIL BRADLEY... a veteran of World War 1, is back in the service again at Fort Sill, Okla., helping to train what he terms "the greatest bunch of boys I have ever met." "My heart," says Phil, "is wrapped up in these fellows and if those we left behind have one half as much spirit as these boys have, victory for the Allies and the avenging of the Pearl Harbor disaster is assured."

WHITEY BRECHT... erstwhile pitchman, is in the army and stationed at Fort Bliss, Tex.

THIS IS THE TIME of the year the boys and girls begin setting their teeth for the season's grind.

HARRY AND DAISY DeGRACE... pipes from Sarasota, Fla.: "We're still at the trailer park here, where we've been living since October 11. We expect to open our platform show about the middle of May. Among the pitch lads who have been in here this winter are

### New! P. D. Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!



"\$39.20 in one day," writes Hoy, Ark. "400 photos in two days," says Seymour, Pa. "Did \$20 Sunday with P. D. Q.," writes Zellar, Mass.

### AMAZING ONE-MINUTE PHOTO MACHINE

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. It's fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

### BIG MONEY EVERYWHERE

Army Camps, Stores, Street Corners, Fairs, Carnivals, Bazaars, Picnics, EVERYWHERE—you will make BIG MONEY with P. D. Q.

WRITE Get free information showing you how you can start in this big money making business on about \$60 for complete outfit.

TODAY P. D. Q. CAMERA CO. 109 E. 35th Street Dept. BB-3, Chicago

### ELGIN • GRUEN \$2.95 BULOVA Start at

Take advantage of these re-conditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

STAR WATCH CO. Wholesale Jewelers 124 S. 8th STREET, PHILA., PA.

### APRIL FOOL'EM JOKES

Ex. Book Matches, . . . \$ .25 per doz.	Snapping Gum, . . . \$ .50 doz.
Cigarette Plugs, . . . . .30 per doz.	Dribble Wine Glass, large, . . . 1.10 doz.
Bitler Gg. Powder, . . . . .30 per doz.	Slucko, . . . . .35 doz.
Loaded Cigars with spring, 1.10 per 25	Snake Jam Jar, best, . . . . .1.05 doz.
Serpent Egg Matches, . . . . .30 per doz.	
Hot Seat (and HOW), . . . . .50 per doz.	
Hot Pepper Gum, . . . . .35 doz.	
Dribble Glass, large, . . . . .1.50 doz.	
Musical Horn (Stokum), . . . . .75 doz.	
GARLIC OHOOS, 3 in bag, . . . . .75 doz.	

Write for Free April Fool Price List or send \$2.00 for 50 samples. JOEKERR NOVELTIES, 136 Park Row, N. Y. C.



## Lowest Prices

### Sterling Identification Jewelry



**Bracelets Necklaces Anklets**

Engravers!—These lower prices mean more business for you on Sterling Silver Identification Jewelry by featuring bigger values! A complete line featuring 9 styles in Bracelets, also Necklaces and Anklets, at remarkably low prices! Write or wire for special "Engraver's Identification 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.

Tex Worthe, Dick Jacobs, Curley Bartok, Doc Hunt, Ross Dyar, Fergy Ferguson and Thunder Cloud. Doc Harry Daley is still living in Sarasota and is working for the government. Doc Bod Ward has reopened his med show in Central Florida."

**TOBY JOHNSON** . . . reports he's still holding on at Greenville, Tenn., and comes thru with the following for the digestion of the boys and girls in pitchdom: "Hit 'em hard, boys. I'm for you if you give the family package, the 50-cent split and the piano on the last sale the final night. Keep the money in circulation. That's what counts. We die and forget it all anyway."

**JOHNNY MEIKLE JR.** . . . tells from Jacksonville, Fla.: "Moved my jewelry layout from Brack's Night Club here to Tom's Tavern, four miles farther out of town. Business here so far has been good. I would like to read a pipe from Johnny Meikle Sr. Come on, pop, pipe in."

**JERRY THE JAMMER SEZ:** "Study the whims, fancies and general temperament of your audiences. It goes a long way in helping you dispose of your goods."

## Dress It Up

By E. F. HANNAN

**EXPERIENCED** med showmen know well the advantage of dressing up the package they are selling. I have known of a well-packaged product out-selling a poorly packaged one two to one, altho the goods inside were identical in nature. I knew a med show that for years carried a line of preparations that were packaged in a plain white cardboard carton with plain, one-color label and when the line was changed and flashy cartons and labels were added the business jumped 100 per cent.

A pitchman named Leon Grubb used to work New England territory with peelers. When not pitching he worked up considerable business at lunch-rooms, lunch carts and small eating places in general, selling the article for a dime or three for a quarter. He added a flashy envelope and moved the price to 15 cents or two for a quarter and sold them quicker.

There was a tonic preparation named Vinol that started with a plain carton and wrapper and simply dragged along until a friend of the writer's took it over. He added flash to the set-up and wound up making a fortune from its sale. Any med showman, pitchman or demonstrator who has had extensive experience will agree that it is false economy to be niggardly with the packaging of the article to be sold. Dress it up and you have partially broken down sales resistance.

## Pitchdom Five Years Ago

Jack David was making occasional pitches to good results in New York. . . . Carl King and Jack LaMell were doing their mental act and selling herbs and and sex books at a New York store to satisfactory business. . . . Jack Kahn was in Pittsburgh, working in a store with Little Sampson. . . . King LaMar was working steady and garnering plenty of long green in Union City, Tenn. . . . Lou Weitz, New York sex and health-book worker, opened a pitch store at Eighth Avenue and 51st Street, Manhattan. . . . Sarasota, Fla., was proving a winner for Hubert Potter. . . . After a three-week tour of the wilds of Maryland, Herman Keller was working herbs in New York. . . . Cecil Linnaberry, with the wire jewelry layout, was getting his flash ready to grab some of the long

## Next Issue LIST NUMBER

Will Feature the Following Lists:

**FAIRS  
PARKS  
COMING EVENTS  
DOG SHOWS**

Order a copy from your news-dealer NOW or mail 25c in postage or cash to

**The Billboard**  
Circulation Dept.  
25 Opera Place  
Cincinnati, Ohio

## OAK-HYTEX BALLOONS

Every effort has been made to distribute Oak balloons as widely and as fairly as possible. Ordering from your jobber at once is your best safeguard for the 1942 season. Under present conditions it is impossible to say how long balloons may be available.

The **OAK RUBBER CO.** RAVENNA, OHIO

## FAST SELLERS

LATEST WAR SLOGAN BUTTONS, big variety, assembled, 100 Buttons	\$1.05
PATRIOTIC LAPEL INSIGNIA, red, white and blue, mounted on attractive display card, special, 100 Cards	.65
PENNANTS, latest war slogans, 9x27 inches, dozen	1.20
ARMY RINGS, gold or silver finish, fast sellers, dozen	.90
JEWELRY ASSORTMENT, Military Motif, Gross	8.45
16-PAGE BOOK 4-COLOR SERVICE GUIDE, retails 25c, 100 Books	3.00
60 PAGE BOOK, Story of the Unknown Soldier, A 25c Pass-Out, Limited Quantity, 100 Books	3.00
SET OF 8 BOOKS, Etiquette and Charm, \$1.00 Value, Limited Quantity, 100 Sets	6.00
SET OF 7 BOOKS, On Finance, \$1.00 Value, Quantity Limited, 100 Sets	6.00

All orders must be accompanied by deposit or full payment. 26 years of value giving in Novelties, Notions, Gifts, Premiums and Sideline Merchandise. 192-page catalog sent with shipment.

**MILLS SALES CO.**  
Our Only Mailing Address OF NEW YORK, INC.  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

## SERVICE BANNER



The home of every service man will buy one of these banners for display. Size 9"x12". In red, white and blue satin, with tassel, spear heads and gold fringe.

Millions of homes will be proud to show that a member of their family is serving the country.

**\$1.75 Doz. Sample 25c**     **\$17.50 Gro.**

1/3 dep. with order, bal. C. O. D. More than 20 other patriotic banners and pennants. Write for circular.

**LIBERTY PRODUCTS**  
Dept. E, 277 Broadway     New York, N. Y.

## WHY PAY MORE when we sell it for LESS?

SEND FOR OUR FREE CATALOG

of Sundries, Notions, Blades, Cotton Goods, Combs, Soaps, Aspirin, Patriotic Specialties, etc.

**JAY-ARR SPECIALTY CO.**  
26 Beaver St.  
BROOKLYN, N. Y.

## "REMEMBER PEARL HARBOR"

Extra Special Edition—Also Calendars! ORDER NOW! Patriotic Joke Books of Fun and Facts, 5TH COLUMN EXPOSED—24, sells 10c. Flag Respects—36, sells 15c; approved by all Veteran Organizations. U. S. Supreme Court decision protects salesmen everywhere. COPIES FREE. Samples 10c. **VETERANS SERVICE MAGAZINE** (23d Year), 169 Duane St., N.Y. City.

## MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacolists  
137 E. Spring St.     Columbus, Ohio

## WHOLESALE CATALOG FREE



For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

**SPORS CO.**, 242 Lamont, Le Center, Minn.

## Read PITCHDOM'S FUTURE

By PROF. JACK SCHARDING

in THE BILLBOARD'S SPRING NUMBER

Dated March 28

green, starting early in the spring. . . . T. E. (Bozo) McBride was vacationing in Charlotte, N. C. . . . Ray Herbers jumped into West Palm Beach, Fla., with Earl C. Corteze, after working Detroit and Toledo for three months. . . . Bert Doto, clever St. Louis med purveyor, was preparing for the spring with the tonic and balm. . . . Elsie Whitaker was working a chain store in Knoxville, Tenn., with her demonstration. . . . George Sauerwein, working liniment out of Memphis, was gathering plenty of geedus. . . . Jimmy Burnell continued to click in Lexington, Ky., with the paste, razors and hones despite the closing of the tobacco markets in that section. . . . Miss B. Menger was working a hair curler demonstration to good results in a large department store in St. Louis. . . . Chief Hippiko was still holding forth in Springfield, Tenn., and collecting the folding dough. . . . Abe Whiteman still maintained his layout in a chain store in St. Louis, while a new face, Dorothy May, working herbs and cleaner, made her debut in the Mound City. . . . Phil C. Riess was knocking 'em dead in Miami. . . . That's all.

## Events for Two Weeks

TRADE SERVICE FEATURE Billboard

- March 16-21
- CONN.—Hartford. Shrine Circus, 16-22.
  - FLA.—Sarasota. Flower Show, 17-18.
  - GA.—La Grange. Livestock Show, 16-17.
  - IND.—New Albany. Elks' American Victory Circus, 17-21.
  - ILL.—Chicago. Nat'l Flower Show, 15-22.
  - LA.—New Orleans. Livestock Show, 18-19.
  - MASS.—Boston. Flower Show, 16-21.
  - MICH.—Saginaw. South School Circus, 20-21.
  - MO.—St. Louis. Dog Show, 21-22.
  - St. Louis. Flower & Garden Show, 14-22.
  - N. Y.—New York. Int'l Flower Show, 16-21.
  - Rochester. Shrine Circus, 16-21.
  - White Plains. Dog Show, 22.
  - O.—Youngstown. Dog Show, 21-22.
  - OKLA.—Enid. Livestock Show, 17-21.
  - PA.—Philadelphia. Flower Show, 16-21.
  - Reading. Home Show, 14-21.
  - TEX.—Houston. Dog Show, 23.
  - Mercedes. Livestock Show, 19-21.
  - WASH.—Seattle. Flower Show, 15-22.
  - WIS.—Milwaukee. Home Show, 14-21.

- March 23-28
- ARIZ.—Phoenix. Dog Show, 25-26.
  - Tucson. Dog Show, 28-29.
  - GA.—Swainsboro. Livestock Show, 25-26.
  - ILL.—Chicago. Dog Show, 28-29.
  - IND.—Evansville. Home Show, 24-26.
  - Indianapolis. Sportsmen's Show, 21-29.
  - MICH.—Lansing. Hospitaler Circus, 23-28.
  - MINN.—Minneapolis. Sports Show, 21-28.
  - St. Paul. Sports Show, 21-28.
  - N. J.—Atlantic City. Dog Show, 28.
  - N. Y.—Binghamton. Rotary Charities Circus, 23-28.
  - O.—Cleveland. Sportsmen's Show, 21-29.
  - OKLA.—Oklahoma City. Livestock Show, 23-27.
  - PA.—Philadelphia. Gift Show, 23-27.
  - Home Builders' Show, 20-23.
  - TEX.—Dallas. Gardens og Americas, 21-29.
  - Sweetwater. Livestock Show, 23-25.

## REAL PROPOSITION

Selling High-Grade Medicines. Write for catalog, discount quantity lots. We pay freight.

**The Quaker Medicine Co.**  
220 George St.     Cincinnati, Ohio

### 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 north or east of Missouri River. List publications previously worked and territory you expect to cover. Write H. M. CURLEY, Manager of Agents, Room 311, Sandstone Bldg, Mount Morris, Ill.

## Sterling Identification Necklaces — Bracelets



A FULL LINE NOW READY!

Send \$1.00 for 3 Sterling Silver Samples.

Complete Line Engraving Jewelry. Write for Catalog—NOW!!

**Bieler-Levine, Inc.**  
37 South Wabash Ave.     CHICAGO, ILL.

## ELGIN & WALTHAM

### REBUILT WATCHES \$1.75 Wholesale Only

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied.

**CRESCENT CITY WATCH MATERIAL CO.**  
113 N. Broadway     St. Louis, Mo.

## FOUNTAIN PENS

NOW! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and DEMONSTRATORS. Write for new PRICE LIST.

**STARR PEN COMPANY, Dept. O**  
500 N. Dearborn, Chicago

## REX HONES 3c Each

Now Less Than \$5.00 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. Hone men are cleaning up. ACT QUICK. **REX-HONE MFRS.**, 1500 West Madison, BR-3, Chicago, Ill.



## Make More Money

U. S. DEFENSE BOND ALBUM

Sells on Sight! Protects Postal Saving Stamps, Allen Registration Books, Rationing Cards, etc. Sample 10c—\$6.00 per 100.

**FRANK BONOMO**, 206 Melrose St., Brooklyn, N. Y.

## ZIRCONS

Genuine White Diamond Cut 3 for \$2.75

Blue or Brown Zircons—\$1.25 per Carat

**ZIRCON RINGS**     SOLID GOLD Ladies or Gents     \$4 to \$8 EACH

**B. LOWE, BOX 311, ST. LOUIS, MO.**



### LAST CALL

**FLORIDA'S GREATEST INDOOR DOINGS**

Sponsored by MOOSE LODGE. 2 Saturdays. March 28th-April 4th. Down Town Miami. Concessions wanted, space limited: Guess Your Age Scales, Novelty, Palmistry, Diggers, Penny Arcade and all 10c Stores. What have you? All address:

B. BOSWELL, Mgr.  
2118 N. W. 62nd St. MIAMI, FLA.

### WANTED

**RIDE HELP AND CONCESSIONS**

Foremen for Chair-o-Plane and Loop-o-Plane. Second Man and Third Man for Merry-Go-Round, Whip, Chair-o-Plane, Loop-o-Plane, Ferris Wheel, Caterpillar. Pay highest wages, no meal tickets or brass. Come to winter quarters now, 8216 Eastwick Avenue, Philadelphia, Pa. Salaries paid in winter quarters.

WANTED CONCESSIONS—Strictly legitimate. Grind Stores only. Show opens April 11th. Write

**GRUBERG WORLD FAMOUS SHOWS**  
P. O. BOX 101 PHILADELPHIA, PA.

### WANTED

**ON ACCOUNT OF DISAPPOINTMENT**

FIRST CLASS COOK HOUSE. One which caters to Show People. Must be clean and neat. No tickets. ALSO MANAGER FOR GIRL SHOW. Must have good flashy wardrobe and girls, as we will furnish the finest equipment both inside and out. Wire at once:

**Reynolds & Wells Shows**  
1210 West 8th St. TEXARKANA, TEXAS

### CIRCUS ACTS WANTED

Two or Three-People Act doing two or more Acts. We furnish Cook House and Gas, Three-day and week stands. State salary. Concession and Ride Help wanted. Grind Shows with own outfits. Write or wire El Cajon, California.

**SIEBRAND BROS.' CIRCUS & CARNIVAL**

### WANTED

Roll-o-Plane and Octopus Foreman. Open now. Detroit lots. Jack Ross and Skeeter Garrett, wire.

**B. H. BRITT**  
289 Elmhurst Avenue DETROIT, MICH.

### BARKER SHOWS

Due to disappointment can place Corn Game. Show opens April 11th. Cape Girardeau, Mo., uptown location. C. S. Reed, general agent, has this show contracted for 9 fairs in Iowa and Illinois. Can also place man to take charge of Athletic Show. All answers:

**MRS. STELLA BARKER, Charleston, Mo.**

### ARDMORE BUSINESS MEN'S ASSOCIATION

**WANT PHONE SALESMEN**

For tickets, exhibit and book. Can place Contest Men. Benefit ambulance fund. Address: **ROLAND HILL, President, Ardmore Business Men's Association, 49 Lancaster Ave., Ardmore, Penn., suburb of Philadelphia.**

### DUTCH RADCLIFFE

**WANTS**

Cook who can also manage Cookhouse on percentage basis. Also Coupon and Wheel Men. Open New Orleans March 21st with All American Exposition.

## Greater United Shows

**WANT** Side Show, Girl Revue or Hawaiian Show, Organized Minstrel Show, Octopus and Rolloplane. Can place Merry-Go-Round Foreman, also General Agent. Ed Bruer, wire. Have Duo Loopoplans for sale. Long season of forty weeks. Address: **J. GEORGE LOOS, Mgr., Uvalde, Tex., this week; Austin, Tex., week March 23.**

## FOR SALE

**Beautiful Carousel**

3-Abreast Jumping, Newly Painted and Overhauled — Original Cost \$28,000

**M. C. ILLIONS**  
2836 W. 8th St.,  
Coney Island, N. Y.

### LETTER LIST

(Continued from page 49)

Ring, Joe (Kangaroo) Thompson, Charles E.  
ROMANO, ERNEST (DE TROTTO & MIMI) Thompson, James Martin  
Roth, Harry Turner, Willard E. VANGI, VINCENTZO  
Russell, Bessie SAREAUPT, ANATOLE  
Shepherd, N. Ward, George (Shorty) Juell  
Simon, Al P. Watkins, Juen & ZERA, JOSEPH  
Simpkins, Louis Smith, Henry  
Smythe, Bill Spurr, Jules Teague, Daisy

### MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg., 155 No. Clark St.,

Anderson, Mickey  
Arlen, Bea  
Atches, Bob  
BENDICK, JOHN C.  
Bengeman, Mrs. Viola (Carlton)  
BINGAMAN, CLARENCE PAUL  
Birch, Thomas  
BLACKWELL, HUBERT  
Bogart, Jack (Great Jaxon)  
Bowers, Joe  
Burke, Ed  
Burns, Hazel  
Butler, Eddie  
Campbell, Bruce  
Carter, E. J. CARTER, THOMAS  
Chilson, J. J. Claire, Rosita & Hans  
Coleman, Mrs. Lena  
Copas, Lloyd  
Corley, Mr.  
Cortez, Dick (Flying Eagle)  
Crouch, Delbert  
Darnell, Hank  
Day, Ruth  
Demares, Buck  
Dickens, A. K. DOERING, HERBERT  
Douglas, Thomas  
Essee, Dick  
Feack, Stephan  
FOGLESONG, FRANCIS  
FREDERICK E. FRIEHOE JR.  
BERT CHARLES FUNDERBURG, QUINTON  
Gabbard, Rusty  
Garrett, Sam  
Garaghty, William P.  
Golding, Fred  
Gomez, Angie  
Good, Dan  
Goodnight, Miss Leela  
GRAHAM, JOHN BENJAMIN  
GRAHAM, JOHN HENRY  
GREENE, KENNETH A.  
Griffin, John  
Grist, Pinky  
Hager, Miss D.  
Haggorman, Art  
Haley, Bill

### MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg., 155 No. Clark St.,

HARRISON, ELBERT  
Hartford, Larry  
Hartford, Norman  
Henderson, Hank  
Holley, Tex  
Jameson, Neal  
Kozak, Walter  
Laue, J. T.  
Layne, Burt  
Lee, Bob  
LEE JR., HARRY  
Lee, Rex  
Lifton, Abe  
Little Johnny Jones  
Littlejohn, Frank  
Lofton, Carey  
Lyons, James  
McAry, Harry  
McBee, Beas  
McBee, Lloyd  
McCarthy, Hazel  
McKay, Leo  
McKIDDIE, JASPER  
Mack, Gus  
Marchand, Tom  
Mason, Charles  
Owings  
Mathews, Whitley  
MATHISON, CHARLES ALLEN  
Metropolitan  
Mully, Herman  
Murphy, Louis  
Myles, Phyllis  
Nander, Bob  
Nethaway, Lulu  
North, Vera  
Norton, Al  
O'Connell, Thomas (Sunshine)  
O'Hara, Eddie  
Orton, Miss Ira  
Osborne, S. P.  
Owens, Tom  
Pape, Billy  
Parr, Tom  
Pendleton, C. T.  
Peppers, Billie  
Poscharsky, Mrs. Clara  
Potts, W. W.  
Robinson, Ralph  
Rogers, Brownie  
Rosca, Herbert  
Ross, Benny  
Ross, Lanny  
Ryan, Dick D.  
SALYER, HENDERSON  
Simmons, Chic  
Shimpon, Harry  
Smith, Jack  
Sonnay, John  
Spinks, H. G.  
Steel, Gene

### MAIL ON HAND AT ST. LOUIS OFFICE

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Anderson, Margie  
Blouido  
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WILLIS  
Bacon, Miss Phil  
BACON, WILLIAM W.  
Ballard, Jack  
Baldwin, Billie  
Barn, Miss Phyllis  
Barra, Miss Alba  
Beal, Forrest  
Beas, Johnny  
Bills, E. F.  
Boudreau, Adrien A.  
Boydston, Mrs. A. L.  
BRANNOCK, JOHN W.  
Brooks, Johnny  
Bryer, Harry  
Bryer, Mrs. Lillian  
Burns, Mrs. R. A.  
Burns, Betta & R. A.  
BURNS, WILLIAM JOS.  
Butcher, O. J.  
CAIPENTER, CLIFFORD ROY  
Carpenter, Clifford  
Carter, William  
Cawthorne, Wild Bill  
CHASTAIN, WALTER  
CHARLES  
Chavanne, Mrs. James  
CLARK, CHARLES J.  
Cola, Buford  
Cooper, Ed  
CRIST, ROBERT ARMSSTRONG  
CROWELL, HAROLD W.  
DALEY, CHARLES MILES  
Danie, Rose  
Darling, Happy Jack  
DAVIDSON, GEORGE E.  
Davis, Clyde  
Dela Wesley, Miss Zeleka  
Dickerson, Harry G.  
DIXON, JACK CLAUD  
DOLAN, WILLIAM K.  
DUNN, JEFF  
Dunn, Mrs. Oleta

### SOUTHERN STATES SHOWS

**WANT**

For Florida's best fairs starting at Wauchula April 6. Ride Help in all departments, especially Ferris Wheel Foreman; also Free Act, Bingo, few more Shows, Rides and Stock Concessions.

**JOHN B. DAVIS, Mgr.,**  
Southern States Shows  
Route 3, Box 868H, Tampa, Fla., or Postal or Western Union, Tampa.

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### Byers Bros.' Set Bow Date; Quarters Work Progresses

KENNETT, Mo., March 14.—Byers Bros.' Combined Shows will open at a downtown location April 11, management announced this week. For the last several years shows operated two separate units, which this year have been combined and considerably enlarged.

Work has been progressing splendidly in local quarters and during the winter many new wagon fronts have been built. Five new light towers have been purchased and new blue canvas added. Shows plan to carry 12 rides, 10 shows and 30 concessions. Executive staff includes Carl and Jim Byers, owners-operators; H. P. Hill, manager; Jack Edwards, general agent; Mrs. Jesse Byers, secretary; James Patterson, bill-poster; Homer Gilliland, special agent. Shows contemplate playing defense towns in Illinois this spring, and an impressive route of fairs has been lined up in the Middle West.

### J. J. PAGE SHOWS

Opening Johnson City, Tenn., Saturday, April 18.

Can place COOK HOUSE, reasonable privilege. Also Corn Game, Long Range Gallery and all other legitimate Concessions, reasonable rates. Want reliable BUSINESS MANAGER capable of handling Show. Want sober and reliable ELECTRICIAN to join at once. Want Man to take charge of Athletic Show—good outfit. Can place Ride Help for all Rides. Can place Shows with or without own outfits and not conflicting with what we have. Also want useful Show People in all lines, including Talkers and Grinders. Have opening for Musicians and Performers for Colored Minstrel Show. Roy Carey wants Concession Agents.

Want HIGH AERIAL FREE ACT. Everybody address:

**J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN.**  
P.S.: HAVE FOR SALE, reasonable—Motordrome with Young Lion broke to work. Also late model Single Loop-o-Plane, stored here in Winter Quarters.

### Bath Opener Good For World of Fun

BATH, S. C., March 14.—Fair weather and good business prevailed for World of Fun Shows' inaugural 10-day stand at Mill showgrounds here March 5 under American Legion Post auspices. General Manager J. E. Steblar was complimented by the committee and visiting showfolk on organization's attractive appearance. All rides have been repainted and overhauled, and Ferris Wheel is featuring red leather seats.

Shows obtained good play from soldiers stationed at Camp Gordon near by. N. Redmond has been signed as business manager. A windstorm which hit the shows did considerable damage to the Merry-Go-Round. M. L. McQueen arrived with his Rolloplane and topped the rides. Steblar said the shows will play the coal fields of West Virginia this year after several years' absence. Tom Hale booked his bingo stand here.

Ted Lewis, Heller's Acme Shows, visited. Mr. and Mrs. Neal Massaro have their concessions with it again, and Whitey Davis is again handling the Ferris Wheel. Hubert Harlow returned as Merry-Go-Round foreman, and Harvey Mier is Chairplane foreman. Bill Thompson has been contracted to handle Joseph Steblar's concessions, and Mickey Delesios has his stands booked.

Staff includes J. E. Steblar, general manager; N. Redmond, business manager; Tommy Scott, general agent; Vera Steblar, secretary; J. J. Steblar, treasurer; Ray Sharpe, publicity and *The Billboard* sales agent; Joseph Steblar, lot superintendent; Timothy Scully, transportation superintendent; Whitey Davis, ride foreman, and Lynn Dale, boss canvasman. Shows carry 8 rides, 8 shows, 25 concessions and free act.

### Jolly Inks Hubbard Midway; Opening Is Set for April 20

BUCYRUS, O., March 14.—R. A. Jolly, manager of Seccatum Park Rides, said this week that his organization will carry D. Stack Hubbard's Midway Shows, including Negro Minstrel, War, Snake, Athletic, Dancing Girl and Hillbilly Revue, this season. Combo has been signed to play about the same route of street celebrations and fairs as last year.

Unit under the title of Hubbard's Midway Shows will open April 20 with six rides, eight shows and a number of concessions. Organization will carry its own sound truck, and a free act and fireworks will be used to a free gate.

Jolly said the shows have been signed to provide the midway at the annual Firemen's Convention in Delphos, O.

### STAR AMUSEMENT CO.

Opening last week in March, wants Shows with own outfit. Stock Concession working for 10c. No gift. Man and Wife to take over complete Cook House. Agents for Ball Games and Stock Stores, Flat Ride, Ride Help and Bingo open. Tufty Burnett, Jack Morgan and Ed Hall, write.

**KID BURNS, 102 Edward St., Monticello, Ark.**

### GOLDEN WEST SHOWS

Want Corn Game, Picture Gallery, Ball Games, Kiddie Ride, Palmistry, Cork Gallery, Lead Gallery. All legitimate Concessions open. Have tops and fronts for Show People. Can place reliable Ride Help, Dancing Girls, write. Good route, no lay offs. Write **WM. BARNHART, 4262 Thomas Ave., No., Minneapolis, Minn.**

### LAST CALL

Hogers and Powell opening Fayette, Miss., Mar. 23. Want Minstrel People, Side Show People, Big Snake, Monkey Drome, Agent with car and Concession that can stay sober. Sound Car for Concession. Ike Goldstone, wire. Want Corn Game, Truck Drivers, Ride Help. All people with contracts come on. Need Wheel Agents, Grind Stores.

**Yazoo City until Mar. 20.**

### WANTED

Girls for Posing Show and Girl Show. Must be attractive. Top salaries. Also Talker for Posing Show.

**J. SCIORTINO**  
Care James E. Strates Shows Mullins, S. C.



Claude Ellis's

# The Editor's Desk

CINCINNATI

WHEN the writer attended the formation meeting of the Outdoor Amusement Congress in Tampa on February 6 he felt that such an organization could do great things for the government and for the industry in trying wartime—and that, indeed, the OAC might do them. If, as was evidenced at the conclave of the International Association of Fairs and Expositions and the Congress in the Hotel Sherman, Chicago, on March 6 and 7, the very fact that there is an OAC has stopped the flow of catch-as-catch-can letters and indiscriminate lobbying in Washington, to the reported great joy of officials there, much has already been accomplished. And if the OAC can be of service in some effective contact by which Washington can be fully informed as to the industry, the Congress will have gone a long way toward justifying its existence. Intelligent and co-operative conduct of its affairs should bring about that direly needed quality in the industry—unity.

PRE-SEASON dope on routing indicates that circuses will extend their usual engagements at many stands this season. In numerous instances former one-day stands will be raised to two and two-day stands to three. The Big One will be 32 days in the Garden. Cole Bros. is expected to play five days in its opening spot and two three-day engagements are said to be on the early schedule. Truck shows probably will play under more auspices with added performances, and the trend will be toward shorter jumps. Present boom conditions, anticipated labor shortage and probable transportation difficulties all could be reasons for the contemplated longer stands. Whatever the showmen's idea is in stretching the dates, it would seem that their wisdom in doing so can remain unchallenged.

RELATIVES of many American circus bulls are doing their bit in the Far East. Recent headline: "Troops Riding Elephants Have Appeared."

AT CHI IAFE-OAC Meet: Harold F. DePue, IAFE prez and resigned manager of Grand National Livestock Show, San Francisco, saw his son, who is in the navy, in the Windy City. HFD will go to his old home in Spencer, W. Va., for a visit. . . . Sam Lewis, lieutenant

governor of Pennsylvania and president-general manager of York Interstate Fair, isn't loafing, what with a special session of the Legislature on and his State Defense Council work. . . . Art Corey, executive vice-president of the Outdoor Amusement Congress and late sec of Iowa State Fair for y'ars and y'ars, has his juve shape back again with a 20-pound reduction. He'll do OAC work for the present out of 3602 Iola Avenue, Des Moines. . . . Charlie Somma, Virginia State Fair boss, Richmond, a big asset to the OAC with his info, gleaned as IAFE government relations head, on inside Washington, names, office locations and what have you. . . . Charlie Nash, chief of ESE, Springfield, Mass., remarking of the Hotel Sherman confabs: "It's a real under-one-roof gathering this time." . . . William V. (Jake) Ward, Illinois State Fair secretary-manager, called home to Springfield for the steenth conference with military biggies about possible use of the fair plant—for some weeks an "off-again-on-again" proposish.

REGARDLESS of a reported wool shortage, it is whispered that there is enough on hand for general agents to try to pull over one another's eyes.

SELF PITY will never build up midway morale. . . . "With it" today; in the army tomorrow. . . . When trouble comes to some midway it is always something they didn't prepare for. . . . A broken showman in a G top, asked what he was doing there, replied, "Just fighting temptation." . . . Names are everything: Some fronts boarded up and down like a barn are called paneled and decidedly modernistic. . . . Manager, who thought a talker on a front was making too much money, decided to cut his percentage. When the talker threatened to quit the manager agreed to let the p. c. stand, provided the talker wouldn't show such a big gross. . . . A knocker often gets the panned show new dates and friends. . . . Report that news will be released as soon as it is certain that it won't help the enemy sounds like a manager hiding his route. . . . Always unwelcome: That gal who whistles in revue dressing rooms. . . . Tough break: After a three-day layoff a talker was so hoarse from cutting up jackpots that he couldn't work.

Nat Green's

# The Crossroads

CHICAGO

THE outdoor show world has responded magnificently to the challenge presented by the world-wide conflict between the Axis powers and the United Nations. No one who was privileged to talk to the earnest showmen who gathered in Chicago for the recent IAFE and OAC meetings can for a moment doubt that these men are set on doing everything in their power to further the country's fight for freedom. This was further brought out in the discussions in the meetings and the measures adopted to carry on the necessary work. The men representing fairs, parks, carnivals, circuses and allied branches were almost unanimous in their endorsement of the objectives of the OAC and their pledges of support. It was no half-hearted acquiescence, but a declaration of all-out assistance. The Congress could have made no better selection of a man to carry on the heavy duties of the executive vice-president than A. R. Corey, veteran fair manager from Des Moines. Art Corey's long familiarity with every branch of the business and the ability he has shown in building up Iowa State Fair eminently fit him for the onerous duties which now will be thrust upon him. He will ably represent the OAC and the fairs in conferring and co-operating with the representatives of our government.

In addition to the activities of the IAFE and the OAC, the Showmen's League of America has come to the front with a plan for co-ordinating the forces of the outdoor show world in aiding the

splendid work of the American Red Cross and has received the hearty endorsement of the Commission on National Defense. The League's donation of \$2,000 to the Red Cross was followed by many substantial individual donations, and there is no doubt that the nationwide drive that soon will be under way will produce substantial results. Handling details of the drive for the League is J. C. McCaffery, past president of the League and a man whose organizing and executive ability is widely recognized.

The program men have been having a field day in Chicago lately. R. O. (Dick) Scatterday has been busy here on Cole Bros. program; Gerald (Frenchy) Snellens is working on the World of Mirth book, and Jack (Abie) Tavlin just finished a week on the Ringling art tome. Now if Howard Y. Bary blew in the list would be complete! . . . Eddle Allen, Gene Autry's manager, is enthusiastic over the outlook for the season. Here on his way to the West Coast, Allen says money is plentiful in all the cities he has visited in the interest of Autry's Flying A Ranch Rodeo, and the people are eager for entertainment. . . . Camille LaVilla, who has been ill for more than nine months, is much improved and hopes to be back in the game soon. Drop her a line at the Hotel Lincoln, 1816 North Clark Street, Chicago. She'll appreciate hearing from friends, of whom she has many in the show world. . . . Thanks to Max Linderman, general manager of the

World of Mirth Shows, for a gold lifetime pass to the show. It's a work of art, done in gold, red and blue. It will be a pleasure to use it, Max. . . . New set-up of the Lewis Bros.' Circus sounds okay and will be watched with interest. The combo circus and stage-show, with hillbilly talent that is known on the radio, sounds like a cashable idea.

NOW that it seems certain that the Army will take over Illinois State Fair grounds at Springfield, various other sites for the annual are being considered. Aurora and Du Quoin have been mentioned. The former is considered the best bet. There is an idle fair plant at Aurora that could easily be adapted to handle the State Fair, and the location is most suitable from a transportation and population standpoint. To locate the fair at Du Quoin would mean there would be one less fair in the State, while if Aurora is chosen the Du Quoin Fair will continue as usual and there will be the possibility that sufficient interest may be aroused to permanently revive the fair at Aurora. . . . Nate Gross, the Town Tattler of The Herald-American, gave the Showmen's League of America a nice plug in his column the day after the League's Show of Stars. . . . Julia Hirsch, sister of W. R. Hirsch, manager of Louisiana State Fair, has hosts of friends in the outdoor show world. She recently concluded a visit in Florida and is now the guest of Chicago friends. . . . Jack Grimes, in Chi for a few days, will conclude his picture work shortly and report for duty on Hennies Bros.' Shows.

## BIG MINN. GATE JUMP

(Continued from page 40)

concessionaires said their business during the 1942 circus was better than it has been in the past eight years.

Among visitors during the run were Joe Greer, rodeo producer; Harold Vorse and Irene Leary, aerial fliers; Frank Friedman, St. Paul, State representative for Circus Fans' association; Mr. Fry and Sumner Peterson, Minneapolis, Frank Kindler and Doctor Mulligan, St. Cloud, all members of the CFA.

## Circus Historical Society

FARMINGTON, Mich., March 14.—CHS members who visited the recent Detroit Shrine Circus, in addition to those previously mentioned, included Chick LeRoy, Mr. and Mrs. Robert Green, of Pontiac; Mr. and Mrs. Jack Staley, of Hazel Park, and Jean LeRoy, Detroit.

First giraffe to be exhibited in America was brought here from Capetown in 1837. In 1842 it was the featured attraction of June, Titus & Angevine's Circus & Menagerie, traveling by wagon thru Michigan, Ohio, Indiana and other Midwestern States. Present-day showmen still marvel at this remarkable feat of transportation, as giraffes die easily from injuries and colds.

Walter Pietschman and Don Smith, officers of CHS, are also vice-president and secretary respectively of the Chrysler Camera Club in Detroit. Walt and Don keep them circus conscious with their views of Spangleland.

William C. Coup, who is credited with

## Showmen at CFA Meeting and Dinner On the West Coast

LOS ANGELES, Calif., March 14.—Dick Lewis, despite many setbacks, came thru with the best dinner and meeting in history of Joseph Andrew Rowe Tent No. 6, night of March 2 at Mona Lisa Cafe. Bill Montague, National CFA publicity director, West Hartford, Conn., sent a telegram wishing the event to be a straw house. Paul Eagles sent a letter stating that he could not attend, but knew the dinner would be a great success. Stan Rogers was at Tucson, Ariz., working on an MGM picture. Jack Joyce, Mabel Stark, Louis Roth and Louis Goebel could not attend, as they were breaking in new animal acts for Jack Joyce Circus. Mr. and Mrs. S. L. Cronin, C. W. Nelson, Sam Abbott, Bill Hoffman and Lou Johnson had to attend the Pacific Coast Showmen's Association's meeting. Jimmie Wood, Kenny and Edris Hall were busy with National Defense work. All of those who did attend sat at the outside edge of the horseshoe-shaped table, while the inside edges were lined with Ivan Christy's Model Circus.

The following officers were elected for 1942: Stan Rogers, equestrian director; Dick Lewis, lot superintendent, secretary-treasurer; Hugh McGill, publicity. Dick Lewis acted as emcee for the dinner and called on several guests for talks. Cheerful Gardner gave an interesting account of his experiences in buying the elephant Tusko for the late Al G. Barnes. Justus Edwards, general agent for Russell Bros.' Circus, was next called upon to tell about Mr. and Mrs. C. W. Webb and their circus. William B. Antes, Russell Bros.' press agent, gave an outline of this season's program. Ernestine Clarke and Elizabeth Hanneford were introduced as representing Cole Bros.' Circus. Robert C. Downie and Ivan Christy also gave nice talks.

Two reels of hunting African elephants and a war picture were shown. The next-to-closing number was Phil Bailey's colored still pictures that he took of the Al G. Barnes, Cole Bros. and the Ringling-Barnum circuses.

Others present included: Mrs. Robert C. Downie, Mrs. Dick Lewis, Mrs. William B. Antes, Marion Farrington, Ruth Harb, Irene Ross, Ben Messick, Dick Burk, George Perkins, Phil Bailey and Glenn F. Harrison.

bringing P. T. Barnum from retirement and doing more to make the great showman famous than any other person, was born in Indiana 105 years ago. In 1872 the Barnum & Coup show gave a daily street parade at 8 a.m. and three performances, beginning at 11 a.m., 2 and 8 p.m.

James A. Bailey died at his home in Mount Vernon, N. Y., on March 22, 1906, from an insect bite on his nose, suffered as he helped to prepare Madison Square Garden for the annual spring engagement of Barnum & Bailey Circus.

C. E. Doble, musician of Jeffersonville, Ind., is latest member of CHS. Reported by Don F. Smith.

## CONVENTION SHOWS

NEWBERRY, S. C., MARCH 23-28 . . . GAFFNEY, S. C., MARCH 30-APRIL 4

Can place legitimate Concessions and Shows. Want Long or Short Range Gallery, Duck Pond, Bowling Alley, String Game, Hoopin, Striker, Scales, American Palmistry, Custer or any other legitimate Stock Store. No exclusive but reasonable limitation. Organized Minstrel Show. Want strong Animal or Monkey Show. Due to disappointment, can place sensational Free Act for long season. Want talented Dancers for Girl Show. Marty Smith wants Side Show People. Sixteen weeks in Western New York's busiest defense area. Nine weeks of Fairs. Communicate with

CLAY MANTLEY or SILVER JACKSON, Whitmora, S. C., this week.

## GIRLS—WANTED—GIRLS

Dancers, Singers, Specialty Dancers, Chorus Producer, Piano Player (double Gallipos), Strip Tease Dancer strong enough to feature, Hawaiian Dancers, Hawaiian Musicians. Top salaries paid; 35 weeks' work. Address immediately. Show opens April 9th.

CLEMENTINE COFFEY, O. C. BUCK SHOWS

BOX 381, TRENTON, N. J.

## WANTED

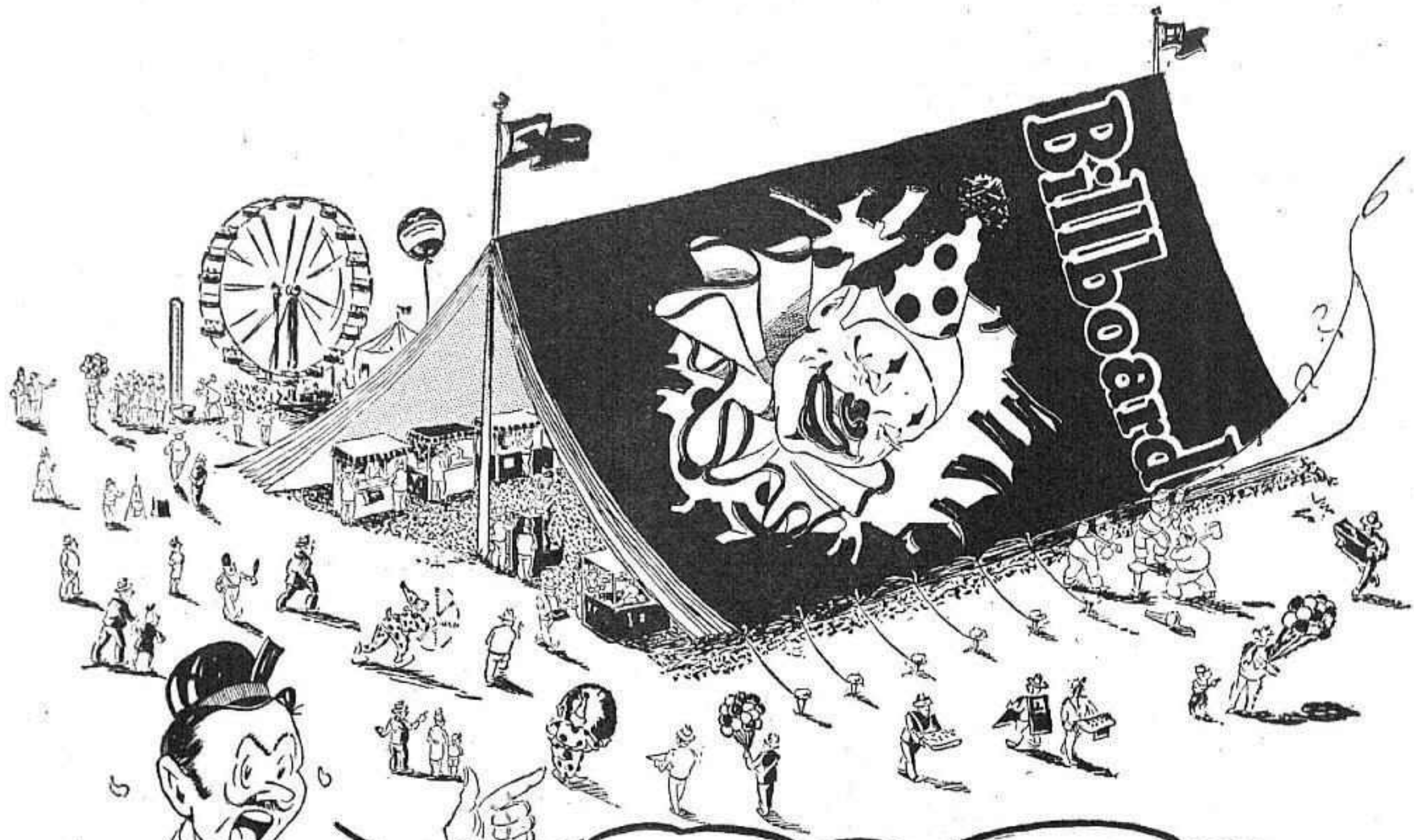
Concession Agents for Wheels. Don't answer unless you can stay for season. Can use Concession Help, Truck Driver preferred. Wanted to Buy—Two Wheels, must be in good condition. Show opens April 10th, Hagerstown, Md. Can use Concession Tops, in good condition; must have frames. Would like to hear from all those who worked for me last season. Everyone address:

CARL H. BARLOW (Business Manager, Lawrence Greater Shows)

26 Melbourne Ave., Silver Springs, Md.

BUY DEFENSE BONDS AND STAMPS





**THE "GREATEST SHOW" ON EARTH ... ALL UNDER ONE COVER--FIRST--COMPLETE--BEST!**

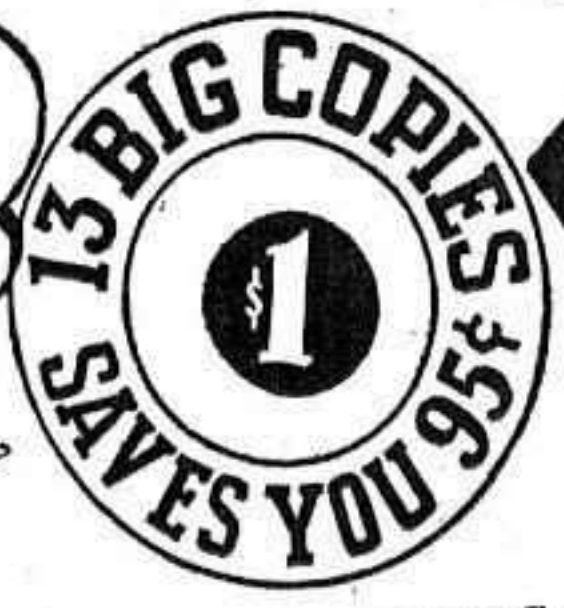
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**LEAGUE SCORES**

(Continued from page 30)

Amusement Committee of the Amusement and Recreation Division of the Chicago Commission on National Defense, a check for \$2,000, the League's contribution to the American Red Cross.

Jack Irving was chief master of ceremonies, with others occasionally taking over. Artists and acts appearing in the show were: Ruth Denning, singer; the Winnie Hoveler Girls, six talented dancers; Jack Prince, singer; Rita Ray, singer; Artini, magician; Seth Davis, boy drummer; Frank Payne, impersonator; the Dorothy Byton Girls, another clever line; Joe Russo, singer; Kay and Linda Bruce, acrobatic team; Jerry Coe and Marianne, musical novelty and dancing; Virginia Cooper and Nick Conrad, song team; the Callahan Sisters, dancers; Mel Ody, comedy juggler; Wally Vernon, comic and dancer; Larry Lester, harmonica player; the Six Lovely Ladies, singers; Kay Boley, contortionist; the San Souci Dancers; Dolly Kay, singer; Willie Shore, comedian and dancer; Kitty Carlisle, singer, who made an appearance and congratulated the League on its deeds of charity; Marshall and Shields, singers; the Three Ryans, knock-about comedy; Margery Kaye, acrobatic dancer; Arthur Lee Simpkins, colored tenor; the Three Freshmen, acrobats; Glorianna, soprano; Arthur Treacher, movie comic; Red Marshall, comic, and Jimmie Dunn, all three from the stage show *Panama Hattie*; Jack Waldron, comic; Sid Schapps, singer, and Pinkey Tracey, comic. Every act on the bill was well received. Despite the length of the show there was no lessening of interest. Pinkey Tracey was a perfect closer, his hilarious comedy holding the attention of the audience for nearly half an hour.

**ARTHUR FAIR DRAW**

(Continued from page 30)

while the shows are in this section. Ted Levitt did a good billposting job.

Visitors included Hunter and Margaret Farmer, Mike Erekos, Charles Walpert, Margie and Betty Corey, Ted LeFors, William Sinclair, Danny LaMarr, Tony Coco, George Wiler, Charles Youngman, Bess Newman, Mario Selvestrio, Joseph Ryan, Thomas Reed, H. A. Grove, Mr. and Mrs. Harry Sucker, George Morgan, Clyde Gooding, Joe Glacy, Bessie Bessett, Frank and Marie Forest, Claude and Leone Barie, Mr. and Mrs. William McKee, Ed Jessup, Lee Walters, H. J. Hinkle, Phyllis and Violet Walker, Lucille King, Cora and Lonnie Grieve, Elva Rockwell, Mrs. R. P. and Connie Byam, Harry Phillips, Mr. and Mrs. Hal Williams, C. H. and Inez Alton, Jack Brick, R. Denny, Louis Maynard, Robert Downie, Senator Murphine, Franz Hustrei, Mr. and Mrs. Marshall Brown, Pearl de Pellaton, Mr. and Mrs. Dave Pennington, Mr. and Mrs. P. J. Huebner, Overland Murphy, Frances Dunne, Evelyn Archer, Eddie Starke, Arthur Hockwald, Whitey Olson, Mr. and Mrs. Dale Hendrickson, Mr. and Mrs. William Summers, Buddy Gritzmacher, Maxine and Todd Henry, Della Ryan and Rudy and Vivian Jacoby.

**BUCKEYE WINS**

(Continued from page 30)

Credit for the attractiveness of the midway was given to E. A. Crane, artist, and Pat Brown, builder. Date Curtis again is

in charge of the Cotton Club Revue, and Sammy George is manager of the Hot Spot, all-girl revue. Doc Chan's Side Show, with Doc Cox on the front, clicked.

Captain Willander presents the free acts, as well as the Monkey Circus. G. F. (Gus) Litts is lot superintendent. He also operates a string of concessions, including the bingo stand. Russell Cooper is electrician; H. G. Starbuck, secretary; Harry Lamon, business manager; Percy Martin, general representative, and H. M. Kilpatrick, billposter. L. P. (Red) Brady joined with Octopus, Rolloplane and a new Kiddie Train. T. L. McDermitt and Bailey Walsh visited.

**SEASON OPENS WELL**

(Continued from page 30)

last week-end at Michigan and Joe avenues, while W. G. Wade's No. 1 Unit opened on the East Side in suburban Hamtramck. Wade's No. 2 Unit, managed by Cameron Murray, was set to open today, with F. L. Plack's Northwestern Shows following suit in two weeks.

Elmer F. Cote's Shows and Happyland Shows, managed by William G. Dumas and John P. Reid, are expected to open about Easter.

This will give the city seven small shows operating simultaneously on local lots. Rumors of these shows failing to open because of wartime conditions have proved unfounded and all are planning on going ahead. Shows will play local and suburban lots until Decoration Day before hitting the road.

**BV SIGNS BURGORE**

(Continued from page 30)

included Cy Davis, popcorn, cane rack, high striker and ball game; Lou Candes, two bottle games, duckpond and cigarette pitch.

Show officials said the season would get under way at Garfield Park here April 16 under firemen's auspices, the same organization which has sponsored them the last four years.

**NEW SCHOOL STUDIO**

(Continued from page 11)

outlines and lack of action in Mr. Bruckner's version, and unforgivably fails to aid the painfully inadequate performances of the two chief roles.

Even from the evidences offered at the Studio Theater, it seems that *Nathan the Wise* may quite possibly be one of the very great plays of all time. I'd like to see it in a fuller and better English version. Eugene Burr.

**IRVINE SCHOOL**

(Continued from page 9)

the night, Bernadette Smith's Olwen was much too emotional, but she does show promise. The girl is attractive and maintains confident presence. David Powell, as Gordon Whiteside, did well, tho his nervous system did its best to disprove this. His reading and ability are excellent, tho he badly needs more assurance.

Paul Nemcek, playing Charles Stanton, was entirely unconvincing. Willah Turner, despite a heavy cold, managed to outshout everyone on the set, but otherwise turned in a competent job as Freda Chatfield. Nina Walters and Eva Chamberlain made up the balance of the cast. Robert Henderson directed. F. J. B.

**BULLOCK AMUSEMENT CO.**

OPENING MARCH 28 IN SUMTER, S. C.

Wants reliable Ride Help that can drive trucks and trailers to join at once. Can place following legitimate Concessions: Fish Pond, Hoop-La, Bowling Alley, Cigarette Gallery, Pitch-Till-You-Win, Watch-La, Country Store or any other Concession not conflicting. We carry only one of a kind. No racket and no gate. Can place small Animal or Pit Show with own outfit. We have all new equipment and have our own Diesel Light Plants. This is the only show to play inside city limits in Sumter this spring. Have for sale late model Single Loop-o-Plane. Guaranteed good as new. Complete in every way. Price \$300 cash. For Sale—One 12x16 Concession Tent and Cypress Frame, in good condition, Fulton green, price \$60.00. J. S. BULLOCK.

**BECKMANN & GERETY SHOWS**

Want to hear from ORGANIZED MINSTREL SHOW. Have complete new frame up and best of territory.

Also want ELECTRICIAN that can handle Diesel Plants and do Electrical Work. Earl Chambers can use man to handle Monkeys. Address

BECKMANN & GERETY SHOWS

700 EL PASO STREET

SAN ANTONIO, TEXAS

**ALL-AMERICAN EXPOSITION, INC.**

OPENS SATURDAY, MARCH 21, IN NEW ORLEANS, LA.

Can place Rolloplane, Spitfire, Penny Arcade or any worthwhile Show. Girl Show open. Wanted—Foreman for Merry-Go-Round, Wheels and Ridee-O. Concessions all open. No ex. Wanted—Electrician at once. Frank West, Winter Quarters, 2119 Louisiana Ave., New Orleans, La.

**Marks Shows, Inc., Wants**

MONKEY SHOW—We have complete open front platform style outfit. Beautiful frameup. HAVE FOR SALE

Rube Nixon's Monkey Speedway, complete, will sell same and book on this midway for the entire season.

WANTED

Glass House, Fun House or any other Platform Show that will get money. Will finance capable Showmen. Can place any new or novel Ride.

JOHN H. MARKS, MARKS SHOWS, INC., Fair Grounds, Florence, South Carolina.

**James E. Strates Shows, Inc.**

WANTS

Foreman for Scooter, Spillman Building, also Help for same. Want Hey-Dey Help, Foremen and Help for Octopus. Foreman and Help for Boomerang. Want experienced Help for Penny Arcade. Can use Help on all Rides. Top salary. Want Train Crew Help. Can use useful Show People in all departments. For Sale—One complete Portable Scooter Building with ten late model Cars. Address: JAMES E. STRATES, Mullins, S. C.

**JOHN R. WARD SHOWS WANT**

SHOWS: Tom Mehe wants Minstrel Show People, Producers, Comedians, Chorus Girls, Band. Tom Johnson, R. V. Lewis, Buck Super, will write. Want Manager for Snake Show, Athletic Show, Dancing Girl Show, Monkey Show. Want Talker and Acts for Side Show, also Annex Attraction. Red Wickson, Don Hill, write. Will place Stock Concessions. Want Assistant Electrician, Tilt-a-Whirl Foreman and Chair-o-Plane Foreman. Baton Rouge, La., till April 1st.

**WORLD OF FUN SHOWS WANT**

Rides: Octopus, Fly-o-Plane, Whip, Spt Fire, Tilt-a-Whirl. Shows: Ten-in-One, Glass House, Illusion, Motor Drama, Girl Revue and Grind Shows. Concessions: Cook House, Custard, Pitch-Till-You-Win or any other Grind Stores. Norton Red can place Concessions. Playing a proven route of still dates. Celebrations starting the first week in August. Address all mail and wires to J. E. STEBLAR or NORTON RED, Graniteville, S. C., this week.

**WANT -- MIGHTY MONARCH SHOWS -- WANT**

OPENING CAMP STEWART AT HINESVILLE, GA., SATURDAY, MARCH 28TH. Want Shows: Minstrel complete or Performers and Musicians; we have complete outfit. Girl Revue with or without outfit. Wild Animal or Monkey Show, good proposition. Also want Grind and Platform Shows. What have you? Concessions: COOK HOUSE, excellent proposition. Also want Ball Games, String Game, Long and Short Range Gallery, Penny Pitch, Custard, Milt Camp, Hoop-La, Fish Pond, Pitch to Win, or any legitimate Concession. We boast of best route in industrial sections where they really are working. We have our own transportation and light system, and complete Fair route. All Address NORRIS ROLAND AND GEORGE GOFFAS, WINTER QUARTERS, McINTOSH, GA.

**HUGHEY & GENTSCH SHOWS WANT**

Several Second Men and Helpers on Tilt, Eli Wheel, Swing and Chairplane. Good treatment, long season. Also want good Grinder for Turn-Over Fun House. Want Man to handle front of Jig Show. Also want two or three Chorus Girls and one more Comedian. Also a few Musicians. We also have outfit for Side Show or good Jungle Show. Address Biloxi, Miss. C. E. Lane, please communicate with us.

**OUTDOOR SHOWMEN**

The Next Issue Will Be the SPRING SPECIAL  
Because of the Increased Size and Distribution

The Forms Will Go To Press Earlier Than Usual

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern War Time) Monday, March 16. Wire important late Show Ads Sunday night for position in General Outdoor Section.

Ads for the Carnival Department Must Be in Cincinnati by Thursday, March 19

**WOLFE AMUSEMENT**

Open March 20th, two Saturdays. Ammunition factories working day and night. Can place small Cookhouse, Heart-Shaped Pitch, Devil's Bowling Alley, Ball Games, Custard, Clothespin, Pitch and any Ten-Cent Concessions. Will give good proposition to Penny Arcade. We play all up-town locations. No gate. No racket. Can place Second Man for Wheel and Merry-Go-Round. The following people get in touch with me: Mr. Sylvester Bosell, Joe Hurley, Ray Price, Mack, Smokey. We make small jumps and you can save your rubber. We have plenty of rubber. Bill Pinkston will not be with this show. All mail and wires to BEN WOLFE, Royston, Ga., till Wednesday; after Wednesday, Toocoo, Ga.





# 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.

## "How To Win the War"

The United States has an oversupply of editors, columnists, publishers, politicians and other self-appointed critics who are busy telling how to run the war. England and the United States have recently been subjected to a serious outbreak of these super critics.

If the propaganda machines of the Axis powers had worked overtime at devising schemes for demoralizing the democracies, they could not have chosen a better time nor have used better subject matter than that chosen by those who have set themselves up to tell how to run the war and to criticize the leadership of the United Nations.

If all these critics would devote their energy and time to really helping win the war it would be of great help in probably the most trying hour facing the democracies. It is extremely unfortunate that the leaders of the United Nations are now compelled to spend so much time answering their critics when the time of both the critics and the leaders should be spent in fighting the enemy.

The wave of criticism has not only had an evil effect on England and the United States but it is also well calculated to confuse and divide all the United Nations. The Axis has not only won naval and military victories in recent weeks but it has also won its greatest propaganda victory. When so many people in the democratic nations begin to say the very things that the Axis nations want them to say, that is a propaganda victory indeed.

As many leaders have said, this war is different in many respects from previous wars. For one thing, our enemies are depending more on propaganda to win for them than ever before. Propaganda is the spearhead by which the Axis powers hope to break down all democratic nations. Axis leaders have made it plain that democratic nations are especially susceptible on this point because so many people can be found in democracies to say just what the Axis wants them to say.

There has never been any secret about how the Axis powers intend to work. They have been rather bold about how much they depend on critics and self-appointed advisers to break down the democracies. It was hard to believe at first that people in the democracies would do such a thing, but the wave of criticism of leaders in the United States and England during the last few weeks is con-

vincing evidence that the Axis powers can get a lot of help right among the democratic nations.

That the Axis leaders depend much on the help they can get inside America can be seen by the work of a Jap submarine timed to occur during President Roosevelt's recent speech. The Japs knew this would get dramatic headlines and would be worth a billion dollars in free advertising. They knew also it would start millions of Americans to criticizing their own naval and military leaders.

The critics and advisers on how to run the war say they are sincerely trying to help win the war when their methods are questioned. But sincerity only makes their work all the more dangerous. Hitler himself is very sincere, fanatically so. He who sets himself up as a critic or adviser should remember that a lot of things other than sincerity are required to win a war.

Churchill and Roosevelt and all the leaders of the United Nations have been faced for some time with the serious problem of having to give up some part of the vast battle front covering land and sea. It can be said frankly there is no man this side of heaven who can foresee with certainty what is the best course at the present time.

But whatever course the leaders of the United Nations decide upon, the critics and advisers on how to run the war can be counted on to start another wave of criticism that will be very pleasing to the Axis. A sober second thought ought to convince any thinking person that many of the problems in the present war are somewhat beyond the grasp of human minds, hence any criticism of our leaders should be reduced to an intelligent minimum.

The uproar that came from the columnists, editors and other critics following the fall of Singapore is an example of how foolish all such criticism may be. The naval and military experts had said as much as they could about the probabilities of defending Singapore without just opening up all their plans to the Japs. Any columnist, editor, adviser or super critic who made an intelligent effort to follow the developments should have known pretty well what the plans were. Yet these advisers and critics sang their song for the Axis when the defeat came. The least that any American can do at the present time is to refuse to say what the Axis leaders want him to say.



Don't force the allied leaders to take their attention from the enemy by hounding criticism. (Cartoon from *The Providence Journal*.)



# CMI TO CARRY ON

## Program of Co-Operation To Feature Work in 1942

Help win the war and help other associations is twin watchword

CHICAGO, March 14.—Coin Machine Industries, Inc., held its annual meeting and election Tuesday evening, March 3, at the Hotel Sherman here. The election was important because the officers to be chosen would have the responsibility of directing the affairs of the organization during a trying year. Dave Gottlieb, president of D. Gottlieb & Company, was returned to the office of president of CMI after vacating the office one year ago. He held the office also during the first two years of the organization. The new roster of officers chosen is as follows: Sam Wolberg, Chicago Coin Machine Company, vice-president; Richard Groetchen, Groetchen Tool Company, treasurer; John Chrest, Exhibit Supply Company, secretary, and James A. Gilmore, executive manager.



JOHN CHREST, elected secretary of Coin Machine Industries, has been active in committee services for the group.



DAVE GOTTLIEB returned to the presidency of Coin Machine Industries, Inc. He is starting on his third term.

The board of directors chosen are W. E. Bolen, John Chrest, L. W. Gensburg, Dave Gottlieb, Richard Groetchen, R. W. (Dick) Hood, F. H. Parsons, William Rabkin, David C. Rockola, Walter A. Tratsch and Sam Wolberg.

### Program of Co-Operation

Dave Gottlieb, in his brief speech of acceptance, expressed the sentiment of the membership to keep the organization going during the entire war period and



RICHARD GROETCHEN, who will handle the finances of Coin Machine Industries, Inc., as treasurer.

the desire of the industry to co-operate fully with the government in winning the war and also with all trade groups in the industry. The program to be followed was outlined briefly as follows:

1. The CMI and its membership will seek to co-operate fully with the government and all its agencies to help win the war.
2. The organization will maintain its headquarters at the Sherman Hotel for the benefit of its members and also invites members of the industry from all parts of the country to visit the headquarters when in Chicago.
3. The CMI will undertake by example and in every possible way to encourage all coin machine trade associations to



JAMES A. GILMORE will continue his efficient work as secretary-manager of Coin Machine Industries, Inc.

continue active during the war period. Speeches by various members at the meeting gave full support to the program and especially to the idea that CMI should continue its activities, altho most members found their business curtailed in many ways.

A delegation from *The Billboard* displayed the Association Award plaques which had been awarded by a committee of judges for public relations and other association work during 1941. These awards were to have been on display during the 1942 convention, but the annual show was postponed.

## EASTERN FLASHES

By JOE ORLECK and BEN SMITH

New York was pretty quiet this week, what with many of the fellows in Florida or on their way south. However, the distributors received some new games which were sold rapidly.

### Coming and Going

Steve Delwin is driving south in easy stages with his wife and daughter. Steve plans to vacation in Miami Beach, Fla., for a few weeks.

Harry Haskins rode in from Westchester and spent some hours on Coin Row. "Bip" Glassgold, of DuGreiner, is in Washington on defense business.

Bob Kolinsky and Dave Singer, representatives of Superior Products, sales-board manufacturer, visited around 10th Avenue.

Hymie Rosenberg spent the last two weeks traveling around the country, his farthest stop being Chicago. Hymie's back in the city with a few plans for activity.

### Acme's New Plastic Dept.

Acme Sales Company has installed a new plastic department and is now equipped to do an even better job in turning out its remodeled phonos for music machine operators. Sam Sacks is

quite enthused with the results obtained from the new molds and says that when these plastics are installed they will carry a lifetime guarantee against breakage.

### Cantor's Travels

Louis Cantor has returned to the city from an extended trip that took him to California. Lou only stayed around a few hours, then grabbed a train for Boston, where he hustled around for two days. Then back to the office, where he hopes he can stay over for a while.

### Munves' 30th Anniversary

Mike Munves is celebrating his 30th anniversary in the coin machine business. Mike is acknowledged the king of arcade equipment and tells us that he has been extremely busy this season supplying operators with new and used equipment.

### Work and Play

While Bert Lane takes a much-needed rest in Miami Beach, Fla., Sanford (Sandy) Warner is plenty busy taking care of orders for Genco's Play Ball, which was okayed by the authorities for operation in New York.

### Happy Pappies

Maurice Rubel, assistant office manager of Modern Vending Company, celebrated the arrival of a boy March 6. The youngster will spot the tag of Ira Arthur. As Rubel was walking out of the hospital he met Barney Schlang, music operator, who was rushing in. Barney's wife also presented him with a boy.

### Chico's New Hit

Al Simon, of Savoy Vending Company, claims Chicago Coin's new pin game has made a hit with the operators in his territory.

### Golfer Unhibernates

Earl Winters is about ready to take his golf clubs out of hibernation. The promise of spring is a call to Earl to do the golf courses around town. He had so much fun last year taking on challenges from other colmen that he will probably repeat the process all over again this year.

### Here and There

Dave Simon tells us that the operators are going over for Exhibit's Sky Chief in a big way and he is selling them as fast as they come along.

Jan Bart, the radio tenor, has just made his initial recording of popular tunes.

Leo Willens, U-Need-a-Pak Products Corporation, announces his firm is now in full production on its Automatic Deodorizer and that operators have already given the item a fine reception as indicated by orders on hand.

## BRIEFS OF THE WEEK

### Births

A girl, Elisse Natalie, to Mr. and Mrs. Lester Weintraub in Buffalo February 28. Father is office manager of Buffalo office of Atlas Phonograph Company.

A girl, Sally Ann, to Mr. and Mrs. Maynard Reuter in Chicago March 13. Father has been member of coin machine department of *The Billboard* a number of years.

### In Military Service

Jake Nilva, Mayflower Novelty Company, St. Paul, to the Navy Air Corps. Eli Rozovsky, Mayflower Novelty Company, St. Paul, to the Army.

W. D. King, L. M. Kidd Amusement Company, Richmond, Va., to the Navy.

### New Addresses

Joe and Carl Noto, Operators' Exchange, 621 Van Ness Street, San Francisco.

New Orleans Coin Machine Exchange, 940 Poydras Street, New Orleans.

### Firm Changes

Louisiana Amusement Company, New Orleans, has been sold to Melvin Mallory.

### New Firms

Max Newman, Show-Time Candies, 917 North Second Street, Philadelphia. Tri-State Music Company, 1423A North Third Street, Harrisburg, Pa.

### In Chicago

Dudley Fossum, Decca Distributing Company, Minneapolis.



## COMING EVENTS

April 27—Ohio State Automatic Electric Phonograph Owners' Association annual convention and banquet. Hotel Statler, Cleveland. Business session begins at 2 p.m. Banquet dinner at 6:30 p.m.

May 4-8—National Premium Exposition, Palmer House, Chicago.

June 8-11—Confectionery Industries Exposition, New York.

September 14-16—Advertising Specialty National Association, Chicago.

November 9-13—American Bottlers of Carbonated Beverages Convention, New York.



**SAM MAY & CO.**  
801 Main Avenue San Antonio, Texas



## ATTENTION OPERATORS - - DISTRIBUTORS!

### WE WILL MAKE "BRAND NEW" GAMES OUT OF YOUR OLD GAMES

After 6 months' experimentation, we are announcing this NEW SERVICE. We have to date completely rejuvenated over 1200 games.

**NOTE THESE FEATURES—**

- New cabinet designs. All metal parts visible to the player's eye refinished like new.
- New moulding around all glass. Legs refinished like new.
- New name. New glass and play-board design.
- All old paint and old design removed from glass and play-board panel.
- Cabinet insert reconditioned and tested.
- Playing features changed when necessary and game re-percentage.
- Back glass insert reconditioned and tested.
- New bumpers replace old bumpers.
- Play-board panels primed up and then the entire mechanism tested and re-percentage.
- All games returned to you like BRAND NEW.

Words are inadequate to describe this NEW SERVICE—We guarantee to refund your money, after 10 days, if you are not satisfied with the "BRAND NEW" games we return to you for the old ones you send us.

We are now running through and can give you one week's delivery on your old Flicker... Red, White & Blue... Zombio... Fleet... Metro... Leader... Chevron... Triumph... Four Roses... Majors.

**YOU WILL BE AMAZED AT OUR LOW PRICE AND EXPERT WORKMANSHIP!** Operators—See Your Distributor, who will send us your old games.

## SULLIVAN-NOLAN ADV. CO.

527 W. Chicago Ave., Chicago, U. S. A.

The largest suppliers of designs and silk screen paint process to the coin machine industry for the past 5 years.

## Planet Making Speedy Deliveries

DETROIT, March 14.—Dave Firestone, general sales manager for Planet Manufacturing Company, this city, manufacturers of the "V" and Hu-La counter games, reports that the firm, by co-ordinating its efforts and working on the anticipation of re-orders, has been able to arrange its production set-up in such fashion that it is making prompt deliveries immediately everywhere in the country.

"Leading distributors report that these games are the best of the tax-free counter games they have ever seen," says Firestone. "These men are behind our games 100 per cent. The games have the kind of action that gets profits. They also are attractive, and location owners are proud to display them on their counters.

Both games have that thrill suspense that the players like. The leading distributors are doing everything in their power to get their operators behind the games, too, for they realize that both these games can help the operators back to enjoying big profits. "Deliveries are going forward every day on 'V' and Hu-La."

## Chicken Sam Operators 'HIT THE DIRTY JAP'

**CHANGE OVER UNIT NOW READY FOR DELIVERY**

Unit consists of entirely new molded Jap figures. (This is not a remolded or cardboard figure.) Flashy new scenery processed on heavy cardboard furnished with each unit. Your present Chicken Sam or Jailboard may be changed over in few minutes.

**This Is Red Hot—Order Now and Cash In**

**\$15.00** Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C.O.D. (Payment in full with order will save C.O.D. fee.)

**Samples Sold With Money Back Guarantee If Not Satisfied**

BONA FIDE DISTRIBUTORS, WRITE, Manufactured Exclusively By

## HAROLD W. THOMPSON

(Seeburg Phonograph Distributor)  
415 Carolina St., San Antonio, Tex.

## BADGER'S SPECIAL BARGAINS

### GUARANTEED RECONDITIONED PHONOGRAPHS

West Coast operators are cordially invited to visit the new show and sales rooms of the Badger Sales Company now open at 1612 West Pico Blvd., Los Angeles, California.

Due to market fluctuation, we are not listing prices. A card or letter to either office will immediately bring our latest lowest price quotations.

3 Seeburg 9800 R.C.	2 Wurlitzer Model 850	3 Rock-Ola Spectravox
2 Seeburg 8800 R.C.	2 Wurlitzer Model 870	4 Rock-Ola Playmasters
2 Seeburg Colonials R.C.	1 Wurlitzer Model 750	2 Rock-Ola Glamour
1 Seeburg Major R.C.	3 Wurlitzer Model 800	5 Rock-Ola Super
3 Seeburg Classics	5 Wurlitzer Model 700	Rockolite
2 Seeburg Regals	6 Wurlitzer Model 500	2 Rock-Ola Master
4 Seeburg Gems	2 Wurlitzer Model 600	Rockolite
1 Seeburg Rex	2 Mills Empress	3 Rock-Ola De Luxes
1 Seeburg Model H	4 Mills Throne of Music	4 Rock-Ola Standards

Write to the nearest office. Save time and money. It will pay you to write for our latest price list.

### BADGER NOVELTY CO.

2546 North 30th St. Milwaukee, Wisconsin

### BADGER SALES COMPANY

1612 West Pico Blvd. Los Angeles, California

## Minoco Celebrates First Anniversary

NEW YORK, March 14.—Minoco Productions unfurled an amazing variety of entertainment this week at its trade showing at the Plaza Theater in celebration of the first anniversary of the East Coast producing unit. Members of the coin machine industry and other guests saw the unreeing of 71 Soundies productions of the past year, featuring name bands, recording artists and leading artists of radio, stage, screen and night clubs.

The musical short subjects shown, all produced in Minoco's East Coast studios, were uniformly tuneful and interspersed with comedy bits. The firm's production staff did an intelligent job with continuity, and use of imaginative trick angle shots and judicious use of clips from stock prints added to effectiveness of the reels. Coinmen present were impressed with the high quality of the shorts.

During the past 12 months Minoco has produced over 300 musical short subjects, most of them made in the firm's Long Island studio. Beginning this year, the firm has been operating at its Bronx studio.

The unusual trade showing filled the 500-seat theater. In the audience were many performers who appeared in pictures for Minoco. Jack Barry, president of the firm, acting as host, extended greetings to his guests.

Others attending the showing included prominent motion picture producers, exhibitors, music publishers, artists' representatives, advertising agency executives, governmental agency representatives, executives of the U. S. Army and Navy motion picture services, leading non-theatrical distributors, representatives of the Hays office, disk recording companies, the trade press and motion picture newspaper critics. Assisting Barry in greeting guests were John Graham and Henri Schwartzberg.

## BEST F. P. BUYS!

READY FOR IMMEDIATE DELIVERY

All American \$22.50	Miami Beach \$37.50
Argentine... 49.50	Majors '41... 34.50
A. B. C. Bowler 47.50	Play Ball... 22.50
Attention... 26.50	Rotation... 19.50
Anabel... 17.50	Red, White, Blue... 20.00
Big Parade... 79.50	South Paw... 44.50
Bosco... 65.00	Sea Hawk... 29.50
Capt. Kidd... 47.50	Seven Up... 27.50
Cross Line... 19.50	Sky Blazer... 52.50
Cadillac... 17.00	Sky Ray... 29.50
Champ... 49.50	Snappy '41... 41.50
Double Play... 29.50	Silv. Skates... 29.50
Duplex... 27.00	Stars... 24.50
Five & Ten... 85.00	Star Attraction... 49.00
Flicker... 22.50	Sluggo... 39.50
4 Diamonds 34.50	Spot Pool... 54.50
Gun Club... 52.50	Stratoliner... 21.50
Horoscope... 39.50	Twin Six... 47.50
Hi-Hat... 37.50	Ten Spot... 39.50
Jungle... 59.50	Tonto... 72.50
Knockout... 77.50	Victory... 79.50
Leader... 19.50	Wild Fire... 29.50
Tnx. Mustang 57.50	Zig Zag... 41.50
Monicker... 69.00	

All Spring Bumper Games—3 for \$35.00  
Terms: 1/3 Cash, Bal. C. O. D.

## MIDTOWN VENDING CO.

693 TENTH AVE., NEW YORK CITY

## ALL MACHINES

<p><b>\$15.00 EACH</b></p> <p>Drum Major Formation Leader</p>	<p><b>\$24.00 EACH</b></p> <p>Broadcast Four Roses Flicker Metro Seven Paw Strat-o-Liner</p>	<p><b>\$49.00 EACH</b></p> <p>A. B. C. Bowler Bowl-Away Horoscope South Paw Star Attraction Towers</p>	<p><b>JUST OFF LOCATIONS — FREE PLAY</b></p> <p><b>\$34.00 EACH</b></p> <p>Double Play Sky Blazer Target Skill Ten Spot</p>
<p><b>\$20.00 EACH</b></p> <p>Big Chief Play Ball Schooldays Stars Zombio</p>	<p>Fox Hunt... \$25.00 Sport Parade... 27.50</p> <p><b>\$48.00 EACH</b></p> <p>Gun Club Texas Mustang</p>	<p><b>\$29.00 EACH</b></p> <p>Bello Hop Four Diamonds Hi Dive Sea Hawk Sunbeam</p>	<p>Super Chubbie... \$36.50</p> <p><b>\$39.00 EACH</b></p> <p>Gold Star Miami Beach Zig Zag... \$42.00 Captain Kidd... 45.00 Lognonalro... 47.50</p>

ONE-THIRD CASH WITH ORDER, BALANCE C. O. D.

## LIBBY'S DISTRIBUTING CO.

175 PASSAIC STREET GARFIELD, N. J.

## BARGAINS FOR IMMEDIATE DELIVERY

All machines clean, like new condition

<p><b>CONSOLES</b></p> <p>Evans... \$125.00</p> <p>Buckley's Track Odds... 125.00</p> <p>7 Bells... 125.00</p> <p>Mills 25¢ Dico Machine... 50.00</p> <p>Palooka, 6 Slots... 45.00</p> <p><b>ARCADE MACH.</b></p> <p>Chicken Sams \$35.00 Skeeball... 55.00 Ten Pins... 55.00 World's Series 65.00 Keeney Air Raiders... 135.00</p> <p><b>COUNTER GAMES</b></p> <p>Penny Packs, Imps, Booster... \$ 4.00 American Eagles 10.00</p>	<p><b>FREE PLAYS</b></p> <p>100 Free Plays</p> <p>Cadillac... \$30.00 Dixie... 30.00 Red Hot... 17.50 Roxo... 20.00 Dude Ranch... 35.00 Score-a-Line... 30.00 Brito Spot... 20.00 Leader... 25.00 Drum Major... 20.00</p> <p>Write for prices on later Free Plays.</p> <p><b>SLOTS</b></p> <p>100 Slots, \$10.00 Up. Buy your Slots now for summer season. Will trade Slots for Arcade Machines.</p>
--	--

**ONE EVANS 30 HORSE RACE TRACK** atx feet in diameter, like new, \$200.00. Will trade for Arcade Machines.  
1/3 DEPOSIT, BALANCE C. O. D.  
Wire or Write

## L. H. Hooker Novelty Co.

ARNOLDS PARK, IOWA

## Look To The GENERAL For LEADERSHIP!

### ATTENTION, OPERATORS AND JOBBERS

IN NEW YORK, NEW JERSEY, CONNECTICUT AND PENNSYLVANIA

WE HAVE THE MAJOR ALLOTMENT OF GOTTLIEB GAMES FOR THE EAST! OPERATORS AND JOBBERS WHO WERE FORMERLY SERVED IN THE ABOVE STATES CAN NOW GET IMMEDIATE DELIVERY FROM US RIGHT OUT OF STOCK! WRITE, WIRE OR PHONE FOR PRICES ON...

### Gottlieb's "KEEP 'EM FLYING"

## THE GENERAL VENDING SERVICE CO.

306 NO. GAY ST. BALTIMORE, MD.

ESTABLISHED 1925—GROWING STRADILY EVER SINCE!

ST. JOHN, N. B., March 14.—The first prosecution in a campaign by air-raid precautions officers for failure to extinguish lights during a test blackout was of J. B. Jones, coin machine distributor and operator. He was fined \$25 for allowing illumination at his home during an hour's blackout.

## BARGAINS

A-1 Condition CONSOLES

Jumbo Parades, P.O. .... \$115.00  
Mills Square Bells, J.P., Token Award 79.50

PAY TABLES

Sport Page ..... \$54.50  
Fair Grounds ..... 24.50

SLOTS

Mills Wolf Head, 5¢ Play ..... \$30.00  
Mills Double J.P., Yellow Front, 5¢ Play 50.00  
1/3 Deposit, Balance C. O. D.

## F. & J. SALES

1703 N. Adams PEORIA, ILL.  
Phone 4-8713

## WANTED WESTERN'S SEVEN FLASHERS

Any Quantity. Will Pay Cash.  
Address: BOX D-175  
Care The Billboard, Cincinnati, Ohio

## REEL BARGAINS

In Used Automatics and Free Play Games

Save Money! Get Our Latest Complete Low Price List Before Buying Elsewhere.

## REEL DISTRIBUTING CO.

4935 Fountain Ave. ST. LOUIS, MO.

## COMPLETE LOT 34 GAMES ONLY \$975.00

SHIPPED WITH F.P. ATTACHMENT! BUY LOT QUICK!

1 Air Force... \$44.50	1/3 Cash—Balance Shipped C. O. D. Under \$25 Full Cash!	3 Sky Blazer... \$44.50	1 Twin Six... \$39.50
1 ABC Bowler 44.50	1 Hi-Hat... \$34.50	2 Spot Pool... 49.50	1 Tnx. Mustang 49.50
1 Argentine... 44.50	1 Home Run... 79.50	1 Stars... 19.50	1 Velvet... 19.50
2 All American 17.50	1 Jungle... 54.50	4 Sun Beam... 22.50	3 Venus... 64.50
1 Do Re Mi... 29.50	3 Pan American 24.50	2 Ten Spot... 34.50	2 West Wind... 34.50
1 Bble. Play... 29.50	1 Roxy... 9.50		

## ATLANTIC VENDING CO.

659 ATLANTIC AVE., BROOKLYN, N. Y.  
Phone: NEVins 8-1055

## BARGAIN

Keeney Super Bells, check or free play, slightly used, \$105.00; Bally High Hands, almost new, check or free play, \$150.00.

## ROBERT PLATT

2627 Beechwood Blvd. PITTSBURGH, PA.

## 20 A. B. T. Model F Target

Original Cartons, \$17.50 Each

## IRVIN NOVELTY CO.

125 E. MAIN ST. DANVILLE, ILL.



# Detroit Men Help Buy a Bomber; Big Publicity Spread in Paper

DETROIT, March 14.—A glass-block bank and the J & J Novelty Company, Detroit, figured in the news on Sunday, March 1, when *The Detroit Times* featured a long story and a four-column picture depicting James A. Passanante and Grace Mullen, of J. & J., and Sam Rosenthal, of Triangle Music Company, breaking open a glass bank to donate \$124.02 to the paper's fund to buy a bomber.

As the story goes, Passanante kept the bank on his desk to collect funds to send needy youngsters to summer camps. For several years the bank stood on his desk, and when the time came for the youngsters to go to camp, Passanante would tell his secretary to "forget about the bank" and make out a check instead. Thus the youngsters had their holiday and the fund grew and grew from the occasionally deposited dimes and nickels.

The story goes on with a business associate, Sam Rosenthal, of Triangle Music Company, suddenly remembering the bank on Passanante's desk while talking over the bomber campaign with reporter friends from *The Detroit Times*.

Being acquainted with his habit of not emptying the bank for its pre-acknowledged purpose, Rosenthal proposed that they pay a call on Passanante and talk him out of the contents of the bank.

Their idea met with immediate response from Passanante and when the bank was cracked open they found \$74.02. Passanante and Rosenthal dug down and came up with an extra \$50 to raise the total to \$124.02.

The story in *The Detroit Times* went on to report that he not only contributed the money toward the bomber fund but that he and his employees had purchased upwards of \$15,000 in Defense Bonds and Stamps. J. & J. has a plan whereby employees save so much for a bond, and the firm adds the difference and presents the bond to the employee.

The story continues in the newspaper: "Further, the company, one of the larg-

est local operators of music machines, this week placed the new *Bomb Tokio* record in the No. 1 spot on all its phonographs to help boost the bomber fund.

"In addition, Passanante, who has on his office wall a certificate from Father Flanagan's Boys Town—evidence of his financial support in that direction—also continues to send a group of youngsters to camp yearly and to provide support of a needy family he ran across a year ago.

"Otherwise, Passanante goes about minding his own business.

"Well, we've all got to help our country these days or we're not going to have any business," is the way he puts it."

The picture accompanying this story is not the same one which appeared in the newspaper. It is another view taken at the time when the bank was opened.



JAMES PASSANANTE breaks open the bank to help buy a bomber.

# Ready For Immediate Delivery

MILLS 3 BELLS, 4 BELLS, JUMBO PARADES, Comb. F. P. and P. O. Mint Venders, CHROME BELLS, BONUS BELLS, GOLD Q. T.'S, VEST POCKETS, BALLY FAIRMONT, LONGACRE, PIMLICO, KING PINS, CHICAGO COIN'S HOCKEY, KEENEY'S SUPER BELL, 2 WAY BELL, 4 WAY BELL; JENNINGS TOTALIZER, EXHIBIT'S SKY CHIEF, AIR CIRCUS; GENCO'S DEFENSE, EVANS LUCKY LUCRE, BANGTAIL, GAL. DOMINO.

Write, Wire or Telephone for Prices. Subject to Prior Orders.

<b>ONE-BALL PAYOUTS</b> Sky Larks ..... \$180.00 Spinning Reels ..... 99.50 Grand National ..... 75.00 Pace Maker ..... 70.00 Grand Stand ..... 70.00 Thistle-down ..... 50.00 Hawthorne ..... 40.00 Sport Page ..... 35.00 Horse Shoes ..... 30.00 Derby King ..... 20.00 Derby Time Mult. .... 20.00 Mills 1-2-3, AC ..... 34.50 Across the Board ..... 15.00 Parley Vieux ..... 15.00	<b>USED PHONOGRAPHS</b> <b>10 SEEBURG MAESTROS,</b> <b>WITH ALL EQUIPMENT</b> <b>FOR WIRED MUSIC OR</b> <b>INDIVIDUAL MECHANISMS</b> <b>NEVER USED.</b> <b>SEEBURG MAJOR WITH</b> <b>STROLLER. ROCKOLA</b> <b>SUPER, WITH ADAPTER</b> <b>AND EIGHT WALL</b> <b>BOXES. MILLS EMPRESS, NEW.</b> <b>WRITE FOR PRICES.</b> 800 Wur. with Adapter \$359.50 800 Wur. with Stroller, Comp. .... 410.00 800 Wuriltzer ..... 329.50 700 Wuriltzer ..... 299.50 500 Wuriltzer ..... 179.50 600 Wuriltzer ..... 149.50 24A Wuriltzer ..... 119.50 616 Wur. with Grills . 79.50 616 Wuriltzer ..... 59.50 716 Wuriltzer ..... 59.50 416 Wuriltzer ..... 59.50 316 Wuriltzer ..... 59.50 412 Wuriltzer ..... 34.50 P12 Wuriltzer ..... 22.00 P10 Wuriltzer ..... 22.00 Rockola Standard ..... 185.00 Mills Throne ..... 130.00 Seeburg Concert Master 325.00 Rockola Counter Model, DeLuxe ..... 125.00 Rockola Counter Model 99.50 Wuriltzer Model 41 .. 99.50 Wuriltzer Model 71 .. 135.00 Wuriltzer Model 61 .. 69.50	<b>FREE PLAY FIVE BALLS NEW CLOSEOUTS</b> Mills Owls ..... \$119.50 Stoner's Three Up .... 59.50 Genco's Basco ..... 75.00
<b>CONSOLES</b> Four Bells ..... \$295.00 Bally Roll-Em ..... 199.50 Lucky Lucre ..... 175.00 Triple Entry ..... 149.50 1938 Gal. Dom. .... 135.00 Keeneey Past Time .. 125.00 1941 Paces Reels ..... 125.00 Silver Moon ..... 109.50 Bobtail ..... 109.50 1940 Pace Reels Sr. . 109.50 1940 Saratoga Jr. .... 99.50 1939 Pace Reels Sr. . 85.00 1939 Saratoga Jr. .... 75.00 1937 Domino ..... 70.00 1938 Domino ..... 119.50 Kentucky ..... 59.50 Jennings Multiple Races 59.50 Square Bell ..... 59.50 Red Head Track Time . 39.50 Liberty Bell, Slant .. 24.50	<b>LEGAL GAMES</b> Keeneey Air Raider ... \$125.00 Chicken Sams ..... 69.50 Anti-Aircraft ..... 40.00 Bally Bull's Eye ..... 34.50 Texas Leaguer ..... 39.50	<b>USED F. P.</b> Pursuit ..... \$49.50 Silver Skates ..... 34.50 Playmate ..... 24.50 Mascot ..... 32.50 Limo Light ..... 22.50 Velvet ..... 39.50 Anabel ..... 32.50 Band Wagon ..... 34.50 Hold Over ..... 24.50 Line Up ..... 32.50 Glamour ..... 22.50 Summer Time ..... 22.50 Dough Boy ..... 32.50 Double Feature ..... 22.50 Boom Town ..... 39.50 Vacation ..... 32.50 Sparky ..... 24.50 Gold Star ..... 32.50 Rotation ..... 22.50
<b>RECONDITIONED SLOTS</b> Mills Console Bells .. \$175.00 Original Chrome Bells . 169.50 Brown Fronts D.P. Knee Action ..... 119.50 Blue Fronts, over 425,000 Play 99.50 Silver Moon Chiefs ... 95.00 Gaille's Dough Boy ... 39.50 All Above in 5-10-25¢ Play Columbia J.P. or G.A. \$85.00 Used, Col. J.P. or G.A. 40.00 Green Vest Pockets ... 25.00		

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

# MAYFLOWER DIST. COMPANY

2218 UNIVERSITY AVENUE ST. PAUL, MINNESOTA  
 MAYFLOWER DIST. CO. 350 Delaware Ave. Buffalo, N. Y.  
 MAYFLOWER DIST. CO. 5748 Baum Blvd. Pittsburgh, Pa.  
 MAYFLOWER DIST. CO. 1420 Locust Des Moines, Iowa

## PHONE — WRITE — WIRE

Fully Free Play Guarantee Perfect

ALL THESE GAMES ON HAND FOR IMMEDIATE SHIPMENT

A. B. C. Bowler.....\$45.50	Play Ball .....\$19.50	Texas Mustang .....\$49.50
All American ..... 17.50	Red, White & Blue.. 24.50	Hi Hat ..... 39.50
Argentine ..... 45.50	Super Chubbie ..... 41.50	Ten Spot ..... 32.50
Attention ..... 25.50	Show Boat ..... 45.50	Towers ..... 62.50
Bell Hop ..... 43.50	Silver Skates ..... 31.50	Jungle ..... 57.50
Broadcast ..... 19.50	Sky Blazer ..... 42.50	Twin Six ..... 37.50
Click ..... 44.50	Sky Ray ..... 32.50	Legionnaire ..... 45.50
Captain Kidd ..... 41.50	Snappy ..... 42.50	Major ..... 37.50
New Champ ..... 46.50	South Paw ..... 41.50	Yacht Club ..... 14.50
Clover ..... 69.50	Speed Ball ..... 31.50	Band Wagon ..... 14.50
Double Play ..... 22.50	Sport Parade ..... 32.50	O'Boy ..... 14.50
Duplex ..... 22.50	Sun Beam ..... 29.50	Big League ..... 14.50
Four Roses ..... 29.50	Zig Zag ..... 34.50	Sky Line ..... 12.50
Monicker ..... 61.50	Zombie ..... 19.50	Cross Line ..... 19.50
Pan American ..... 32.50	Gun Club ..... 46.50	Dixie ..... 12.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. SIGHT DRAFT PREFERRED.

ORDERS OF \$26.00 AND UNDER, FULL CASH.

P. S.—We will trade for Sky Fighters, Rapid Fires, any of the following games:

1 Ball Free Play Console	1 Ball Free Play
Silver Moon	Pimlico
Super Bell	Bally Derby
High Hand	Long Acres
	Blue Grass
	Sport Spec.
	Dark Horse
	Record Time
	Submarines:
	Keeneey

## BALTIMORE SALES CO.

720 E. Baltimore St. (Phone: Calvert 5083) Baltimore, Md.

## ATTENTION

### JOBBER AND DISTRIBUTORS!!

JUST THE THING FOR YOUR OPERATORS

TAX FREE RAYOLITE GUNS LEGAL IN ALL TERRITORIES  
 CHICKEN SAMS ★ JAIL BIRDS ★ SHOOT-THE-CHUTES

ALL GUNS IN GOOD MECHANICAL AND CABINET CONDITION!

WRITE, WIRE, PHONE FOR SPECIAL PRICES IN JOB LOTS!

## AUTOMATIC AMUSEMENT CO. SEEBURG DISTRIBUTORS

919 N. BROAD ST., PHILADELPHIA, PA. (Phone: POPLAR 1333-34)

A.B.C. Bowler \$47.00	Four .....\$28.00	Major .....\$38.00	Stars .....\$17.00
Anabel ..... 15.00	Formation ..... 15.00	Playball ..... 20.00	Stratolliner ... 17.00
Capt. Kidd .. 45.00	Gold Star ... 18.00	Power House .. 12.00	Sunbeam ..... 32.00
Dixie ..... 15.00	Horoscope ... 36.00	Silver Skates .. 33.00	Super Chubbie 45.00
Drum Major .. 12.00	Legionnaire .. 17.00	Snappy ..... 44.00	Ten Spot ..... 37.00
4 Diamonds .. 37.00	Leader ..... 44.00	Show Boat ..... 45.00	Zombie ..... 18.00

1/3 With Order, Balance C. O. D. 5% DISCOUNT FOR FULL CASH WITH ORDER. Orders Less Than \$50.00 MUST Be Full Cash.

## ACME NOVELTY CO. 442 Chestnut St., Springfield, Mass. Phone: 4-7212

## ORDER DIRECT FROM THIS AD

<b>1 Rapid Fire ..... \$135.00</b> 5 Anti-Aircraft ..... 59.50 1 Shoot the Chute ..... 85.00 1 Tommy Gun ..... 115.00 3 Keeneey Air Raiders .. 135.00 7 Batting Practice ..... 135.00 2 Doyal Bumper Bowl .. 35.00 1 Bally Alley ..... 39.50 1 Brown Anti-Aircraft .. 69.50 2 Seeb'g Raylite, Remod. 89.50	<b>ARCADE EQUIPMENT</b> 1 Open Season ..... \$85.00 1 Metro. Air Defender. 75.00 11 Drop Picture Mach. . 39.50 2 DeLuxe Electro Holsts 59.50 5 Ten Strikes ..... 65.00 1 Holly Gripper ..... 10.00 1 View-a-Scope ..... 20.00 2 Magic Fingers ..... 95.00 8 Pikes Peak ..... 17.50 10 Buckley Diggers ..... 79.50	<b>1 Texas Leaguers ... \$35.00</b> 1 Blow Ball ..... 85.00 2 High Balls ..... 45.00 <b>VENDING MACHINES</b> 100 Columbias Nut, Porc. Finish .....\$4.50 100 Northwestern #33 Nut & Gum ..... 4.50 50 Silver Kings ..... 4.50	
<b>2 5¢ Blue Fronts ..... \$85.00</b> 1 5¢ B.F. Slugproof ..... 85.00 2 5¢ Gaille ..... 37.50 2 5¢ Pace Comets ..... 55.00 2 10¢ Pace Comets ..... 55.00 1 25¢ Pace Comet ..... 55.00 1 25¢ Mills Q.T., F.S. . 55.00 4 1¢ Mills Q.T. .... 42.50 1 1¢ Mills Q.T. Glitter. 55.00	<b>3 Mills 5¢ Smoker Bells \$45.00</b> 2 Blue & Gold V.P. ... 37.50 2 Columbias ..... 45.00 1V Model Cigarolla ..... 85.00 <b>CONSOLES</b> 1 Sugar King ..... \$85.00 4 Jumbo Parades, F.P. . 99.50 4 Mills Square Bells ... 69.50 2 Fast Times, F.P. .... 89.50 2 Kentucky Clubs ..... 89.50	<b>1 Royal Flush, 10¢ ... \$75.00</b> 2 Tanforans ..... 29.50 2 Jennings Derby Days.. 29.50 1 Jennings Multiple ... 65.00 1 Royal Draw ..... 130.00 2 Lucky Lucre ..... 195.00 5 1938 Track Times ... 95.00 3 Jack in the Box, all 100.00 1 Jungle Camp ..... 99.50 3 Super Track Time ... 210.00	
<b>\$17.50 EACH</b> Bally Beauty Big Town Big Show Commodores Charm Cowboy Do Boy Flash Fifth Inning Fantasy Flagship Follies	Glamour Golden Gate Headliner Holdover Jolly Limelight Lot of Fun Lucky Mascot Mr. Chips Nippy Ocean Park O'Boy Polo	<b>\$25.00 EACH</b> Score Champs Sporty Triumphs Topper Vacation Spotties Variety Vogue Yacht Club Circus Chubby Mascot Champion Vacation	<b>\$35.00 EACH</b> Stratolliner Metro Flicker All American Attention <b>\$45.00 EACH</b> School Days Hi-Hat Duplex Barrage Leader Seven Up Zombies Repeater Red, White, Bl.

1 Holke & Holke Corn Popper and Peanut Roaster, in excellent condition ..... \$150.00  
 TERMS: One-Half Deposit—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., Cleveland, O. Prospect 6316-7

<b>ALL EQUIPPED WITH FREE PLAY ATTACHMENT!</b> <b>\$77.50 EACH</b> Big Parade Five & Ten Knockout Victory Towers <b>\$67.50</b> Monicker <b>\$57.50 EACH</b> Bosco Jungle	<b>LUCKY "7" SALE!</b> <b>\$47.50 EACH</b> Argentine Bola Way Legionnaire South Paw Star Attrac. <b>\$17.50 EACH</b> OR <b>3 FOR \$50.00</b>	<b>ALL PACKED AND READY TO ROLL!</b> <b>\$37.50 EACH</b> Ten Spot A.B.C. Bowler Do-Re-Mi Hi-Hat Zig Zag Sky Blazer Snappy '41 <b>\$27.50 EACH</b> Seven Up Silver Skates Repeater Salute Slugger All American <b>TERMS</b> 1/3 Cash, Balance C. O. D. Cash for Arcade Equipment! Write! Wire! Phone Your Orders Quick!
<b>BELL COIN MACHINE EXCH.</b>		641 HUNTERDON ST., NEWARK, N. J. Tel. Bigelow 2-9274

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



MUSIC MERCHANDISING

# MUSIC BOND BOOSTER PLAN

## Patrons Guess Number of Plays on Patriotic Tunes

Defense Stamps given to winner—plan evolved by Leslie C. Boyd, New York

NEW YORK, March 14.—Leslie C. Boyd, New York music merchant, has inaugurated a contest plan on his phonographs which he believes will result in the purchase of many Defense Bonds and at the same time boost play on his phonographs.

His plan, briefly, is this: The No. 1 and No. 24 records on his phonographs are *Any Bonds Today?* and *Remember Pearl Harbor*. Patrons are invited to guess the total number of plays on both of these numbers during the month. The person who guesses closest to the final total receives Defense Stamps equal to the amount expended by patrons in playing these two numbers. If *Any Bonds Today?* and *Remember Pearl Harbor* are played a total of 300 times, the take on these two numbers would be \$15. This amount in Defense Stamps would be given to the one correctly guessing the total number of plays.

### Will Boost Prize—Boyd

Boyd declares that if the total amount received on the two numbers is near the amount needed to purchase a Defense Bond, he will add the difference and present a bond instead of stamps. In case of duplicate correct entries, the prize would be split, each contestant receiving one-half, one-third, or any other fractional part, according to the total number of correct guesses.

Boyd first submitted the plan to the Rudolph Wurlitzer Company and it in turn sent it to *The Billboard*. Said Boyd in his letter: "Thought you might be interested in knowing of a Defense Stamp Contest started yesterday in my locations. I am enclosing copies of the forms we use in the contest. One is kept by the location owner for listing the entries and the other is pasted on the glass of the machine to notify patrons of the contest."

Location owners sell these Defense Stamps. They are plenty enthusiastic about it and so am I. Many of my locations are in the busiest sections of

Notice  
**Guess Right . . . Help Win the Fight**

THIS ESTABLISHMENT WILL GIVE AWAY TO THE LUCKY PERSON WHO GUESSES THE TOTAL NUMBER OF PLAYS ON RECORD NO. 1, "ANY BONDS TODAY?" AND NO. 24, "REMEMBER PEARL HARBOR,"

### DEFENSE STAMPS

TO THE AMOUNT OF THE TOTAL PLAYS RECORDED BY THESE TWO RECORDS FROM APRIL 1 TO APRIL 30, 1942. IN CASE OF TIES, THE TOTAL WILL BE DIVIDED BY THE WINNERS. NO EMPLOYEES OF THIS ESTABLISHMENT ARE ELIGIBLE TO PARTICIPATE IN THE GUESSING.

### To Enter Contest

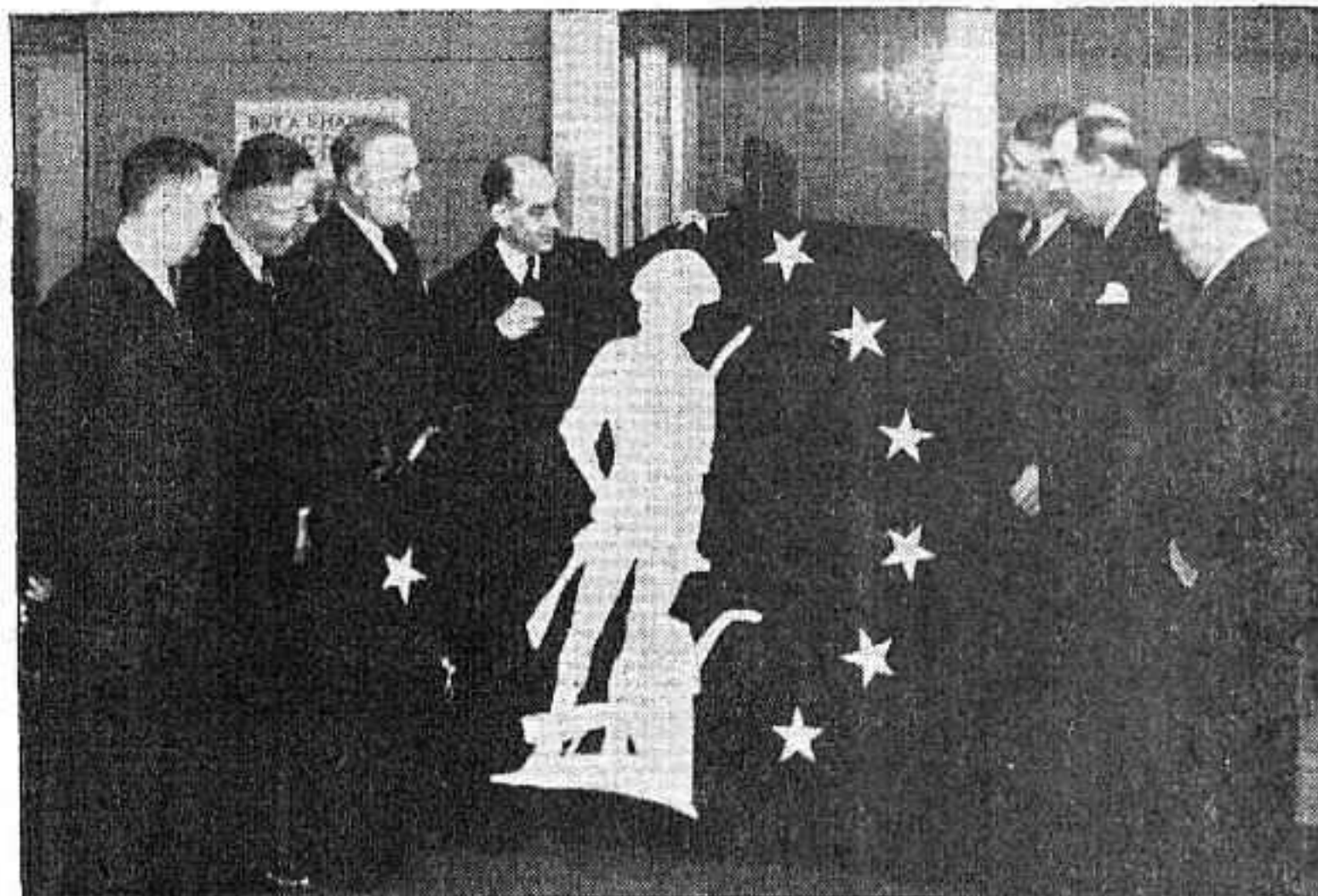
PLAY EITHER NO. 1 OR NO. 24 ON THIS AUTOMATIC PHONOGRAPH. REGISTER YOUR GUESS AT THE BAR.

Actual Size 4x6 Inches

the Bronx (New York) and I know it will certainly stimulate the sales of stamps in that location.

I figure the total amount of both records will be very close to buying a bond and if so we'll add the difference.

Here's hoping that all operators will



PRESENTATION OF TREASURY DEPARTMENT FLAG was recently made to the J. P. Seeburg Corporation with a citation for participation in the Defense Bond program. The flag was given in recognition of the assignment by 96 per cent of Seeburg employees of part of their pay toward the purchase of Bonds. Norman B. Collins, State administrator of the U. S. Treasury Department, Defense Savings Section, makes the presentation to James Barron, J. P. Seeburg Corporation vice-president. (MR)

do their bit in trying to help sell Defense Stamps and Bonds. I am offering this plan to all, hoping that it will add tremendously to the bond campaign."

### Forms Simple To Prepare

The forms referred to by Boyd in his letter are illustrated in reduced size in the boxed sections accompanying this story. Variations on the forms are at the discretion of other operators who may wish to try this Defense Bond boosting plan on their phonographs.

In a later letter, written after the campaign had been under way for some time, Boyd reported: "The contest is going over excellently. It not only stimulated enthusiasm and play at the phonograph, but also boosted sales of Defense Stamps over the counters."

in Chicago following their vacation at Hot Springs, Ark. They are expected to return to Boston the first of the week.

James Fahey, Lowell (Mass.) pin-table operator, in town to purchase additional equipment, reports business good in the textile center.

Georgie Spivack, former mechanic at Atlantic Distributing Company, who joined the navy the day after the Jap attack on Pearl Harbor, came back from Iceland Saturday on a three-day furlough before going to his new station at Portland, Me. Georgie took advantage of the three-day leave and married Anna Franklin, former bookkeeper at Atlantic.

P. LaFrance, New Bedford operator, in town for a day, reports business is good in the southern part of Massachusetts.

Atlas Coin Machine Company took out ads during the past few weeks in the camp paper published at Fort Devens.

Roscoe (Rocky) Adams Jr., mechanic for Modern Music Company, was called into the naval reserve recently.

Tom Collins, Atlantic Distributing Company's ace mechanic, was out sick for two days this week, which meant Murray Schultz had to work for a change. Murray wanted to take things easy, inasmuch as he joins the Air Corps in a few days, but operators who are thronging the Atlantic showrooms are of the opinion that he might as well do a little work before he leaves.

Y. Lehenrey, Springfield (Mass.) coinman, in town, reports business in the western part of the State constantly increasing.

More than 200 persons attended the bachelor dinner tendered Abe Fish, popular Hartford (Conn.) coinman, at the Hotel Bond in Hartford. Abe will be married soon.

Ralph Colucci, of Mattatuck Distributing Company, Waterbury, Conn., left on a trip to visit the Packard plant, where he will spend some time with Homer E. Capehart.

Norman Pearlstein reports that as a result of continued demand for the remote selector for movie machines which Modern Scale is putting out, the firm is now working on an illuminated model.

## Boston

BOSTON, March 14.—Joe Glazier, C. Q. Claire Company, Bangor, Me., reports business in the northern section of New England good.

Operator Joe (Do) Freedman reports business good.

Ben Palastrant, district manager for Packard Manufacturing Corporation, back from a sales trip thru Connecticut, reports that the outlook for music machines in that State is good.

Word was received along coin row recently of the marriage of Norman Scotch, former mechanic with Atlantic Distributing Company, in New York. Scotty left Atlantic several weeks ago to join the navy.

Carl Pollak, former mechanic with the Atlas Coin Machine Company, was inducted into the army March 5.

Walter Panasuk, youthful Newton (Mass.) pin-table operator, has hired a storeroom on Union Park Street, just off coin row. Business has been so good and his route is expanding so rapidly that Panasuk decided he needed a larger place.

More than 35 persons attended a farewell dinner tendered Dave Schultz, of Acme Cigarette Sales Company, Hyannis, who leaves to join the cavalry. Dave is a reserve lieutenant who has been called back into active duty.

Lou Blatt, of Atlas, and Irv McClelland, Seeburg district manager here, are

### REGISTRATION FORM

## GUESS RIGHT . . . HELP WIN THE FIGHT

This establishment will give away to the lucky person guessing the total number of plays on records No. 1 and No. 24, "Any Bonds Today?" and "Remember Pearl Harbor,"

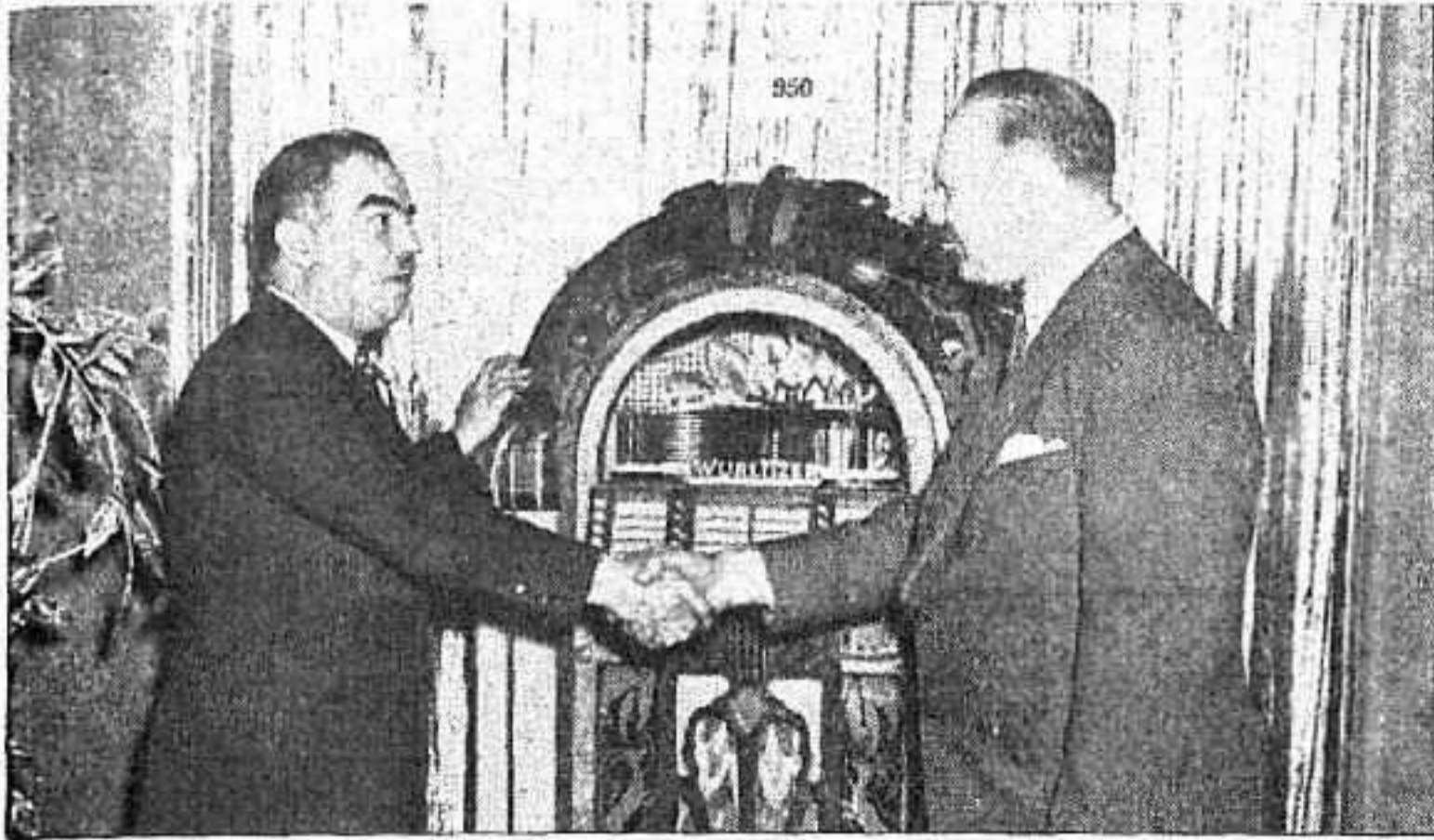
### Defense Stamps

to the amount of the total number of plays recorded by these two records from April 1 to April 30, 1942. In case of ties the total will be divided by winners. No employees of this establishment are eligible to participate in the contest.

Name	My Guess	Name	My Guess	Name	My Guess

Form extends full length of 8 1/2 x 11 inch sheet of paper





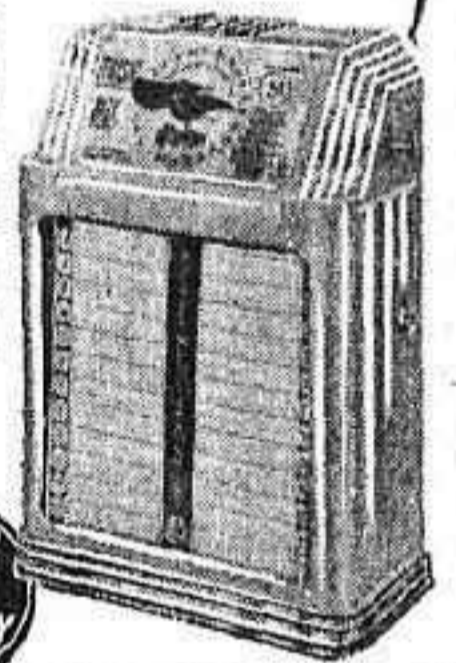
PAUL FULLER, James Wurlitzer designer, whose latest creation, the Wurlitzer Victory Model, has created a flood of favorable comment, is pictured here being congratulated by Spence Reese, Wurlitzer assistant general sales manager. (MR)

**TO KEEP AHEAD  
KEEP IN TOUCH WITH  
YOUR BUCKLEY DISTRIBUTOR!**



**DISTRIBUTOR COLLIS IRBY  
OF DALLAS, TEX.,  
SAYS:**

"One Buckley installation will convince any operator that the Buckley Music System with Direct 'Touch-To-Touch' Action has no equal. All over the country we are furnishing better and more accessible music for the general public, as well as for the man in uniform. Almost every music man knows what the BULKLEY MUSIC SYSTEM will do for his business. It is not unusual to step up location earnings from two to three hundred per cent. This increase is accomplished with only a nominal investment in music equipment. We believe it is safe to say that 80% of all installations in the country are equipped with BUCKLEY MUSIC SYSTEMS."



**WHEN YOU THINK  
OF MUSIC—THINK  
OF BUCKLEY FIRST!**



**BUCKLEY MUSIC SYSTEM INC · 4225 W. LAKE ST · CHICAGO**

**TRADE SERVICE FEATURE**  
**Industry Mentions**  
**Magazines --- Newspapers --- Radio**

*The Camden (N. J.) Courier-Post*, March 7.—Adding to the defense of the pinball industry in this newspaper's editorial columns are the dotted notes in the "Checked and Double - Checked" chatter column written "By Jiminy." Referring to an adverse court decision, the columnist stated: "The various pinball distributors are getting together for an appeal to the Errors Court and, if necessary, right up to the U. S. Supreme Court. . . . Because the pinball game was a great leveler (the machines received play from all walks of life) the two recent court decisions outlawing them are being ridiculed by the man on the street. . . . The machines constitute a harmless diversion, and this department has never heard of any man spending his pay in one. . . . Yet the State permits pari-mutuel betting. . . . You can go to a track and put \$2 on the nose of some hoss you dreamed about, and even if you quit there when your horse comes home with the cows, you have spent more dough than you would in

three days over a bagatelle board. . . . This department may be in contempt of court, but it cannot help wondering whether the jurists who classified the pinball machine as a gambling device and outlawed it as an amusement for thousands ever bought stock on margin!"

A use other than for amusement has been found for the pinball machines. Dr. William E. Stephens, assistant physics professor at the University of Pennsylvania, recently employed an enlarged pinball machine contraption to illustrate his lecture on "Stellar Atom Smashers" before the Rittenhouse Astronomical Society in the Franklin Institute in Philadelphia. Lights flashing to the accompaniment of rolling balls illustrated how atom energy illuminates the stars.

For quantity, mentions of the coin machine industry in newspapers in Wisconsin recently set a record. It all started when the federal tax list was published a short time ago. A test case since that and a proposal for licensing pinball games in Milwaukee have kept the news going, and a crusading politico-editor in the State has been busy stirring up the newspapers on the issue. The quantity of copy given to games and slots suggests that newspapers in Wisconsin consider coin machine news almost as important as war news. It is common knowledge that Wisconsin was full of isolationist sentiment, which may have some connection with its playing up news other than war news.

*The Los Angeles Evening Herald-Express*, March 7, along with other California newspapers, reprinted the transcript of the grand jury probe that led to the indictment of Mayor Bowron and several of his officials for wire-tapping. In the report there is mention of the famous pinball crusade in Los Angeles and how city detectives tried to get information against operators. Names of some of the people involved are also mentioned. The methods used to try to trap operators are listed along with other cases of illegal methods of trying to get evidence.

A coin machine distributor received a pat on the back in Cedric Adams's column "In This Corner," which appears in *The Minneapolis Star Journal*. Adams said: "Probably the greatest single source of entertainment for the boys at the new Soldiers' and Sailors' club headquarters is the very fancy juke box. And the machine was a gift from Don Leary, of Automatic Sales, together with a promise that the box would be kept filled with the very latest recordings."

For the second time in two weeks *The Camden (N. J.) Courier-Post* came to the defense, editorially, of pinball machines. Under the heading "Gambling Is Legal—But Amusement Is a Crime!" the newspaper raised objection to the local ban on the machines, ending the article with ". . . we can't think of a funnier paradox than a man who goes to a race

**Ernest Tubb's  
WALKING THE FLOOR OVER YOU**

DICK ROBERTSON Decca No. 4189      BOB ATCHER Okeh No. 6496      ERNEST TUBB Decca No. 5958

**AMERICAN MUSIC, INC.**  
1211 N. Poinsettia Drive, Hollywood — Studio Bldg., Portland, Ore.

track and finds he can gamble a million in the pari-mutuel machine . . . while right next to it may be a pinball machine, which it's a crime to play!"

*The San Francisco Chronicle*, March 3.—Coin machine men might like to frame the following, which was clipped from this newspaper: "Thought for Today: Any country capable of producing the genius who invented the pinball machine should have nothing to fear from the rest of the world."

A strip of photographs in the rotogravure section of *The Scranton (Pa.)*

*Scrantonian* shows employees of a workshop turning out billy clubs for members of the Scranton and Dunmore police departments from old pinball machine legs. The police furnished the material by turning over all seized pinball machines, which were of a type that returned money prizes. Games of skill are now licensed in Scranton but gambling machines are not permitted.

Phil Baker, on his "Take It or Leave It" broadcast March 8, made the remark during one of his bouts with a contestant, "I've never felt so bad since they took the pinball machines out of New York."

**OPERATORS  
BE PREPARED**

Now that lists of locations are being made public due to the Federal tax, get acquainted with your local newspaper. Cultivate the good will of its editor. Our special bulletin "EDITORIAL PIONEERS" is a good opener. It tells what some of the biggest newspapers in the country have said about the usefulness of amusement machines.

**FILL IN AND MAIL THIS COUPON TODAY**

The Billboard Publishing Company  
25 Opera Place, Cincinnati, Ohio

Please send me your free bulletin "EDITORIAL PIONEERS." I understand there is no obligation.

Name . . . . .  
Address . . . . .  
City . . . . . State . . . . .

**WURLITZER  
16 Record MARBLGLO**

Complete, Ready to Operate,  
Money-Back Guarantee.. **\$99.50**

61 Wurlitzer, Counter . . . . .	\$ 89.50
71 Wurlitzer, Counter Mod. . . . .	139.50
616 Wurlitzer . . . . .	79.50
Rockola '39 Standard . . . . .	149.50
Rockola Imperial 20s . . . . .	89.50

**MISCELLANEOUS**

Ace Bombers, Like New . . . . .	\$199.50
Electro Hoists . . . . .	89.50
Ten Strikes . . . . .	74.50
Merchantmen . . . . .	79.50
Square Bells . . . . .	89.50
Tommy Guns, Perf. Cond. . . . .	94.50
Mutoscope Fan Fronts . . . . .	95.00
Shoot the Chutes . . . . .	99.50
Buckley DeLuxe Diggers . . . . .	129.50
Radio Rifle . . . . .	149.50
Love Testers, Like New . . . . .	179.50
Drivemobiles, Like New . . . . .	199.50

**DOMES and GRILLES**  
For Remodeling 616, 600, 500—  
Write for Circular.

**1/3 Deposit With Order**

**GERBER & GLASS**  
914 Diversoy Blvd., Chicago



*New*  
**VICTOR RECORDS**  
and current  
coinograph favorites



**WAYNE KING'S**  
new hit  
**"DEEP IN THE HEART OF TEXAS"**  
Here comes that tantalizing tune with the hand-clapping chorus—riding high on everybody's "hit parade." Wayne King's version on your coinograph will bring in a new flood of nickels. On the reverse side is  
"Lamp of Memory" No. 27808  
King's Current Hit  
"The Anniversary Waltz" No. 27741

**SAMMY KAYE**  
His new record—"My Buddy" and "Easter Parade" No. 27811  
His present hit—"Sometimes" No. 27725  
**JAN SAVITT**  
Count on this one—"Always in My Heart" and "Jersey Bounce" No. 27809  
Still in demand—"Tica Ti-Tica Ta" No. 27775  
**JOE REICHMAN**  
His latest hit—"Moonlight Cocktail" and "Lullaby to a Sweet Papoose" No. 27810  
Still going strong—"A Fireside Chat" No. 27800

★ **Keep 'Em Playing ANY BONDS TODAY?\*** Barry Wood—27478  
**REMEMBER PEARL HARBOR\*** Sammy Kaye—27738  
\* Vocal Refrain

Order them today from your  
**VICTOR-BLUEBIRD RECORD DEALER**

**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** ●

**GLENN MILLER** (Ray Eberle-Modernaire) Bluebird 11401  
**MOONLIGHT COCKTAIL. TOMMY TUCKER** (Don Brown-Voces Three) Okeh 6526

This week the liting novelty moved up here without any trouble and, altho it is already one of the strongest of the strong, it is still on the upgrade. Miller is away ahead of all other versions, with Tucker doing pretty well. One or two other disks might gain mention later on, but right now it's all Miller and Tucker. Tune, of course, is a former "Possibility".

**A STRING OF PEARLS... GLENN MILLER** (No Vocal) Bluebird 11382

This great bounce number, tabbed in "Possibilities" when it first appeared, is the first strictly instrumental jive tune to hit "Going Strong" in a long time. Since Miller was first out with it, he stands almost unchallenged on the boxes, as of this week. Hard to figure how long the thing will stick up here, but it surely belongs here and is in great shape all over the land.

**ROSE O'DAY** (8th week) **FREDDY MARTIN** (Eddie Stone-Chorus) Bluebird 11286  
**KATE SMITH** Columbia 36448  
**KING SISTERS** Bluebird 11349  
**MERRY MACS** Decca 4023

**BLUES IN THE NIGHT** (6th week) **WOODY HERMAN** (Woody Herman) Decca 4030  
**DINAH SHORE** Bluebird 11436  
**JIMMIE LUNCEFORD** (Ensemble) Decca 4125  
**CAB CALLOWAY** (Cab Calloway-Palmer Brothers) Okeh 6422

**DEEP IN THE HEART OF TEXAS** (3d week) **ALVINO REY** (Bill Schallen-Skeets Herfurt) Bluebird 11391  
**BING CROSBY** (Woody Herman-Muriel Lane) Decca 4162  
**HORACE HEIDT** (Ensemble) Columbia 36525

**I DON'T WANT TO WALK WITHOUT YOU** **HARRY JAMES** (Helen Forrest) Columbia 36478  
**DINAH SHORE** Bluebird 11423  
**CUY LOMBARDO** (Carmen Lombardo) Decca 4104

● **COMING UP** ●

**A ZOOT SUIT** **KAY KYSER** (Sully-Trudy-Jack-Max) Columbia 36517  
**BOB CROSBY** (Nappy Lamare) Decca 4169  
**ANDREWS SISTERS** Decca 4182

Its second week in this category finds the Harlem-jive-talk daffydilly in the No. 1 slot. Andrews Sisters' version made itself felt this time and was instrumental in elevating the thing to this niche. Another couple of weeks at this clip will mean "Going Strong" rating, altho few people gave the song that kind of a chance earlier in its career.

**I SAID NO!** **ALVINO REY** (Yvonne King) Bluebird 11391  
**JIMMY DORSEY** (Bob Eberly-Helen O'Connell) Decca 4102

Reports were spotty this week but, since this section is in a state of upheaval, the bad reports didn't mean a loss of position for the novelty. Looks practically certain that it will never hit the top for which the radio nets can be wholly blamed. Because the ban was put on the ditty it couldn't be plugged properly, which hurt it here.

**SOMEBODY ELSE IS TAKING MY PLACE** **BENNY GOODMAN** (Peggy Lee) Okeh 6497  
**RUSS MORGAN** (Morganaires) Decca 4098  
**VAUGHN MONROE** (Vaughn Monroe) Bluebird 11454

Goodman took the lead on this one and Monroe began getting plenty of nickels for the operators, all of which added to a very nice climb for the ballad. Many operators list it as one of their best items, which bodes well for the future.

**EVERYTHING I LOVE**... **GLENN MILLER** (Ray Eberle) Bluebird 11365

Holding on very well, without giving any signs of future "Going Strong" power. Miller continues all alone on the boxes, pulling enough coine to make the number one of the best of all, but not quite good enough.

**HOW ABOUT YOU?** **TOMMY DORSEY** (Frank Sinatra) Victor 27749  
**EDDY DUCHIN** (June Robbins-Johnny Drake) Columbia 36501

This picture tune (MGM's *Babes on Broadway*) has threatened for some weeks to crack the ice, and it finally has. Mentioned in "Possibilities" quite a while ago, it appears ripe for a drive upward, altho it will have stiff competition from the current flock of more serious ballads and love songs.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

**THIS IS NO LAUGHING MATTER** (7th week) **CHARLIE SPIVAK** (Stardusters) Okeh 6458  
**GLENN MILLER** (Ray Eberle) Bluebird 11369  
**JIMMY DORSEY** (Bob Eberly) Decca 4102  
**DINAH SHORE** Bluebird 11357  
Still doing all right, but its days are numbered.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

**PART TWO** of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

*New*  
**BLUEBIRD RECORDS**  
and current  
coinograph favorites



**GLENN MILLER'S**  
new hit  
**"WHEN JOHNNY COMES MARCHING HOME"**  
This one's full of the Miller magic that will "keep 'em playing." Rousing chorus work by Tex Beneke, Marion Hutton, and the Modernaires make it a "natural" for repeat plays. A familiar tune, a top band—it's a combination that can't miss! On the other side is, "On the Old Assembly Line" B-11480.  
Still Nabbing Nickels  
Glenn Miller's "Dear Mom" B-11443

**TONY PASTOR**  
His new hit—"The Mem'ry of This Dance" B-11481  
His current hit—"Not Mine" B-11467  
**ERSKINE HAWKINS**  
Coming up fast—"So Long, Shorty" B-11485  
Hot right now—"Sometimes" B-11439  
**VAUGHN MONROE**  
His latest hit—"Me and My Melinda" B-11483  
Still a favorite—"Don't Tell a Lie About Me, Dear" B-11468  
\* Vocal Refrain

Keep your Coinograph  
cashing in with the latest  
**VICTOR-BLUEBIRD RECORDS**



# 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

Jolly Joyce, Philadelphia agent, is booking the Hoosier Hot Shots and Patsy Montana and Her Gang for dates in the Eastern territory. Once dates are set, tie-ups with records may be made in the localities played. . . . Republic Studios in Hollywood have announced that Judy Canova's next feature will be called *Lazy Bones*. It will go into production some time in April. . . . WWRL, radio station at Woodside, L. I., is running a weekly program of Westerns, Tuesday nights from 10 to 10:30, featuring Bronch Smith and the accordion pushing of a lad billed only as Slim. . . . Dixie Music, selling copies of song books, sends out with them free copies of *The Mountain Broadcast and Prairie Recorder*, published by

Rialto Music, an informative mag concerned with folk music and artists. . . . Okeh releases to be ready in Bridgeport March 20 include Crust Doughboys on *The Bartender's Daughter* and *The Little Bar Fly*, Karl and Harty on *Truck Driver's Sweetheart* and *You Let Me Down*, and Roy Acuff and His Smoky Mountain Boys on *It Won't Be Long* and *Just Inside the Pearly Gates*.

## Week's Best Releases

**Bee Gee Tavern Band (Okeh 16024)**  
*Happy Hobo and Nimble Feet*

An excellent coupling by a topnotch crew, glove-fit for tavern trade. Hobo is a gay, spirited and light polka, a jolly tune given excellent playing in a highly unusual and catchy arrangement. Includes an unbilled vocal with whistling obbligato, tho the band carries it most of the way. Constantly varied arrangement has muted horn taking many of the leads, with percussion coming in for a variety of special effects. *Feet*, another good tune excellently played, has horn leading off, later joined by clary, with full band coming in. Both are good, but *Hobo* may prove the better. It should be a real coin-getter, particularly, of course, in localities where polkas are popular.

**Eddie Dean (Decca 6026)**  
*Little Grey Home in the West* and *Where the Silvery Colorado Wends Its Way*

A sentimental twosome given a quiet and highly effective rendition by Dean's deep, pleasant voice and nice top notes, backed by melodon and guitars. *Home*, on the A side, is an always popular oldie that's taken extremely slowly and quietly and with a heavy helping of schmaltz. Should prove excellent for the many spots where customers like to cry into their beer. *Colorado*, on the B side, is also given quiet treatment, but at a brighter tempo; it, too, is a swell bet for localities where sentiment counts. Both are good, but *Colorado* is probably a bit the better. A nice disk both ways.

**Elton Britt (Bluebird B-8946)**  
*Where Are You Now?* and *She Taught Me To Yodel*

Britt and his excellent yodelling make this disk a standout. The A side is a lilting, lovely, swingy melody delivered by Britt in his typical topnotch style, with outstanding accompaniment from violin, bass and guitars, the fiddle being particularly commendable and steel guitar also coming in for some lovely licks. B side novelty, *She Taught Me*, features Britt's liquid and finely flexible yodelling, coupled with cute words and a bright melody. Highly recommended for spots where yodelling is in favor.

**Adolph Hofner and His San Antonians (Okeh 06614)**  
*Waiting, Dear, for You* and *Sometimes*

*Waiting*, a top tune that may prove a sleeper even among the pops, has a lovely lyrical refrain given excellent treatment by the string band, and, on alternating choruses, by Adolph Hofner's very pleasantly delivered vocal. *Sometimes* has vocal dueting by Adolph and Emil Hofner, is taken at a bright tempo in contrast to the ballad treatment of *Waiting*, and boasts standout pluckings and ivory-tickling, plus hot fiddle licks that are really hot. Both sides are recommendable, which, to put up, depends upon local tastes.

**Shorty McCoy and His Southern Playboys (Bluebird B-8948)**  
*Arkansas Traveler* and *The Big-Eared Mule*

This pair of traditional square dances is given highly toe-tickling treatment by a fine country string band that's remarkable because it manages to make its sawing full and rich, as well as racy. On both sides Shorty packs the disk with square-dance calls, excellently delivered. A top record wherever square dances are in favor.

**Louise Massey and the Westerners (Okeh 06612)**  
*There'll Come a Day and I'm Thinking Tonight of My Blue Eyes*

Louise Massey, with her soft, rich and



"HAMMER AWAY," SAYS JIM MANGAN, Mills Novelty Company, to Harry Guilbert, safety expert of the Pullman Company, both members of the Conservation of Man Power committee. Mangan's eyes are protected by special safety goggles. (MR)

extremely pleasing voice, takes this pair of ballads in fine style, being given excellent backing by her crew, in which a hot clary stands out. *Day* is a slow and rather uninteresting tune, but *Blue Eyes*, tho also highly sentimental, has a far more pronounced rhythmic beat and a brighter and more lilting melody. It's an excellent number that should get a good slice of phono play.

## Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"1942 TURKEY IN THE STRAW": Carson Robison (Bluebird 11460)—This traditional and always highly popular tune, fixed up with new and topical words dealing with the war, has just been released, but is already making its mark in the music boxes, particularly in Southern localities. Its initial plays have been extraordinarily heavy, and the combination of an always-loved melody with hot topical words seems sure-fire. Ops everywhere should be able to cash in on it.

## Letter Box

*Live and Let Live*, in the Walker and Sullivan version, is reported highly pop-

ular in Southern territories, where many localities have turned it in as their top current folk tune. . . . Bob Atcher's *Walking the Floor Over You* is also getting heavy play in widespread locations, both in the South and the West, while Ernest Tubbs' version of the same tune is pulling Western coin into the boxes. . . . In Northern and big-city locations, top folk puller is Gene Autry, with three of his recordings reported doing well—*God Must Have Loved America*, *I'll Never Let You Go*, *Little Darling* and *Sweethearts or Strangers*. . . . Representative big-city locations in the Midwest report that there is also nice play on Bob Willis' *Corinne-Corinna* and Jimmie Davis' *Wont' You Forgive Me?* . . . *Sweethearts or Strangers*, in the Bob Atcher rather than the Gene Autry version, is getting heavy play in Denver. . . . Colorado locations also report action on *Tears on My Pillow* (Gene Autry), *Don't Talk to Me About Men* (Cindy Walker) and *Rose of the Santa Fe* (Lew Preston). . . . In North Carolina spots, Jimmie Davis' *You'll Be Sorry* and Ernest Tubbs' *When the World Has Turned You Down* are doing okay. . . . From a bit farther North reports are coming in of nice action on *Meet Me Down at Honky Tonk Town* (Al Dexter) and *Your Heart Has Turned to Stone* (Lonesome Buddy).

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# SKYLARK

It's the brand-new ballad hit recorded by

"That ace drummer man"

Gene KRUPA

AND HIS ORCHESTRA

on Okeh 6607

The sky's the limit on SKYLARK! Better see your Okeh distributor today!



VICTOR COLUMBIA DECCA

# SLEEPY LAGOON

BY ERIC COATES AND JACK LAWRENCE

Recorded by the following artists—

HARRY JAMES	JIMMY DORSEY
VAUGHN MONROE	TOMMY TUCKER
TOMMY DORSEY	XAVIER CUGAT
DINAH SHORE	GINNY SIMMS
TONY MARTIN	ALEC TEMPLETON
LONDON PHILHARMONIC	
MEREDITH WILLSON	

Chappell & Co., RKO Bldg., New York

VICTOR COLUMBIA DECCA



# MR. OPERATOR!

YOU'RE IN THE DOUGH!



when you have these SMASH HITS from PARAMOUNT'S Rollicking Nautical Musical....

## THE FLEETS IN

Look at these song hits—and look at this recording talent line-up—the best and most popular line-up of artists ever to play the music from a picture!

### TANGERINE

- Hal McIntyre —(Vic.)
- Vaughn Monroe —(Bl.)
- Orrin Tucker —(Col.)
- Tommy Tucker —(Okeh)
- Jimmy Dorsey —(Dec.)
- Dick Todd —(Bl.)

### I REMEMBER YOU

- Freddie Martin —(Bl.)
- Jimmy Dorsey —(Dec.)
- Jan Savitt —(Vic.)
- Harry James —(Col.)
- Charlie Spivak —(Okeh)

### NOT MINE

- Benny Goodman —(Okeh)
- Jimmy Dorsey —(Dec.)
- Artie Shaw —(Vic.)
- Tony Pastor —(Bl.)
- Dinah Shore —(Bl.)

### IF YOU BUILD A BETTER MOUSETRAP

- Freddie Martin —(Bl.)
- Benny Goodman —(Okeh)
- Jimmy Dorsey —(Dec.)
- Artie Shaw —(Vic.)
- Red Norvo —(Col.)

### ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY

- Jimmy Dorsey —(Dec.)
- Vaughn Monroe —(Bl.)
- King Sisters —(Bl.)
- Benny Goodman —(Okeh)
- Red Norvo and Mildred Bailey —(Col.)

Paramount Pictures is solidly behind these big hits with a tremendous advertising and publicity campaign in magazines and newspapers, music store tie-ups, two national broadcasts—with Jimmy Dorsey's Band and other talent from the picture!

● WATCH THESE HITS HIT THE HIT PARADE—Get 'em in your machines and take advantage of this big campaign. Contact your local Paramount theatre for playdates—the manager will be glad to work with you!

# 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.

- WOODY HERMAN (Woody Herman-Ensemble) ..... Decca 4253  
 BING CROSBY ..... Decca 4249  
 HORACE HEIDT (Larry Cotton-Fred Lowery) ..... Columbia 36536  
 GLENN MILLER (Ray Eberle-Modernaires) ..... Bluebird 11474

Here is a standout ballad which will have no trouble ascending the heights. A good choice of styles of treatment are already out on wax, giving the operators plenty of selection choice. Tune is good and catchy, and the lyrics treat with a novel subject. More artists are scheduled to come out with the record within the next few days, so the plugging it will get should send it up the line fast.

- DON'T SIT UNDER THE APPLE TREE ..... GLENN MILLER (Marion Hutton-Tex Beneke-Modernaires) ..... Bluebird 11474

The first good novelty song with a war theme to hit the market yet, this lilting, rhythmic tune shapes up as a natural money-maker on the coin phonographs. Miller's disk proves a double threat because this song is coupled to "The Lamplighter's Serenade" listed above. Andrews Sisters, Kay Kyser, Frankie Masters and the King Sisters are all scheduled to come out soon with this novelty. Operators should get on this one fast.

- WHAT DOES A SOLDIER DREAM OF? ..... FREDDY MARTIN (Vocal Refrain).... Bluebird 11475

A new war ballad is waxed here by maestro Martin and musically it runs off as a lovely number. Lyrics answer the question asked by the title and are of a more sombre mood than the music. Quality of songs with war themes is improving daily now and this one does not break the chain of improvement. Martin's name will be a great aid in selling this disk to the music machine patrons, too.

- MY LITTLE COUSIN.... BENNY GOODMAN (Peggy Lee)..... Okeh 6606

A swiny and hot version of a Jewish folk song is put forth on this disk by maestro Goodman and the effects are plenty good. Peggy Lee's vocalizing adds much to the total effect, too. Operators should find a ready market for this recording, especially since it breaks any monotony furnished by too many ballads or war songs.

## ● THE WEEK'S BEST RELEASES ●

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

- WHAT DOES A SOLDIER DREAM OF? ..... FREDDY MARTIN (Vocal Refrain).... Bluebird 11475

Still another in the cavalcade of soldier ballads, but this one with a tender appeal that sets it off from many of the others. Freddy Martin takes it at a moderate tempo and that sluggish ballad feeling never sets in. Band chorus gives vocal assist to the unbilled singer. Plattermate, *Wherever You Are*, is the war-inspired song prayer for the boys in uniform wherever they may be. Martin gives it similar effective treatment.

- MY LITTLE COUSIN.... BENNY GOODMAN (Peggy Lee)..... Okeh 6606

Remembering the phonograph rage brought about by *Bei Mir Bist Du Schoen* and Goodman's own *And the Angels Sing*, operators have a sure-fire follow-up here. It's a gay and happy Jewish folk song and Goodman makes it an exciting jump item, sprinkling in some of the musical flourishes long associated with Jewish weddings and such. Goodman should ride to his rightful place in the music machines with this one.

- IN CASE OF AN AIR RAID ..... HAROLD GRANT (The Good-Fellows) Standard 2051

This is a cute and novel interpolation of a precautionary measure during an air raid. The writers have injected the love angle and the advice is to seek shelter in someone's arms. Grant's rhythmic treatment makes it sound convincing. It's the first time such subject matter has been treated in song and it should go far when placed on the titleholders in the coin phonographs.

- SKYLARK ..... WOODY HERMAN (Woody Herman) Decca 4198

A new ballad from the pens of Johnny Mercer and Hoagy Carmichael, this beautiful love song is destined to climb up fast in the hit parade. Woody Herman makes it all the more attractive in providing it with a soft and smooth setting that makes it a standout. Side is practically all the maestro's, opening with his clarinet and closing it with a sympathetic vocal in excellent taste and style.

- THE MARINES' HYMN.. KATE SMITH (Kate Smith Singers) Columbia 36540

Along with songs best associated with the army and navy is this stirrer dedicated to the marines. Kate Smith strikes a patriotic pitch in making it a rousing marching song, her full, rich voice making it all ring out and resound. Plattermate is also an excellent marching song, *This Time*, Irving Berlin's contribution to the list of fighting war songs.

- THERE WON'T BE A SHORTAGE OF LOVE .... GUY LOMBARDO (Lombardo Trio) Decca 4199

Considering the fact that there is a rationing of sugar and tins, this rhythmic ditty comes at just the right time to give assurance to lovers. It's the first of the rationing songs, of which many more are undoubtedly in the offing. Getting the typical Lombardo treatment, it has a contagious factor in its favor that should spell coinage for the phonograph operators.

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.

## Baltimore

BALTIMORE, March 14.—Sales of used machines are strong, states Roy McGinnis, distributor. He points out that the coin machine business is in some ways a seasonal business. Indoor coin machine activities are now about winding up and outdoor activities will soon get under way. When the latter do, operators will call for many machines, especially for arcades or sportlands, he says.

The Play House, Penny Arcade, is closed on account of fire. Damage to the establishment has not been estimated. No date for reopening has been set. This was one of the busy arcades on East Baltimore Street.

## Operators!

You'll get a steady flow of "Champagne Profits"

from the "CHAMPAGNE MUSIC" of

LAWRENCE WELK

with smooth-sweet vocals by

JAYNE WALTON on DECCA RECORDS

### All Money-Makers!

4147 YOU DON'T LOVE ME, BUT I'LL ALWAYS CARE  
 4157 POET AND PEASANT OVERTURE SWING VERSION

coupled with HEAVEN IS MINE AGAIN

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5018

SHE'LL ALWAYS REMEMBER

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THERE WON'T BE A SHORTAGE OF LOVE

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**WOODY HERMAN (Decca 4198)**  
*Skylark*—FT; VC. *Night of Nights*—FT; VC.

Two of the better ballads of the day are polished off in smooth fashion by Woody Herman. Major interest is in the Johnny Mercer-Hoagy Carmichael *Skylark*, a lush lullaby that takes one right on the wings of song. Woody's clarinet opens the side, giving way to the band for a half chorus. Maestro takes over the rest of the side, in excellent voice. The hyper-smoothness achieved on the A side is repeated for the Latin-styled *Night of Nights*. The sax section leads the way for a full band chorus and ensemble voices assist the maestro for the second chorus, making the serenade sound all the more entrancing.

"Skylark" is a ballad destined to soar the song heights, and Woody Herman's soft and smooth side is a cinch to corner a generous share of the coins.

**CLYDE LUCAS (Elite 5016)**  
*A String of Pearls*—FT. *I'll Pray for You*—FT.

Glenn Miller started something when he introduced *A String of Pearls* on wax. Clyde Lucas stays close to the original score, but it all adds up to an insignificant instrumental number. More at ease is the Lucas band for the war ballad on the B side. No frills or embellishments. The song sells itself and Lucas makes it thoroly danceable. Teddy Martin adds the vocal prayer.

"I'll Pray for You" is the side that means most for music box play. Considering the fact that competition is thick on this song, phono play will depend much on the band's own following.

# 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 24)

**GLENN MILLER (Bluebird 11474)**  
*The Lamplighter's Serenade*—FT; VC. *Don't Sit Under the Apple Tree*—FT; VC.

In the long line of serenades comes one dedicated to the lamplighter, a rollicking lullaby. Miller plays it as a slow ballad. The Modernaires and Ray Eberle take it from the edge, woodwinds start a second refrain but give way to the voices to sing it out. *Apple Tree* ditty is a cute jingle made bright and rhythmic in the Miller manner, with most of the side carried by the voices of Marion Hutton, Tex Beneke and the Modernaires.

Both sides represent brand-new songs, and it's anybody's guess whether both or either will make the grade. Both have what it takes for hitdom, and Miller's interpretation for both is tops.

**BING CROSBY (Decca 4183)**  
*Miss You*—FT; V. *Blues in the Night*—FT; V.

Here is a strong pairing for Crosby, sure to gain attention. The *Miss You* revival is tailor-made for the Crosby pipes, slow, melodious and properly schmaltzy. Almost the whole side is Crosby, taking plenty of time to sell the words and selling them perfectly, with expert aid from John Scott Trotter's violins. Only instrumental break is a few bars of fine trombone, after which Bing comes back to wind up the second chorus. A real winner. Crosby's entry in the *Blues in the Night* sweepstakes is important because it is Crosby. The parts handled by him are characteristically fine, but portions are weakened by switching the vocalizing to the Music Males.

"Miss You" is on its way to hitdom on the boxes. The Crosby side will hasten its rise. Hard to figure how it can miss. The flipover has stiff competition.

**HAL McINTYRE (Victor 27805)**  
*She'll Always Remember*—FT; VC. *Loretta*—FT; VC.

Two lush ballads are turned out in top style by McIntyre. A side is a sentimental mother song tying in with the soldier boys. Muted brasses introduce the side and pave the way for Carl Denny's vocal. The maestro's soft tenor sax picks it up for a second chorus and then gives way to the singer to take it out. *Serenade to Loretta* is played at a similar slow tempo and just as smoothly. Muted brass phrasings and saxophones split the initial refrain, and Denny sings the second to finish the side.

Altho a comparatively new band, and new on the waxes, Hal McIntyre applies as much gloss and finesse to a ballad as the Millers and Dorseys, and all the maestro needs is that "one song" to establish himself firmly in phono circles. While "She'll Always Remember" is not that "one song," it's the side that shapes up for the phonos.

**DINAH SHORE (Bluebird 11473)**  
*Goodnight, Captain Curly-Head*—FT; V. *Skylark*—FT; V.

The A side brings the first of the kiddie songs with a war theme. If the public is receptive to such theme at this time, *Goodnight, Captain Curly-Head* is a cinch to go to the head of the class. Sam Lewis and Fred Ahlert wrote the song, which is a gorgeous kiddie lullaby the way Miss Dinah makes the notes melt out of her pipes. Also taken in slow tempo, *Skylark* gives the lark in her pleasant singing self. Treats the ballad as the writers intended it. With Miss Dinah's vocal shadings, it leaves nothing to be desired. Accompanying orchestra also deserves a bow.

Both sides are vocal delights for the music machines, and both songs hold much promise for operators.

**INK SPOTS (Decca 4194)**  
*Shout, Brother, Shout*—FT; V. *It Isn't a Dream Any More*—FT; V.

The Spots couple a jive spiritual on the A side with a dreamy torch ballad, on the B side. Steeped in the tradition of Yes, *Indeed*, the A side is taken in a jump tempo, replete with plenty of shouting, singing and hand-clapping. However, the Spots are more effective

for the slow tempo ballad, treated in their characteristic sentimental style, with the top male voice carrying it all the way.

"It Isn't a Dream Any More" brings the Ink Spots in their "If I Didn't Care" singing mood, and that's the face-up side for the music boxes.

**CLAUDE THORNHILL (Columbia 36535)**  
*Grieg's Piano Concerto*—FT. *I'll Pray for You*—FT; VC.

The velvety music of Claude Thornhill, with its distinguishing feature of the maestro's pianistics draped against a bank of muted brasses, is showcased for both sides. For the classic on the A side, Claude's Steinway fingering sparkles thruout. Plattermate, also taken at a moderate tempo, also lends itself perfectly to the Thornhill touch. His piano notes stand out superbly for the opening half chorus. Dick Harding has the advantage of a rich orchestral background for his vocal, and the band takes over for another half chorus to take out the side.

If the Greig "Piano Concerto" ever takes hold, Thornhill's version is sure to figure prominently in any phono play. Until then his "I'll Pray for You" is a dandy to snatch up the coins.

**BING CROSBY (Decca 4193)**  
*Skylark*—FT; V. *Blue Shadows and White Gardenias*—FT; V.

Soft and dreamy is the way Bing Crosby sings the silky ballad on the A side. John Scott Trotter paints the musical background, and a short clarinet passage bridges Bing's two vocals. The B side, offering the flowery ballad from the *Song of the Islands* movie, gives Crosby in more vigorous voice. However, it's still in the slow tempo, with the trombone bridging the vocals. Victor Young is the musical director for this side.

Considering the way all the top recording names are tagging the "Skylark" ballad, it's a cinch the song is car-marked for the hit parade, where it will earn a deserved place. Crosby's version looms big for the phonos.

**SHEP FIELDS (Bluebird 11477)**  
*Dear Old Pal of Mine*—FT; VC. *The Caissons Go Rolling Along*—FT; VC.

Altho he limits his instrumentation to the saxophones, Shep Fields makes plenty of music with the woodwinds. There's plenty of tonal color and variation to the playing, and these sides show band is flexible enough to make any type of tune a standout. A side is the oldie waltz, treated here as a moderately slow ballad. Soprano sax carries the entire first chorus, Ken Curtis adds excellent voice for a second refrain, and the full band carries the third chorus. The artillery song on the B side is played in march tempo and with plenty of verve and spirit, Ken Curtis and the chorus providing the rousing vocal utterances.

"Dear Old Pal of Mine" is a standard song favorite, and Shep Fields's revival should find plenty of favor with the phono fans. Equally important to operators is the military music on the flipover.

**GENE KRUPA (Okeh 6607)**  
*Skylark*—FT; VC. *Harlem on Parade*—FT; VC.

The new ballad on the A side, while taken in slow tempo, flounders a bit in the heavy swing setting it is given by the maestro. Roy Eldridge's hot trumpet takes the opening half chorus, and Anita O'Day, for the vocal, carries out the swing theme. Band blares for the last eight bars to take it out. Such playing and singing are much more in keeping with the plattermate, a rhythmic tidbit. Krupa bears down heavy on the drums, Eldridge points his trumpet high, and Miss O'Day's shading is in the right register. Song serves double duty. In addition to making a righteous swing dish, it's a musical toast to the boys in Harlem who turn out in answer to Uncle Sam's call.

"Harlem on Parade" is the face-up side for

the music boxes, especially for the operators of race locations, where the song has added significance.

**JIMMY DORSEY (Decca 4197)**  
*Tomorrow's Sunrise*—FT; VC. *I'm Glad There Is You*—FT; VC.

With the customary Dorsey eclat, Jimmy enters two new ballads in this couplet. Most striking is Edgar Leslie-Violinsky's *Tomorrow's Sunrise*, rich in both words and music. Dorsey gives it a bright beat, with muted trumpets opening the full band chorus and Bob Eberle vocal making the song all the more mood-inspiring. Maestro Jimmy had a hand in writing the plattermate. It's a love song, with the story steeped in philosophical thoughts rather than June-moon wordage. Eberle sings it from edge, saxophones and Jimmy's clarinet carving a half chorus for themselves before Bob is brought back to finish it out.

"Tomorrow's Sunrise," which is not a war-inspired ballad as the title might imply, has all the characteristics of a hit song. Dorsey gives it a swell send-off, and if it makes an impression this entry will have a head-start for the phono play.



—bringing you  
**The Sweetest MUSIC**  
**THIS SIDE OF HEAVEN**

on these **DECCA** records

4264  
**DEEP IN THE HEART OF TEXAS**  
**SWEETHEARTS OR STRANGERS**

4199  
**HOW DO I KNOW IT'S REAL**  
**THERE WON'T BE A SHORTAGE OF LOVE**

On the Air—for Colgate Tooth Paste, every Saturday, 8-8:30 P.M.  
 CBS—Coast to Coast  
 In Person—Hotel Roosevelt, N. Y.

EXCLUSIVE MANAGEMENT  
**MUSIC CORPORATION OF AMERICA**  
 LONDON NEW YORK CHICAGO  
 BEVERLY HILLS SAN FRANCISCO CLEVELAND DALLAS

**MUSIC OPERATORS CASH IN WITH NO GOOD BECAUSE IT IS GOOD**  
 A Bob Chester recording  
**VICTOR-BLUEBIRD RECORD NO. 11428**  
 Watch for Record Release of  
**"Sweet Is the Hour"**  
**MUSIC PUBLISHERS**  
 Exec. Offices—Carnegie Hall, Cleveland, O.

Most Requested Song in the Country  
**MISS YOU**  
 recorded by—  
 BING CROSBY—Decca  
 CARL HOFF—Okeh  
 EDDY HOWARD—Columbia  
 SAMMY KAYE—Victor  
 FREDDY MARTIN—Bluebird  
 DINAH SHORE—Bluebird  
 HARRY SOSNIK—Decca  
 CLAUDE THORNHILL—Columbia  
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EVERY PHONOGRAPH LISTED LOOKS AND RUNS LIKE NEW!

Mills

**THRONE OF MUSIC**

in natural finish or marbled

**\$129.50**

- WURLITZER 600.....\$169.50
- WURLITZER 500..... 199.50
- WURLITZER 800..... 299.50
- COUNTER MODEL 61..... 79.50

Terms: 1/3 DEPOSIT, BALANCE SIGHT DRAFT.

Write for New List Just Out

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AUTOMATIC MUSIC CO.**

542 SOUTH SECOND STREET  
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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.

**Juke Box Jenny  
(UNIVERSAL)**

Charlie Barnet & Orchestra  
Wingy Manoné & Orchestra  
Harriet Hilliard  
Release Date: March 27

- RECORDINGS:**
- "Fifty Million Nickels"  
Charlie Barnet (Bluebird)
  - "Macumba"  
Charlie Barnet (Bluebird)
  - "Sweet Genevieve"  
Bob Crosby (Decca)
  - "Carry Me Back to Old Virginny"  
Louis Armstrong (Decca)  
Sonny Burke (Okeh)  
The Charioteers (Columbia)  
Frances Langford (Decca)
  - "Whistler and His Dog"  
Mill Herth Trio (Decca)  
Roger Pryor (Okeh)
  - "Dark Eyes"  
Tommy Dorsey (Victor)  
Horace Heidt (Columbia)  
Columbia Salon Orch. (Columbia)  
Adrian Rollini Trio (Okeh)  
Maxine Sullivan (Victor & Okeh)  
Jack Teagarden (Decca)
  - "Tiger Rag"  
Forsythe Young (Victor)  
Goodman Trio (Victor)  
Louis Armstrong (Okeh)  
Andre Kostalanez (Columbia)  
Gene Krupa (Columbia)  
Ted Lewis (Columbia & Decca)  
Art Tatum (Decca)  
Pancho (Decca)  
Ray Noble (Victor)  
Alvino Rey (Bluebird)  
Hoosier Hot Shots (Okeh)  
Leon's Lone Star Cowboys (Decca)

**The Filmusic Forum**

**More About "Jenny"**  
Most profitable fare for picture tie-ups this week is presented by Universal's *Juke Box Jenny* (see chart above). Film not only uses the music machine industry as a plot basis, but also features several songs that are available on records. First step in the tie-up, of course, is for the operator to spot one or more of the recordings on his machines at the same time that *Jenny* opens in his territory. Operators who wish to go further are advised by Harry Ormiston, Univer-

sal's exploitation manager, to contact a local theater manager, not the Universal film exchange. As Ormiston explains it, all music machine exploitation is left by Universal to the individual theaters. Operators should be grateful for whatever the local film exhibitor can offer in the way of posters and strips to display on machines. The tie-up will not only stimulate nickel earnings, but it plugs a film that plugs the operator's business.

**Song of the Islands**

Twentieth Century-Fox seems to have keyed up its music promotion to a full realization of the importance of music machine exploitation. In its press book for *Song of the Islands*, Fox lays down this adjunct about operators: "These purveyors of the ever-growing popular means of getting canned music to the public can be profitably enlisted in your playdate drive. To start with, they have program cards as illustrated above (illustration is that of a strip boosting Lanny Ross's recording of *Blue Shadows and White Gardenias* from the film). You might arrange with them for juke-box displays, song-plugging handouts in all spots handling their machines."

Elaborate posters boosting their *Song of the Islands* recordings have been prepared by Victor and Decca. Designed primarily for retail record dealers, these might be just as effective for machine display. Ask your Victor dealer, or contact the nearest Decca branch office. Remember, over 20 record "sides" have been waxed of *Song of the Islands* tunes.

**Shores of Tripoli**

Running thruout 20th Century-Fox's soon-to-be-released *Shores of Tripoli* is the famous *Martine's Hymn*, and it may interest operators to know that three brand-new versions of the leatherneck ballad have been released by Gene Krupa (Okeh), Kate Smith (Columbia) and Tony Pastor (Bluebird).

**Record Round-Up**

*Deep in the Heart of Texas*, featured in Republic's *Heart of the Rio Grande*, has been recorded by the film's star, Gene Autry (Okeh). Count Basie (Okeh) is the latest addition to the list of artists recording *Blue Shadows and White Gardenias*. *Not Mine* from Paramount's *The Fleet's In* has been newly waxed by Tony Pastor (Bluebird). *All Through the Night* from Warner's film of the same name has been recorded by Lanny Ross (Victor). Joan Merrill has recorded two of the tunes from *Mayor of 44th Street* for Victor. The tunes, *Heavenly, Isn't It?* and *Breeze on Lake Louise*, are featured by Joan in the film.

**Detroit**

DETROIT, March 14.—Carl Angott, Angott Sales Company, has taken over the distribution of the V and Hu-La machines, made by the Planet Manufacturing Company.

Otto C. Witte is organizing the Automatic Coldrink Dispensing Company in the Donoval Building.

Fred T. Turner, head of the Nik-o-Lok Company, is carrying on as president of the Automatic Merchandisers' Association of Michigan.

Norman M. Petersen, of Davison, Mich., is buying Wurlitzer wall boxes for his locations.

Nick Chronos, who operates around the Flint territory, is adding phonographs to his route operations.

Mr. and Mrs. Reuben Ray, proprietors of Ray Music Company, are spending six weeks in California. James Brown is in charge of business in their absence.

**Richmond, Va.**

March seems to be vacation time for some colmen. Joe Wigington, Wigington Amusement Company, is spending a few weeks in Florida, with Service Manager Charles Hart running the executive end in his absence. Leon Gary, Gary's Record Shop, is vacationing in the North, with brother Ralph holding down the fort.

Regular meeting of the Virginia Coin Machine Operators' Association was held at the William Byrd Hotel. Chief topic of conversation was pending legislation in the State, with L. H. Schrader, organization's attorney, of Amherst, Va., the chief speaker. Exceptionally good attendance was reported.

Building of the new shipyards here is causing the opening of new locations, according to ops.

**Atlantic Distributing Co.**

1269 Washington St.  
Boston, Mass.

PROUDLY ANNOUNCES COMPLETION OF THEIR 200TH INSTALLATION OF

**Packard Pla-Mor  
Wallboxes**

IN 5 MONTHS

Dave, Lenny and Murray Schultz

**Brilliant Music Specials**

- WURLITZERS**
- 600A Rotary Sluggproof ..... \$149.50
  - 600A Keyboard Sluggproof ..... 164.50
  - Twin Twelves in Steel Cabinet with Speaker ..... 99.50
  - Bar Box #331 ..... 25.00
  - Wall Box #100 ..... 14.00
  - Wall Box #310 ..... 17.50
  - Wall Box #320 ..... 22.00
  - KEENEY Wall Boxes ..... 13.50
- SEEBURGS**
- Classics 1939, Sluggproof ..... \$189.50
  - Wall-o-Matics ..... 8.00
  - Playboy ..... 39.50
- 1/3 Dep. with Order. Bal. C. O. D.

**BRILLIANT MUSIC CO.**

4606 CASS AVE. DETROIT, MICH.

**RECORDS**

Will pay 5¢ each Operators' Used Records in any quantity; in jackets if possible. Ship prepaid. Will refund freight charges. Remittance by return mail. Record Dept.

**HARTFORD AUTOMATIC SALES CO.**  
135 Brook St. HARTFORD, CONN.

**ROUTE FOR SALE**

Well established music business in Southwestern town of 7,000. Excellent climate. Practically no competition. Mostly late Rock-Ola equipment removed. Average take \$1,000.00 month; can be increased. No objection to free-play tables, perhaps slots in future. Priced 20% above market value of equipment. \$10,000.00 will handle. Good reason for selling, but not stress sale. Do not waste time unless you mean business and have money. BOX D-188, care The Billboard, Cincinnati, O.



FRANKLIN SIMON & COMPANY, New York department store, recently devoted one of its Fifth Avenue display windows to the reproduction of a USO Recreation Center under the auspices of the New York City Defense Recreation Committee. Replete with recreation and entertainment facilities, the room contained a Wurlitzer Victory Model automatic phonograph. (MR)

**USED PHONO NEEDLES  
RE-CONDITIONED**

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

**NEEDLES RE-SHARPENED**

- 1-10.....15c per needle
- 10-50.....12 1/2c per needle
- Over 50.....10c per needle

**Re-Sharp Needle Service**

P. O. Box 770 Fort Dodge, Iowa  
A. Precision Service

**MUSIC OPERATORS**

We Have a Large Quantity of WURLITZER "600" AND "500" TOP CORNER CAPS

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**WANTED  
100 BETTY TELOTONE  
WALL BOXES**

USED WITH WIRED MUSIC  
BOX No. 325, care The Billboard,  
1564 Broadway, New York City



# TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

## News Notes

Red Norvo obtained special permission from Decca last week to release his wife, Mildred Bailey, for one Columbia session. Norvo records for Columbia and had a tune which he particularly wanted Miss Bailey to handle with him. . . . This week will see an almost unprecedented number of bands coming out with recordings of the same tune. Song is "The Lamplighter's Serenade," and disks will be out simultaneously with Bing Crosby, Glenn Miller, Woody Herman, Leo Reisman and Horace Heidt. . . . Columbia has lined up Frankie Masters and Dick Jurgens for the Fitch Bandwagon shows for the last two Sundays in this month. Specials will be "Now and Forever" for Masters and "Yankee Doodle Ain't Doodlin' Now" for Jurgens. . . . After an auditioning of their Okeh recordings, the producer of the radio show "Hobby Lobby" set the Korn Kobblers for the show some time in May. . . . Mitchell Ayres cut four sides for Bluebird in New York last week. . . . Maestro Harry James may soon have the distinction of being the only band leader to make two pictures for two different studios within a little more than a month. Starting March 30 the maestro commences work with the Andrews Sisters in a film for Universal, and after five weeks at Hollywood's Palladium may take his band to the RKO lot for another film. . . . The Al Donahues are expecting an increase in the family. . . . Edward A. Cushing, former music critic on The Brooklyn Eagle, has joined the advertising staff of Columbia Records at Bridgeport, Conn., to handle serious music promotion. . . . The Four Notes, vocal quartet of three boys and a girl, have joined the Bob Chester band. . . . Barry Wood is going on a theater tour with the Barney Rapp band for a month. The boys are brothers, incidentally. . . . After polishing off a week at the Orpheum Theater, Los Angeles, this week, Horace Heidt will head out for a tour of army camps.

## Fast Buying

Philip Rich, Buffalo operator, writes in to report that a coin phonograph operator today has to be nothing short of a genius when it comes to picking records for his machines. Reason for this is the almost immediate shortage of a disk once it becomes a hit. The operator's only chance to cash in fully on a hit, according to Rich, is to be smart enough to tab the hits before they become such and buy 'em up in big lots. But who's smart enough for that, Rich wants to know. Disk companies, on the other hand, seem unable to offer any solution. Production is still a problem with the companies, what with sales continuing to reach new highs.

## Release Previews

Bob Chester has just cut "I Do," adapted from "Drigo's Serenade," and "Moonlight Bay" for Bluebird. . . . Tommy Tucker's latest Okeh disk session included "Johnny Doughboy"; "Oh, How I Miss You Tonight"; "Dear Old Pal of Mine," "You're a Snootie Little Cutie" and "Ship Ahoy." . . . Cab Calloway (Okeh), Mills Brothers (Decca) and Red Norvo (Columbia) are recording "I'll Be Around." . . . Milt Herth Trio has disked "Pennsylvania Polka" and "Jersey Bounce" for Decca. . . . Lawrence Welk's most recent Decca studio session had the maestro cutting "Dear Home in Holland," "Tica Ti Tica Ta," "The Shrine of St. Cecilia" and "Barbara Polka." . . . Rene Murette band has coupled "Tickle-Toe" and "Oyster Stew" for the Standard label. . . . Vaughn Monroe's latest Bluebird date was taken up with "Tom Thumb," "Commodore Clipper," "A Fireside Chat," "My Little Cousin" and "Me and My Melinda."

## 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:

### BUFFALO:

Jersey Bounce. Benny Goodman.

The second word in the title of this tune is descriptive of the type of music to be heard when the disk is spun on the phonographs. Operators here rate the Goodman recording as a comer on the machines in their locations. The fact that it offers a definite respite from the heavy diet of sweet, sentimental ballads probably has much to do with its success.

### BURLINGTON, VT.:

Russian Rose. Johnny Long.

This ballad, with a slight trace of Russian melody, is fast becoming a fave in this town, according to the operators. It's been around a while, but fact that it is now showing life in the machines here may mean that it will be picked up elsewhere soon. Long's band has gained a good rep in the East, and this should help, too.

### BRIDGEPORT, CONN.:

Sing Me a Song of the Islands. Bing Crosby.

A dreamy Hawaiian number, which, altho it belies the atmosphere of that "sanctuary" today, has a melody which is catching plenty of coins in the machines in this New England town. Tune was listed in *The Billboard's* "Possibilities" section last week and, besides Crosby, many other artists have either been released or are about to come out with it.

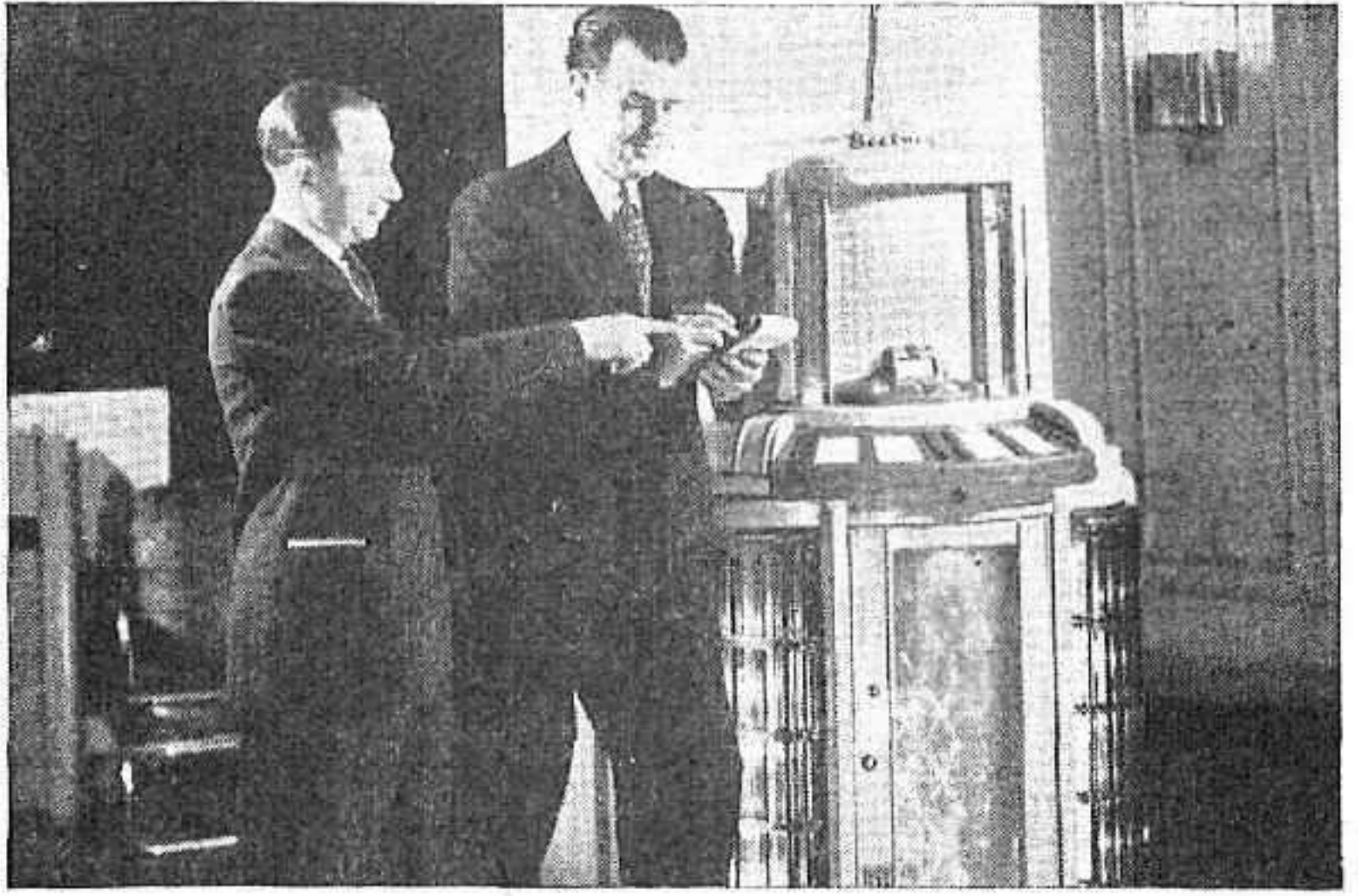
### LOS ANGELES:

I Think of You. Tommy Dorsey.

Here is a lovely and sweet ballad by the master in that field. It's not a particularly new one, but coin phonograph patrons in this land of sunshine are discovering it now, and, according to the operators, the tune will soon be ranking with the top ones. It might pay for operators in other sections to watch this one.

## NOTE

FOR a comparative listing of songs broadcast most often over the networks



LEO WEINBERGER, SOUTHERN AUTOMATIC MUSIC COMPANY, Louisville, places a carload order for the new 1942 Seeburg Symphonola phonographs with Bob Dunlap, of the J. P. Seeburg Corporation. (MR)

during the week ended March 14 and the week before, ended March 7, see the Music Popularity Chart in the Music Department in this issue.

Sam McCabe, has been taken over by the Service Novelty Company.

Edward Newell, who has been located in Newellton, La., and in Northeast Louisiana territory as manager of Service Novelty Company, is now stationed in Jackson, Miss.

## Mississippi

NATCHEZ, Miss., March 14.—Machine business is better here. New firm operating here is the Alabama Novelty House. Scramac Novelty Company, operated for many years by Sam Serlo and the late

Operators are enlisting wholeheartedly in the civilian defense movement for the city and county. Some are registering as auxiliary police and others are registering as auxiliary firemen.

## THE PEERLESS SIGNAL COUPLER

Permits both wired and wireless operation of remote control at the same time. For instance wired boxes and a wireless stroller.

### IF YOU ARE HAVING TROUBLE

Account outside interference or other reasons with present installations of wireless boxes, don't take a loss by substitution of boxes, get in touch with us immediately for complete information on necessary low cost equipment and save money.

### MANY INSTALLATIONS HAVE BEEN CORRECTED

And much money saved by Operators who never fail to buy the second COUPLER after having tried out the first.

### ASK US FOR TESTIMONIALS

From Operators who have sent us \$30.00 and then wired for additional shipments.

Write us today, advising number of boxes you want to operate on your trial installation. There is no limit.

## The Newark Specialties Mfg. Co.

J. HARRY PAYNE

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NEWARK, OHIO

2 Seeburg Hitone Deluxe with Remote Control	\$400.00 Ea.
5 Wurlitzer 500, Like New	175.00 Ea.
10 Wurlitzer 600, Keyboard, Excellent Condition	160.00 Ea.
15 Wurlitzer 616A, In Good Working Condition	55.00 Ea.
50 Seeburg Wireless 24 Button Wallomatics, in Original Cartons	32.00 Ea.
13,000 Feet. Highest Grade Wall Box Cable for 20, 24, 32 Selection Boxes	18¢ per ft.

Hartford Automatic Sales Co., Inc., 135 Brook St., Hartford, Conn.

### FOR SALE

### 10-UNIT BETTY TELEPHONE SYSTEM

WITH 10 TELEPHONE WALLBOXES AND NECESSARY ACCESSORIES—CHEAP

1940 MASTER ROCKOLITE - - - - - \$199.50

1939 DELUXE ROCK-OLA - - - - - 154.50

1939 STANDARD ROCK-OLA - - - - - 142.50

ATLAS AUTOMATIC MUSIC CO. 3939 GRAND RIVER AVE., DETROIT, MICH.

## WANTED USED RECORDS

\$8.00 A HUNDRED NOT OVER 1 1/2 YEARS OLD

\$7.00 A HUNDRED NOT OVER 2 1/2 YEARS OLD

10% Hillbilly and Blues. Ship Prepaid Freight or Express C. O. D.

BILL FLEMING, 2007 Main St., Peoria, Ill.

USE ADJUSTABLE Fulco PHONOGRAPH COVERS

Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine.

Fulton Bag & Cotton Mills  
Manufacturers since 1870  
Atlanta St. Louis Dallas Minneapolis  
New York New Orleans Kansas City, Kan.

## USED RECORDS WANTED

Will Pay 6c EACH

for late Used Recordings not over 1 year old, delivered in Springfield. Can use all makes, race, foreign, hillbilly, popular, classical, etc. We will also take your future accumulations with or without jackets. Cash by return mail. References any local operator, bank, newspaper.

Edward Block

Springfield Stores

1069 MAIN ST. SPRINGFIELD, MASS.

MIRACLE POINT

To pay more is to waste money.

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M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

Buy U. S. Defense Savings Bonds and Stamps



## '41 Coca-Cola's "Biggest Year"; Declares 75 Cents

WILMINGTON, Del., March 14.—A preliminary report on 1941 activities of the Coca-Cola Company disclosed this week that the company last year had net earnings, after all taxes and provisions for dividends on Class "A" stock, of \$27,108,374, compared with \$27,084,752 in 1940.

Provisions for federal income and excess profits taxes last year took \$26,250,000, compared with \$12,520,000 in the preceding 12 months.

Accompanying the preliminary earnings statement was an announcement that directors had declared a dividend of 75 cents a share on the common stock, payable April 1 to holders of record March 12.

Altho no figures were given, the company had what was termed the "largest year's business in its history" in 1941. But with reference to 1942, President A. A. Acklin said that "to assist in conserving the nation's available supplies of sugar, we have currently reduced our volume of output and we are wholeheartedly co-operating in the government's rationing program," a step which also was taken in the first World War.



Conducted by E. M. HAMMAN  
Communications to 155 North Clark Street, Chicago

# Ice Cream, Essential Food, Won't Be Hit by Restrictions

Expected to absorb some of excess purchasing power—consumption mounts—tests prove its food value—in preferred class in last war

WASHINGTON, March 14.—Ice-cream vending machines sold more ice cream during 1941 than ever before since their appearance in the vending field, and just about when they hit a new high in sales the material restrictions bugaboo appeared on the horizon. It is expected that the entire confectionery field will be affected adversely thru curtailment of sugar and other ingredients. All commercial users of sugar have been cut to 80 per cent of the sugar they used in 1941. Candy manufacturers, more than any others, feel this restriction. But ice cream is uniquely and fortunately situated in the general food picture. It is considered a luxury food which will absorb some of the excess purchasing power left slack by curtailment of other civilian goods. It also is officially classified as an essential dairy product which should not suffer production limitations customarily placed on other luxuries.

Ice-cream trade officials now are reporting demand for frozen desserts headed well toward boom levels. War Production Board sentiment so far offers no hint of its intention to close this escape valve for surplus consumer income.

Hearings on ice-cream standards held in Washington by the Food and Drug Administration have continued since early in January. Six white rats were the star performers at a recent session. The rats were flown from California and rushed to the hearings by the Golden State Company, Ltd., of San Francisco.

Dr. Evelyn Blanchard, laboratory technician of Golden State, revealed the rats in all their glory. Two of them were fed on ice cream, two on ice milk and two on an ordinary diet. Dr. Blanchard demonstrated that it took a smaller quantity of high solids ice cream than any other diet to gain a gram of weight. It was further shown that the rats that were nourished on ice milk ate more of that product. (Ice milk, like ice cream, is just what its name implies—it is "ice cream" made with milk instead of cream. Upon inquiry we were told that it is sold in about 40 States in one form or another and under various names. Golden State's method of making it is the firm's own secret process. California has a State ice milk law. Sales of ice milk are said to be increasing there.)

### One of Six Essential Dairy Foods

Co-operation by WPB and Agriculture Department officials is largely responsible for the bright ice-cream future. Glamour product of the dairy industry, it also is one of six essential dairy foods. Others are more prosaic butter, cheese, bottled milk, evaporated milk and dry skim milk. This is not a departure in food classification. The Food Administration of World War I ruled to put ice cream in the "preferred class" to "assure consumption of surplus milk supplies and thus encourage dairy interests to maintain production."

The ruling, in effect, is repeated this year by WPB officials, who claim that ice cream utilizes surplus fats and releases milk solids, and serves as a "balance sheet" of the dairy industry. This confirms trade figures indicating that consumption of milk by the ice-cream industry is greatest—68.7 per cent—during the months of April thru September, when milk production is at its peak. Trade estimates that butter stocks would be at a hypothetical 370,770,000 pounds on December 1, 1941, instead of an already high of 152,500,000 pounds if ice cream did not use fats from three pounds of milk and solids from only one.

Discussion with WPB authorities indicates that these are considerations which led to the inclusion of ice cream in the "essential foods" list.

### Expect Still Greater Consumption

Aside from their preferential treatment at the hands of WPB and the Department of Agriculture, ice-cream manufacturers expect consumption to gain momentum from the initial push last year. They report that Americans ate 20 per cent more ice cream in 1941 than in 1940 and find no reason to expect a change in this trend.

A luxury food to the extent that less is purchased by lower incomes than by the middle and upper brackets, ice cream is expected to feel the pressure of expanded industrial incomes. Most active outlets for ice cream are those patronized by workers with newly inflated pocketbooks. Drugstores consumed 30.51 per cent of all ice-cream production in 1940, confectionery stores 25.26 per cent.

The government's decision to ration sugar is believed to have caused flurries of alarm in some ice-cream quarters. Reports from some sources indicate that reduction in consumption of industrial sugar to 80 per cent of the corresponding month in 1941 was considered all but the death knell for ice-cream manufacturers. Still other officials feared that ice-cream production would be sharply curtailed. Since those preliminary apprehensions, however, these two developments have combined to brighten the outlook:

### Corn Syrup Sweetening O. K.

1. Sweetening derived from corn syrup has been found to be a satisfactory substitute for sugar without any increase in cost, and

2. WPB officials now express the opinion that prospects are good for ice-cream manufacturers being allowed more than the blanket 80 per cent allocation order.

Still others point out that the 80 per cent allocation order does not tell the whole story. Greater proportions of ice cream are being fed to armed forces today than ever before, and this share does not fall within the restrictions. Evidence of military consumption of ice cream is the 110 per cent sugar allotment to manufacturers in a militarized area on the West Coast. For an overall policy, however, officials are understood to be looking back to World War I to find precedent for decisive action at this time. A food administration order then ruled that, despite a sugar shortage, manufacturers of essential foods, including ice cream, would be permitted enough sugar "to meet their full requirements."

### Regular Army Dessert

War Department officials report that ice cream is served as a dessert in certain Southern corps areas several times weekly. In other regions during the summer soldiers find ice cream on the menu once or twice a week, depending on facilities for conserving it. These officials estimate, however, that most ice cream is served to soldiers thru post canteens, commissaries and luncheonettes. Altho there is no official policy on ice cream, its use as an army food is largely at the discretion of individual mess officers, they said.

## Chewing Gum Helps America Fight War

CHICAGO, March 14.—Departing from the usual style of complaining about taxes, the William Wrigley Jr. Company in its report on 1941 earnings said that record sales had helped the firm to pay bigger taxes than ever before for the defense of the country. Net income for 1941, because of higher taxes, was down, amounting to \$8,090,413, equal to \$4.04 a share, compared with \$8,226,648, or \$4.11 a share in 1940.

The company included in its earnings only the \$438,993 of dividends from foreign subsidiaries which were actually received. Net earnings of the foreign subsidiaries amounted to \$641,795, and if the company had been able to realize the entire amount the net profits would have been increased to \$8,293,215.

### Sales Volume a Record

Philip K. Wrigley, president of the company, which is the world's largest manufacturer of chewing gum and is operated from headquarters in Chicago, said that last year's sales volume was the largest ever achieved.

"We are glad to report this," he said, "as it enabled the company to pay toward the support and defense of our country in a year of emergency \$5,397,026 in taxes, which is \$2,361,608 more than in 1940. We hope that we can continue to carry our share of the load, altho the necessity of putting sugar, one of our principal ingredients, on a quota basis will prevent us from increasing sales volume beyond the quota allowed, which at present is 80 per cent of 1941 production."

### Foreign Units Widespread

Wrigley did not state the specific factors which prevented full realization on the foreign investments, but the company's world-wide operations include subsidiaries in Singapore and the Philippines as well as plants in England, Canada, Australia and New Zealand. The foreign investments were listed separately at \$3,004,283.

Earned surplus was reduced \$862,611 by deduction of the amount applicable to foreign subsidiaries now excluded from the consolidated accounts, and \$455,380 for addition to investment reserve.

**HOME RUN**  
(Tax Free)  
\$5.00 allowance on your Counter Games on each Home Run purchased. Prepay your shipments. 1 Home Run with 25 lb. Carton of Ball Gum (Includes Winners) only \$24.50. Terms: 1/3 Cash with Order.  
VICTOR VENDING CORP.  
5711 Grand Ave., Chicago  
Size 11"x21"x15"

**ASCO WEEKLY SPECIALS**

1c Peanut, 5 lb. \$3.95	1c Snacks, 3 col. \$7.95
5c Peanut, 8 lb. 2.95	1c Burel, 3 col. 9.95
1c Ball Gum, 200 cap. 2.45	1c-5c Triselector, sluppr., 3 col. 15.45
1c Ball Gum, 400 cap. 3.95	1c Stew.-McG. 8 col. Adams Gum 8.95
1c-5c Pruit, 5 lb. 4.45	Stands, Each. 2.50
1c Hershey 3.45	
5c Hershey 3.95	
1c Wrigley Stick, Gum, 2 col. 3.95	
1c Silver King 4.95	
1c Esquire, 5 lb. 6.95	
1c King Jr., 2 lb. 3.45	
1c In-a-Bag, 8 lb. 7.95	
1c-5c Nethwtern, Standard 6.45	
1c-5c Nethwtern, Deluxe 9.95	
1c-5c Nethwtern, #39 Ball 7.45	
1c Ever Ready, 4 col. 4.95	

Send 25c for Illustrated Catalog!  
Terms: 1/2 Cash, Bal. C. O. D.

ASCO, 140 ASTOR ST., NEWARK, N. J.

**ATTENTION!**

We have a large supply of attractive counter size 1c HERSEY VENDORS. Due to present emergency we are forced to sell at a sacrifice price. Write at once for details!

BOX 285A, MINNEAPOLIS, MINN.

**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.

**BALL GUM**  
3/8" -- 13,000 Balls \$15.75  
1/2" -- 15,500 Balls \$15.75

Full Cash With Order, Freight Paid, Price Subject to Change Without Notice.

**ADDITIONAL INCOME**

5 Lb. "SILVER KING" \$7.95  
10 at \$7.50

FREE Cat. & Instructions. Write today for terms.

View - a - Scope or "Peep Show" only \$24.50 each. 10 pennies from most players. 1c per Photograph, 10 Pictures.

**TORR 2047 A - SO. 68 PHILA. PA.**

**LUSTRE BALL GUM DOUBLE POLISH**  
All sizes - 5c - 150 - 170 - 180 - 195  
Spotted-Striped-Harlequin

**GUM PRODUCTS, INC.**  
804 Main St., Cambridge, Mass.

**GOOD NEWS FOR OPERATORS**  
A new discovery! A new product for your vending machines! It's krispy, crunchy, healthy and delicious; test locations prove that it will be a great success; it's a fast seller and very profitable. Write for details!

**VICTOR VENDING CORP.**  
5711 Grand Ave. Chicago, Ill.

BUY U. S. Defense Savings Bonds and Stamps



# VENDER SUPPLY NOTES

Dollar sales gained 32 per cent in January over a year ago for manufacturers of confectionery and competitive products, according to the director of the census. This spread follows the 20 per cent gain for the year 1941 over 1940. January sales were 13 per cent under the preceding month, reflecting the usual seasonal drop. The price rise accounted for a large share of the gain of more than 30 per cent for January.

Official sugar rationing, Washington dispatches said March 11, may begin in the last week of March or the first in April. No definite date has been decided on yet. Industrial consumers will register on the same day as householders line up for their ration books, the War Production Board announced. WPB has tentatively decided that approximately 12,000 big and little industrial users of sugar would register for monthly supplies when the date for rationing is set.

A new wrinkle is being worked on by the Department of Agriculture in trying to make a new sirup from apples which may help relieve the sugar shortage. The new apple sirup, to stretch the sugar supply, may run 160,000 tons a year.

In making recommendations for excise taxes, Secretary of the Treasury Morgenthau indicated that it was his intention to tax commodities that are widely used and which are of a luxury or semi-luxury character. It is interesting to note, however, that candy has been generally recognized as a food, with the Ohio Supreme Court decision several years ago being a case in point.

The NCA, in conjunction with the U. S. Department of Commerce, has started work on the 15th Annual Confectionery Production and Distribution Survey.

"Limitation orders, preference orders and other government regulations, as issued, control your business," according to the release. "Facts are essential" to both the government and the industry in order "that it may, among others, understand itself as an industry and promote that understanding."

"The value of comparative figures is greater today than ever before. The constantly changing picture makes it expedient for confectioners to have every business yardstick possible."

"In order to get a true picture of trends in the confectionery industry, returns should be filed by every manufacturer. Such a complete survey would be helpful to the sales, advertising and many other departments thruout the plant. Further, it is important that each manufacturer know, upon completion of the survey, that it includes his participation, since from it he may accurately judge his relation to the industry at large."

B. W. Dyer & Company, sugar economists and brokers of New York, have announced a new product, a light-colored sirup consisting of cane sirup, corn sirup and honey. The product is being marketed under the trade name of "Vicitrose." This sweetening agent will not be charged against the regular quota under M-55, the company points out.

A letter from a member of the confectionery industry in London to Fred W. Amend, NCA director, gives a general view of the situation there. It says, in part: "Our Ministry of Food left the governing of our trade and its rationing to the industry itself. A wartime association was formed, comprising members of the confectionery and chocolate industry, and this association set up committees to handle and legislate upon such details as the correct rationing of raw materials, correct rationing to retailers, zoning of production to minimize transport hauls, standardized selling prices to eliminate profiteering, investigation of reasonable complaints. One rarely hears a complaint, and the whole industry has been complimented by the Ministry of Food on its handling of the job and made an example to all others."

No change in the 1942 tobacco quotas and allotments announced last fall is justified by available information on supplies and prospective demand, the Department of Agriculture said March 5 after reviewing the situation for the different types of tobacco.

Hearings on Secretary Morgenthau proposed tax plan will undoubtedly occupy the House Ways and Means Committee during the summer months, and the tobacco and confectionery interests,

representing all the phases of the manufactured products, will serve notice that they will want to be heard on the question of reducing their problems to a minimum by preparing the bill, insofar as flattening out the proposed increases in the tax so that it will become more equitable.

Many who thought that the increases were likely to be too severe are still of the opinion that a sales tax would be a more painless method of procuring more revenue.

A change recently made by safety match manufacturers in co-operation with the War Production Board in the interest of conserving chemicals essential to production of ammunition is that of putting the special striking surface on boxes of safety matches on one side only instead of on two sides as has long been the custom.

War conditions are stimulating the demand for cigarettes, say jobbers, vending machine operators and retailers. Cigarette sales are said to be increasing by leaps and bounds.

### MARKETS IN BRIEF

NEW YORK, March 12.—Peppermint oil (dollars per pound): Natural, \$5.30 to \$5.35; U. S. pharmaceutical, \$5.80 to \$6.

### NUTS CHICAGO SPOT MARKET PEANUTS

	Cents per lb. in bags
Virginia and North Carolina	
Jumbos .....	9.75 @ 10.00
Fancies .....	9.50
Extra large .....	14.25 @ 14.50
Mediums .....	14.00 @ 14.25
No. 1 Virginia .....	14.00 @ 14.25
No. 2 Virginia .....	12.00 @ 12.50
Southeast	
No. 1 Spanish .....	13.75 @ 14.00
No. 2 Spanish .....	12.00 @ 12.50
No. 1 runner .....	13.00
No. 2 runner .....	11.75 @ 12.00
Texas	
No. 1 Spanish .....	

### The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., March 14.—During the past week many peanut shellers have received wires, letters and telephone calls from many manufacturers protesting against the cancellation of their contracts as a result of the turning over to the Department of Agriculture of all farmers' stock on hand.

More than 31,000 tons of Spanish farmers' grade peanuts were allocated to the Department for planting purposes in the Southeast and Southwest. These peanuts were voluntarily turned over by the millers to the Commodity Credit Corporation but had the millers not done so it is understood that the corporation could have actually seized the peanuts under a freezing order.

In fact, priority certificates from the War Production Board have been sent to each co-operating miller. These priority certificates relieved the millers of liability with respect to outstanding contracts to the trade. The lack of coconut oil, palm oil and other edible oils is so great, however, that the Department of Agriculture has felt that the oil needs of the nation are now more essential than the use to which the peanuts would have been put.

The market for Virginia farmers' stock has advanced further during the week and 125,000 bags or more have been sold, it is reported, from warehouses during this time. The market level for best Bunch and Jumbo peanuts now ranges from 7 1/4 to 7 1/2 cents per pound delivered and even best shelling stock is bringing the growers 7 cents per pound or more.

Reports from the Southeast indicate that recent higher market levels have been most effective as a stimulus in inducing farmers to increase their planted acreage for peanuts and demand for seed has been brisk.

## Chicle Co. Official Minimizes Effects Of War on Sales

NEW YORK, March 14.—Altho chicle shipments from Mexico have stopped and vitally important raw materials from other areas are no longer coming in, the American Chicle Company, manufacturer of chewing gum, expects the sales volume of the company to be only 10 to 15 per cent below the 1941 peak, when sales were in excess of \$20,000,000, declared Thomas J. Blodgett, chairman and president, at the annual stockholders' meeting.

This decline in sales volume will be due mainly to sugar restrictions, he pointed out, as the company has accumulated supplies of other raw materials which will last a year or more and has developed new sources of gum to replace its Far East product. The principal immediate loss sustained by the company thru the war was a total loss of \$60,000 on its investment in Sarawak, which undoubtedly has been destroyed, Mr. Blodgett said.

### Develop Substitute in Jungle

"For the past few years the company has been working in the Amazon jungles of Brazil to develop a substitute for its most important perishable gum, which in the past came from Borneo and the Federated Malay States," he said. "Research and development in the old wild rubber area of Brazil has brought forth an acceptable substitute for this Far East gum, but the jungle presents many shipping, transportation and other problems."

"On the average the company has more than a year's supply of the necessary ingredients for its products, which come from 20 different countries thruout the world. There is a larger supply of chicle, and in the company's control and paid for is a year's supply of sugar, the use of which is now rationed by the government on the basis of 80 per cent of 1941 consumption."

### Curtail Less Popular Products

"To comply with the government's conservation program, the American Chicle Company has curtailed production of its less popular products, restricted sales in certain areas and reduced samples sharply. A large portion of its export business has been transferred to its South and Central America

plants. A new factory has been opened in Venezuela."

P. L. Becker, vice-president, said that the company had stopped shipping chicle from Mexico by boat since the submarine menace began. "If this situation continues," he said, "chicle shipments may be brought up by rail."

Mr. Blodgett said that machinery in the company's factories is in the best condition it has ever been, and that no machinery priority troubles are expected in the immediate future.

## Tobacco Supply Held Sufficient

WASHINGTON, March 14.—No change in the 1942 tobacco quotas and allotments, as determined in the fall of 1941, is justified in the light of supplies and prospective demand, the Department of Agriculture said today after reviewing the situation for the different types of tobacco.

The action was taken as the result of passage February 28 of legislation which extends from December 31 to March 1 the period of time in which the Secretary of Agriculture is authorized to make a limited increase in quotas.

"Any increase in quotas can be made only upon determination that it is necessary in order to make available a supply of tobacco needed to meet market demands, or to avoid undue restriction of marketings in adjusting the total supply to the reserve supply level defined in the act," the department said.

In reviewing the marketing quotas announced in October for the 1942 crop of flue-cured, Burley, fire-cured and dark air-cured tobacco, the department found that the present supply and demand conditions are about in line with estimates previously made and do not justify any increase in the size of the 1942 quotas now in effect.

Prospective domestic consumption of tobacco products, such as the current increase in cigarette consumption, and also conditions affecting exports were among major factors considered in determining the quotas.

Burley tobacco has never been important in the export trade, and in reviewing the situation for this class of leaf, primary consideration was given to the present supply and prospective domestic consumption.

In the situation for flue-cured tobacco, increased requirements of the allied (See TOBACCO SUPPLY on page 78)

The Next Issue Will Be the Big SPRING SPECIAL

### ADVERTISE

Your big selling opportunity is here! Show executives, amusement spot managers and the show people themselves constitute the most lucrative market in years for all kinds of merchandise, equipment and supplies. Have your large advertisement appear in the most widely read issue of the year. There is no time to lose. Mail your order and copy today.

THE BILLBOARD PUBLISHING CO.

25 Opera Place

Cincinnati, O.

## LAST CALL

Last-minute display advertising copy will be accepted and published in the best possible position.

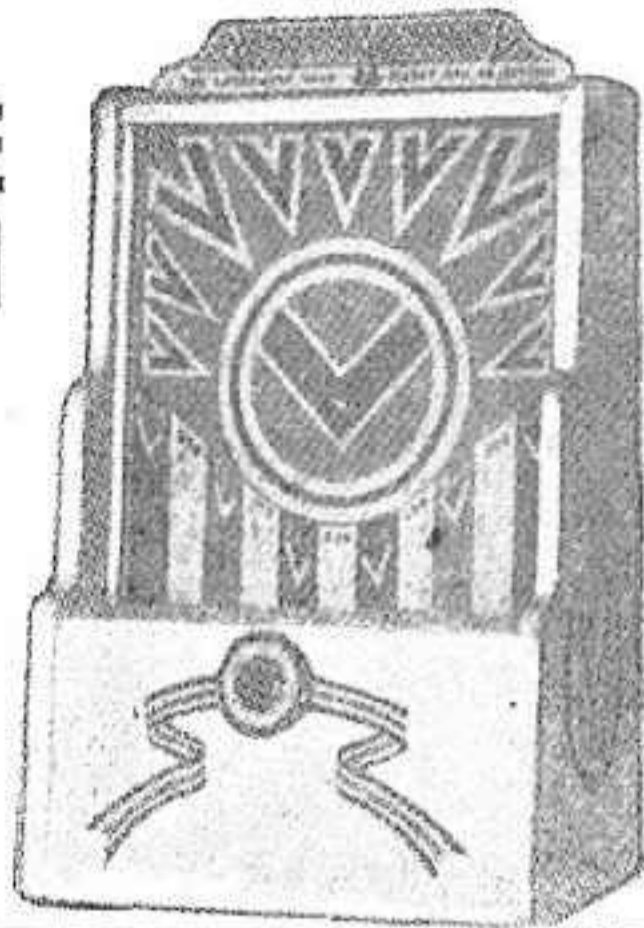
LAST FORMS CLOSE MARCH 21



# HERE'S "V" THE TAX FREE COUNTER GAME SENSATION

Full of suspense-action; hair-raising thrills; hour after hour play for big, steady profits!! The finest tax free counter game ever built with amazing, new, 100% cheat-proof tilting device—and—ten different ways to score! "V" is the counter game you've been waiting for! It's got everything! Order a sample today, convince yourself, you'll order dozens tomorrow!! Be first in your territory with "V"!!

ONLY \$21.50 EACH



**DISTRIBUTORS!!!**  
Other Territories Open!  
Act Quick!

## WRITE, WIRE, PHONE YOUR NEAREST DISTRIBUTOR!

- Roy McGinnis, Baltimore, Md.
- Mike Munves Corp., New York City
- Owl Mint Machine Co., Boston, Mass.
- B. D. Lazar Co., Philadelphia, Pa.
- B. D. Lazar Co., Pittsburgh, Pa.
- G. N. Vending Co., Columbus, O.
- Central Ohio Coin Machine Co., Columbus, O.
- Banner Specialty Co., Pittsburgh, Pa.
- Southern Automatic Music Co., Nashville, Tenn.
- Ohio Specialty Co., Louisville, Ky.
- J. E. Cobb Distributing Co., Louisville, Ky.
- Miami Equipment Co., Cincinnati, O.
- Northwestern Sales & Service, Boston, Mass.
- American Cigarette Machine Co., Pittsburgh, Pa.
- Milwaukee Coin Machine Co., Milwaukee, Wis.
- J. H. Winfield Co., Buffalo, N. Y.
- I. L. Mitchell & Co., Brooklyn, N. Y.
- H. Z. Vending & Sales Co., Omaha, Neb.

- Bogin Sales Co., Newark, N. J.
- Yale Amuse. Co., New Haven, Conn.
- Arco Sales Co., Philadelphia, Pa.
- Rubin Sales Co., Utica, N. Y.
- Pioneer Vending Co., Brooklyn, N. Y.
- Carl A. Hooper, Louisville, Ky.
- John Goodbody, Rochester, N. Y.
- Rex Amusement Co., Syracuse, N. Y.
- Supreme Vending Co., Bellmore, L. I., N. Y.
- Northwestern Sales & Service, Brooklyn, N. Y.
- Automatic Coin Machine Co., Springfield, Mass.
- Friedman Amusement Co., Atlanta, Ga.
- E. I. Woodfin Co., Atlanta, Ga.
- Miami Coin Machine Exchange, Miami, Fla.
- Roy Torr, Philadelphia, Pa.
- Badger Novelty Co., Milwaukee, Wis.
- General Coin Machine Co., Buffalo, N. Y.
- Angoff Sales Co., Detroit, Mich.

**PLANET MFG. CO.** 3460 JOS. CAMPAU AVENUE, DETROIT, MICH. All Phones: FITZROY 3260

# MEN & MACHINES

Conducted by C. H. STARK  
Communications to 155 North Clark Street, Chicago

## An Advertising Man Now in the Army Has Thoughts About Advertising

I. D. Rotkin, about whom several items have appeared in this column, is now at Chaunte Field, Ill. In a recent letter to a staff member of *The Billboard*, Rotkin reminisces about the industry and gives a few thoughts to advertising—sort of an indication of what he would do if he were back in civilian life as advertising manager of a coin machine firm.

Says Rotkin: "I notice that there seems to be as much advertising in *The Billboard* as before. There should be no letdown in the space used. The manufacturers ought to realize that despite conditions in the country now, the time will come when the war will be over and the firm which advertises regularly now in *The Billboard* will have the best chance of making a big comeback after the war.

"Look at the airplane outfits—they know advertising can't possibly do them any good now, but they're buying big space in national magazines now because they want to be thought of after the war. And the period right after the war ought to be terrific for coin machines and salesboards. You know how reckless people become right after a war... how they spend and spend... how soldiers come back to civilian life with all their newly found instincts for enjoying life and play."

Incidentally, Rotkin's address is now Squadron 17, Building 240, Chanute Field, Illinois. Drop him a letter today.

## Ring the Bell Defense Bond Idea "Rings the Bell"

Several issues ago an idea, developed by Jack Nelson to boost the sale of Defense Bonds, was presented in *The Billboard*. Copies were forwarded to the Defense Savings Section of the Treasury Department. Nelson received a letter from Eugene W. Sloan, executive director of the section, declaring: "Your endeavors in behalf of our Defense Savings Pro-

## OLIVE'S SPECIALS FOR THIS WEEK

FREE PLAY	Each
10 Jumbo Parade	\$119.50
10 Jumbo Parade, Factory Rebuilt	142.50
2 Record Time (1 Ball)	97.50
1 One-Two-Three, 1940	90.00

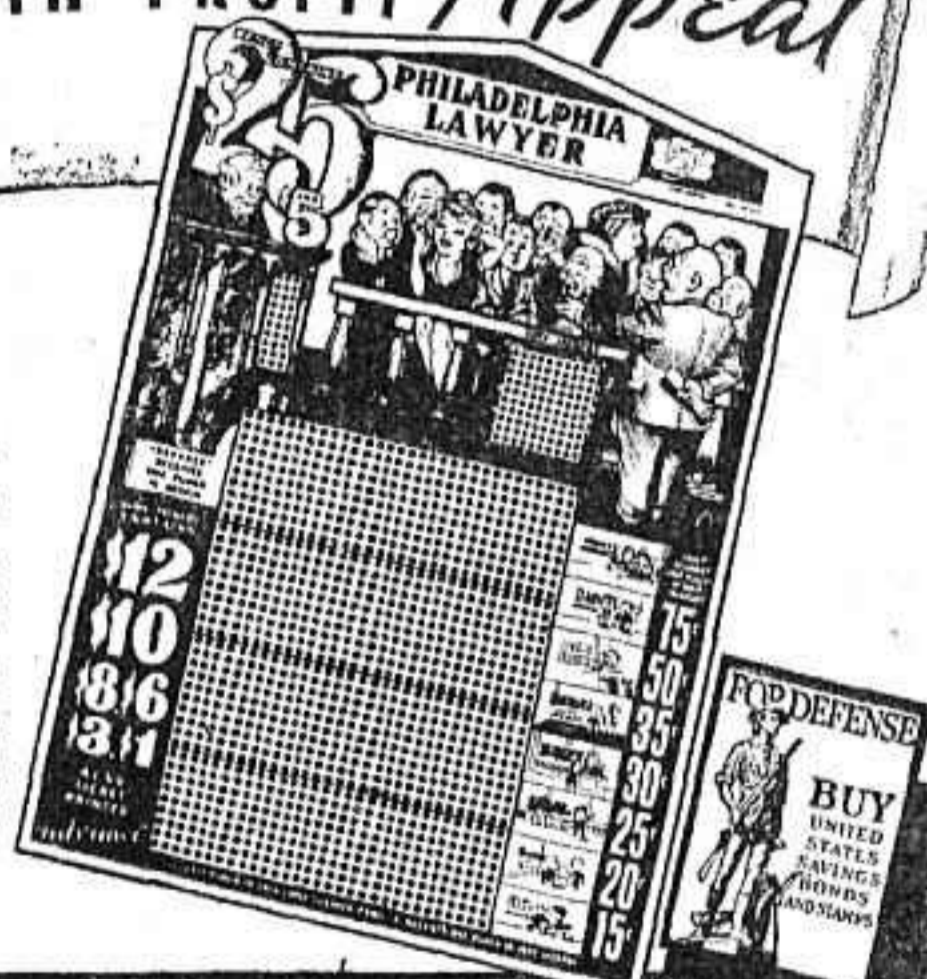
PAYOUTS	Each
2 Jumbo Parade	\$112.50
10 Jumbo Parade, Factory Rebuilt	132.50
1 Square Bell	67.50
3 Track Time, 1938	97.50
5 Track Time, 1937 (Factory Reconditioned)	42.50
1 Bang Tallis, 1938	72.50
1 Sugar King (Used 6 Weeks)	75.00
4 Good Luck	30.00
2 Long Champs Jr.	30.00

**ARCADE EQUIPMENT**  
1 Anti Aircraft (Black) \$37.50  
WRITE FOR COMPLETE LIST OF SLOT MACHINES AND FREE PLAY PIN GAMES. "THERE IS NO SHORTAGE HERE." WE HAVE A LARGE VARIETY OF MACHINES. LET US KNOW WHAT YOU NEED.

Terms: 1/2 Deposit, Balance C. O. D.  
**OLIVE NOVELTY CO.**  
2625 LUCAS AVE. ST. LOUIS, MO.  
(Phone: Franklin 3620)



**PHILADELPHIA LAWYER**  
Adjourn your profit problems with the latest SUPERIOR winner... 1200 RE Holes... 5¢ per sale... Original PHILADELPHIA LAWYER symbols... Takes in \$60.00... Total Average Payout \$30.80... Total Average Profit [Including RE Arrangement] \$33.20... THICK DIE-CUT board.



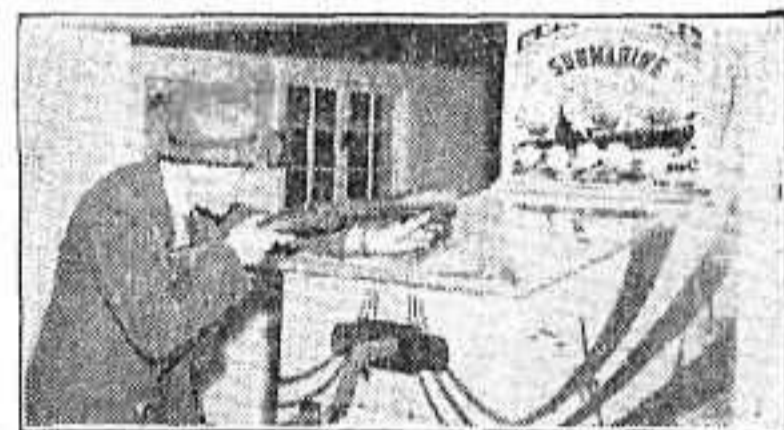
**SUPERIOR PRODUCTS** 14. N. PEORIA ST. CHICAGO, ILL.

## LAZAR... HOME OF AMERICA'S FINEST BUYS

ABC Bowler \$55.00	Jungle \$67.50	Stars \$25.00
Attention 25.00	New Champ 74.50	Sea Hawk 35.00
Boom Town 27.50	Playball 25.00	Stratoliner 32.50
Bola Way 75.00	Pan American 45.00	Ten Pins 59.50
Bosco 75.00	Red, White, Blue 30.00	Target Skill 35.00
Big Parade 99.50	Sport Page 54.50	Topic 99.50
Anti-Aircraft 49.50	Show Boat 52.50	Sun Beam 30.00
Horoscope 42.50	Silver Skates 35.00	Velvet 27.50
Knock Out 80.00		Victory 99.50

**B. D. LAZAR CO.** 1/3 With Orders, Balance C. O. D. Write for Complete List. 1425 N. Broad Street, Philadelphia, Pa. Stevenson 4320

## Mac Sanders, of L. A., Is Ready for Come What May



Mac Sanders, Los Angeles jobber, is ready for come what may. Here Mac is shown with his blunder-buss, knocking off the submarine on Keeney's game Submarine. "The sub knocks out fine profits and I've got my gun ready for the Japs," Mac says. P.S.—The blunder-buss is a collector's item. To which Mac retorts: "Submarine is a real collector, too!"

McCALL'S RECONDITIONED BARGAINS	
<b>CONSOLES—CASH</b>	
Mills Jumbo	\$99.50
Paces Races	119.50
Silver Moon	119.50
Square Bells	89.50
Mills Three Bells	395.00
Track Time, 1938	115.00
Keeney Triple Entry	112.50
Baker's Paces	195.00
Baker's Paces (New)	450.00
<b>COUNTER GAMES</b>	
Daedal Draw 21	\$ 6.50
Mills Vest Pocket Bells	22.50
<b>SLOTS</b>	
Mills 5¢ Gold Chrome Bells	\$174.50
Mills 5¢ and 10¢ Blue Front	95.00
Mills 5¢ Chrome Bells	169.50
Mills 5¢, 10¢ and 25¢ Brown Front	89.50
Gold Award	119.50
Mills 5¢, 10¢ and 25¢ Melon Bells	89.50
Mills Futurly, 5¢	65.00
Mills Roman Head, 5¢	49.50
Mills 5¢ War Eagle	99.50
Mills 5¢, 10¢ and 25¢ Cherry Bells	89.50
Late	89.50
Jennings Chief, S.J.P., 4 Star, Clean	77.50
Pace DeLuxe, D.J.P.	75.00
Columbia Bells	99.50
Columbia Cigarette Reels	89.50
<b>WE BUY, SELL AND EXCHANGE.</b> See Our Ad on page 80	

**LANE JASPER**  
Or anyone knowing his present address or whereabouts. Please contact:  
**McCALL NOVELTY CO.**  
3147 Locust St. ST. LOUIS, MO.  
(Phone: Jefferson 1644)

**WANTED TO BUY FOR CASH**  
Arcade Games of all kinds and Arcade Equipment.  
**MAC SANDERS**  
2837 W. Pine Blvd. Los Angeles, Calif.

BARGAINS	
<b>FREE PLAY CONSOLES</b>	
Mills Jumbos, F.P.	Each \$109.50
Exhibit Long Champ, F.P.	49.50
<b>CASH PAYOUT CONSOLES</b>	
Paces Races, C.P.O.	\$ 79.50
Bally Kentucky Club	79.50
Mills Square Bell	79.50
Exhibit Good Luck	79.50
<b>SLOT MACHINES</b>	
Bally Reliance Dice, 5c	\$ 45.50
Bally Reliance Dice, 25c	49.50
Mills Brown Fronts, 5c	109.50
Mills Cherry Fronts, 5c	109.50
Mills Melon, 5c	99.50
HOKE SPECIAL, 5c	99.50
Mills Blue Fronts, 5c	89.50
Mills Vest Pocket, 5c	39.50
Watling Roll Top, 5c	49.50
Watling D.J.P., 5c	39.50
Watling S.J.P., 25c	39.50
Watling S.J.P., 5c	34.50
Every Machine Rebuilt and Ready.	
<b>HARRY HOKE</b>	
520 Minnesota Ave., N. E., Washington, D. C. Deposit required.	

SUPER SALE!	
<b>ALL FULLY EQUIPPED WITH FREE PLAY ATTACHMENTS!</b>	
ABC Bowler \$44.50	Horoscope \$37.50
All American 19.50	Knock Out 74.50
Argentine 44.50	Majors '41 37.50
Belle Hop 39.50	Metro 19.50
Big Parade 79.50	Sea Hawk 24.50
Bola Way 49.50	Spot Pool 49.50
Capt. Kidd 39.50	Super Chubbie 42.50
Click 49.50	Tex. Mustang 49.50
Five & Ten 79.50	Ten Spot 34.50
Gun Club 44.50	Twin Six 44.50
	Victory 79.50
1/3 With Orders, Balance C. O. D. Write for Complete List!	
<b>INTER-STATE AMUSEMENT COMPANY</b>	
707 N. Howard St. BALTIMORE, MD. Phone: Vernon 2545	



gram to enlist the co-operation of the operators of 300,000 mechanical music boxes in the country has come to my attention.

"I wish to thank you and assure you that all efforts of this kind, which will further establish in the midst of everyone our desire to make 'Every Pay Day Bond Day,' are most appreciated."

**The Current Status In the Coin Machine Field**

"Goods of every description are at a premium—and coin machines are no exception," declare officials of the Atlas Novelty Company. "Our firm," they continue, "used foresight in anticipating needs of customers, and by doing so have brought a sigh of relief to the many operators who purchase equipment from us. We have been able to complete all orders because of our stock on hand.

"It would be folly to state that our stocks are unlimited, but it can be said

that operators who need or will soon require coin machines of every type can be accommodated. Not only do we have a good supply of machines but our lines of contact are constantly acquiring good machines, which are refurbished and repaired and are soon ready for a resumption of profitable placement.

"Of paramount importance—and daily emphasized by the Atlas heads, Morrie and Eddie Ginsburg, in their contacts with coinmen—is to buy Defense Bonds—and then to buy some more! The sooner our victorious objective is reached the better for all Americans and all coin machine men."

**The Great Contest To See Who Can Use "Yours for Victory" Most**

Don Leary replies to Mac Churvis in the great contest to see who can make better use of the letter closing phrase "Yours for Victory." Don now has his steno use the red section of the ribbon to type the closing and adds an exclamation mark. "Beat that," says Leary to Churvis.

**Former Coinman Now a Tankman at Fort Riley**

Here is a picture of Frank Haduck, former roadman for Benjamin Sterling Jr., distributor of Moosic, Pa. The picture was taken at Fort Riley, Kan., where Haduck is an acting corporal. Haduck is currently preparing for a bumpy army career driving a huge tank for Uncle Sam.



**Wisconsin Coinman Reports on Florida Biz**

Mr. A. W. Juster and his wife passed thru Chicago from Florida, where they have been vacationing since the first of the year. Juster reports business in Florida is far better than he expected it to be. Machines of the skill-game variety are operating extensively, and operators he conversed with are satisfied with play on the machines, Juster reports.

Juster reports he has received encouraging reports from his offices in Green Bay and Appleton, Wis., that business in that section is far above average.

**Treasures Mints Bond Campaign Hit**

NEW YORK, March 14 (MR).—For the past few weeks this city has been the testing ground for a new Defense Savings Bond campaign, in which the bonds are distributed thru the use of salesboards. The plan is meeting with an excellent reception, according to reports, and is tied in with a promotion to popularize the new Treasures Mints candy manufactured by the Treasures Mint Company.

"This new promotion has gone over so well in the metropolitan area," states Ed Meserole, president of the firm, "that I feel confident it will meet with tremendous national success in the near future. The plan is simple—each purchase of a 5-cent Treasures Mint confection gives the consumer the privilege of making a free punch on the board for Defense Stamps and Bonds. An individual may also obtain a free punch by presenting a reasonable facsimile drawing of the mint wrapper. What makes this deal a natural is the fact that we have had a favorable decision on this plan in one of the New York State courts.

"Local officials of the Treasury Department are enthusiastic with our plan because it not only distributes sizable quantities of stamps and bonds but also can act as a stimulant to sales which might possibly run into millions."

The firm plans to set up State distributorships and is now working on an advertising campaign to introduce the idea to the trade.

**Genco's New Game Called Play Ball**

CHICAGO, March 14 (MR).—During the past week Genco, Inc., presented a new game with the statement: "Once again meeting the demand for something new, timely, different and legal, Genco proudly presents its new roll-down game, Play Ball.

"Everywhere," they continued, "Genco distributors have praised this baseball roll-down game. The action is the most magnetic ever built into any one machine. The cabinet is not only attractive to look at but it has a great and grand appeal to players.

"Timely, it comes at the opening of the big league baseball season. Play Ball offers all operators the greatest possibility for cashing in on America's national game.

"The colored and lighted backboard with runs, hits, outs, etc., recorded is fascinating. The rolling of the wood balls down onto the playing field with a sure skill release by the player and with the baseball players running the bases as the hits are made lends outstanding appeal."

Myer Gensburg, of Genco, says: "Everyone who has seen Play Ball has praised it. Everyone is impressed with its beauty, fascinating action and player appeal. We believe that Play Ball is one of the greatest life games ever presented. Not only does it have the fine construction of all Genco games but we believe we have outdone ourselves to present the greatest winner in our history."



**Warning Scale Operators**

Better buy your scales NOW! Production to be cut to 25% after Feb. 1. We can still fill your orders if sent at once. This is no sales talk but the real dope. Get busy and mail that order today.

**TERMS:**  
\$10.00 down, balance monthly.

**WATLING MFG. CO.**  
4650 W. Fulton Street  
CHICAGO, ILL.  
Est. 1889—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

**SUPER SPECIALS**

F. P. Units Complete, Rails, Legs, Etc. Refinished. State 2nd and 3rd Choice.

**FREE PLAYS**

4 Anabel .. \$16.50	2 Jolly ... \$16.50
3 All Amer. 22.50	9 Jungle ... 57.50
5 Bandwagon 19.50	2 Legionnaire 45.00
6 Belle Hop 39.50	3 Major '41. 34.50
8 Big Parade 79.50	4 Metro ... 21.50
2 Big Time 26.50	2 Miami B'ch 39.50
3 Blonde ... 17.50	3 Paradise 21.50
2 Bola Way. 49.50	4 Play Ball, 23.50
2 Boom Town 28.50	3 Powerhouse 15.00
5 Bosce ... 62.50	4 Sea Hawk. 29.50
4 ABC Bowl. 47.50	5 Seven Up. 27.50
3 Cadillac ... 16.50	2 Sky Ray ... 29.50
6 Champ ... 49.50	2 Slugger ... 29.50
8 Capt. Kidd 47.50	4 Snappy '41 41.50
3 Dixie ... 17.50	5 Sporty ... 17.50
2 Do-Re-Mi. 34.50	8 Spot Pool. 49.50
3 Dbl. Play. 29.50	3 Star Att. 43.50
4 Five & Ten 84.50	7 Ten Spot. 32.50
3 Formation. 19.50	4 Texas Mustang. 49.50
8 Four Roses 26.50	3 Velvet ... 24.50
2 Gold Star. 19.50	3 Venus ... 67.50
4 Gun Club. 47.50	5 Victory ... 78.50
5 Hi Hat ... 38.50	2 Wildfire ... 29.50
2 Horseshoe. 39.50	2 Zig Zag ... 34.50

WRITE FOR LIST OF 1,000 OTHERS

**SILENT SALES**  
635 "D" ST., N. W., WASHINGTON, D. C.

**REAL BARGAINS**

Rockola Baseball Machine, 2¢ Slot, Repainted \$ 39.50

Anti-Aircraft, Refinished Like Air Raider 39.50

Drive-Mobile, Perfect Condition 179.50

Drive-Mobile, Brand New 269.50

Ace Bomber, Perfect Condition 195.00

Rock-Ola Ten Pins, Late 150 Unit 49.50

Batting Practice, Brand New 195.00

Batting Practice, Slightly Used, Late 169.50

Asker, 1¢ Fortune 20.00

Mutescope Card Venders, Like New, with \$30 W. Cards 29.50

Jennings In-a-Bag Vender, New 10.00

Snacks 3 Comp. Vender, Like New, with Stand 12.00

View-a-Scene, 1¢, New 20.00

Kirk's Night Bomber, Perfect All Respects 169.50

Seeburg Colonel Phono., E.C., Perfect Condition 235.00

**DENVER DIST. CO.** 1856 Arapahoe, DENVER, COL.

**FREE PLAY BARGAINS**

Airport ... \$10.00	Lucky ... \$12.50
Armada ... 30.00	Multi Free
Brite Spot ... 20.00	Races ... 10.00
Big Chief ... 40.00	Metro ... 45.00
Bubbles ... 10.00	Mascots ... 20.00
Big Ten ... 12.50	On Deck ... 15.00
Bowling Alley 20.00	Playmate ... 20.00
Buckaroos ... 12.50	Powerhouse ... 20.00
Batting Champ 10.00	Stablemate ... 10.00
Bandwagon ... 27.00	Score Champ. 12.50
Chief ... 10.00	Sportys ... 25.00
Chubbies ... 10.00	Spottem ... 10.00
C. O. D. ... 12.50	Snocks ... 10.00
Entry ... 50.00	Silver Spray. 50.00
Follow Up ... 10.00	Stop & Go ... 10.00
Fleets ... 20.00	Scoop ... 10.00
Fair ... 10.00	Triumphs ... 12.50
5th Inning ... 12.50	Thriller ... 10.00
Formations ... 25.00	Vacations ... 15.00
Headliners ... 10.00	Venus ... 97.50
Jolly ... 15.00	Variety ... 10.00

1/3 Certified Deposit, Balance Draft or C. O. D.

**W. R. BURTT**  
308 Orpheum Bldg. Wichita, Kansas

**SMACK 'EM JAPS WAR GAME**

Manually played, 5¢ coin operated, five-ball action. Built completely mechanical, no electrical gadgets to get out of order. Not a Pin Game. Entirely new and different device.

**PENNY PRODUCTS CO., Lansdowne, Pa.**

**RECONDITIONED FREE PLAY GAMES—WHILE THEY LAST**

Blonde ... \$24.50	Fox Hunt ... \$35.00	Sports Parade ... \$55.00
Brite Spot ... 25.00	Merry-Go-Round ... 29.50	Sports ... 18.50
Big Show ... 18.50	Ocean Park ... 17.50	Short Stop ... 29.50
Cadillao (Bakelite Bumpers) ... 24.50	Jumper ... 15.00	Scoreline ... 22.50
Conquest ... 17.50	Polo (Bakelite Bumpers) ... 25.00	Stoner Baseball ... 19.50
Champion ... 19.50	Power House (Bakelite Bumpers) ... 27.50	Thriller ... 15.00
Double Feature ... 22.50	Rebound ... 17.50	Wings ... 31.50
Doughboy ... 19.50	Roller Derby ... 23.50	Carom (P. O. Table) ... 10.00
Drum Major ... 29.50		Classio (P. O. Table) ... 10.00

Terms: 1/3 Deposit, Balance C. O. D. State Method of Shipment Preferred.  
**NATIONAL SALES & DISTRIBUTING CO.** 1601-07 EAST 39TH STREET KANSAS CITY, MO.

**Skipper NO TAX**

**IT'S REALISTIC - FASCINATING**

To know how hard or easy you should hit the penny That's what keeps the pennies flowing into the cash box.

**STREAMLINED**

**3 FOR 26.85**

**SAMPLE 9.95**

★ ORDER TODAY WHILE DELIVERY IS ASSURED  
★ ACT QUICKLY FOR EXCLUSIVE TERRITORY

1/3 DEPOSIT REQUIRED WITH ORDER

**SKIPPER SALES CO.**  
423 MARKET ST. PHILA. PA.



**CUSTOM BILT**  
SEPARATE COMPARTMENT FOR EACH PAY OUT  
Money Back Guarantee

**JOBBERS**

**THANKS FOR YOUR HUNDREDS OF ORDERS AND COOPERATION**

**400 GAMES LEFT! OVERSOLD ON MANY GAMES ORDER ONLY GAMES LISTED!!**

<p><b>\$65.00 EACH</b> Clever Jungle</p> <p><b>\$35.00 EACH</b> Double Play Majors '41 Ten Spot West Wind</p> <p><b>\$15.00 EACH</b> Speed Demon All American Dixie Dudo Ranch Leader On Deck Playmate</p>	<p><b>\$60.00 EACH</b> Bosco Spot Pool Towers</p> <p><b>\$30.00 EACH</b> Sky Ray 4 Diamonds Hi-Dive Wild Fire Sun Beam Twin Six Pan American Silver Skates Belle Hop</p>	<p><b>\$50.00 EACH</b> Capt. Kidd Texas Mustang</p> <p><b>\$25.00 EACH</b> Attention Flicker Broadcast Seven Up Four Roses Velvet Slugger Big Time Entry League Leader</p>	<p><b>\$40.00 EACH</b> Argentina Star Attraction South Paw Bola Way Horoscope ABC Bowler Super Chubbie Legionnaire Gun Club</p> <p><b>\$20.00 EACH</b> Duplex Zombie Play Ball Big Chief Repeater School Days Stars Sea Hawk Cross Line</p>
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**FREE PLAY CONSOLES**

4 Track Times, 1938	\$ 75.00
1 Super Track Time, Late Model	150.00
1 Triple Entry	100.00
Longchamp, Console, F.P.	25.00
Mills Owl	75.00
4 Turf Champs	8.00

TERMS: 1/3 Deposit, Balance C. O. D. Give 2nd and 3rd Choice. Orders for Less Than \$20—CASH WITH ORDER.

**PETE HAGEDOORN, Prop.**  
**JERSEY SPECIALTY CO.** ROUTE 23, NEWARK-POMPTON TURNPIKE, SINGAC, N. J. Phone: Little Falls 4-0784.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.



Market Center Report:

# BALTIMORE . . . Center of wartime production . . . Setting many new records . . . Industry men optimistic for 1942 coin machine business

By J. F. IGNACE  
Baltimore Rep. of The Billboard

Fourth in a Series of  Market Center Reports

BALTIMORE, March 14.—As the national defense program gained headway, business activity in Baltimore expanded rapidly. In the final months of last year the majority of local business reviews established new high records.

Latest available statistics on last year's business in this area showed that industrial employment and pay rolls were at a new peak for at least 13 years. Check transactions broke all records, bank clearings were the largest since 1927 and transit passengers were greater than in any year since 1930. Electric power output in this area broke all records, as did both commercial and savings bank deposits.

With this city an important center for war production activities, the sudden precipitation of this country into an all-out war early in December brought little dislocation of business. Essential

war activities were intensified by the shock of the Pearl Harbor attack. Such defense industries as aircraft manufacturing, shipbuilding and steelmaking were accelerated to the fullest extent that available materials and available workers would permit.

The increased employment benefited retail trade. Department store sales in Baltimore rose approximately 20 per cent over the 1940 level on top of a 10 per cent gain the previous year, 1940.

Improvement in earnings of the local companies along with rising cost of living brought a long list of year-end bonuses and emergency salary boosts. Dividend payments to stockholders also were increased in numerous instances

**Extraordinary Figures**

The data, which only partly reveals the tremendous activity which was experienced during the past year, involve figures which at any other time would be extraordinary. Investment in new plants and expansion of existing establishments during the year 1941 reached a total of \$92,365,150, and the number of new workers required were 40,191. These figures compare with a plant investment in 1940, one of Baltimore's best previous years, of \$32,280,000, and a new labor demand of 16,451.

The increase of more than 40,000 workers during the past year has raised the total number of workers in the Baltimore industrial area to between 160,000 and 165,000. On present information this number will be increased during the current year of 1942 by 20,000 to 30,000.

All this sums up to the point that the large scale participation of Baltimore in the national defense program, together with the big increase in the number of workers and a consequent increase in the pay roll, plus increases in virtually all types of business thruout the area, should have had a very favorable effect on the coin machine industry. It did! According to reports from coin machine distributors, the year 1941 was the best year by far of any previous year, with some distributors reporting their sales volume ranging anywhere from 50 per cent to 150 per cent and better over the previous year. It was indeed a banner year for the coin machine distributing industry.

Furthermore, the year was a big one for operators, with most operators registering gains from 25 to 100 per cent in their collections.

**Gain in Population**

Another development in this market during the past year, which proved of untold benefit to the coin machine industry, was the substantial gain in population. The 40,000 or more workers added to the pay rolls were recruited largely from outside of Baltimore. These workers brought along their families and it is reported that the population of Baltimore last year increased by some 200,000, bringing the total population to 1,097,810. For the first time in the history of Baltimore the million mark in population was not only reached but surpassed.

Final figures for 1941 show that street-car and bus passengers totaled 160,050,906, as compared with 138,346,380 for 1940, a gain of 15.69 per cent.

Industrial and commercial power consumed or used during the past year reached the big total of 1,020,595,402 kilowatt hours as compared with 812,614,567 for 1940, or a gain of 25.59 per cent.

Industrial and commercial gas consumption totaled 4,502,708,100 cubic feet compared with 3,894,901,200 cubic feet for 1940, or a gain of 15.61 per cent.

Carload shipments from Baltimore totaled 256,966 as compared to 228,731 for 1940, a gain of 12.34 per cent.

Telephone calls originating from Baltimore totaled 309,050,100 as compared to 280,761,500 for 1940, a gain of 10.08 per cent.

The year showed a gain of 20 per cent in department store sales over sales for the previous year.

Post office receipts totaled \$8,012,362.77 as compared with \$7,223,262.73 for 1940, a gain of 10.92 per cent.

Bank clearings totaled \$5,427,711,780.13 compared with \$4,201,984,899.67 for the previous year, a gain of 29.17 per cent.

Bank debits to individual accounts for 1941 totaled \$6,325,928,539.55 as against \$4,760,820,318.10 for 1940, an increase of 32.87 per cent.

Building contracts for the Baltimore metropolitan area during 1941 totaled or reached a value of \$115,802,000 as against \$58,552,000 for the previous year, an increase of 97.78 per cent.

**Show Business Strong**

The show business, closely allied to the coin machine business, also fared well. While the legitimate stage attractions were comparatively few during the year they are reported to have done well. The movie houses did very well. Exact figures are not available, but one thing is outstanding and that is that several new cinema houses opened during the year—a sure sign of good business.

Night clubs, taverns and the so-called swanky spots are reported to have done well, particularly those spots that had billed out-of-town attractions. Baltimoreans enjoy a good floorshow or any other type of show, providing the price of admission is not too high.

The burlesque houses, particularly the out-and-out burlesque house, did well during the season, and this at higher admission prices than had been charged during the previous season.

**All Games Well Received**

Amusement machines operating in this area did well. Distributors experienced unusually big runs on all new games. In virtually all cases they were sold out completely on all shipments of the new games received during the year. Console machines, one ball and payoffs were especially favored. In fact, distributors found it impossible to get enough of the new games. It is interesting to note that many console games enjoyed unusually long runs. Consoles were the most popular machines during the year and it was impossible to supply

the demand for these. Last year marked Baltimore's best console year. It grew gradually until at the end of the year consoles were characterized as the No. 1 type of coin machines.

Among the excellent and best locations for amusement games in Baltimore are drugstores, taverns, poolrooms and bowling alleys. The latter are said to be among the best because they have large nightly patronage and because they contain more machines under the one roof than any other type of establishment. Some of the bowling alleys contain as many as 30 to 40 coin machines of various kinds.

Many neighborhood taverns, drugstores and miscellaneous establishments, including the confectionery shop, do well due to the fact that they enjoy the patronage of factory workers. Establishments in the new communities that have sprung up in the vicinities of defense plants are excellent spots and are taking in the money.

Feminine patronage has not been very encouraging. It just does not seem to appeal to Baltimore women to play coin-operated games. While music boxes in many locations do enjoy feminine patronage, it is rare to see a woman playing console machines, pin balls, etc.

**Music "Remoting" Ups Takes**

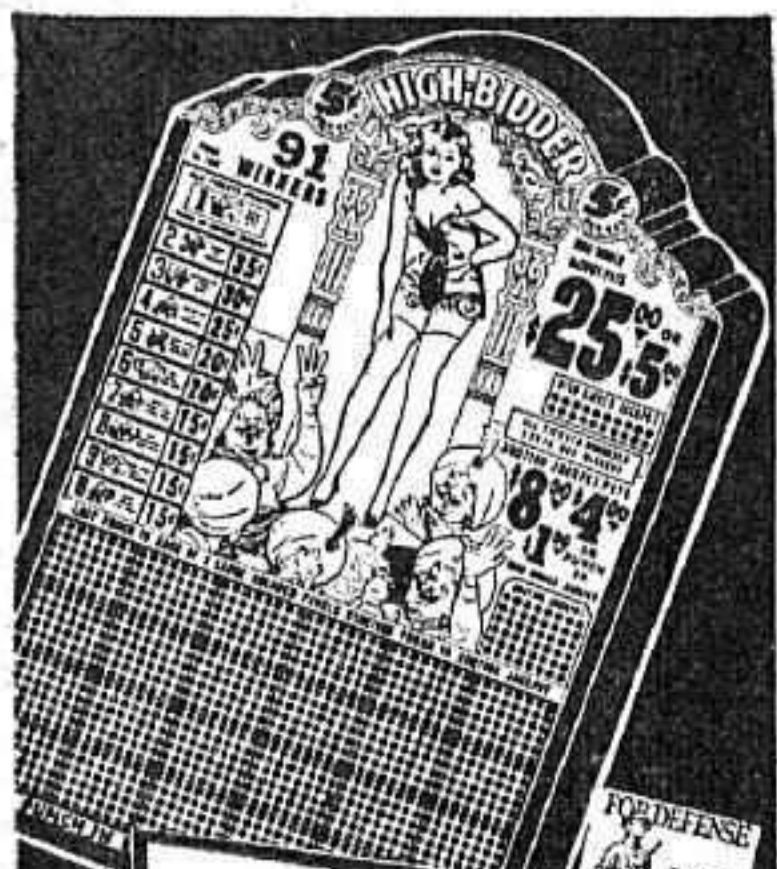
Music machines are drawing very well; in fact, they drew very well thruout the entire year, with operators reporting collections running anywhere from 50 to 100 per cent higher than in 1940. In most instances operators reported that remote-control units were a very important, if not the most important, in boosting music-box revenue. While it is true that not all spots or locations have been good, the majority have, and in all of these instances operators declared the remote-control units boosted intakes. The more important spots have anywhere from 10 to 40 or 50 remote-control units. While operators have complained about the investment involved, they declared revenue increased considerably and point out that without the remote-control units their collections would be virtually nil. Patrons, they pointed out, preferred and wanted the newest in equipment. It is to be noted that during the year 1941 music-box distributors experienced great difficulty in supplying enough music boxes and particularly remote-control units.

The advent of remote-control units, it was pointed out, had made old music boxes serviceable again. For the music box was put down in the basement or in the rear of the establishment and the public never saw it. The remote-control units served to bring the music from these boxes. The remote-control units brought about the re-use of the old music box.

While accurate figures on vending machines are difficult to secure, it is interesting to note that business in the Baltimore area moved upward very substantially during 1941. The large number of defense plants located in this market have proved to be a boon to the vending machine operators, including cigarette, candy, nut and gum machine operators.

Defense plants have become very choice locations for this type of venders, with the larger industrial plants having up to 50 units in operation, including cigarette, candy, nut and gum venders, and in some instances soft drink and ice-cream venders. The number of these machines installed during the year 1941 is reported to have increased by 35 to 50 per cent. Operators of beverage and ice-cream venders further report their collections increased about the same percentage, in some instances much more. Currently beverage venders are suffering because of the rationing of beverages.

The tendency here for operators "working" the industrial plants engaged in defense work is to have a variety of machines for placement. Operators of candy, nut and gum machines often make arrangements with operators of cigarette venders for cigarette machine installations and operation. The candy vender operator also installs soft drink machines. These operations are said to be very good, with the operators reporting increases up to 50 per cent in the number of machines installed, with



**BID for PROFITS**

**WITH HIGH BIDDER**

Rich coloring and design pull players right to it on any counter. Harlich's exclusive cartoon tickets keep player interest high. Get HIGH BIDDER working for you now!

No. 11642 5c Play 1152 Holes  
Takes in . . . . . \$57.60  
Average Payout . . . . . 26.37  
Average Gross Profit \$31.23

WRITE FOR NEW CIRCULAR

**HARLICH MFG. CO.**  
1413 West Jackson Boulevard, Chicago, Ill.

WRITE—WIRE—PHONE  
RUSH YOUR ORDER QUICK

**FOR ARCADE EQUIPMENT**

5 Anti-Aircraft Guns . . . . . \$44.50 Ea.  
2 1938 Western Baseballs . . . . . 49.50 Ea.  
2 Ten Strikes . . . . . 74.50 Ea.  
2 Batting Practice . . . . . 122.50 Ea.  
10 Chicken Sams . . . . . 55.00 Ea.

**FOR CONSOLE BARGAINS**

5 Greyhead Track Times . . . . . \$39.50 Ea.  
5 Redhead Track Times . . . . . 49.50 Ea.  
3 Greyhead Gallop, Dominoes . . . . . 29.50 Ea.  
1 Bally Favorite . . . . . 27.50  
1 Bally Dark Horse . . . . . 29.50  
1 Club House . . . . . 24.50  
1 Royal Flush . . . . . 95.50  
1 Pace Saratoga . . . . . 95.00

1/3 With Order, Balance C. O. D.

**SEIDEN DISTRIBUTING COMPANY**  
1230 BROADWAY ALBANY, N. Y.  
Phone 4-2109

**Baltimore Statistically**

<b>Music Machines—</b>	Number of operators . . . . .	100	Machines in operation . . . . .	3,000
<b>Cigarette Venders—</b>	Number of operators . . . . .	12	Machines in operation . . . . .	3,000
<b>Penny Venders—</b>	Number of operators . . . . .	30	Machines in operation . . . . .	5,000
<b>Games—</b>	Number of operators . . . . .	125	Machines in operation . . . . .	4,500
<b>Potential Locations—</b>	Number of retail stores . . . . .	14,116	Number of drugstores . . . . .	470
	Eating and drinking places . . . . .	3,007		

Note: Other statistics included in story.



collections showing a similar ratio of increase. This would indicate that defense workers are good customers for candies, nuts, soft drinks, gums and cigarettes. Most of the candy venter installations are of the three-in-one type, namely, candy venders with a nut machine on one side and a gum vender on the other side of the candy vender.

**Arcades Increase in 1941**

Arcades appeared in ever-increasing number during 1941. While the majority of these are in the downtown area, some opened during the year at amusement parks and also near military camps, particularly Camp Mead, where operators purchased sites and put up arcades or sportlands.

The personnel of the Baltimore coin machine distributing and operating industry had changed very little. Only a comparatively few were taken into the service. The number of distributors remained the same during year and there was very little change in the number of operators. It is variously reported that pinball operators number up to 250. There are about 250 music machine operators. In many instances operators operate game machines, vending machines and music boxes.

It has been estimated that there are

upward of 500 operators in the metropolitan area of Baltimore. This includes operators who operate but a few machines. If one speaks of operators as those who operate a large number of machines and are regarded as "large operators," the total will not reach much over 100. Part-time operators are said to be fast disappearing. The armed service and defense work are attracting or taking many of these.

So much for the year 1941.

**The Picture at Present**

Before December 7 the outlook for the coin machine industry and vending machine operation looked very strong, but since December 7 the picture has changed.

The virtual clamp-down on production of coin machines of all kinds has been keenly felt, altho January activity was reported good. The new machine shortage was felt even more keenly during February of this year, and now new machines are an exception rather than the rule.

The result has been that distributors as well as operators have turned their attention to used machines, with distributors reporting that virtually all their sales are now used machines. For a while used machine sales were very good; then the market became flooded with used machines from the New York area.

Other kinds of games, including consoles, one-balls and payoff generally, are in good demand and distributors are reported to have bought these heavily. They look for these to be good thruout the year, feeling that they will be in good demand in view of the fact that no new games are being offered.

Both distributors and operators are looking forward to a good spring and summer business. Distributors hope to sell much of their stock of used machines to operators for summer locations, and operators look for good operations

at summer spots.

One disquieting feature is that the young men, between the ages of 20 and 35, who have been the best customers for coin machine operation, are being taken into service, thus depriving operators of a large and important part of their potential patronage. As more and more of men in this group are conscripted the potentiality of customers is expected to grow smaller.

**Industry Not Pessimistic**

However, there is no discouragement in the industry either among distributors or operators. All are of the opinion that there will be enough business to be had to keep the establishments together for the duration.

One bright spot is that the expansion of national defense work will mean more and more workers for defense plants. These workers are certain to prove valuable patrons for coin machines. These workers need amusement and diversion and much of this will be found at the coin machines.

National wartime production will continue to be a boon to the operators of venders just as it was during 1941. Operators are more concerned about getting supplies such as candy, gums, nuts and soft drinks, and additional vending machines, more than anything else. Orders on hand at defense plants indicate defense plants will continue to operate at full capacity and on a 24-hour basis.

Sugar rationing is expected to have an unsettling effect on soft drink vending. Already the largest vender of soft drinks here has discontinued entirely the serving of many locations and plans to take out many of its machines from many locations.

The sugar rationing also is affecting candy deliveries. Operators who heretofore had to wait but a few days for their deliveries now have to wait anywhere from a week to a few weeks for their shipments of candy vending bars.



**SMASHING SACRIFICE SALE!**

**EVERY GAME SCRAPED AND CLEANED! EVERY GAME COMPLETE WITH F. P. COILS! EVERY GAME REALLY IN STOCK AND READY FOR**

**IMMEDIATE DELIVERY!!**

ALL AMERICAN	\$23.50
A. B. C. BOWLER	53.50
ARGENTINE	50.25
BELLE HOP	46.50
BANDWAGON	16.50
BOSCO	69.50
CAPT. KIDD	51.50
CLICK	78.50
CADILLAC	15.50
CLOVER	82.50
DIXIE	16.50
DUPLEX	29.50
DUDE RANCH	16.50
DOUBLE PLAY	38.50
FORMATION	25.00
FOUR ROSES	25.00
FOUR DIAMONDS	38.50
GUN CLUB	57.50
HI HAT	38.50
HORSCOPE	41.50
HI STEPPER	31.50
JUNGLE	59.50
KNOCKOUT	69.50
LEADER	16.50
LEGIONNAIRE	46.50
MAJORS '41	37.50
METRO	16.50
MIAMI BEACH	43.50
NEW CHAMP	56.50
POWERHOUSE	16.50
PUNCH	16.50
SEA HAWK	30.50
STRATOLINER	18.50
STAR ATTRACTION	51.50
SOUTHPAW	47.50
SILVER SIKATES	31.50
STARS	21.50
SKY RAY	31.50
SEVEN UP	27.50
SKY BLAZER	49.50
SNAPPY	41.50
SHOWBOAT	49.50
TEXAS MUSTANG	56.50
TEN SPOT	37.50
TWIN SIX	37.50
VICTORY	75.00
VENUS	69.50
SUPER CHUBBIE	49.50
WILD FIRE	31.50
WEST WIND	37.50
ZOMBIE	18.50
ZIG ZAG	41.50

**BRAND NEW In Original Cases!**

Gottlieb Five, Ten, Twenty \$115.50  
Chicoin Home Run '42 Write  
Genco Defense Write  
Gottlieb Keep 'Em Flying Write

**5% OFF**

For Full Cash With Order

All Games Shipped 1/3 Cash, Balance C. O. D.

Official Factory Sales Agents in New England and Upstate New York for  
**D. GOTTLIEB & CO.**

**AMERICAN AUTOMATIC AMUSEMENTS, INC.**  
356 Homstead Ave., Hartford, Conn.  
(Phones: 5-2124, 5-2185)

**SAVE!!**

**REPLAY PIN GAMES**

Crossline  
Glamour  
Beauty  
Playmate  
Wings  
Landslide  
Formation

**\$19.50 EACH**

Blondie  
Summertime  
Three Score  
Score-a-Lind  
Drum Major  
Rotation  
Score Champ

Line Up	\$24.50	Bandwagon	\$34.50
Dixie	24.50	Big Chief	39.50
Progress	24.50	Ump	39.50
Polo	24.50	50 Grand	39.50
Dude Ranch	24.50	Barrage	39.50
Wow	29.50	Red, White, Bl.	39.50
Gold Star	34.50	Paradise	44.50

Write for Our Latest Price List.

**TO AVOID DELAY, GIVE SECOND CHOICE**

1/3 Deposit, Balance C.O.D.

**MILWAUKEE COIN MACHINE CO.**

3130 W. Lisbon Ave., Milwaukee, Wis.



**MORE GOOD BUYS!**

15 Mills 5¢ Brown Fronts, Club Handle, Light Cabinet, Like New	\$114.50
5 Mills 5¢ Cherry Bells, Club Handle, Light Cabinet, 3-10 Payout	114.50
5 5¢ Jennings Silver Chiefs	94.50
3 Orig. 5¢ Ch. Bell, Pays 2 on Cherry	158.50
3 Mills 10¢ and 3 25¢ Brown Fronts	117.50
3 Mills Melon Bells, 5¢, 1 25¢ Melon Bell	89.50
3 Mills 5¢ Blue Fronts, Club Handle	89.50
3 1¢ Vest Pockets, Meter, B. & G.	29.50
10 5¢ Green Vest Pockets	27.50
5 5¢ Blue & Gold V. Pockets	37.50
3 Mills 4 Bells, Ash Trays & High Serial	279.50
2 Mills 3 Bells	375.00
1 Mills 4 Bells, 3 5¢ Chutes and 1 25¢ Chute	395.00
4 Mills F. P. Jumbo Parades, New Head	99.50
1 Mills Jumbo Parade, Cash, New Head	99.50
4 Jennings Good Looks	34.50
2 Paces Races, Brown Cabinet	89.50
10 Pace Blue Front Comets, 5-10-25¢	48.50
5 Jennings Ciga-Rollas, 5¢ & 10¢ Play	69.50
3 Keeney Super Bells	249.50
1 Pace Saratoga, Cash	49.50
2 Paces Races Red Arrow	195.00
2 Baker's Paces, Like New, J.P.	235.00
1 Keeney Ky. Club, 7 Coin	38.50
2 Keeney Air Raiders	104.50
1 Sky Fighter	189.50
1 Seeburg Chicken Sam	69.50

**MILLS NEW MACHINES**

In Stock for Immediate Delivery:

MILLS 3 BELLS	BROWN MYSTERY
MILLS 4 BELLS	GOLD O.T.
GOLD CHROME	VEST POCKETS

If what you want is not listed, write us your needs.  
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

**STERLING NOVELTY CO.**

666-671 South Broadway LEXINGTON, KY.

**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.**

**BARGAINS FROM DAVE MARION**

Exhibit Rotary Merchandisers, A-1 Shape	\$142.50
5 Jumbo Parade, Cash, New, Never Unpacked	147.50
Vest Pockets, New Red Strips, Repainted 20.00 Up	
10 Gottlieb DeLuxe Grips, A-1, Repainted 14.50	
7 Brand New Q. T.'s, Glitter Model	62.50
Mills, Pace 5¢-10¢-25¢ Slots	22.50 Up
Free Play Tables—\$14.50 Up—Write	
1/3 Deposit, Draft or Money Order	

Write for Complete Bargain List.  
**MARION COMPANY,** Wichita, Kansas.

**News Highlights, March 9-14 . . .**

**WASHINGTON.**—A newspaper release, apparently originating in a press conference of the War Department March 9, said announcement had been made by the department that the manufacturers of music box and pinball games will switch to the production of important parts for Army Signal Corps radio sets, under procurement plans just announced.

**HARRISBURG, Pa.**—Reports from various parts of the State indicate a mixture of pinball crusades and cities trying to hold their pinball revenue, as an aftermath of the unfavorable court decision on free plays. One district attorney openly championed the games. A newspaper that has crusaded against pinball said the present situation is "a dilemma, sure enough."

**MILWAUKEE.**—Pinball crusading newspapers set another record week for copy on games and slots. Tavern proprietors and other location owners held a big meeting in Milwaukee March 10 to ask the city council to remove a recent pinball ban.

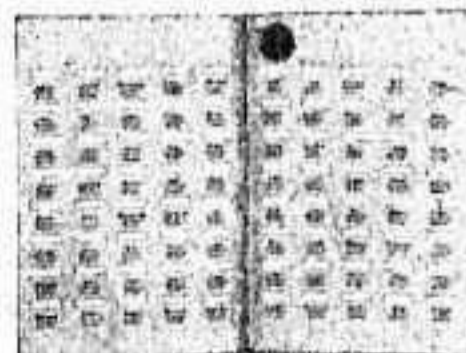
**MOBILE, Ala.**—Suit by operators here to compel the city to license certain types of games has held up the licensing of amusement games generally.

**CLEVELAND.**—Three tobacco dealers recently brought suit against the Ohio State Tobacco Association, charging that members of the group were in conspiracy to fix retail prices on cigarettes at 16 cents per pack.

**PHOENIX, Ariz.**—On March 6 two persons were sentenced to jail for using slugs in pinball games. They have appealed the case.

**WASHINGTON.**—Vending machine interests are watching for the announcements of hearings on the newly proposed excise taxes on soft drinks, cigarettes, chewing gum and candy. The supply trades are expected to make their own appeals.

**PULL TAB SHEETS**



Each sheet contains numbers concealed under the pull-offs and they run from one up according to the size, thoroughly mixed. The players select the names they desire which are on the sheet and pull the tab off, recording their names in the spaces provided for this purpose. After all tabs are pulled, the seal at the top of the sheet is opened and the winning name revealed.

Sizes in stock for immediate delivery are as follows:

80 No. Yellow	9"x6 3/4"	\$48.60 Per 1000
85 No. Red	8"x7 1/4"	42.95 Per 1000
100 No. Yellow	9"x8"	57.75 Per 1000
120 No. Red	8"x9 1/2"	55.88 Per 1000

When necessary you can make up booklets for fund raising campaigns by adding one or more pages.

**CHAS. A. BREWER & SONS**

Largest Board and Card House in the World  
6320 HARVARD AVE. CHICAGO, U. S. A.



## UMO Discusses Wartime Operating

DETROIT, March 14.—United Music Operators held a well-attended meeting Tuesday (10) in their new offices in Convention Hall, devoting most of the evening to the serious business of planning to operate under wartime conditions.

Harry Gramam, of Wolverine Music & Specialties Company, distributor for Wurlitzer, told operators that replacement parts would continue to be available for machines, altho there would be obvious difficulty in getting new units in the near future.

One important resolution passed by the organization was to place the locally sponsored record, *Bomb Tokyo*, on all the members' 5,000 or more machines by April 5. This is an important part of the well-planned campaign launched by the organization and reported in *The Billboard* three weeks ago.

## Fine Compliments and Requests for Reprints From Owl Mint Mach. Co.

To the Editor: As a subscriber and advertiser in *The Billboard*, may I take this opportunity of paying you a compliment for your sincere and untiring efforts to place before the reading public the true story of our coin machine industry.

The cartoon editorial and California decision on free-play pinball games should be in the hands of every news-



IT WAS A GALA TIME at the G & S Distributing Company, Wurlitzer distributor of Birmingham, Ala., when it celebrated National Wurlitzer Days. L. Mathews, general manager (front left), played host to a big group of Wurlitzer music merchants and their wives. Wurlitzer's new Victory Model 950 got the major share of the attention. (MR)

paper editor so that they may acquaint themselves with the true picture of pinball games.

We would appreciate several copies of the cartoon and California decision on pin games which appeared in your March 7 issue of *The Billboard*.—Edward M. Ravreby, Owl Mint Machine Company, Boston.

## Commend Don Leary For Activities, Aid To USO Recreation

MINNEAPOLIS, March 14.—Since the passage of the Selective Service Act and the induction of thousands of young men into military service, a countless number of coin machines have been donated to recreation rooms by coinmen in all sections of the country.

Phonographs, games, skee balls and other types of machines have been given by coinmen as a "little something" to express their appreciation of the efforts being made by Uncle Sam's boys in behalf of their country. It is the coinmen's effort to provide entertainment for men who have been cut off from their normal life and need some diversion.

Don Leary, of the Automatic Sales Company, Minneapolis, is one of the coinmen most recently commended for his efforts in this direction. A letter from Claire C. Plank, director of the Minneapolis Service Men's Center, declares: "Since you so kindly installed the machine for our use in Service Men's Center it has been in constant use. We certainly want to express our heartfelt appreciation for your generosity in this respect."

"Our leaders have been making a listing of request records and I'm enclosing them with this letter. If you are able to supply them, will you see that your man makes the changes when he is out this way?"

Not only does Don give them the machine but he sees that the records on the machine are changed.

Another letter, from the Minneapolis Civilian Defense Advisory Council and signed by Chairman E. H. Gammons, thanks Leary for his help: "Anyone who visits our recently completed Service Men's Club in the Walker Building at Eighth and Hennepin is seeing more than a perfectly appointed recreation center for our boys in the service. He is witnessing the result of a sublime spirit of co-operation displayed by Minneapolis individuals and organization in this phase of our war effort."

"From the initial cleaning of the club-rooms to placing of the final bit of furniture, all materials, equipment and services were either donated or provided at cost. In some instances these donations totaled thousand of dollars; in others only a few dollars, but in all of them the same feeling was manifest—the desire to contribute without stint to a worth-while endeavor."

"The finished Center is a tribute to you and others like you who contributed toward bringing it into being. On behalf of the Minneapolis Defense Council permit me to say 'Thank you.'"

## 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.

## Buckley Users Well Satisfied

CHICAGO, March 14 (MR).—"Operators who have locations well covered with Buckley Music Systems are well satisfied with today's business," according to H. R. Perkins, sales manager of Buckley Music System, Inc.

"The attractive appearance of a location equipped with Buckley illuminated music boxes is a strong reason for satisfactory profits, according to many operators," says Perkins. "A Buckley installation can be spotted from across the street or from a car. A Buckley installation really makes a location stand out from the other places of business in the same block. The lighted red or blue sides and selector plates with the polished chrome box as a background are very attractive at all times, but particularly attractive during the evening hours. This great attraction is just as good today as the day that the system was installed."

"As time goes on and the operators have business experience with Buckley Systems they find that earnings hold up and are steady week in and week out. Operators also tell us that in many months' experience that the Buckley touch-to-touch system has proved to be the best system from the service and the profit angles."



RADIOGRAM STATION · THREE WISE OWLS  
MAGIC EYE · NAUGHTY PEEKS · RAMASEES  
LOVE NESTS · SCREEN TEST · MAGIC HEART  
PIKES PEAK BIKE RIDE · SMILING SAM  
BAG PUNCHING · CHINNING MACHINE  
FIST STRIKER · COCKEYED CIRCUS  
KISS-O-METER · THREE WHEELS OF LOVE  
THE GREAT WHATSIS · POST CARD VENDERS  
FOOT VITALIZER ETC · ETC · ETC · ETC.

ALL PROVEN MONEY MAKERS  
(NO LOCATION TAX ON THESE MACHINES)

WRITE · PHONE · WIRE  
for BIG ILLUSTRATED CIRCULAR

FREE PLANS FOR A MODERN  
(Small-Medium-Large) PENNY ARCADE upon request.

EXHIBIT SUPPLY COMPANY  
Leading Penny Arcade Equipment Manufacturer for 40 Years  
4222-30 WEST LAKE ST · CHICAGO

40 DIFFERENT POST CARD  
SERIES for EXHIBIT POPULAR  
CARD VENDERS Now Ready!

## IMMEDIATE SHIPMENT GUARANTEED!

RUSH! WIRE! WRITE!

ABC Bowler \$42.50	Line Up ... \$12.50
All American 21.50	League Leader ... 14.50
Anabel 14.50	Star ... 37.50
Argentine 44.50	Spot Pool ... 44.50
Bala-Way 48.50	Ten Spot ... 29.50
Big Chief 17.50	Tex. Mustang 44.50
Brite Spot 14.50	Three Up ... 17.50
Broadcast 17.50	Volvet ... 17.50
Busco 49.50	Wild Fire 27.50
Capt. Kidd 42.50	Zig Zag ... 32.50
Formation 12.50	Zombie ... 17.50
Flicker 19.50	
Gold Star 14.50	
Gun Club 37.50	
Hi-Hat 34.50	
Hi-Stepper 24.50	
Horoscope 32.50	
Leader 17.50	
Landslide 12.50	

1/3 Cash, Bal. C. O. D. Give 2nd Choice.  
**STAMFORD NOVELTY CO.**  
1437 NELSON AVE., NEW YORK, N. Y.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

BALLYHOO JUMBO BUMPER FAIRGROUNDS  
ROCKET GRANDSTAND SPOTTEN FLEET  
AIRWAY HIGH-HAND

As in the glamorous PAST  
and the perilous PRESENT  
the history-making games  
of the glorious FUTURE  
will be built by BALLY

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

RAPID-FIRE CLUB-BELLS PREAKNESS BALLY RESERVE

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!  
**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO · ILLINOIS

### QUALITY SPEAKS FOR ITSELF

PAYOUTS		ONE BALL FREE PLAY		FIVE BALL FREE PLAY	
Four Bells	\$349.50	Sport Special	\$89.50	Commodore	\$14.00
Big Top	117.50	Gold Cup	44.50	Spottem	14.00
Paces Reels, 5c	117.50	Victory	37.50	Supercharger	14.00
Paces Reels, 25c	117.50	Preakness	22.50	Lucky	14.00
Jumbo Parade	109.50			Tepper	14.00
1938 Tracktime	89.50			O'Boy	14.00
Paces Races, Brown	149.50			Pickem	14.00
Paces Races, Black	79.50			Follies	14.00
Derby Day, Slant Top	34.50			Punch	14.00
Derby Day, Flat Top	29.50			Vogue	14.00
1938 Kentucky Club	47.50			Chevron	14.00
Hawthornes	47.50			Scoop	14.00

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.  
**MODERN AUTOMATIC EXCHANGE, INC.**  
2618 CARNEGIE AVE. CLEVELAND, OHIO

# PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE\*

\* No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDERS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895  
**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**  
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK



# NEWS OF PRIORITIES and MATERIALS

## Developments of the Week in All Industries

The 6,000 small metal-working plants in the Chicago area almost certainly will be used as testing grounds for a plan made by the WPB to use the full capacity of small firms for war production. The plan was approved by Donald M. Nelson on March 11, according to reports, and a revolutionary idea will be used to give small plant managers full data on jobs which the prime contractors are attempting to farm out. It was expected that Chicago would thus become the prime laboratory for the test and that Kansas City would be used as the secondary area.

It was pointed out by an official that the 6,000 small metal-working plants in the Greater Chicago area represent nearly 25 per cent of the number and capacity of such firms in the United States. The Illinois Manufacturers' Association will co-operate in putting the plan into effect. If it works successfully officials think it will mean that virtually every small metal-working plant in the Chicago area will hold subcontracts for war work.

An official of the U. S. Department of Commerce told the American Management Association, at a recent meeting, that advertising now has two major jobs to do. It must provide information for "those on the home 'fighting front'" on such matters as concern the welfare of an industry or of the country as a whole. A lot of pioneering is being done thru the use of advertising to keep up the morale of industries as well as contribute to the support of the backbone of the whole nation. A second job is to tell the people what is being done on the production lines to help win the war. Certain cautions must be observed and yet a lot of encouraging information can be given. The speaker also urged the use of more humor in advertising during the war period.

We can afford to have more of the humorous type of advertising copy rather than the prestige or institutional type of copy, the speaker said.

Japanese gains in the battle for the Indian Ocean would cut off several basic materials, one of which at least would immediately concern the phonograph industry. Imports of shellac would be curtailed from that area. Record manufacturers report having ample supplies of shellac and yet the cutting of considerable sources of supply would have its effects in the future. Between 400,000,000 and 800,000,000 pounds of shellac comes from India each

year, much of it being imported by the United States.

On March 10 Donald M. Nelson requested American industry to begin sending month-by-month reports to the WPB on the conversion of plants to war work. The notice said that the reports will provide basic information up on the degree to which plants are approximating the full utilization of their equipment which is necessary if the goals set for munitions production in 1942 and 1943 are to be met. The form provides also for a statement of any factors which currently may be interfering with the maximum use of plant capacity. "With this information at hand," said Nelson, "I can assure you that we shall take all steps within our power to remedy such limiting factors."

"We have designated U. S. Bureau of Labor Statistics as our collecting agency and have directed that they arrange to have the completed forms ready for tabulation by March 25."

The WPB is trying to increase the goals for merchant ship construction beyond the totals set by President Roosevelt, it was said by Donald M. Nelson recently. He stated that production would surely reach the mark set by the President. Unofficial reports say that WPB has set a goal of 9,000,000 tons in 1942 and 15,000,000 tons in 1943.

Rationing of all types of new trucks went into effect March 9. It was estimated that about 100,000 trucks and similar vehicles would be available for rationing during the remainder of the year. WPB and the Office of Defense Transportation will administer the rationing system.

Civilian applicants seeking to purchase vehicles under the program must show: (1) They cannot meet their needs by leasing equipment; (2) they cannot fill their needs by pooling their present equipment with that of other operators; (3) they cannot transfer vehicles now being used for less essential purposes to the use for which they desire new vehicles, and (4) they cannot possibly repair the vehicle which they desire to replace.

### WAR PRODUCTION

Altho specific information on war output is barred by censorship regulations, numerous hints emanate from Washington and industrial sources that war production, particularly in ordnance items, has expanded by leaps and bounds.

The American Machinist reports that

one industry that turned out \$800,000,000 of war goods last year will ship at least \$3,000,000,000 of equipment this year. By the end of the year the industry expects to be producing at the rate of \$9,000,000,000 or well above its peak civilian production levels.

Plant expansion necessary for increase of steel production by 10,000,000 tons has been contracted for and a large portion is under way, WPB announced recently. Details of the plan have been carefully guarded under the censorship policy now current. Officials cannot say much about it, except in broad terms, and all information as to individual plants is barred from publication. Considerable expansion has started in the Chicago area, it was reported.

During the first year of lease-lend operations the United States has furnished arms and other material aid to two-thirds of the world totaling \$2,500,000,000 in money value. The figure represents actual expenditures for aid to

allied countries. Not all of this material has yet been shipped, however.

As the nation looks around for supplies of machine tools, discoveries of large idle supplies come to light now and then. A nationwide survey submitted to WPB said that huge supplies of machines and skilled mechanics to run them are now lying idle in the 40,000 automobile dealers' shops in all parts of the country. The facilities carry a value of \$500,000,000, it was said. New York City listed the greatest supply, followed by Chicago, Philadelphia, Boston, Minneapolis and Baltimore, in order.

On March 7 WPB issued an order stopping the manufacture of radios and home phonographs for civilian use after April 22. Except for the production of replacement parts, the entire facilities of the industry will be converted to war production. The order affected 55 companies which last year employed some 30,000 persons.

# DEFENSE BOOM

**BOOM**

**ALL OUT FOR DEFENSE!**

Planes, Guns, Tanks, everything is cleverly shown on this brilliantly colored die cut board... \$25.00 top! \$1 Bottom! 4 step-up jackpots with gobs of consolations! 112 winners! Hurry, order now!

Order No. 1440 DEFENSE BOOM "B"  
(5c Play)

Takes In ..... \$72.00  
Pays Out ..... 28.76

**AVERAGE PROFIT ..... 543.24**

Order No. 1440 DEFENSE BOOM "A"  
AVERAGE PROFIT ..... 537.54

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS



Rotor Table—Modern High Score Pinball Game, Bumpers, Lights, etc.

Game rotates under glass top while players sit with drinks, food, etc. Perfect for territory closed to free play games. Not free play and cannot be converted. Wonderful for clubs, etc.

**ALL FREE PLAY, PERFECT CONDITION, CAREFULLY PACKED**

Anabel ... \$18.00	Jungle ... \$54.00
Argentine .. 52.00	Monicker ... 69.50
Big Chief.. 24.50	Repeater ... 18.00
Big Parade. 77.50	Sunbeam ... 27.00
Cross Line . 17.00	Super Chubbie 47.50
4 Diamonds. 38.00	Sky Blazer. 45.00
Gun Club . 58.00	Sea Hawk... 29.00
Jolly ..... 17.00	Trailways .. 22.00
	Victory ... 77.00

"America's Phonograph Trading Center"

NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I., N. Y. All Phones FREEPORT 8320

# 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

FOR SALE! FINEST ARCADE EQUIPMENT!

ALL IN PERFECT, A-1, CLEAN CONDITION, READY FOR LOCATION! THIS IS THE CLEANEST AND FINEST EQUIPMENT EVER OFFERED!

12 Mutoscope Roll Chute Cranes ... \$57.50 Ea.	2 Radio Rifle, 1c, Complete with Screen ..... \$98.00 Ea.
7 Mutoscope Flap Chute Cranes ... 47.50 Ea.	2 A.B.T. Red, White & Blue Pistols 14.50 Ea.
6 Mutoscope Hand Operated Cranes. 23.50 Ea.	1 A.B.T. Large Size 1c Dble. Pistol Shooting Range ..... 69.50
10 Exhibit Rotary Merchandisers ... 186.50 Ea.	1 Hoops (Small Type Hi-Ball Game) 18.50
10 Mills 1939 1-2-3 with F.P. ... 43.50 Ea.	RUSH 1/3 DEPOSIT, BALANCE C. O. D. ACT QUICK!
1 Set of 3 Exhibit Whatsis, Complete with Stands ..... 74.50	
2 Sets of 3 Exhibit Love Motors, Complete with Stands ..... 74.50 Ea.	

L. F. MINOGUE, 616 E. Lincoln Ave., Mt. Vernon, N. Y.

PENNY ARCADE LEGAL MACHINES

We'll furnish complete Penny Arcade as well as sell you a single Machine! Complete Penny Arcade Service since 1912.

<b>NEW COUNTER MODELS</b>	Hu-La ..... \$16.50	View-a-Scope & Vista-Scope Moving Picture Machines.	Mountain Climber \$225.00
Electric Defense Gun ..... \$32.50	Kicker & Catcher ... 29.75	Full line of new Exhibit Machines and Cards at factory prices! 1942 Models now on hand! Write!	Full line of Penny Arcade and Pin Game Parts and Supplies, including Punching Bags, all types of Cards, Bumpers, Bulbs, Rectifiers, Chutes, Contacts, Clocks, Doors, Frt. Mouldings, Locks, Etc. WRITE NOW!
Electric Shocker (Advance) .. 14.95	Pike's Peak .. 22.50	<b>NEW GAMES (Floor Size)</b>	Scientific Battling Practice, Kirk's Scale, etc.
	Scooter ..... 19.50		
	Skill-a-Rette .. 32.50		
	Skill Jump .. 69.50		
	Super Grip .. 69.50		
	U. S. Postage Stamp Vendors: Single Col. . \$25.00 Double Col. . 37.50		

Largest Assortment of Penny Arcade Machines, Factory Reconditioned, Remodeled, Repainted, Look Like New, ON HAND, including ATHLETIC FORTUNE TELLERS, GUNS, BASEBALLS, CARD VENDORS, ETC. Reasonable Prices! WRITE FOR LIST!

Mike Munves Corp., 524 W. 43rd St., New York, N. Y.

CORRECTION

The price of Evans and Gottlieb Skee-Ball-Ettes was incorrectly printed due to a typographical error in last week's issue of The Billboard. The price should have been \$54.50.

Standards, 1939 ..... \$137.50	Imperial 20, 1937 ..... \$ 59.50
DeLuxe, 1939 ..... 149.50	Master DeLuxe, 1940 ..... 185.00

ROCK-OLAS

Scientific Battling Practice ..... \$109.50	Daval Counter 21 Game ..... \$ 8.50
Keeney Anti-Aircraft, Black ..... 37.50	Evans & Rockola Ten Strikes ..... 57.50
Texas Leaguers ..... 24.50	Pikes Peaks ..... 12.50

S. & W. COIN MACHINE EXCHANGE 2418 Grand River Ave. DETROIT, MICHIGAN

\$20.00 OFF PRICE ON ANY FREE PLAY GAME LISTED BELOW, IN LOTS OF 5 OR MORE.

All American \$39.50	Spot Pool ... \$69.50	Velvet ..... \$42.50	Play Ball ... \$39.50
Big Chief ... 39.50	Texas Mustang 79.50	Argentine ... 63.50	Do Re Mi ... 59.50
Broadcast ... 39.50	Star Attrac. . 69.50	Gun Club ... 59.50	Four Roses .. 47.50
Silver Skates.. 49.50	Anabel ..... 39.50	Jungle ..... 74.50	Pan American 49.50
Double Play . 49.50	Flicker ..... 39.50	Ten Spot ... 49.50	Seven Up ... 42.50
Hi Stepper .. 49.50	Metro ..... 39.50	Horoscope ... 69.50	Big Parade .. 99.50
Sea Hawk ... 49.50	Snappy ..... 59.50	Super Chubbie 57.50	Hi Hat ..... 49.50
ABC Bowler. 69.50	Duplex ..... 49.50	Attention ... 39.50	Sky Blazer .. 49.50
Capt. Kidd .. 69.50	Pursuit ..... 49.50	Band Wagon . 39.50	Zig Zag ..... 49.50
New Champ . 74.50			

All Games Packed in Brand-New Cartons. Send Order and 1/3 Deposit. Mention 2nd Choice.

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.



**THE ANSWER TO YOUR PRAYERS!**

**GENCO'S  
NEW, LEGAL,  
TIMELY GAME  
PLAY BALL**



★ Here's the game of the hour! Right now... as the Big League baseball season gets under way... Get under way yourself for the biggest profits you've ever earned with the grandest game you've ever operated—Genco's Play Ball!!! Thrilling, timely, legal, roll-down action. Three "outs" to a game! Singles—Doubles—Triples—Home Runs—all the play and action of real baseball! Just watch those players run around the bases—so lifelike, so real, so much better than ever before on any game! See the lighted scoreboard in action draw them to the game like flies to honey. Watch them keep on playing hour after hour without stop. A game for old and young alike. A game that will bring you the biggest, steady, easiest profits you've ever enjoyed! Don't let another second go by—rush your order right this minute.

★ 22 inches WIDE  
★ 72 inches LONG  
★ 30 inches HIGH  
★ Most perfect sized roll-down action game ever built! Beautiful! Thrilling! Fascinating! Timely! A N D LEGAL EVERYWHERE!!  
★

Be first in your territory with Genco's greatest, grandest, legal, lifetime game—Play Ball!!!

**GENCO MFG. CO.** 2621-27 No. Ashland Ave. CHICAGO · ILL.

**Music Men Okay  
Singing Pictures**

NEW YORK, March 14 (DR).—The nation's leading music operators deluged Tri-Way Products Company with orders in response to the firm's first full-page advertisement which appeared in last issue of *The Billboard*, according to executives of the firm.

"Our distributors also report they have been jammed with callers, wires and phone calls for more details about the Singing Picture auxiliary speakers as a result of the ad," the executives report. "Many night club owners have written in and, tho they do not have automatic music, it is our belief that many will now install this equipment because of the attractiveness of the Singing Picture speakers. Many of them report they want the speakers in their place anyway to radiate the music of their present p.-a. systems.

"We are in speedy production and deliver all orders without delay to all parts of the country. We believe that within 30 days the speakers will be recognized everywhere as one of the most outstanding achievements in the auxiliary speaker field.

"The most outstanding features of these acoustically treated baffles, the first of their kind in music history, are that they add enchantment and impressiveness to the location, create favorable comment from patrons because of their beauty and do not mar walls. The *Old Glory* model has won dozens of new locations for operators already. Our distributors report that operators featuring this model have won the respect and admiration of location owners.

"The smaller Singing Picture models come equipped with P. M. speakers and have also won a tremendous following. These four attractive paintings are the work of outstanding artists who have signed their names to the pictures.

**TOBACCO SUPPLY**

(Continued from page 71)

countries—particularly Great Britain—was a major consideration in the decision to increase the quotas by 10 per cent over 1941.

Stocks on hand of Burley tobacco are at present the largest in the history of the industry with the exception of those in 1934. Burley stocks carried over on October 1, 1941, the beginning of the

- 2 Jungle Camps, Like New ... @ \$109.50
  - 1 5c Paces Reels, Like New ... @ 114.50
  - 1 25c Paces Reels, Like New ... @ 114.50
  - 2 Bally Royal Flush, A-1 Cond. @ 79.50
  - 3 Jennings Fast Times, Cash Play @ 79.50
- New Columbias, Chrome Columbias ..... Write for Prices  
New and Used Slots, A-1 Condition ..... Write for Prices

**WANTED FOR CASH—Used Bonus Bells, used Keeney Super Track Times, used Arcade Equipment and used Watling Scales, Model 500 Fortune Telling.**

**AUTOMATIC COIN MACHINE CORP.**

1209 Washington St., Boston, Mass.

**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.

**WE ARE REMODELING**

the following obsolete games into streamlined versions, with new plastic bumpers and new backboard glasses: Power House, Blondie, Big Town, Mr. Chips, Follies, Drum Major, Home Run, Commodore, Triumph, Roxy, Bowling Alley, Cadillac, Stars, Leader, O'Boy and Turf Champs. Write for our prices and details.

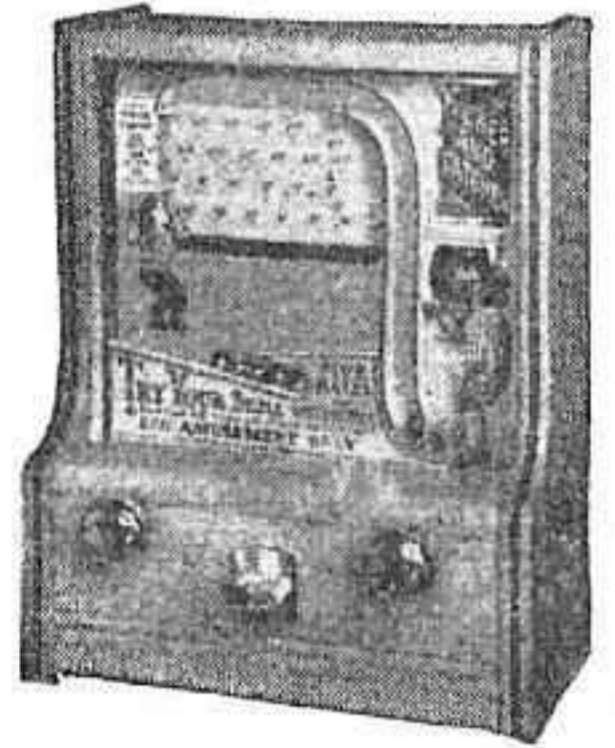
**GLICKMAN INDUSTRIES**

4458-80 Griscom St. PHILADELPHIA, PA.

current marketing year, amounted to 793,000,000 pounds.

Adding the 1941 crop of approximately 340,000,000 pounds, the total supply is 1,138,000,000 pounds, according to the department, or enough to last more than three years even in view of the increased level of domestic cigarette consumption.

**TAX FREE  
COUNTER SENSATION!**



**KICKER  
and  
CATCHER**

100% MECHANICAL  
100% LEGAL! 100% SKILL!  
The all-time all-skill counter hit!  
Service-free mechanism—no batteries . . . no wires!

**NO TAX  
TO OPERATE**

Penny Play  
**\$29.75**  
Ea.

F. O. B. Chicago

**BAKER NOVELTY CO., Inc.**

1700 Washington Blvd. CHICAGO

**FOUR RAY-O-LITE HITLER GUNS,  
REDECORATED. Each . . . \$47.50**

**ONE KEENEY'S TEXAS LEAGUER,  
1c or 5c Slot . . . . . 24.75**

**FIVE BALL FREE PLAY PIN TABLES**

- |                            |                          |
|----------------------------|--------------------------|
| Score a Line . . . \$32.50 | Tex. Mustang \$62.50     |
| Keenohall . . . 20.00      | Sparky . . . . . 32.50   |
| Fleet . . . . . 25.00      | Stratoliner . . . 37.50  |
| Red Hot . . . . . 20.00    | Ten Spot . . . . . 75.00 |
| Four Diamonds 37.50        | Anabel . . . . . 30.00   |
| Boom Town . . . 45.00      | Dude Ranch . . . 32.50   |
| Mystlo . . . . . 40.00     | Lite o Card . . . 30.00  |
| Yacht Club . . . 25.00     | Trailways . . . . 40.00  |
| Chubby . . . . . 20.00     | Belle Hop . . . . 60.00  |
| Ump . . . . . 40.00        | Triumph . . . . . 22.50  |
| Paradise . . . . . 35.00   | Commodore . . . 27.50    |
| Gold Star . . . . 35.00    | Flicker . . . . . 35.00  |
| Vacation . . . . . 25.00   | Golden Gate . . . 22.50  |
| Short Stop . . . 25.00     | Eureka . . . . . 35.00   |
| Power House . . 27.50      | Three Up . . . . . 45.00 |
| Gun Club . . . . 85.00     | Wild Fire . . . . 45.00  |
| Score Card . . . 27.50     | Mascot . . . . . 25.00   |
| Ocean Park . . . 25.00     | Dixie . . . . . 30.00    |
| Four Roses . . . 45.00     | Major . . . . . 57.50    |
- 1/3 Deposit—Balance C. O. D.

**MAGIC NOVELTY CO.**

1010 Poydras St. NEW ORLEANS, LA.

This space is donated to **BUY** remind you to **UNITED STATES SAVINGS BONDS AND STAMPS**



**PRINTING COMPANY**  
1023-25-27 RACE ST., PHILA., PA.

**MILLS 4 BELLS**

**\$300.00**

**KEYSTONE NOVELTY & MFG. CO.**

28th & Huntingdon Sts., Philadelphia, Pa.  
Baltimore Office:  
631 W. North Ave., Baltimore, Md.

**2000 HOLE JOKERS WILD**

160 WINNERS

Take-In Is . . . . . \$100.00  
Average Payout . . . . . 49.00

Average Profit . . . . . \$ 51.00

Lots of 25 or more . . . . . \$2.75 Each  
" " 10 . . . . . 3.00 "  
" " 5 . . . . . 3.25 "  
Samples . . . . . 3.75 "

25% deposit or full remittance with all orders.

**A. N. S. CO.**

312 CARROLL ST., ELMIRA, N. Y.

**HOLD YOUR GUNS . . .**

A complete "JAP" changeover, consisting of 4 "Jap" cutouts and streamers, each separate and easily attached in two minutes. DOES THE TRICK. THE INCREASE IN COLLECTIONS will "Triple" itself "IMMEDIATELY" and as effectively as if you had placed a NEW PIECE of equipment on location. COMPLETE CHANGEOVER for SHOOT THE CHUTES is only \$4.50 each machine. Lots of 5, \$3 each. DISTRIBUTORS, WRITE FOR QUANTITY PRICES. Full CASH WITH ORDER.

**THE BEVERATOR COMPANY**

CAMBRIDGE, OHIO, U. S. A.

Write for Complete List of thoroughly Reconditioned Free Play Pin Games, Consoles, Counter Games, etc. We also have the following New Games: Chicago Coin's Yanks, Gottlieb's Keep 'Em Flying, Exhibit's Sky Chief and Genco's Defense. Write for prices.

**AUTOMATIC SALES CO.** 203 SECOND AVE., N., NASHVILLE, TENN.





DAVE SIMON LOOKS OVER SKY CHIEF, Exhibit Supply Company's new release, at the factory display room, demonstrated by John Chrest, sales manager. Dave distributes Exhibit products in the East, with offices in New York and Hartford, Conn. (MR)

## Arcades Buying All-Star Hockey

CHICAGO, March 14 (MR).—Sam Gensburg, of the Chicago Coin Machine Company, reports that arcades are now buying All-Star Hockey games in preparation for their coming spring season. "Arcades are now painting up and are getting their locations in readiness. Those in parks are especially active in getting the right type of games. "Naturally," said Gensburg, "the reputation of Chicago Coin's All-Star Hockey has hit the arcades right between the eyes. They all now know that here is a perfect arcade-type game. It is 100 per cent skill; the player's ability determines the final score. Operators all fully appreciate the fact that in All-Star Hockey they have a game that will live for years and years. The competitive play as presented in this game is a feature that people never tire of. The game is built to last for years and years with an absolute minimum of servicing. "Distributors from all parts of the country are now featuring All-Star Hockey, and practically all of them are in a position to give reasonably prompt or immediate deliveries."

**BRAND NEW MILLS JUMBO. Combination Mint Vender Free Play \$229.50**  
Cash and Check Payout

**Guaranteed Like New MILLS Late Model Four \$299.50**  
Bells, Cash and Check.

**MILLS Late Model Jumbo \$110.00**  
Parade, Cash-Check Mdl.

**MILLS THREE BELLS**

Write for Prices, COMPLETE STOCK OF MILLS NEW SLOTS on Hand for Immediate Delivery

We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Watling. Write for Price List and Circulars.

**SICKING, INC.**

1401 Central Pky., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.

## MILLS PHONOGRAPHS

THRONE OF MUSIC ..... \$149.50  
EMPRESS ..... 179.50

WANTED—One-Ball Free Plays.

**ROY MCGINNIS COMPANY**

2011 MARYLAND AVENUE  
BALTIMORE, MD.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

## Dusting Off an Old One

By MAC CHURVIS

Grand National Sales Company, Chicago

THIS war has produced, so far, dozens of slogans. In one way or another they express our determination to win, and for that reason are worth while. But it would be even more worth while to concentrate on a slogan that tells how to win.

We don't need to bother coining a new one, because the perfect expression of how to win dates from the Civil War, almost 80 years ago. General Nathan Bedford Forrest, one of the most successful Union commanders, gets credit for it.

When asked for his formula for winning battles, General Forrest replied that it was really very simple. "I just get thar fustest with the mostest," was his answer.

Let's dust off that old slogan and put it to work. It will get results for us, just as it got results for General Forrest and as it is getting results for the Axis now.

"Too little and too late" is a negative thought that explains the Allied reverses thus far. "Get thar fustest with the mostest" is a positive, inspiring slogan that will constantly remind us how to go about winning this war. Let's stick with it.

## Release New Films For View-a-Scope

CHICAGO, March 14 (MR).—"Automatic Games has just released four special films in third dimension for the popular View-a-Scope," reports H. F. Burt, firm official. "They are just what the doctor ordered for increased play.

"In addition, several hundred new slides for Peek Show have been received, starring the most beautiful girls, glamour shots of famous magazine cover models, stocking models and beautiful Broadway dancers. Many of these are masterpieces of lighting, compositive technique. Breathtaking new ideas in photography that mean real and quick profits.

"To comply with the many requests for a 5-cent machine Automatic Games announces that Peek Show can now be supplied in 5-cent play to show 10 pictures for one coin, and also offers immediate delivery on the 1-cent model.

"Arcades and operators in need of display pictures—8mm. or 16mm. movies in black and white or Kodachrome—are urged to contact this concern which has a new line by the nation's leading theatrical photographers."

## Wilkes-Barre, Pa.

WILKES-BARRE, Pa., March 14.—Mayor Charles N. Loveland has banned all bingo games in Wilkes-Barre. The order was effective March 12 and followed up a recent action of his when he banned Sunday bingo games last September.

Frank Haduck, former roadman for Benjamin Sterling Jr., Wurlitzer distributor in Northeastern Pennsylvania, is now an acting corporal and is driving a tank at Fort Riley, Kan.

## IMMEDIATE DELIVERY

### BRAND NEW MACHINES IN ORIGINAL CRATES

Bally Club Bell	Groetchen Columbia Bell	Mills Brown Fronts
Bally High Hand	Baker's & Pace's Races	Mills O.T.
Bally Long Acres	Evans Jackpot Domino	Mills Vest Pockets
Chicago Coin Hockey	Mills Four Bells	Mills Jumbo Parade
Keeney's Super Bells, All Models	Mills Three Bells	Mills Safe Stands

### Floor Samples Used Less Than Ten Days

Keeney Super Bells, 5¢ ..... \$229.50	Watling Big Game, Cash Pay, Animal Reels ..... \$110.00
Keeney Super Bells, 25¢ Play, Single Slot 239.50	Groetchen Columbia Rear Pay ..... 57.50
Other Super Bells ..... Write	Groetchen Columbia Jackpot ..... 59.50
Mills Four Bells, Straight 4 Nickels ... 465.00	10 Check Separator Gold Award
Mills Three Bells ..... 500.00	Columbia Bells ..... 82.50
Mills Vest Pockets ..... 44.50	Bally High Hands ..... 189.50
Mills Jumbo Parades, Cash Pay ..... 142.50	Bally Club Bells ..... 289.50
4 Mills Jumbos, Latest Model, Cash Pay 120.00	Evans Jackpot Domino ..... 425.00

### JOBBER AND DISTRIBUTORS

Write or Wire For Your Quantity Price  
All Prices on Both New and Used Machines Are Subject To Change Without Notice.

The Following Machines Are Used and Are Offered Subject to Prior Sale.

<b>FIVE BALL FREE PLAY</b>		<b>CONSOLES</b>	
1 Bally Mascot ..... \$22.50	1 Bally Royal Draw ..... \$ 57.50	1 Evans '37 Reg. Domino, #2521	69.50
1 Baker Entry ..... 37.50	1 Evans '38 Reg. Domino, #2655	99.50	
1 Chicago Coin '41 Snappy ..... 52.50	1 Evans '39 Reg. Domino, #2971	125.00	
1 Chicago Coin Commodore ..... 27.50	1 Keeney Air Raider ..... 115.00		
2 Chicago Coin Sport Parade ..... 42.50	1 Keeney '38 Skill Time ..... 117.50		
3 Keeney Super Six ..... 29.50	2 Keeney Triple Entry, #332-589	149.50	
1 Keeney '41 Repeater ..... 34.50	4 Keeney '38 Kentucky Slant Head	125.00	
1 Keeney Red Cap ..... 27.50	1 Mills Jumbo Parade, CP, #8644	109.50	
1 Stoner Anabel ..... 37.50	1 Mills Jumbo Parade, CP, #3050	99.50	
1 Stoner Ump ..... 37.50	1 Mills Jumbo Parade, FP, #1812	99.50	
2 Gottlieb Sea Hawks ..... 45.00	2 Mills Four Bell, Straight 5¢, FS	475.00	
<b>ONE BALL</b>		2 Mills Four Bell, Straight 5¢, #811	260.00
1 Chicago Coin Hockey, Floor Sample	\$275.00	1 Mills Four Bell, Straight 5¢, #2307	445.00
<b>COUNTER GAMES</b>		1 Mills Three Bell	500.00
9 Groetchen Yankee ..... \$ 7.50	5 Mills Free Play Venders	75.00	
30 Groetchen Mercury ..... 11.50	1 Pace Race JP, #6088, 25¢	239.50	
10 Groetchen Liberty ..... 11.50	1 Pace Race Red Arrow, #6182, 25¢	239.50	
1 Groetchen Ginger ..... 11.50	1 Pace Race JP Red Arrow, #6319, 5¢	225.00	
1 Daval Cub ..... 6.50	1 Pace Race JP Red Arrow, #6414, 5¢	250.00	
1 Mills O.T. Light Cabinet, 5¢ Play, Like New	35.00	1 Pace Race, #5530, 5¢	135.00
		1 Pace Red Jr., 1¢ Play	29.50

### SPECIALS

10 Keeney Super Bells, 5¢ Play, Like New ..... \$209.50	2 Jennings Bob Tails, CP, Perfect ... \$ 79.50
1 Mills Owl, Like New ..... 125.00	5 Mills Jumbo Parade, CP, Latest Model, Perfect ..... 119.50
1 Bally Blue Grass ..... 132.50	5 Watling Big Games, CP ..... 99.50
14 Bally Grand Stands, Perfect ..... 79.50	2 Mills Square Balls, CP ..... 69.50
9 Buckley Steel Cabinets, Brand New, for Storing Phonographs	32.50
5 Double Safes, Revolv-a-Round Base, Brand New, for Slot Machines	99.50
50 Mills Safe Stands, Brand New	13.50
5 Mills Folding Stands, Brand New	5.50
10 Mills Jumbo Parades, Cash Pay, Brand New	125.00

\*We have a quantity of Nickel, Dime and Quarter Chrome Bells, used only a few days. Write us for Prices.  
\*1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and ask to be put on our mailing list. Above prices effective March 21, 1942.

## MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

## BUY THESE GAMES—PUT MONEY IN THE BANK

EVERY PONSER GAME IS ALL-WAYS PERFECTLY RENEWED! EVERY ONE WITH F. P. ATTACHMENTS! YOU CAN BUY THESE WITH COMPLETE CONFIDENCE! PRE-CHECKED—LIKE NEW!!

Air Force ..... \$64.50	Hi-Stepper ..... \$42.50	Stratoliner ..... \$34.50
Belle Hop ..... 47.50	Horseshoe ..... 47.50	Sports Parade ..... 32.50
Big Chief ..... 27.50	Hi-Hat ..... 42.50	Spot Pool ..... 62.50
Big Parade ..... 84.50	Jungle ..... 62.50	Star Attraction ..... 49.50
Champs ..... 59.50	Miami Beach ..... 39.50	Ten Spot ..... 47.50
Capt. Kidd ..... 54.50	Play Ball ..... 34.50	Texas Mustang ..... 57.50
Clover ..... 57.50	Stars ..... 32.50	Victory ..... 84.50
Duplex ..... 34.50	Seven Up ..... 32.50	Velvet ..... 39.50
Double Play ..... 34.50	Sea Hawk ..... 34.50	Venus ..... 69.50
Four Roses ..... 37.50	South Paw ..... 49.50	Wild Fire ..... 44.50
4 Diamonds ..... 42.50	Sky Blazer ..... 49.50	Zig Zag ..... 52.50
Gun Club ..... 59.50		

1/3 With Orders, Balance C. O. D. Write for Anything You Don't See.

## GEORGE PONSER CO.

11-15 EAST RUNYON ST.  
NEWARK, NEW JERSEY

## You can ALWAYS depend on JOE ASH—ALL WAYS

WE HAVE ANYTHING AND EVERYTHING IN RENEWED FREE PLAY PIN GAMES WITH F. P. ATTACHMENTS! ALSO ALL OTHER EQUIPMENT!!  
WRITE! WIRE! PHONE! QUICK!!

## ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

## MILLS PANORAM OPERATION IN MICHIGAN

One-half of the movie machines are hooked up with new combination phonograph hook-up, where both machines play from the same wall boxes. Must sell at once.

Write BOX 517, The Billboard, 155 N. Clark St., Chicago, Ill.



# YOU ALONE DETERMINE YOUR INCOME!

## OPERATE KEENEY CONSOLES AND INSURE TOP REVENUE FOR YEARS AND YEARS!

### KEENEY'S SUPER BELL Console

3-way convertible—free play, cash or check payout. 5c chute, 25c at extra cost. Also available with mint vender at additional cost.

Convertible

### 2 WAY SUPER BELL

Convertible—free play, cash or check payout. 5c chutes, 25c chutes at small additional cost.

### 4 WAY SUPER BELL

Greatest of all consoles, 4 chutes, 4 can play. 1, 2 or all 3 row appeal. Order yours today.

ALL CONSOLES AVAILABLE WITH SKILL FIELD AT EXTRA COST

Keeney's Sensational

### SUBMARINE GUN

Actually shoots ball-bearing bullets in rapid fire action.

GET YOURS NOW!

Immediate Delivery

BUY U. S. DEFENSE BONDS and STAMPS!

J. H. KEENEY & COMPANY, NOT INC.

"The House That Jack Built"

6630 South Ashland Ave., Chicago, Ill.

## FREE PLAY BUYS TO OPEN YOUR EYES

BEST BUYS IN MIDDLE WEST—COMPARE THESE PRICES

7 Big Chief . . . \$23.50	4 Follies . . . \$ 9.50	7 Spottem . . . \$ 9.50
4 Blondie . . . 14.50	2 Fifth Inning . . . 9.50	4 Superlite . . . 9.50
3 Bandwagon . . . 27.50	5 Gold Star . . . 26.50	8 Seven Up . . . 36.50
10 Broadcast . . . 29.50	3 Glamour . . . 17.50	2 Sluggers . . . 37.50
6 Cadillac . . . 12.50	3 Hi-Hat . . . 44.50	11 Stars . . . 29.50
10 Crossline . . . 18.50	2 Jungle . . . 62.50	3 Sky Ray . . . 39.50
7 Champ . . . 49.50	2 Landslide . . . 16.50	3 School Days . . . 29.50
8 Capt. Kidd . . . 57.50	5 Leader . . . 23.50	5 Sun Beam . . . 37.50
3 Drum Major . . . 12.50	2 Mystic . . . 18.50	8 Stratoliner . . . 29.50
3 Duplex . . . 29.50	8 Metro . . . 25.00	3 Sporty . . . 14.50
5 Dixie . . . 21.00	3 Punch . . . 9.50	3 Silver Skates . . . 39.50
3 Dude Ranch . . . 24.50	5 Pan American . . . 39.50	3 Show Boat . . . 52.50
2 Formation . . . 21.50	4 Paradise . . . 28.50	5 Sports Parade . . . 36.50
6 Flicker . . . 24.50	2 Repeater . . . 19.50	4 Ten Spot . . . 49.50
7 Four Roses . . . 31.50	3 Rotation . . . 15.00	5 Victory . . . 89.50
2 Four Diamonds . . . 44.50	4 Star Attraction . . . 84.50	2 Wings . . . 14.50
3 Fleets . . . 19.50	7 Sea Hawk . . . 39.50	7 Zombie . . . 32.50

1/3 With Order, Balance C. O. D. All Games Reconditioned.

Ref.: First Wisconsin National Bank, Milwaukee.

### EVANS COIN MACHINE EXCHANGE CO.

1802 N. HUMBOLDT AVE. PHONE: BR. 8807 MILWAUKEE, WISC.

"IT'S LIKE ROLLING '75s' WHEN YOU DEAL WITH 'EVANS'"

Attention . . . \$39.50	Follies . . . \$16.50	Mystic . . . \$38.50	Salute . . . \$38.50
Anabel . . . 24.50	Four Diamonds . . . 59.50	Monicker . . . 104.50	Speed Ball . . . 62.50
Bosco . . . 82.50	Flicker . . . 39.50	Pan American . . . 49.50	Sun Beam . . . 49.50
Barrage . . . 39.50	Gun Club . . . 82.50	Play Mate . . . 22.50	Ten Spot . . . 61.50
Big League . . . 14.50	Gold Star . . . 34.50	Polo . . . 27.50	Twin Six . . . 59.50
Big Town . . . 24.50	Glamour . . . 24.50	Power House . . . 22.50	Ump . . . 34.50
(plastic bumper)	Headliner . . . 14.50	Repeater . . . 33.50	Vacation . . . 17.50
Big Chief . . . 37.50	Horoscope . . . 59.50	Super Charger . . . 14.50	Wild Fire . . . 49.50
Boom Town . . . 34.50	Hi Hat . . . 64.50	Sporty . . . 14.50	Wow . . . 36.50
Broadcast . . . 38.50	League Leader . . . 32.50	Sky Ray . . . 57.50	Zombie . . . 38.50
Clover f. s. . . 84.50	Leader . . . 32.50	Sparky . . . 29.50	Zig Zag . . . 68.50
Crossline . . . 34.50	Lime Light . . . 16.50	Sky Line . . . 31.50	West Wind . . . 67.50
Dough Boy . . . 18.50	Mascot . . . 17.50	Stratoliner . . . 44.50	Victory . . . 109.50
Dude Ranch . . . 32.50	Mr. Chips . . . 17.50	Now Champ . . . 69.50	Knockout . . . 109.50
Dixie . . . 31.50	Metro . . . 39.50	Sea Hawk . . . 54.50	5 & 10 . . . 114.50
Captain Kidd . . . 74.50	Big Parade . . . 114.50	Argentine . . . 89.50	Sky Blazer . . . 79.50
Topio . . . 109.50	Do Ro Mi . . . 72.50	Hi Dive . . . 62.50	A B O Bowler . . . 74.50

#### ARCADE EQUIPMENT

Evans Tommy Gun . . . \$ 89.50	1 Magic Heart . . . \$169.50
Groetchen Metal Typer . . . 75.00	6 Cockeyed Circus, with stands, at . . . 39.50
Battling Practice . . . 139.50	Sky Fighter . . . 189.50
Pikes Peak . . . 15.00	Drive Mobile . . . 189.50
Texas League, de luxe . . . 32.50	Anti-Aircraft . . . 42.50
3-Way Grippers . . . 17.50	Exhibit Diggers . . . 49.50
10 Exhib. Card Vendors, Cards & Stands . . . 32.50	Holly Grippers . . . 9.50
2 Speed Bicycles . . . 135.00	Ten Strikes . . . 49.50
Punching Bag . . . 185.00	Exhib. Chinning Mach. . . 159.50
Foot Vitalizer . . . 59.50	Roll-the-Barrel . . . 119.50
Ramaseses . . . 140.00	

#### SLOTS—Over 400,000

Cherry Bells . . . \$105.00	1 Record Time . . . \$94.50
Melon Bells . . . 110.00	Dark Horse . . . 129.50
Bonus Bell . . . 125.00	Blue Grass . . . 159.50
Watling Rolatop . . . 52.50	Mills Owl . . . 97.50
Columbia Jack-pot . . . 44.50	Mills 1940 1-2-3's . . . 94.50
	Club Trophy . . . 174.50

EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Ave., Chicago, Ill. HUMBOLDT 6288

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

## NEW AND USED COIN MACHINES — ORDER FROM OFFICE NEAREST YOU

# NORTHWESTERN MUSIC CO.

120 WEST THIRD STREET STERLING, ILLINOIS

Phonographs Reconditioned by Factory Trained Service Men, Cabinets Refinished, Work Perfectly.

<b>BRAND NEW</b>	<b>WURLITZER</b>	<b>SEEBURG</b>	<b>ROCK-OLA</b>
Air Circus . . . Write	850 . . . \$445.00	9800 R.C. . . \$450.00	'40 Rockolite . . \$275.00
Five & Ten . . \$135.00	750E . . . 395.00	8800 R.C. . . 425.00	'40 Master . . . 220.00
Defense . . . Write	750 . . . 375.00	9800 E.C. . . 425.00	'39 Deluxe . . . 170.00
Keep 'Em Flying . . Write	800 . . . 330.00	8800 E.C. . . 400.00	'39 Standard . . 150.00
Mills Q.T. . . 85.00	700 . . . 300.00	Classic . . . 190.00	Windsor . . . 100.00
Marvels . . . 17.50	24 . . . 105.00	Vogue . . . 175.00	Imperial 20 . . 70.00
Super Bell, 2 . . Write	616 . . . 85.00	Gem . . . 125.00	'39 Table M. . . 100.00
Way . . . Write	41 . . . 85.00	Regal . . . 135.00	Rock-Ola Wall . .
Nickel Sparks . . 20.00	71 . . . 125.00	Royal . . . 120.00	Boxes . . . 17.50
Packard Wall Boxes & Speakers, etc., Write, Keeney Wall Boxes, factory recond., cannot be told from new 20 or 24 . . . \$20.00	600 . . . 165.00	Rex . . . 110.00	Mills Throne . . 180.00
	500 . . . 180.00	Model K . . . 90.00	Mills Empress . . 180.00
	412 . . . 45.00	12 Record . . 25.00	

### CONSOLES AND AUTOMATIC PAYOUT AND FREE PLAY CONSOLES

Bally Hi Hand, Combination, cannot be told from new . . . \$210.00	Mills Three Bells, serial No. 812 . . . \$500.00
Super Bells, Combination . . . 225.00	Mills Three Bells, Late . . . 410.00
Bally Royal Flush . . . 65.00	Mills Jumbo Free Play, Late . . . 135.00
Track Odds, Buckley . . . 100.00	Mills Jumbo Free Play, Old . . . 105.00
Jennings Fast Time . . . 80.00	Mills Jumbo Automatic, Late . . . 135.00
Watling Big Game . . . 150.00	Mills Jumbo Automatic, Old . . . 100.00
Keeney Four Way . . . 500.00	Mills Jumbo Combination, Like New . . 190.00
Bally Big Top . . . 105.00	Pace Saratoga . . . 160.00
Mills Four Bells, Serial No. 2268, cannot be told from new . . . 450.00	Paces Reel . . . 100.00
Mills Four Bells, Late . . . 300.00	Groetchen Sugar Cane . . . 40.00
	Mills 1-2-3, Payout . . . 20.00

### SLOTS—SLOTS—SLOTS

Mills Brown Fronts . . . \$110.00	Jennings Chief . . . \$ 50.00
Chrome, Original . . . 185.00	Mills Vest Pocket . . . 22.00
Golden Fronts . . . 50.00	Columbia Chrome . . . 65.00
Blue Fronts . . . 75.00	
Mills, Fifty Cent . . . 150.00	<b>COUNTER MACHINES</b> . . . \$ 20.00
Melon Bell . . . 105.00	ABT Challenger . . . 20.00
Cherry Bell . . . 105.00	Three Way Gripper . . . 15.00
Watling Rol-a-Top . . . 65.00	Pikes Peak . . . 15.00
Watling Treasurer . . . 65.00	Imps . . . 4.00
Jennings Silver . . . 100.00	American Eagles . . . 10.00

### ARCADE AND GUNS AND MISCELLANEOUS EQUIPMENT

Air Raiders . . . \$115.00	Shoot the Chute . . . 85.00
Chicken Sam . . . 60.00	Sky Fighter . . . 155.00
Anti Air Craft . . . 50.00	Rapid Fire . . . 135.00
Exhibit Arcade Equipment . . . Write	Western Baseball . . . 50.00
Exhibit Diggers . . . 50.00	Cigarolas . . . 85.00
Drive Mobile . . . 220.00	World Series . . . 60.00
Viewscope . . . 20.00	Battling Practice . . . 145.00
Kirk Guesser Scales, Each . . . 70.00	Kicker-Catcher . . . 20.00

### ATTENTION

WE WILL TRADE FREE PLAY PIN GAMES FOR SLOTS, USED RECORDS, GUNS AND PHONOGRAPHS.

ATTENTION, OPERATORS: CHICAGO COIN'S HOCKEY MACHINE WILL MAKE MORE MONEY THAN FREE PLAY PIN GAMES. WE CAN MAKE IMMEDIATE DELIVERY ON HOCKEY.

# MISSISSIPPI VENDING CO.

318 CHURCH STREET PHONE 283 PHILADELPHIA, MISSISSIPPI

## McCALL'S RECONDITIONED COIN MACHINE BARGAINS

<b>FREE PLAYS</b>	Monicker . . . \$99.50	<b>ONE BALL FREE PLAYS</b>
A. B. C. Bowler . . . \$79.50	Major 1941 . . . 69.50	Blue Grass . . . \$117.50
Air Force . . . 82.50	School Days . . . 45.00	Dark Horse . . . 115.00
Argentine . . . 82.50	Sea Hawk . . . 67.50	One-Two-Three . . . 42.50
Big Chief . . . 32.50	Seven Up . . . 62.50	Bally Pimlico . . . 29.50
Big Parade . . . 115.00	Show Beat . . . 62.50	Record Time . . . 99.50
Bola Way . . . 82.50	Sluggo . . . 62.50	Sport Derby 1941 . . . 149.50
Champs . . . 59.50	Snappy . . . 69.50	<b>CONSOLES FREE PLAY</b>
Do Re Mi . . . 49.50	Southpaw . . . 49.50	High Hand . . . \$189.50
Duplex . . . 115.00	Sport Parade . . . 99.50	Jungle Camp . . . 109.50
Five & Ten . . . 49.50	Spot A Card . . . 72.50	Silver Moon . . . 119.50
Four Roses . . . 62.50	Spot Pool . . . 67.50	Mills Jumbo . . . 126.50
High Dive . . . 59.50	Star Attraction . . . 62.50	Bally Club Bells . . . 269.50
Hi Hat . . . 59.50	Ten Spot . . . 95.00	Keeney Super . . . 279.50
Horoscope . . . 99.50	Texas Mustang . . . 99.50	<b>ONE BALL AUTO-MATICS</b>
Jungle . . . 37.50	Topio . . . 99.50	Grand Stand . . . \$ 79.50
Knock Out . . . 72.50	Venus . . . 99.50	Jockey Club . . . 179.50
Ex. Leader . . . 32.50	Victory . . . 99.50	
Legionnaire . . . 32.50	West Wind . . . 59.50	
Metro . . . 62.50	Zig Zag . . . 32.50	
Miami Beach . . . 49.50	Zombie . . . 32.50	
Pan American . . . 49.50		

Terms: One-Third Deposit With Orders, Balance C. O. D.

**WE BUY, SELL & EXCHANGE. See Other Ad on Page 72**

**McCALL NOVELTY CO.**

3147 Locust St. St. Louis, Mo.

## CAPITOL COIN CLOSEOUTS

<b>FIVE BALL FREE PLAY GAMES</b>	Skyline . . . \$19.50	Horoscope . . . \$45.00	Belle Hop . . . \$49.50	Stars . . . \$24.50
Star Attraction . . . 55.00	Blondie . . . 15.00	Blondie . . . 15.00	Leader . . . 22.50	Jolly . . . 15.00
Polo . . . 17.00	Barrage . . . 39.50	Barrage . . . 39.50	Sport Parade . . . 27.50	Boontown . . . 29.50
Sea Hawk . . . 30.00	Drum Major . . . 15.00	Drum Major . . . 15.00	Broadcast . . . 27.50	Big Time . . . 32.50
Gold Star . . . 24.50	Repeater . . . 27.50	Repeater . . . 27.50	Twin Six . . . 45.00	Hi Dive . . . 45.00
Metro . . . 29.50	All American . . . 24.50	All American . . . 24.50	Bordertown . . . 15.00	Zombie . . . 27.50
Big Chief . . . 27.50	Sun Beam . . . 34.50	Sun Beam . . . 34.50	Four Roses . . . 29.50	Stratoliner . . . 27.50
Majors of '41 . . . 45.00	League Leader . . . 24.50	League Leader . . . 24.50	Yacht Club . . . 15.00	Fleet . . . 22.50
Crossline . . . 24.50	Jungles . . . 67.50	Jungles . . . 67.50	Sky Ray . . . 37.50	West Wind . . . 52.50
O'Boy . . . 15.00	Follies . . . 14.50	Follies . . . 14.50	Bandwagon . . . 19.50	Flicker . . . 27.50

DEPOSIT REQUIRED ON ALL ORDERS. Capitol Coin Machine Exchange, 3056 M St., N. W., Washington, D. C. Tel. Columbia 1330

## LIKE NEW—JENNINGS TOTALIZERS—

Kentuckys	Flashers	Seven Flashers	High Hands	Mills Q.T.'s
Santa Anita	Track Records	Sport Events	Jumbo Parades	Sugar Kings
Short Kings	Pimlicos	Bally Victories	Parlays	War Eagles
Grand Nationals	'41 Derbys	Gold Cups	Paces Races	Columbias
Grand Stands	Club Trophies	One-Two-Threes	Saratoga Bells	Vest Pockets
Thistledowns	Blue Grasses	Club Bells	Saratogas	and
Hawthornes	Mills Owls	Reliems	Dark Horses	
Sport Pages	Record Times	Blue Tops	Blue Horses	<b>MANY OTHERS</b>

Immediate Delivery: Fairmonts—Longacres—Club Bells—Defense—Sky Chief—Keep 'Em Flying. Wire, phone or write for our complete list.

## GRAND NATIONAL SALES CO.

2300 ARMITAGE AVENUE (All Phones: Humboldt 3420) CHICAGO, ILL.



# EVANS' TAX FREE GAMES

★ PROFIT-PROVEN WINNERS! ★

## PLAY BALL

Sensational manikin-baseball. Pitcher actually winds up and throws ball through air!

## SUPER BOMBER

New "Bomb a Jap" theme gets nickels! U. S. Bombers blow up Jap warships! Not a gun!

## TEN STRIKE

All-time manikin-bowling favorite, better than ever! New refinements, faster play!

## TOMMY GUN

For defense-minded America . . . smallest, fastest, lightest machine gun thriller!

BUY U. S. DEFENSE BONDS TODAY!

H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO

WEST COAST Factory Sales Representative MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

### ★★★ NATIONAL MARCH VALUES! ★★★

PHONOGRAPHS		5 BALL FREE PLAY GAMES	
<b>WURLITZER</b>		ABC Bowler . \$69.50	Mills 1-2-3, F.P. . \$99.00
750-E, Adapter and E. S. . . . .	\$375.00	All American. 42.00	Mills F.P. Slots 89.00
500, 24 Record, Keybd. & Adaptor . . .	200.00	Belle Hop . . . . .	Paradise . . . . . 36.50
500, 24 Record, Keyboard . . . . .	185.00	Capt. Kidd . . . . .	Sea Hawk . . . . . 47.00
600, 24 Record, Rotary Dial . . . . .	160.00	Defense . . . . .	Seven Up . . . . . 57.50
616, Illum. Sides & Grilles . . . . .	89.50	Do Re Mi . . . . .	Silver Skates . 37.50
616, Regular . . . . .	65.00	Four Roses . . . . .	Spot Pool . . . . . 86.50
61, 1939 Counter Model . . . . .	89.00	Hi Dive . . . . .	Stars . . . . . 39.50
<b>ROCK-OLA</b>		Hi Hat . . . . .	Ten Spot . . . . . 47.00
1940 Super Rockolite . . . . .	\$219.00	Legionnaire . . . . .	Zombie . . . . . 52.50
1940 Master, Walnut . . . . .	197.00	Miami Beach. 52.50	Zig Zag . . . . . 62.50
1939 DeLuxe, Luxury Liteup . . . . .	159.50		
1939 Standard, Luxury Liteup . . . . .	149.50		
1940 Jr. Console Rockolite . . . . .	109.50		
1938 Monarch . . . . .	109.00		
Imp. 20, Marbletop, Ill. Sides & Grilles	89.50		
12 Record Rhythm Master . . . . .	45.00		
<b>SEEBURG</b>			
1939 Classico, Marbletop . . . . .	\$189.00		
Royal, 20 Records . . . . .	109.00		
<b>ARCADE EQUIPMENT</b>			
Drivemobile . \$179.50			
Keeney Air . . . . .	134.50		
Raider . . . . .	129.50		
Rapid Fire . . . . .	135.00		
Batt. Practice . . . . .	104.50		
Shoot the . . . . .	59.50		
Chutes . . . . .	79.50		
Chicken Sam . . . . .			
Western Base-ball, F.P. . \$79.50			
Keeney Anti-Air-craft, Br. Cab. . . . .	45.00		
Late Mod. . . . .	34.50		
Texas Leaguer . . . . .			
Evans Ten Strike . . . . .			

**CONSOLES**

Bally Hi Hand . . . . .	\$195.00
Jumbo Parade, F.P. . . . .	129.50
Jennings Silver Moon Totalizer, F.P. . . . .	129.00
Jennings Cigarolla, Mod. V, F.S. . . . .	125.00
Jumbo Parade, Payout . . . . .	98.00
Sport Special, F.P. . . . .	98.00
Jennings Good Luck, Payout . . . . .	69.50

Write for Complete List of Late Reconditioned Phonographs  
 Terms: 1/3 Dep., Bal. C.O.D., F.O.B. Chicago.

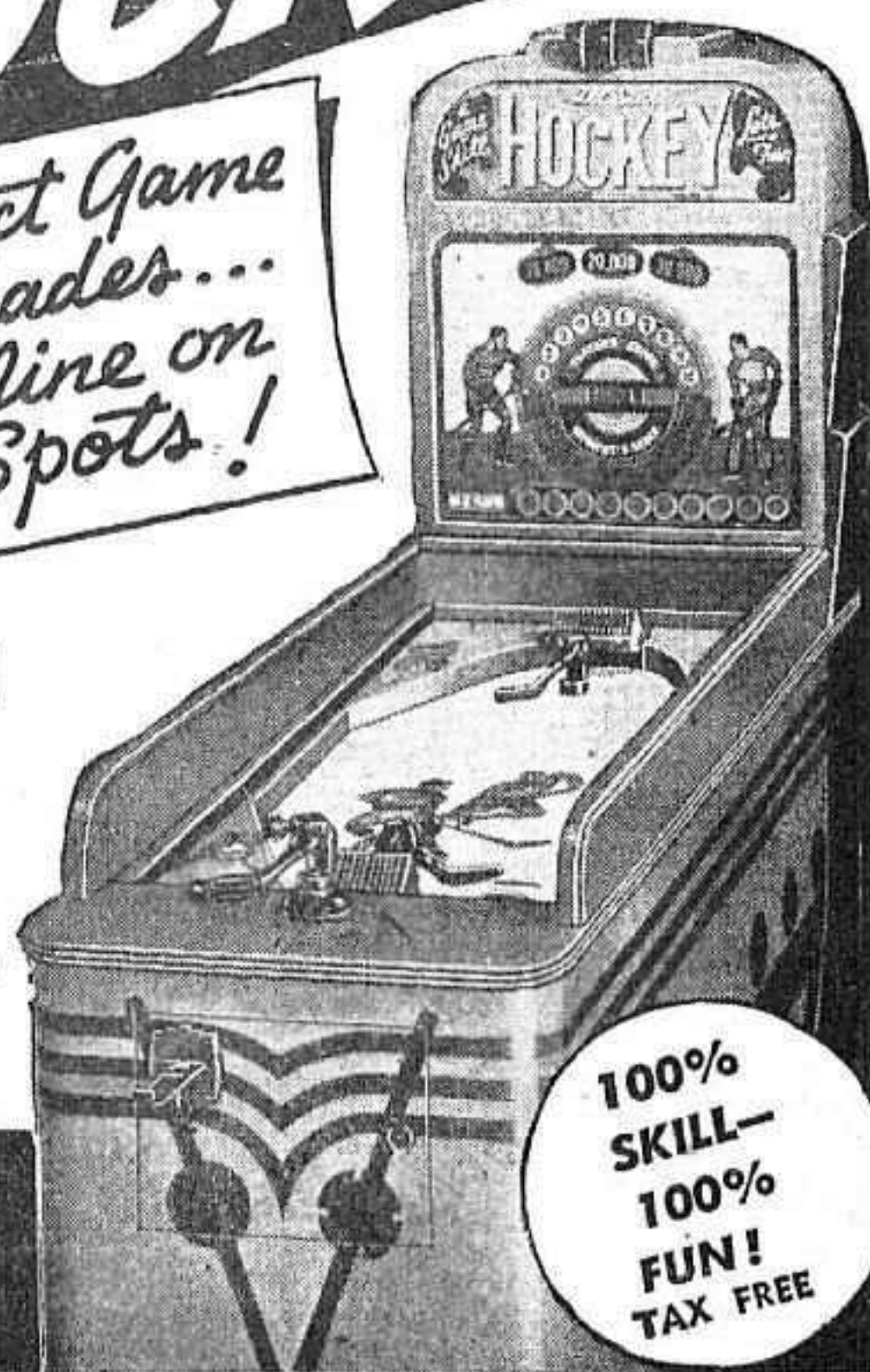
## NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

A FEW DISTRIBUTORSHIPS STILL OPEN . . . Inquire!

# Chicago Coin's ALL STAR HOCKEY

The Perfect Game for Arcades . . . a Gold Mine on all Spots!



NO BIG TRADE-IN LOSS EVERY FEW WEEKS!

It's Tax Free! BUY STAMPS AND BONDS!

CHICAGO COIN MACHINE CO. 1725 W. DIVERSEY CHICAGO

## CARL TRIPPE Price Plus Guaranteed Satisfaction

### RECONDITIONED FREE PLAY GAMES For IMMEDIATE DELIVERY

All American . . . \$39.50	Flicker . . . . . \$37.50	Red Hot . . . . . \$14.50
Anabel . . . . . 22.50	Flagship . . . . . 17.00	Rotation . . . . . 17.50
Armada . . . . . 32.50	Follies . . . . . 14.50	Roxy . . . . . 14.50
Arrowhead (1 ball) . . . . . 10.00	Formation . . . . . 27.50	Scoop . . . . . 12.50
Attention . . . . . 37.50	Glamour . . . . . 24.50	Score Champs . . . . . 15.00
Barrage (like new) . . . . . 37.50	Gold Star . . . . . 32.50	Sea Hawk . . . . . 62.50
Big Chief . . . . . 37.50	Holdover . . . . . 22.50	Seven Up . . . . . 49.50
Big League . . . . . 19.50	Horoscope . . . . . 49.50	Show Boat . . . . . 67.50
Big Show . . . . . 14.50	Lancer . . . . . 17.00	Silver Skates . . . . . 42.50
Big Time . . . . . 37.50	Landslide . . . . . 19.50	Short Stop . . . . . 17.50
Big Town . . . . . 14.50	Leader . . . . . 32.50	Skyline . . . . . 39.50
Blondie . . . . . 19.50	Legionnaire . . . . . 67.50	Sky Ray . . . . . 49.50
Boomtown . . . . . 39.50	Limelight . . . . . 27.50	Sport Parade . . . . . 47.50
Brite Spot . . . . . 14.50	League Leader . . . . . 37.50	Spot Pool . . . . . 69.50
Broadcast . . . . . 37.50	Majors '41 . . . . . 57.50	Stars . . . . . 47.50
Cadillac . . . . . 17.50	Mascot . . . . . 22.50	Stoner Baseball . . . . . 15.00
Champion . . . . . 15.00	Mystic . . . . . 42.50	Sunbeam . . . . . 45.00
C. O. D. . . . . 12.50	Pan American . . . . . 57.50	Super Six . . . . . 12.50
Commodore . . . . . 14.50	Paradise . . . . . 37.50	Twin Six . . . . . 52.50
Crossline . . . . . 37.50	Pickem . . . . . 12.00	Umps . . . . . 37.50
Crystal . . . . . 42.50	Playball . . . . . 42.50	Vacation . . . . . 17.50
Dixie . . . . . 34.50	Powerhouse . . . . . 22.50	Vogue . . . . . 12.50
Doughboy . . . . . 17.00	Progress . . . . . 27.50	Wildfire . . . . . 37.50
Dude Ranch . . . . . 32.50	Pursuit . . . . . 59.50	Yacht Club . . . . . 17.50
Duplex . . . . . 49.50		

Terms: One-Third Deposit, Balance C. O. D.

Send for Our Complete Price List on Any Games You Are Interested In

## IDEAL NOVELTY CO.

2823 Locust St.

St. Louis, Mo.

### FREE PLAY GAMES for Immediate Delivery

A.B.C. Bowler \$44.50	Do-Re-Mi . . . \$37.00	Knock Out . . . \$65.00	Sky Blazer . . . \$49.00
All American . . 18.00	Double Play . . 35.00	Majors '41 . . . 35.00	Sluggo . . . . . 25.00
Anabel . . . . . 17.50	Dude Ranch . . 22.00	Miami Beach. 39.00	Star Attraction 40.00
Attention . . . . 25.00	Duplex . . . . . 20.00	Monicker . . . . 40.00	Spot-a-Card . . 61.50
Argentine . . . . 40.00	Flicker . . . . . 22.50	New Champ . . . 59.00	Super Chubbie 37.50
Bela-Way . . . . . 40.00	Four Diamonds 41.00	Pan American 30.00	Topic . . . . . 75.00
Big Chief . . . . . 22.00	Four Roses . . 24.00	Polo . . . . . 24.50	Towers . . . . . 62.50
Big Wagon . . . . 21.00	Five & Ten . . . 85.00	Play Ball . . . . 22.00	Ten Spot . . . . 35.50
Belle Hop . . . . . 40.00	Gold Star . . . . 22.00	Pursuit . . . . . 37.50	Texas Mustang 50.00
Broadcast . . . . . 25.00	Hi-Hat . . . . . 33.00	Sea Hawk . . . . 25.00	Victory . . . . . 60.00
Big Parade . . . . 65.00	High Stepper . . 29.00	Silver Skate . . . 29.50	Velvet . . . . . 21.50
Bosco . . . . . 60.00	Horoscope . . . . 40.00	Sport Parade . . . 27.50	Venus . . . . . 65.00
Cadillac . . . . . 22.50	Leader . . . . . 21.50	Stars . . . . . 25.00	Wild Fire . . . . 27.00
Captain Kidd . . . 47.50	Lincup . . . . . 24.50	Stratolliner . . . . 25.00	West Wind . . . . 44.50
Click . . . . . 55.00	Legionnaire . . . . 49.50	Sun Beam . . . . . 30.00	Zig Zag . . . . . 42.50
Drum Major . . . . 22.50	Jungle . . . . . 60.00	Spot Pool . . . . 51.50	
Dixie . . . . . 18.00			

Terms: 1/3 Deposit, Balance C. O. D. Give 2nd and 3rd Choice. Cash for Orders Less Than \$20.00.

H. BETTI & SONS, 1801 Manhaffan Ave., Union City, N. J. Phone Union 3-8584

### STILL DELIVERING Chicago Coin's ALL STAR HOCKEY SPECIALS FOR THIS WEEK!

BOLA WAY . . . . . \$54.50	MAJORS '41 . . . . . \$37.50	SPORT PARADE . . \$22.50
DBLE. PLAY . . . . . 34.50	STAR ATTRAC. . . . 64.50	SKY BLAZER . . . . 57.50
FOUR ROSES . . . . . 24.50	STRATOLLINER . . . 22.50	SNAPPY '41 . . . . . 54.50

1/3 Deposit, Balance C. O. D. Write for Complete List of Other Used Games.

SAVOY VENDING CO., 651 Atlantic Ave., Brooklyn, N. Y.

### HEED OUR ADVICE—STOCK UP NOW!

**NEW GAMES READY FOR IMMEDIATE SHIPMENT**  
 Bally Longacre, \$309.50; Pimlico, \$309.50; Fairmont, \$299.50; Torpedo, \$279.50; Hi-Hand, \$249.50; Chicago Coin Yank, \$163.50; Mills Jumbo Parade, free play, \$149.50; Four Bells, \$550.00; Jumbo Parade, combination free play and payout, \$189.50; Chrome Bells, Bonus Bells, Brown Fronts, Vest Pocket Bells, Glitter Q.T., WRITE FOR PRICES; Jennings Bobtail, F.P., \$179.50; Gottlieb Keep Em Flying, \$164.50; Five & Ten, \$139.50; Exhibit Sky Chief, \$164.50; Genco Defense, \$164.50.

**AUTOMATIC PAYOUT CONSOLES**

Baker Pacer, Daily Double & J.P. . \$249.50	Mills Four Bells, Serials over 1,000 . . . \$289.50	Paces Races, Brown Walnut Cabinet . \$135.00
Paco '41 Saratoga, Slug-proof, Chrome Rails 149.50	Evans Lucky Lucre 175.00	Keeney Triple Entry 175.00
Jennings Good Luck 49.50	Mills Square Bell, Factory Recond. . 79.50	Paces Races, J.P., Brown . . . . . 175.00
Exhibit Longchamp. 49.50	Evans '39 Dominoes 104.50	Jumbo Parade, Late 130.00
		Jenn. Fastime, like new 79.50

**PHONOGRAPHS**

Wurl. '40 Counter Mod. 71, Std. to match \$139.50	Wurlitzer Mod. 61 \$ 79.50	Wurlitzer Mod. 500, Piano Keyboard \$189.50
Rock-Ola 1940 Super-Rockolite. . 199.50	Rock-Ola '39 Deluxe 175.00	Wurlitzer Mod. 600 154.50
Rock-Ola Monarch, 20 records . . . . . 99.50	Master . . . . . 59.50	Wurlitzer Mod. 700 275.00
Wurlitzer Mod. 850 440.00	Wurlitzer Mod. 800 300.00	Seeburg Super Hi-Tone . . . . . 395.00
	Rock-Ola 1939 Standard . . . . . 140.00	

**ONE BALL FREE PLAY GAMES**

Keeney Fortune . . \$229.50	Bally Club Trophy \$219.50	Bally Blue Grass . \$134.50
Bally Dark Horse 120.00	Bally Gold Cup . . 49.50	Bally Eureka . . . 37.50
Bally Sport Event. 99.50	Bally Victory . . . 44.50	Mills '40 1-2-3 . . . 99.50
Gottlieb Track Record 84.50	Bally '41 Derby . . 229.50	Mills '39 1-2-3 . . . 49.50

WRITE FOR COMPLETE PRICE LIST, NEW AND USED GAMES  
 TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO

### BARGAINS

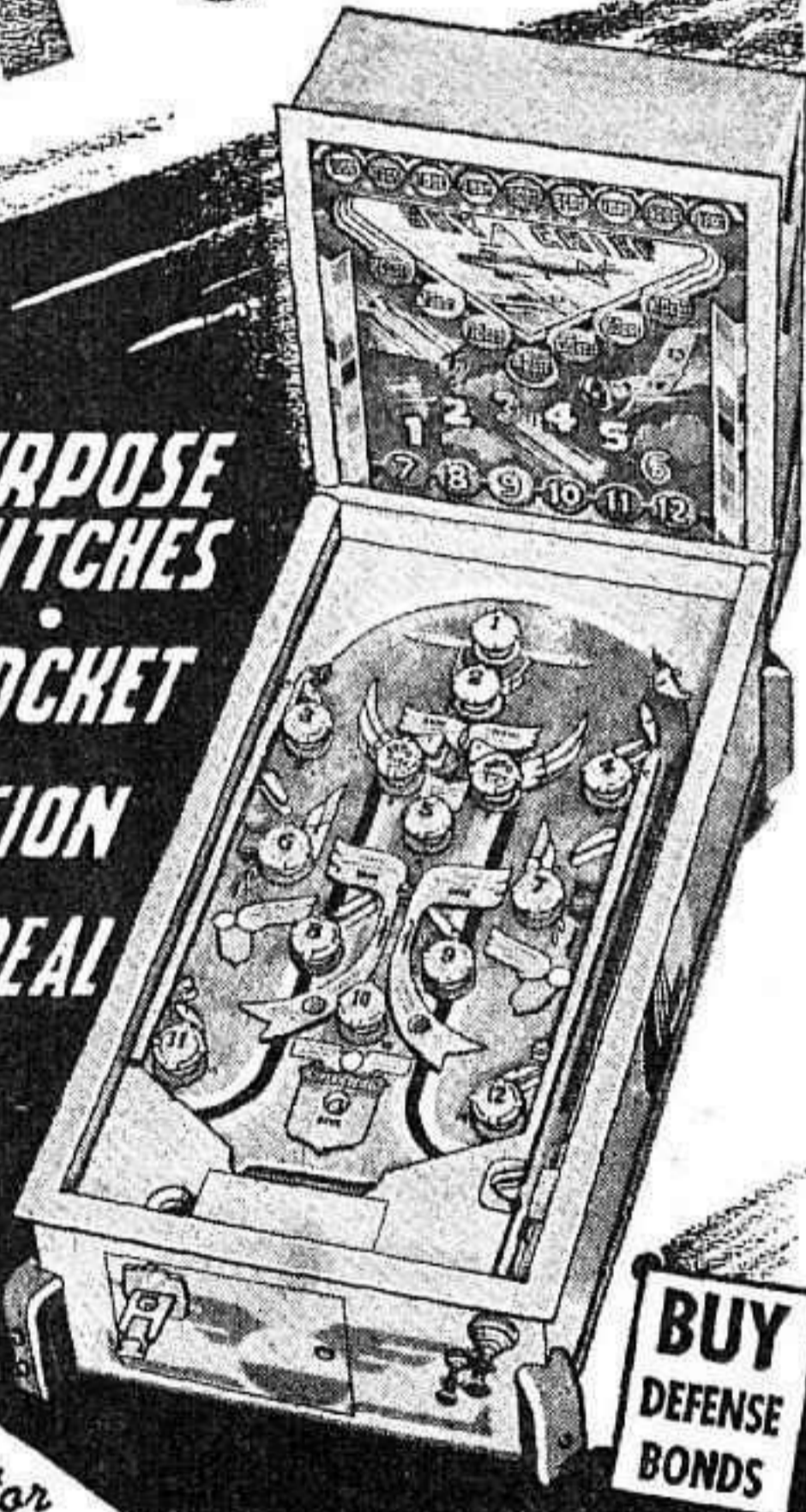
10 Four Bells . . . . \$239.50	10 Paces Races, Br. Cab., Ser. over 5000 . . \$125.00	5 Saratogas, P.O. . . . \$79.50
1 Bally Club Bell (Dem.) . . . . . 319.50	10 Jumbo Parades, F.P. 104.50	2 Jungle Camps, F.P. . . 94.50
	8 Fast Times, P.O. . . 69.50	2 Big Games, F.P. . . . 89.50

1/3 Deposit With Order, Balance C. O. D.  
 OHIO SPECIALTY COMPANY 539 S. SECOND LOUISVILLE, KY.



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With  
**MULTIPLE PURPOSE  
SCORING SWITCHES**  
**KNOCK OUT POCKET**  
**LIGHTS OUT ACTION**  
**HIGH SCORE APPEAL**



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from Your Distributor

**BUY  
DEFENSE  
BONDS**

**EXHIBIT SUPPLY CO - 4222 W. LAKE ST - CHICAGO**

## KEEP 'EM FLYING

**THRILLING! REALISTIC!**  
**A TRULY SENSATIONAL PIN GAME!**  
**D. GOTTLIEB & CO.**

CHICAGO

1140-1150 N. KOSTNER AVE.

The Best Investment in the World Today Is  
U. S. Defense Savings Bonds and Stamps

**CHOOSE  
YOUR GAMES  
FROM ATLAS'  
MARCH OF VALUES**

BELLS		PHONOGRAPHS	
<b>FACTORY REBUILT— CLUB HANDLES</b>		<b>SEEBURG</b>	
Blue Fronts 5c-\$127.50	Brown Fronts 5c-\$137.50	Colonel-1940, R.C. \$294.50	Major-1940, E.S. 289.50
10c- 130.00	10c- 139.50	Commander—RCES. 269.50	Commander—RCES. 269.50
25c- 132.50	25c- 142.50	Cadet-1940 225.00	Classie-1939, Mar'glo 194.50
<b>RECONDITIONED</b>		Voguo-1939, Mar'glo. 189.50	K-20-20 Records... 109.50
Mills 5c Chrome Bell \$179.50	Mills 5c War Eagle... 79.50	Royale 1938 109.50	Model H-12 Rec., Keyboard 69.50
Mills 5c Blue Front 197.50	Groetchen Columbia. 79.50	Model C-12 Records. 59.50	
Paca DeLux Comet. 97.50	Jennings Silver Chief 129.50	<b>WURLITZERS</b>	
<b>SKILL GAMES</b>		500-1939, 24 Rec. \$189.50	600-1939, Keybd. 169.50
Western's Baseball-'39	Comb. F.P.&P.O. \$ 94.50	616-18 Records 79.70	412-12 Records 59.50
Batting Practice 159.50	Sky Fighter 179.50	P12-12 Records 54.50	41-1940 Counter
Night Bomber 169.50	Seeburg Shoot the	Model 119.50	61-1939 Counter
Chutes 104.50	Keeney Air Raider 144.50	Model 89.50	
Evans Ten Strike 79.50	Rockola Ten Pins 69.50	<b>MILLS</b>	
Bally Shoot the Bull 69.50	Anti-Aircraft, Mar'glo 52.50	Throne of Musio \$159.50	Empress 189.50
Chicken Sam 69.50	Jalbird 89.50	<b>ROCK-OLA</b>	
Exhibit's Vitalizer 69.50	Bally Alley 59.50	Super 40 \$209.50	Master 40 197.50
Skeeballotte 69.50		Deluxe Luxury Light-up 159.50	Monarch-1938 109.50
		Imperial 20, 20*Rec. 109.50	Rhythm Master-16 Rec. 69.50

ORDER NOW — PRICES SUBJECT TO CHANGE!  
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



**BANNER'S YOUR BEST BET**  
Have them for **IMMEDIATE** delivery  
BRAND NEW IN FACTORY SEALED CONTAINERS  
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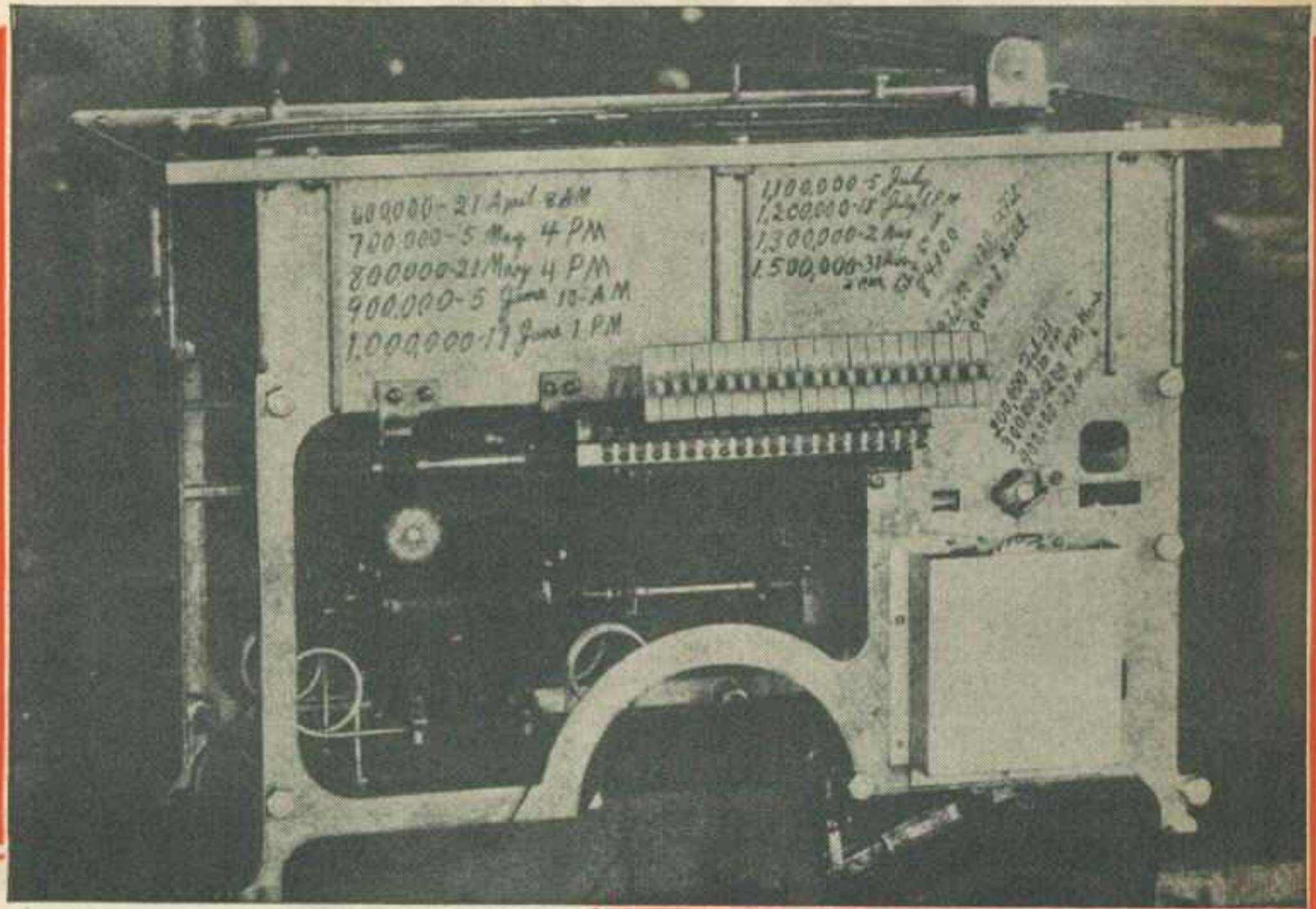


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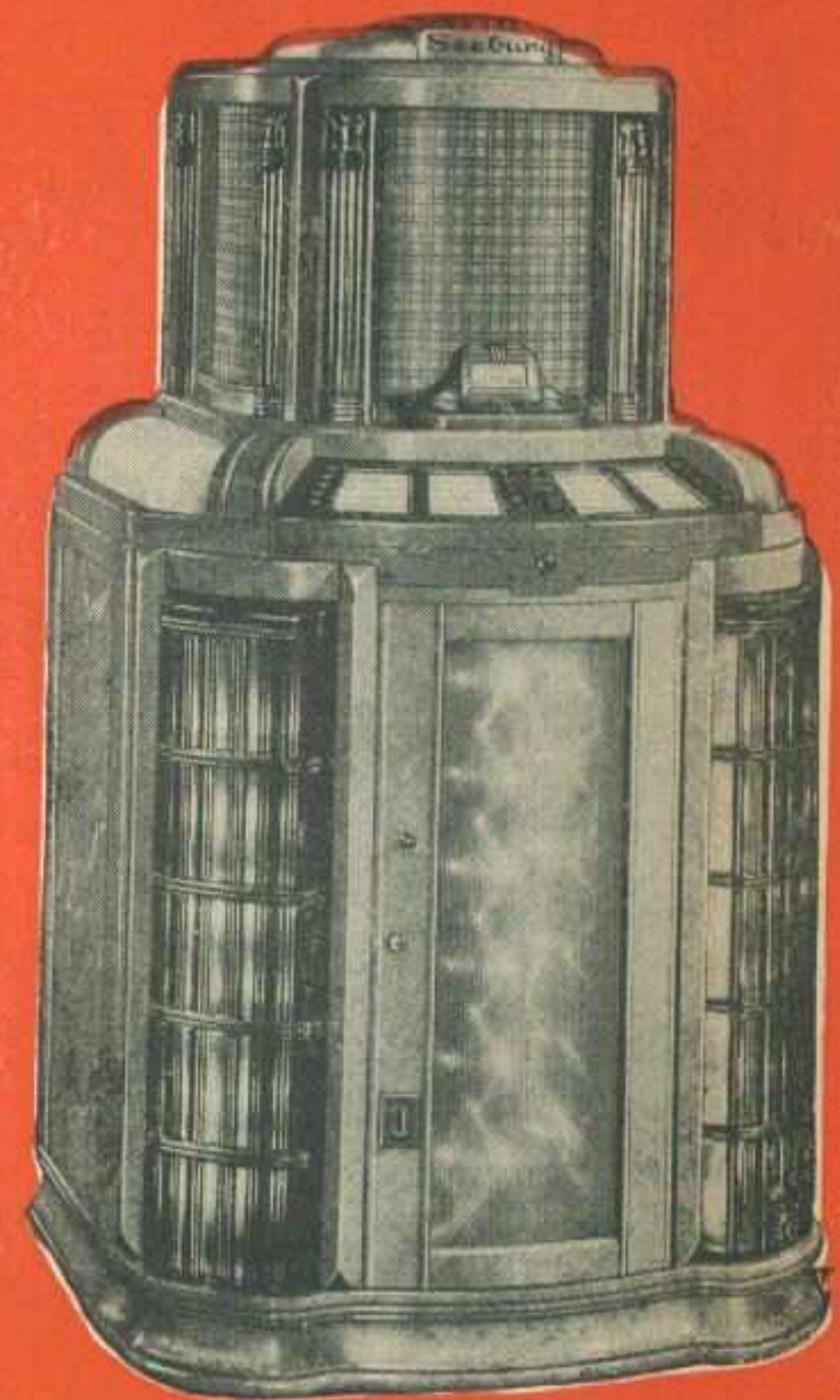
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