

25 Cents

# The Billboard

The World's Foremost Amusement Weekly

MAY 16, 1942

Vol. 54. No. 20



HENRI RENE  
And His Musette  
Orchestra

"STANDARD" RECORDING  
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1025  
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Management: Irving Mills, 1619 Broadway, New York City

# ARMY TAKES SHOW SPOTS

## EDITORIAL

### Buy Bonds— And Sell Them!

THERE is little doubt that show business is doing its utmost to aid in the all-out war effort. Performers are responding nobly to authorized calls for their services, and, unlike the case of any other business, the artist is called upon to contribute his sole stock in trade—his talent. There are no complaints from performers, however, and every authorized promotion in connection with the war has met with an overwhelming response to requests for gratis talent.

Not only is the performer contributing his talents, but many with cash to spare are investing in War Bonds and Stamps. On that count, however, nobody with a modicum of business sense has a right to brag. United States government bonds have been and always will be the best investment in the world. At the same time, buying them constitutes one of the best ways to help win the war.

Buying bonds yourself, however, shouldn't be the end of your effort. Performers can stimulate the sale of War Bonds from whatever platform they appear on. Many have already done so, but there is still a job to be done in this direction. Every theater, night club and movie screen should devote a few moments to impressing the general public with the need to buy bonds.

At one time, immediately after Pearl Harbor, every vaude house in New York had one performer deliver a few sentences in behalf of bond purchasing. It seems that this custom has disappeared. It should be revived.

It is too important to let go. It should be scheduled by every theater in the country—and every performer, on his own, should contribute additional bond-selling efforts.

## Golden Resigns as Exec Sec of AGVA Local in Detroit

Detroit, May 9.—Les Golden, executive secretary of Local 11, American Guild of Variety Artists here, resigned Tuesday (5) and at the same time attacked the executive board of the local for indulging in what he called "the cheapest kind of politics," playing favorites, running the organization into debt, and discriminating against Negro members.

Golden, in a letter to the board, said he had been demoralized into resigning his office, after claiming that he was responsible for making the Detroit local one of the strongest in the national body, gathering an efficient organizing force and garnering respect of other Detroit labor organizations.

"It is obvious to me," said Golden, "that my value to the local board has certainly diminished. The board has criticized me. I now desire to become a lay member so that I, in turn, may criticize the board. If it has been anyone's desire to sicken me to the point of quitting, they have succeeded, because to you, members of the board, I now give the operation of the Detroit Local No. 11."

Signing the letter, "disrespectfully yours," Golden said, "I would rescind this notice if the board thought enough of the organization to resign in a body."

## Republic Pix Plans Permanent Ice Spec For Films and Rinks

NEW YORK, May 9.—Plans are being formulated by Republic Pictures to stage an ice-skating spectacle that will serve both as a motion picture feature and an auditorium attraction, according to Herbert J. Yates, head of Republic. Spec will be known as the *Republic Ice Circus*.

Republic is planning to purchase a building, either in Hollywood or New York to house a three-rink show. Yates says the icer will feature the nation's top skating acts. It is proposed to make the show a year-round attraction, and from the top acts, Republic will produce, semi-annually or annually, a high budget film based on the title, *Republic Ice Circus*.

Blueprints for the *Ice Circus* building have already been worked out, with the top of the building constructed in the shape of a circus tent.

The studio's first venture into ice specs for the screen was made last year when Republic produced *Ice-Capades*. The success of the film is partially responsible (See *Republic Pix Plans* on page 12)

## Only 12 Equity Bonds Posted for Cowbarns; a Few More Expected

NEW YORK, May 9.—Summer stock seems to be heading toward a new modern low this season. Despite the cheering the cowbarn managers let fly last month at their annual conclave, they appear to have been overtaken by indecision and fear.

Indications pointing to this trend are contained in the fact that only 12 managers have posted bonds so far with Actors' Equity Association, which is just about half as many as were posted last year at this time. According to estimates by Walter Greaza, Equity official in charge of summer stock, only 50 per cent of last year's number of producers will be active this year.

Managers who have posted bonds (covering two weeks' salary for the entire company) and their starting dates are as follows:

Lee Falk and John Huntington, Cambridge (Mass.) Summer Theater, Brattle Hall, May 11; Douglass D. Cornette, Louisville Park Theatrical Association, July 6; Valentine Windt, Ann Arbor (Mich.) Drama Festival, May 11; John

## Broadway Dimout Affects Stem Vaudefilers; Ads Emphasized

NEW YORK, May 9.—The Broadway dimout presents a new problem to managers of Stem vaude houses. It is still too early to tell just what the lack of lights and marquee ads will do to business, but some managers anticipate a change in the shopping methods of customers.

It is generally believed that many will have to come to Times Square with preconceived ideas of what they're going to see. Formerly, the bright lights made a jaunt up and down the street inviting. Now prospective customers will be less inclined to wander around before laying it on the line. Because of that, newspaper ads will become increasingly important if business is to be maintained.

Bob Weitman, managing director of the Paramount Theater, has already started an institutional campaign in the dailies. Large ads stress the show value at the house.

A divergent view is held by Irving Lesser, manager of the Roxy, who says that so far business hasn't been affected. He seriously doubts that dimouts will make a box-office dent, as Broadway is too well institutionalized to

## Many Hotels Taken Over, Most in Florida; Washington Says Policy Will Probably Not Be Extended

NEW YORK, May 9.—The all-out war program is seen as seriously cutting down the number of entertainment outlets thruout the country, with Miami Beach hostilities being the major casualties so far, as far as talent is concerned. The War and Navy Departments have embarked on a program of taking over existing establishments for the duration, rather than building expensive encampments, to create new posts. Leasing of hotels and other places is greatly expediting the training program. The effect on the entertainment industry in these areas will be just slightly less than disastrous. Many of the places leased by the military have been consistent talent users, many of them with big budgets. Naturally, these places will be lost for the duration. There may be other entertainment spots springing up later, when operators may attempt to open clubs to take care of the entertainment needs of the soldiery, but these spots will most likely have low-budgeted shows in keeping with the \$21 monthly pay of the buck privates.

The most seriously affected area is Miami Beach, which now has approximately 50 hotels and other spots given over to the armed forces. Many of these places spent large amounts on name bands and headline acts.

The places taken over there are located

in the Middle Beach sector, north of 23d Street, extending to the swank North Beach section. Reason ascribed to the selection of this site is the convenience to the golf course, which will be used as drill grounds, and the existence of facilities which can be used with a minimum of alterations.

The entire set-up will be known as the Army Air Corps Officer Candidate School, an institution which will not train fliers but form a corps to keep 'em flying. Men schooled here will take over administrative posts in airports and transportation centers all over the world.

Net effect on Miami Beach will be to cut the resort in two and will cause vacationers to make a wide sweep around the training center to get from one end of the beach to the other.

Most of the spots using talent are located in this area. Among them are the Vanderbilt (formerly the Dempsey Vanderbilt), the Blackstone, St. Moritz, Floridian, Raleigh and Grossinger's.

Facilities so far taken over can accommodate 100,000.

There was some talk that Miami Beach would be barred to vacationers, but there now seems little likelihood that this will come about. At any rate it is likely that the wintering hordes will not turn out in their accustomed profusion next season.

Full list of hotels taken over includes the Norman, Miami Beach, Beach Park, Beacon, Blackstone, Kenmore, Bon Air. (See *MANY SHOW SPOTS* on page 13)

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## UTWAC Sets Big New York Benefit; Committees Named

NEW YORK, May 9.—United Theatrical War Activities Committee, new show business clearing house for all talent in connection with war benefits, swung into action this week, ironed out its initial organizational kinks and delegated varied responsibilities in the undertaking.

Meeting the advisory committee Friday afternoon (8) set plans to hold a gigantic benefit in Madison Square Garden or one of the other large gathering places in New York, with proceeds set for the United Service Organization and the American Theater Wing. UTWAC and Theater Authority will receive 15 per cent of the proceeds to cover their cost of operations. Abe Lastfogel, Brock Pemberton, Bert Lytell, Marvin Schenck, Lawrence Tibbett, Mrs. Emily Holt and James Sauter, executive director of the organization, will meet next week to formulate plans for the affair.

Other committee chairmen appointed at the meeting include a Policy to Review Benefits, Bert Lytell; Finance Committee, Abe Lastfogel and William Brandt, and Talent Pool Committee, George Heller.

## "Ice Follies" Into Frisco

SAN FRANCISCO, May 9.—Shipstad & Johnson's *Ice Follies* opens here at Winterland May 28 for an indefinite run. Show is slated to play Seattle, May 7-23, then will move here to close the season and rehearse a new road production. Last year *Follies* played 13 weeks here. Since then cast has been increased from 63 to 103 members.

Roy Shipstad, Oscar Johnson, Bess Ehrhardt, and the two Maxsons, Bob and Euby, are already on the ground. Cast has been on vacation since closing in Minneapolis March 25. Winterland (3,000) prices have been scaled at 85 cents, \$1.10, \$1.65, \$2.20.

## V&Y 46C in L. A.

LOS ANGELES, May 9.—Veloz and Yolanda rolled up a \$4,620 gross for their afternoon and evening performances at the Philharmonic Auditorium here May 2. On the program also were Vicente Gomez, guitarist, and Jerry Shelton, accordionist. Admish 55 cents to \$2.75.

## HENRI RENE

(This Week's Cover Subject)

**F**EATURING international music of proven appeal to record buyers and coin machine patrons of all ages in all sections of the country, the Rene Musette orchestra is the attraction of the Standard Record label. The band's leader, Henri Rene, the a native of New York, is as well known in Europe as in his own country, mainly thru his activities with the Will Glabe band and his own Musette outfit.

While touring the Continent with his band some years before the war he was appointed musical director of the two largest moving picture firms in Europe, Tobis and UFA. Later he became musical director and chief arranger for Victor in Germany and was responsible for the original "Beer Barrel Polka" disk, which played such an important role in the development of the music machine to its present status as a powerful entertainment medium.

Shortly after returning to this country Rene began recording regularly for Standard and has since become its No. 1 artist, his disks selling in quantities comparable to those of the largest commercial dance bands. Among his most successful records have been "Cuckoo Waltz," "Waltzing on the Kalamazoo," "Tap the Barrel Dry," "Pete, the Pickelman" and "Tommy's Mustache." He recently completed a Rene Musette album.

Other artists on the Standard label are the Barry Sisters, "The Good-Fellows," Jerry Abbott, Happy Jim Parsons and Bernie Wyte's orchestra.

## They Got the Goods

DENVER, May 9.—Lord and Lyon, acro team in the *Red Hot Rhythm* unit, are picking up new pieces of equipment as they travel.

Bucking the war priorities has been tough for the pair, but they are slowly getting delivery on a new table and chairs used in their act. The old set, made of wood, with metal legs and trim, is being discarded for the new ones, made of glass, with nickel-plated legs and trim. The team says it is certain to have all the new props before reaching New York.

## Baltimore Buy May Help Vaude Return

BALTIMORE, May 9.—C. W. Hicks, operator of a chain of local picture theaters, has purchased the Maryland Theater, a landmark for nearly 40 years. The Maryland may again become a center for big-time vaude. Hicks regards vaude as coming back into fashion.

Purchase of the Maryland was from the Penn-Mutual Life Insurance Company, which became possessor of the property in 1932 by mortgage foreclosure. Hicks also purchased from the Penn-Mutual Life the Auditorium, a legit theater, about two years ago, which he remodeled into a movie house.

Leonard McLaughlin is manager of the Maryland, a post he has held since 1927.

BILLY JACKSON, New York, has produced the *Sweethearts of Uncle Sam on Revue*, 25-girl unit now playing one and two-day stands for RKO in New York.

GEORGE SPELVIN

Patrols the

BROADWAY

BEAT

**P**AGE, Dodge and Page, an act that broke up a year ago, has been reunited. The act broke up when Larry Page became an agent and Peter Page and Eddie Dodge were drafted and sent to Camp Upton. Last week Larry Page was drafted and sent to the same camp. . . . The boys and girls of the NBC and the Blue Network press departments finally separated last Friday. The Blue people took up quarters on the third floor, with the NBC delegation remaining on the fourth. Both offices seem very quiet, as compared to the old days. . . . Come to think of it, the move may have been forced by suspicions of sabotage or something. The other day *The Billboard's* radio department received a batch of press releases from the Blue. The releases were on Blue Net letterheads and enclosed in a Blue Net envelope—but on the envelope, in black ink, were the words, "NBC, the World's Greatest Broadcasting and Television System." . . . A new chain letter is making the rounds. The receiver is asked to send his wife to the name on the top of the list; in return, if he follows instructions, he's promised that when his own name reaches the top he'll receive 15,176 gorgeous gals. There's also a note citing the horrible fate of a man who broke the chain. He got his own wife back. . . . There's a story making the rounds that Victor Sack, the song plugger, sold all his clothes when he received his army induction notice. So just before he was to go, he was notified that he'd been deferred to a later date. . . . Add Touching Sights: Lionel Stander, who has been involved in recent fisticuffs, enthroned in a wheel chair and being pushed by his wife thru the Central Park Menagerie. The animals appeared unimpressed. . . . One disk exec points out the interesting fact that Honolulu is still one of the hottest towns for record sales. The reason, he says, is that radios pick up practically no mainland music, forcing Hawaiian jitterbugs to rely almost entirely upon the disks.

**O**NE of the top current attractions on the Stem is the brace of life-sized figures of hula dancers over the cashier's cage at the Criterion. They make one wonder why License Commissioner Paul Moss bothered to Hitlerize the burlesque shows. The Criterion figures have more oomph than the real things. . . . D'Artega, whose pup, Daisy, practically rules his life, has added another item to his private zoo—but it's all Daisy's doing. A few weeks ago Daisy and D'Artega were staying at Ben Selvin's farm, and Daisy developed an inexplicable but passionate attachment for a baby duckling. So with Ben's permission, D'Artega brought the duck back to New York, and now the three of them go together to band rehearsals. . . . Cheena de Silmone's father, who is 76 years old, saw her work for the first time at Leon & Eddie's last week. It was also his first trip to a night club. . . . In front of a 42d Street grind house is a placard announcing a feature called *The Russian Front*—and the sole decoration on the placard is a picture of General Douglas MacArthur. . . . Last Thursday (30) at the Apollo, Bill Bailey received a set of gold taps from the Dance Masters of Harlem, for "bringing up the level of Negro tap dancing last year." . . . Connie Immerman, former night club manager and producer of sepiu revues, is now a salesman for the Carstairs Whisky Company. . . . Add Examples of Accuracy in Film Press Releases: A bulletin from Paramount, announcing that Katina Paxinou, the Greek actress, had joined the legion of those tested for the role of Pillar in *For Whom the Bell Tolls*, said that Mme. Paxinou's one American appearance was in Ibsen's *A Doll's House*. It was in Ibsen's *Hedda Gabler*.

# Thru Sugar's Domino

## ASCAP Honors Buck With Front-Row Seat on Shelf

**O**NE of the factors that made it possible for the American Society of Composers, Authors and Publishers to maintain its power, influence and prestige in the face of tremendous obstacles thruout its early years was the balance of power as well as harmony that existed between the publisher and writer factions. It was well for the Society and the music industry that Gene Buck reigned as president. What the Society needed in this spot was what it got—a man with ideals, vision, integrity and a leaning toward the underdog, the writer.

In the space of a fiscal year two shocks have been inflicted on the Society's structure. The first was in the form of the brutal beating it took at the hands of the broadcasters' mercenaries, yclept Broadcast Music Incorporated. ASCAP fought valiantly but stupidly. And it suffered ignoble defeat. Its battle plans were not drawn by President Buck. Its

General Staff, known to the trade as the Radio Committee, bungled beautifully. It was the kind of bungling that all of us hope will be the eventual fate of Hitler's cronies. The second shock was in the form of the recent election re-tiring Buck as president and relegating him to the alleged sinecure of consultant. The writers have lost their watchdog and the Society has given the dirty Broadway finger to one of its noblest citizens. Victor Herbert, Nathan Burkan, Silvio Hein and others of their ilk are stirring uneasily in their graves these cerie spring nights. The Society has betrayed its tradition. We hope for the sake of those whom it has sheltered from the cold, cruel world all these years it will not have to pay too high a price for its ingratitude.

There was nothing snide nor irregular about Buck's espousal of the writers' cause. Buck emerged from the womb of the Society as a writer. He never hid the fact that he had writer leanings. And until the day comes that his friends, real and otherwise, deliver eulogies over his remains (may that be far beyond our own time) he will continue to be the champion of the writer. So much for sentiment over the most gracious sentimentalist of them all. We shall serve up some cold, hard facts.

Buck wasn't always right. Neither were Newton, Edison, Einstein and Leonardo da Vinci always right. Buck is not brilliant. But if he were brilliant he would probably have dwarfed the growth of his idealism with the years and built up instead a tough resistance to the onslaughts of the boys who have a contempt for sportsmanship and fair play. Yet Buck managed to keep the Society out of hot water; he served his confreres with honesty, dignity and wisdom. To ask more from a man is unfair as well as stupid.

The deposing of Buck was not entirely unexpected. It was quite evident for some time to the boys on the inside as well as those hanging around the halls of the Society's Inner Temple that the power boys had decided that Buck's days were counted. Buck last year was offered \$25,000 annually for life if he would retire. Buck refused to retire because he was more concerned with what would happen to the Society than what he was already assured would happen to him from the money standpoint. Of such stuff is made the man who winds up a lifetime of devotion to the welfare of the music industry in a subordinate post in the house whose blueprints he helped to design.

They can by the force of votes put Buck aside, but they dare not put him out. Buck is no longer in the driver's seat, but he still has a license and his skill at the wheel has not left him. We feel that Buck will use every bit of his power, which should be far greater than is written into the Society's minutes, to help the Society rehabilitate itself and to help retain for the writer a place in the Society's councils commensurate with the writer's importance in the music business.

The Society is by no means bereft of leadership. There are still E. C. Mills, (See SUGAR'S DOMINO on page 12)

## The Billboard

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# "Harlem Cavalcade" Good Negro Vaude

NEW YORK, May 9.—The much-publicized revival of vaudeville, which started with the production of Clifford Fischer's *Priorities of 1942*, continued at a fast clip last week when Ed Sullivan presented *Harlem Cavalcade* at the Ritz Theater. *Cavalcade* has no outstanding names, and its pulling power is therefore problematical, but from the standpoint of entertainment it's a sock show.

There are some attempts at production, including a few chorus numbers and a series of blackouts that depend on the efforts of the comics rather than the quality of the material, but for the most part it's the old vaude formula combined with the type of entertainment that made such shows as *Hot Chocolates* memorable items of the lush late '20s. The names connected with the production are an indication: music under the direction of Will Vodery; dances staged by Leonard Harper; production staged by Sullivan and Noble Sissle. The bright costumes are by Veronica.

Altho some of the sketches drag and some of the individual acts stay on too long, the over-all pacing is fast and (See "Harlem Cavalcade" on page 18)

## New Show for Dr. I. Q.

NEW YORK, May 9.—Frank Cooper, radio department head of General Amusement Corporation, is building a new half hour show around Lew Valentine, former Dr. I. Q. Show will contain music and comedy along with the question and answer period and audience participation stunts.

Cooper has also acquired the radio rights to *One Foot in Heaven*, which he will use as a half-hour weekly strip. Arrangement was made with Hartzell Spence, author of the opus.

## USO Asks Salary Info

NEW YORK, May 9.—Artists' Representatives' Association has sent a letter to its membership asking co-operation with the USO in preparing a list of salaries of acts working the camp circuit. Previous requests by the USO have been turned down by the agents as being too confidential. However, the ARA letter asking its members to comply is expected to have agents submitting the act's regular salary, along with the fee for which it is submitted to Camp Shows, Inc.

The USO is believed to have wanted the acts' theater salaries for standards of comparison.

## Second Center Icer Set

CHICAGO, May 9.—A new ice show to replace *It Happens on Ice*, which closed recently at the Center Theater, New York, goes into rehearsal May 20, it was announced this week by William Burke, of the Arthur Wirtz organization. Show, as yet unnamed, will be produced by Burke, with choreography by Catherine Littlefield. Opening will probably be the last week in June.

## Wynn Vaude-Revue Casting

NEW YORK, May 9.—Ed Wynn has signed Jane Froman, the DeMarcos and Red Donohue for his forthcoming venture into two-a-day vaude-legit. Signing of Betty Bruce is also imminent.

Wynn is negotiating for the Alvin Theater, which is currently housing *Lady in the Dark*. No deal has been made yet. George E. Wood is doing the casting.

PEGGY AND MORO, ballroom team, opened with *Keep 'Em Laughing* in Bridgeport, Conn., but Clifford Fischer dropped them before New York because of too much dancing in the show.

# Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

GUERITA DONNELLY—legit actress who scored a personal success in a minor role in the short-lived *The Life of Kelly* at the Broadhurst Theater, New York. Getting little aid from the lines and none at all from the direction, she created a rich comedy characterization that brought many laughs and impressed as an outstanding acting job. Films could use her.

## For LEGIT

MUSICAL

MARTEL TRIO AND MIGNON—adagio turn composed of three men and a girl, now at Lou Walters' Latin Quarter, New York night spot. A spectacular dance act. The husky men, working in formal dress, throw the brunette lass around, achieving breath-taking effects. One of the best and most exciting adagio acts, it definitely rates a spot in a revue!

## For RADIO

MILDRED "WACKY" WAYNE—comedy singer caught at the 606 Club, Chicago. Has plenty of personality, which she injects into her voice, and should register well on the air. Does both clean and risque material, but she doesn't need the blue to help her sock across. Also handles gags and lines with fine effect. With the proper script and material she should prove an ace comedy and singing bet. Attractive appearance, too.

# 3 Claims Against Yates Are Settled

NEW YORK, May 9.—Claims amounting to \$1,232 against Irving Yates by Peter Lind Hayes and his wife, Mary Healy; Jackson and Nedra, and Frances Wills were settled Thursday (7) by the American Guild of Variety Artists under the threat of a box-office attachment against Yates's current unit, *Meet the People*.

Pressure to recover the back salaries was started in Philadelphia last week while *Meet the People* was playing the Earle Theater. Dick Mayo, AGVA rep in Philly, was notified by the national office to get Yates straightened out or slap a garnishee on his Earle salary.

Upon notification, Yates came to New York and made a deal with the national office to settle the Hayes claim of \$811 with an immediate payment of half the claim and the other half within five days. On the Jackson and Nedra claim, \$100 was paid immediately and the balance of \$143 is due May 15; in the case of Frances Wills, for \$178, Yates stated it was a personal IOU, and he quoted her as saying, "You can take it easy." He agreed to pay it in three early installments.

The Hayes claim rose out of the appearance of Hayes and wife in the recent *Sweater Girl Revue*. The Jackson and Nedra and Wills claims date back from the *Crazy Show*, last year. After the hearing, Yates sent AGVA a letter in which he thanked them "for the competent manner in which you settled the claims of these artists. . . . Your clear talks straightened out the points, leaving no room for argument."

# Blue Net Continues Search for Spielers; Combs Local Stations

HOLLYWOOD, May 9.—Tho the Blue Network here has a full corps of announcers, a search for prospective spielers is continuing thru this territory, with special attention being centered on the smaller stations as well as page boys, parking lot attendants and others in the employ of either NBC or the Blue.

Gesture of Phillips Carlin, vice-president in charge of Blue programs, and John Norton, station relations manager, in asking for more announcers from the local announcing staffs was an impetus for announcers and others to put more zip into their work in hope of hitting the web. The Blue here has

recently employed several announcers from local stations. Had to hire in a hurry when the Blue was separated from the Red.

Announcers to come to the Blue in recent weeks include Hank Weaver, who was brought over from emceeing duties at the Hollywood Palladium; Paul Masterson, from KMPC, and John Kennedy, KFAC. News analyst Clete Roberts joined the Blue after being at KMPC for some time. Also on the staff are Victor Perrin, who handled speling at Madison, Wis., but came to Hollywood as a parking lot attendant and a page boy before joining the Red and then switching to the Blue. At present Perrin is handling *ABCD Round Table*, *Lightnin' Jim* and *Land That Never Was*. Abbott Tessman is now with Blue after being on the Red. He made his way to Blue after early training at KSTP and KPO-KGO. Bill Stokey received his training in the Blue studio. To keep up the supply of announcers, Buddy Twiss is conducting a class among the page boys.

# Grauman Takes H'wood Playhouse

HOLLYWOOD, May 9.—Sid Grauman has inked deal to take over old Hollywood Playhouse. Spot has been a Jonah for years and attempts to book a suitable show flopped. Not since Federal Theater Project's *Two-a-Day* has house had anything that resembled a hit.

It is not known whether Grauman will lean toward legit or vaude. Others in on the deal are Lloyd Bacon, Matt Allen and C. E. Toberman.

House will be labeled El Capitan, with attempts being made, apparently, to capitalize on name of old El Capitan, now the Hollywood Paramount. With Music Box Theater going strong on legit, the new house will give Hollywood a pair of ace flesh spots.

# "Victory Caravan" Pulls Huge Grosses

BOSTON, May 9.—*Hollywood Victory Caravan* rolled up a gross of \$78,000 at the box office at its one-night stand here last Friday, and realized another \$2,000 from the sale of programs.

PHILADELPHIA, May 9.—*Hollywood Victory Caravan* pulled \$37,000 in paid admissions during its engagement here last Friday. *Caravan* was one of several which have been appearing thruout the country.

DETROIT, May 9.—*Hollywood Victory Caravan*, playing a one-nighter here Monday in the Coliseum at the Michigan State Fairgrounds, drew 12,000 for a gross reported officially at \$54,000.

Despite the fact that the Coliseum was well filled, a complete sellout at prices charged would have resulted in a gross of \$98,000.

CLEVELAND, O., May 9.—Thirty Hollywood stars and starlets played to 10,721 Clevelanders who jammed Public Hall Sunday (3) to witness the huge Army and Navy Relief Fund show. Three-hour performance was given, including Bob Hope, James Cagney, Joan Blondell and Olivia DeHavilland.

In a speech following the show Mayor Frank J. Lausche praised the persons who made the \$31,667 contribution to the armed services possible.

# Wirtz Appeals Le Verne Arb

NEW YORK, May 9.—Decision of American Arbitration Association against Arthur M. Wirtz, co-producer with Sonja Henie of *It Happens on Ice*, requiring him to pay \$3,925 in back wages to Le Verne Busher, because she was fired for alleged union activity, is being appealed by Wirtz.

Wirtz gave as his reason for the appeal that "the arbitrators so imperfectly executed their powers that a mutual, final and definite award upon the subject matter submitted to them was not made." Motion is to be argued in New York State Supreme Court May 13.

Award, in addition to the back salary, ordered Wirtz to rehire Le Verne at her old salary of \$250 per week, which she received up to the time of her discharge last September. Decision was handed down a week before the show closed. Show, however, is reopening in June and, under the terms of the award, she is to be cast in the new edition.

Jonas T. Silverstone, national counsel for the American Guild of Variety Artists, said the arbitration decision is "positive, perfect and definite" and will petition the court to confirm the award.

# San Carlo Big in Bridgeport

BRIDGEPORT, Conn., May 9.—San Carlo Opera Company, in for one performance at the Klein Memorial, last Sunday night (3) did capacity business, making a sweet gross of \$4,150. The price scale ranged from \$1.10 to \$3.30. *Aida*, the presentation for the evening, was very well received.

# Vince Silk in Army

SAN FRANCISCO, May 9.—Vince Silk, executive secretary of AGVA here, resigned this week to join the armed forces. He has been succeeded here by C. J. Hyans, formerly secretary of the Los Angeles local of the Federated Amusement and Allied Crafts.

"Home of Showfolk" Rates Reasonable HOTEL HAVLIN CINCINNATI, O. Corner Vine St. & Opera Place Phone Main 6780

WANT General Business Man to Double Orchestra and Specialties. Wire, stating all and lowest salary. BILLY TOBY YOUNG Manager TOBY'S COMEDIANS, Altamont, Kan.

WESTERN UNION MONEY IN A HURRY? . . . TO GET IT OR SEND IT — TELEGRAPH IT! QUICK . . . SAFE . . . ECONOMICAL.

STOCK TICKETS WIN THE WAR AT ANY COST TICKETS SPECIAL PRINTED Cash With Order PRICES Roll or Machine 10,000 . . . \$ 7.15 30,000 . . . 10.45 50,000 . . . 13.75 100,000 . . . 22.00 500,000 . . . 88.00 1,000,000 . . . 170.50 Double Coupons, Double Price.

## Blue Network Sets Standards for Spy Scripts; NBC May Loosen Up

NEW YORK, May 9.—Blue Network and possibly the National Broadcasting Company are loosening up and taking scripts dealing with espionage and sabotage themes. Set of standards for such programs on the Blue was formulated this week by Dorothy Ann Kemble, Blue continuity acceptance editor. First Blue program to incorporate a spy theme was *Alias John Freedom*.

In setting its decision, Blue net execs feel that the Blue, thru radio programs, will be able to make the listening audience more conscious of the dangers of saboteurs and fifth columnists.

Standards include the following points: 1) No program will be accepted that might tend to undermine the public's confidence in the government, the war effort or the fighting forces. 2) No script can be accepted which might prove of aid to the enemy. 3) The Blue takes a stand against the use of dramatic scenes that depend on real places or things for development of plot. 4) Dramatization of the horrors of combat, the use of alarming material, is also forbidden. 5) "Cliff-hanging" episodes are taboo. 6) If material involves a government agency, that agency must clear the script.

Situation on NBC may be loosening up, owing to efforts of Ed Byron, radio director of *Mr. District Attorney*. Byron has no wish to turn *Mr. D. A.* into a spy series, but believes such stories should be used occasionally to expose the evils of spies, saboteurs and fifth columnists. Byron has already persuaded NBC to permit one espionage drama on *Mr. D. A.* Some time ago network execs were in conference with officials of Ped-

## WJZ Programs for War Workers Set For 3-Month Period

NEW YORK, May 9.—WJZ, presenting a Wednesday night series of live shows at factories engaged in war work, has worked out a system whereby three programs—one 15-minute show, one half-hour show and one 55-minute show—will be available, depending upon how long a time the workers can knock off at the factories. Quarter-hour session has warbler Diane Courtney; 30-minute show includes Sharon Torrance, Dorothy Matthews and Karol Singer, and the 55-minute show includes Courtney, Matthews, the Four Belles, Maurice Christy and the Victory Twins and Eric Zardo.

The WJZ non-broadcast programs, presented in co-operation with officials of the Third Naval District, have already played at the Grumman Aircraft Factory and the Todd Shipyards. Plans include dates every Wednesday for a three-month period.

Shows, handled by Joe Seiferth and J. D. McTigue, of the Blue Net, are given during the "dinner" hour, between 12 and 1 a.m. at the different plants.

## Shows for Defense Workers on the Pan

PHILADELPHIA, May 9.—Columnar cutdels of Raymond Gathrid, radio editor of *The Philadelphia Daily News*, are now being taken up in the interests of better programs for night workers. Raymond, who has gained fame and notoriety as a radio columnist who pulls no punches, takes radio to task in his *Behind the Mike* pillar for giving loud and raucous jazz music during the late evening hours instead of re-broadcasting *Fidder McGee and Molly*, *Bob Hope*, *Rudy Vallee* and the countless other star-studded shows enjoying huge popularity.

He calls attention to the fact that, because of the war effort, a large number of radio listeners are now working the swing shift from 4 p.m. to midnight at the shipyards and defense factories, and must of necessity miss the good early-evening programs. Charges that the jazz and jitterbug music they get after midnight is thing rather than lifting for the defense workers. Points out that the ad agency for Walter Winchell's show has paved the way by giving permission to Blue Network stations to make off-the-air recordings for repeat broadcasts after midnight.

lar & Ryan, handling the show for the sponsor (Vitalis), confab centering around the advisability of having a government agency approve or reject ticklish scripts.

Next Wednesday *Mr. D. A.* deals with a thief who is also a draft dodger.

## Blue's Gangbusters Grabs 41 Sponsors

NEW YORK, May 9.—Blue Network's decision to sell some of its programs on a participating basis has panned out very well thus far. Most successful has been *Gangbusters*, signed up by local sponsors on 41 Blue outlets despite the fact that it has been available on a participating basis for not much more than a fortnight.

Aired Fridays, 8-8:30 p.m., *Gangbusters* will continue on a participating basis until September 18, when Sloan's Lintment assumes sponsorship for a period of 30 weeks.

## WQXR Business

NEW YORK, May 9.—WQXR this week signed renewals for three five-minute news periods and several additional new contracts. Fels & Company renewed for a year its sponsorship of the AP news strip, 8:55-9 a.m. daily, and in addition bought six time signals and six flashes per week. Fels-Naphtha is the product. William Elder Marcus, jewelry, signed for the 7:25-30 p.m. news periods, Mondays, Wednesdays and Fridays for two weeks. Peter de Witt Diamonds, Ltd., renewed for 13 weeks its daily news period from 9:55-10 p.m. Bloomingdale Bros., Inc., signed for *Woman and the War*, 9-9:10 a.m. Monday thru Friday, for one year, beginning Monday (11). A. & P. signed for a three-week spot announcement promotion, which began Thursday (7). Franklin Simon & Company renewed for another four weeks its contract promoting the store's fur storage department.

## WJZ Sells Station Breaks

NEW YORK, May 9.—WJZ, according to an announcement by John H. McNeil, has decided to accept sponsors for station breaks. Blurbs will be limited to 25 words, spotted between programs. First sponsor signed is Procter & Gamble for Duz. Duz will use seven blurbs weekly for a period of 52 weeks, beginning May 18. Compton Advertising is the agency.

## Philly Stations, Ad Agencies Receive Influx of New Personnel

PHILADELPHIA, May 9.—With Uncle Sam making heavy demands on the man power, there's an unprecedented turnover in executive, announcing and engineering help in local radio. Heaviest drain has been those called up for military duty. Leading the list of those going in uniform is A. W. Dennenbaum Jr., sales manager of WDAS, commissioned a second lieutenant in the Signal Corps. Charles Stahl, former general manager of WKNY, Kingston, N. Y., takes over his desk. Jerry Stone, WDAS publicity chief, leaves for officers' training school this month.

At WFIL, publicity and special events chief Jimmy Allen leaves this month as a second lieutenant in the Quartermaster Public Relations Corps. William Ellis, of the WFIL mail room, is now in the navy radio school. Announcers Milton Gottlieb, WIP, and Johnny Grady, WHAT, were dated by the draft board, and WIBC's Lew Rogers is now engaged in defense work in Newfoundland. At the ad agencies, Morrow Krum, director of publicity of Roche, Williams & Cunygham, has been commissioned a major in the Army Air Corps, and Erwin Rosner, copywriter at Harry Feigenbaum Agency, has enlisted in the army.

Among the engineers, WFL loses supervisory engineer Leon E. Pamphilon, who sets up the Air Design and Fabrication Company at Upper Darby, Pa., to manufacture radio equipment for the Air Corps. Summers Thomas Carter, KYW transmitter engineer, has been commissioned a first lieutenant in the Air Corps,

## And a Corned Beef Sandwich Will Help

NEW YORK, May 9.—While Joey Nash, radio singer, was at WHN the other day to do his broadcast he received a phone call from Ben Selvin, Muzak and transcription exec.

"When are you getting thru?" queried Selvin.

"About 12:30 p.m." said Joey, figuring he was going to get a pitch on a disk series.

"Well, bring me up a corned-beef sandwich," Selvin added—punctuating whatever hopes Joey might have had.

P.S.—Later they talked business.

## More News Programs On Coast Schedules

HOLLYWOOD, May 9.—News broadcasts continue a staple item on local stations.

Listeners of the Blue will get two shots at world happenings when Seaside Oil Company inaugurates its 15-minute newscasts May 18, followed by another 15 minutes of *News of the World* for Mills Laboratories, Inc., in the interest of Alka-Seltzer. *Seaside News* goes on the air from 5:30 to 5:45 p.m. PWT as a straight newscast; Alka-Seltzer program will pipe in on-the-spot commentary from world capitals. Seaside will be heard Monday, Wednesday and Friday, with the Mills program a Monday thru Friday set-up. Contract for the *Seaside News* was placed thru the McCarty Agency here, with Myron Elges, of the Blue Network sales department. It runs 13 weeks.

## Toscanini Signed To Alternate With Stokowski on NBC

NEW YORK, May 9.—National Broadcasting Company yesterday signed contract with Toscanini whereby the long-hair maestro will alternate with Stokowski in leading the NBC Symphony orchestra next season.

Each will do 12 concerts, the series to start October 31 and go thru April 10, 1943.

Concerts will originate in studio 8H, and will be given Saturdays, 9-10 p.m.

NEW YORK, May 9.—The Korn Kobblers are cutting a series of transcriptions for the Frederick W. Ziv Agency. Featured with them are Kay Lorraine, vocalist, and songwriter Redd Evans.

## Coast Summer Skeds Uncertain On Replacement

HOLLYWOOD, May 9.—Current national situation has put summer replacements for standard airers in uncertain position, with bank-rollers and agencies working on day-to-day basis. Ever-changing picture has left the question of unfilled summer skeds up in the air.

Bob Hope's sub last year, *Date With Judy*, has been linked for a repeat during the hot months this season. Deal set by Lord & Thomas thru Hope's 10-percenter, James Saphier. Tom McAvity will handle the production.

Another summer slot that seems definitely filled is the Maxwell spot for General Foods. Backers are said to be contemplating a change-over from coffee plugs to cereal during the summer. Cast will remain the same, with Mann Holmer on the production. Frank Morgan and Fanny Brice will carry thru with layoffs, at which time vacated spots will be taken over by guests. Esty Stowell, of Benton & Bowles radio department in New York, is in town for confabs, relative to the product switch.

Abbott and Costello are talking new show with Ruthrauff & Ryan, but whether stint will take over after current wind-up on Chase & Sanborn June 28 or bow in the fall is not known. Lewton Campbell, who has been handling the comics for the past several weeks, is in town and is believed to have sold the pair to Lever Bros.

Plans to find suitable fill-in for *The Great Gildersleeve* have fallen thru, with the Hal Peary show taking an eight-week layoff. Needham, Louis & Brorby agency, which also handles Fibber McGee and Molly, has already skedded a summer show for the latter spot, unannounced as yet.

## Graham McNamee Is Strep Victim

NEW YORK, May 9.—Graham McNamee, pioneer radio announcer, died at 6:55 this evening at Manhattan St. Luke's Hospital of streptococcal infection. McNamee entered the hospital two weeks ago.

McNamee entered the radio business in 1923, starting as a singer. He pioneered in sports and political broadcasting. His last two shows were *Behind the Mike*, carried on the Blue Network, and the Elsa Maxwell series on the Red. McNamee was born July 10, 1889, in Washington. He is survived by his wife, the former Anne Simms.

## WMAS Returns ASCAP

SPRINGFIELD, Mass., May 9.—WMAS returned ASCAP music to its programs Sunday (8) after Manager Albert W. Marlin announced that an agreement had been signed the previous week. WMAS is a CBS outlet.

## Thanks God for MBS

PHILADELPHIA, May 9.—Both bouquets and brickbats were aimed at radio and the networks last Sunday (3) at a revival meeting conducted at Convention Hall by Rev. Charles E. Fuller, Los Angeles radio preacher and evangelist. Rev. Fuller, who conducts *Old-Fashioned Revival Hour* over a hook-up of 406 stations scattered over the Middle West and West, pointed out the great benefits religion has received from radio.

"The power of the word of God can be brought home to people over the radio. There are thousands who would never think of darkening the door of a church but will sit at home and listen by the hour to religious programs," he said.

However, he took a pot-shot at the ether for restricting network facilities on a Coast-to-Coast basis. Claiming the largest hook-up for weekly sermons, Rev. Fuller attacked the NBC and Blue for refusing him time. "Of the three networks," he said, "there is only one that will accept any religious programs. Thank God for Mutual."

# Now CBS wins awards for icing, too

WE'RE used to getting scrolls and medals for our programs—that's our regular business. But here we are getting awards for promotion and publicity support we give our clients' programs! In *Billboard's* Annual Radio Exploitation Survey, CBS was first among all networks—and CBS was first again in the *Billboard* Publicity Survey. What *Billboard* calls exploitation, however, we call program promotion—a carefully planned campaign to stimulate local interest in sponsored programs. It's part of the service that CBS stations voluntarily give to clients—something not called for in contracts—just icing on the cake. All of which indicates that there's much more to our network than studios, "mikes" and antennae...that our clients get much more than time.

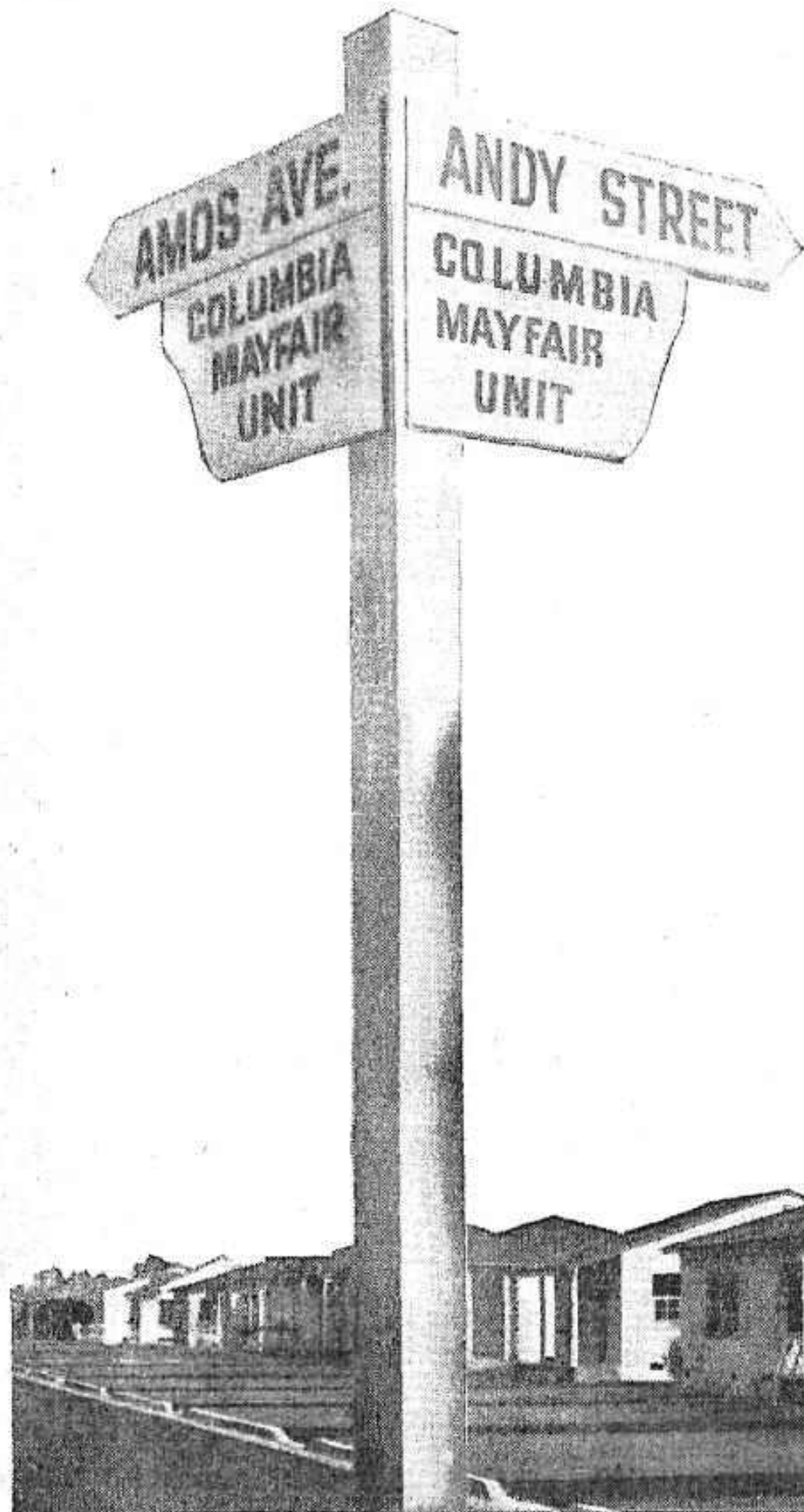
Moreover, four individual *Billboard* awards were made to CBS stations:

- WEEL, Boston, first place among regional stations for program exploitation; second place to KLZ, Denver.
- KNX, Los Angeles, first place for outstanding exploitation idea of the year.
- WBIG, Greensboro, N. C., first place for outstanding exploitation in the line of civil service.

## Columbia Broadcasting System



John Groth

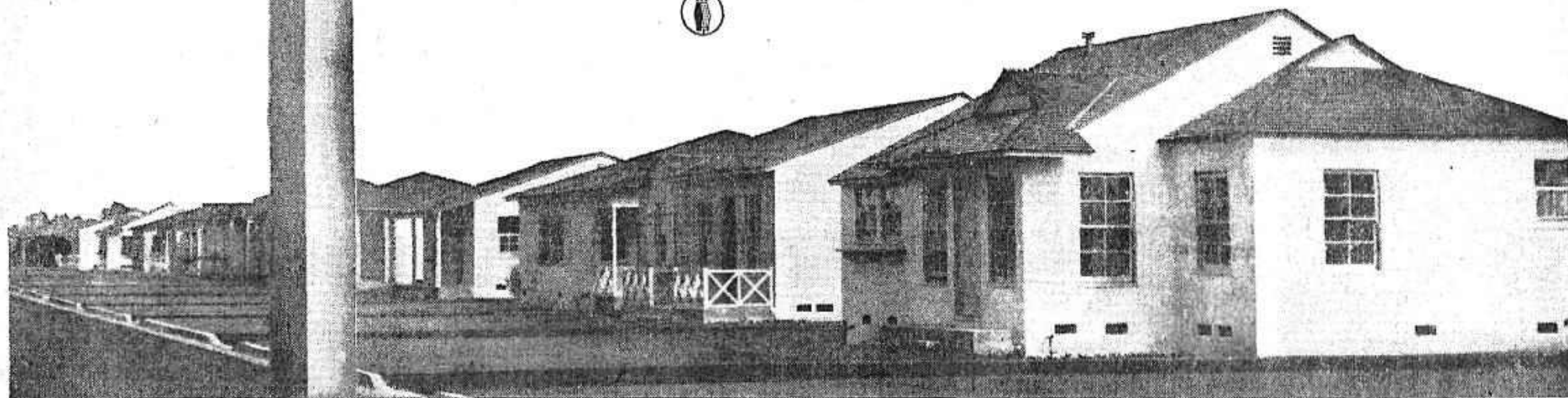


## "AN INGENUOUS PIECE OF EXPLOITATION WITH LASTING RESULTS" . . . Billboard

**BILLBOARD WAS RIGHT!** There are now more than 4900 units in this Columbia Mayfair Defense Housing Project. KNX, 50,000 watts of power—power to influence people and sell goods in Southern California.

### KNX • LOS ANGELES • 50,000 WATTS

A Division of the Columbia Broadcasting System • Palace Hotel, San Francisco—Columbia Square, Los Angeles • Represented nationally by Radio Sales, New York, Chicago, St. Louis, Charlotte



## Radio-Music Relations Bogged in Uncertainty; ASCAP's NAB Offer; Waxeries Fear BMI Disk Action

NEW YORK, May 9.—Radio-music relations, bogged down in a quagmire of uncertainty since the ASCAP-radio fight, may become somewhat clarified in the near future if plans now formulated are successfully put thru. But for the present, the picture is cloudy. Not only is radio's relation with the American Society of Composers, Authors and Publishers not as stable as the Society would like it to be, but the transcription end of the music business is in a fearful mess—with publishers losing money, ET companies undergoing heavy expenditures to satisfy all types of licenses and test cases hovering on the horizon.

Society's chief problem, not only at the NAB confab but for the future, is to sell itself as a friend of the broadcaster, somewhat in the same manner as SESAC has been able to do. Important step indicative of this point of view is ASCAP's inauguration of a comprehensive radio program service to be given cuffed to all ASCAP licensees.

ASCAP's radio problem, as seen by SWAP trade observers, lies in the fact that, altho it has many station licensees, many of these licensees have not taken the ASCAP blanket contract but are just getting along with one of the various other types of contracts the Society offered when the peace was made. A network affiliate, for instance, already receiving ASCAP on the chain, may be content to take out a per program license for local shows—angle being to use ASCAP music only when necessary, as when a local sponsor demands same. Other stations may take the ASCAP license for sustaining shows only. This is strictly a peanut fee, amounting to only \$12 annually if the station's income is not more than \$50,000 annually. Many stations thruout the country are in the low income group, FCC figures showing some 200 still in the red.

ASCAP problem, therefore, is to sell

itself and its music to such an extent that station managers will switch wholesale to the blanket license deal. This is going to take a lot of persuasion, because the hard-headed radio men are undoubtedly saving money on music now. One station, for instance, a 50,000 watter, in 1940 (the last year of the old ASCAP 5 per cent contract) spent \$81,000 for music. Since it has resumed using ASCAP, it has had a music cost of only \$2,100. There are other illustrations.

Use of a blanket license by the stations would correct this situation from the ASCAP viewpoint, and would go a long way toward filling the Society's coffers.

While ASCAP struggles with the problem of creating amity between the Society and radio die-hards, the other performing rights societies have become more firmly established. They are all at the NAB confab to give their own particular pitch. SESAC has advanced to the point where it now has 839 licensees, 100 more than last year. This is essentially the entire industry. BMI has about 700.

### Wax Woes

Situation with regard to transcriptions is very uncertain, and may be clarified at the NAB convention. Latest disturbing factor is the nearness of May 15. This is the expiration date of the agreement whereby BMI permitted non-BMI stations to use BMI in its transcription service libraries. BMI, in its early days, made this deal with wax companies because the company felt the necessity of getting every possible plug; but BMI is now in a sufficiently strong position to demand licenses wherever and whenever its music is used. Issue is slated for discussion at the NAB. Meanwhile, the wax companies are fearful that, if BMI demands such licenses, the result will (See *Radio-Music Relations* on opp. page)

## Program Reviews

EWT Unless Otherwise Indicated

### Nelson Eddy

Reviewed Friday, 8-8:30 p.m. Style—Singing. Sponsor—Old Gold Cigarettes. Agency—J. Walter Thompson. Station—WABC (New York, CBS).

Nelson Eddy is a most serious young man in this series. The second concert of this show depicted him as one taking his singing in earnest despite the slight heckling of Bob Garred, who provided the sole departure from the extreme gravity of the occasion.

It's Eddy's show all the way thru, the warbler singing no less than six numbers aside from the opening and closing theme. There is little time for anything else. The chorus was utilized in only two numbers, as background for Eddy, and Robert Armbruster's ork did only one light concert piece.

The infrequent use of the other components of the show doesn't tend to give the stanza much variety. First two concerts indicate that experimentation is still going on with the format.

However, Eddy's personal draw and admirable voice will account for a sizable audience.

Eddy precedes each number with a dignified account of the piece. While Garred's heckling is a good gimmick, it isn't enough to provide variety.

Joe Cohen.

### "The Jewel Cowboys"

Reviewed Monday, 8:15-8:45 a.m., CWT. Style—Instrumental and vocal. Sponsor—Swift & Company. Station—WREC (and special regional network).

*The Jewel Cowboys*, starting their ninth year with Swift & Company plugging Jewel shortening and their sixth year on WREC, have become much more than a Western cowboy band. Program caught included Spanish, modern pop,

square dance and semi-classical tunes as well as two Westerns.

Program is emceed by "Smiling Bill" Thompson, who keeps it moving along at a rapid rate and is quick to turn any missed cue into a laugh. "Slim" Hall, the original Jewel Cowboy, does a first-rate job with guitar and vocals, specializing on Westerns, while Jose Cortez, "from old Monterey, Mexico," is good on his native tunes.

Opening with a theme song plugging the products, a cooking fat and a salad oil, program moves along briskly for half an hour three mornings a week, allowing the boys three days a week for personal appearances at stores, dances, horse shows and other events.

The boys plug the product all thru the show and also plug their personal appearances, many of which are sponsored by civic clubs for cash admissions. Show listens well and should continue to sell much Jewel. Ted Johnson.

### "Tune Factory"

Reviewed Tuesday, 3:15-3:45 p.m. (Programs run 1-5 p.m.) Style—Transcriptions, news, patter. Station—WCAE (Pittsburgh).

To pep up the afternoon lag noticeable since its switch from NBC-Red to Mutual, WCAE has fixed up a four-hour show, primarily music, calculated to win listeners who seek relief from soap serials. Format includes records of pop tunes, two-minute newscasts on the half-hour by local announcers, commentaries on the hour by Mutual newsmen Cedric Foster and Richard Eaton and patter about titles, etc., between tunes. It's listenable and offers a wealth of opportunities for commercial spots. Salesmen for the station are already booking sponsor announcements into the period. Show is only two weeks old. Frank.



# Thanks!

**T**HANKS, Billboard, for the orchid . . . the first place award which you gave WEEI in your station exploitation contest.

We feel that whatever we have accomplished is the fruit of consistent, conscientious effort to give this New England audience of ours the most and best of what they want in radio . . . to mold our service to the pattern of New England.

Perhaps that is why WEEI is the friendly voice of Boston. It is certainly one of the reasons why we are listened to by more people more often day and night than any other station in this territory\*.

\*If you have never seen "A Flock of Surveys," write for a copy today.

**WEEI** COLUMBIA'S FRIENDLY VOICE IN BOSTON  
OPERATED BY COLUMBIA BROADCASTING SYSTEM. REPRESENTED NATIONALLY BY RADIO SALES.

## Radio Talent New York By JERRY LESSER

**H**UMPHREY DAVIS, radio actor, is busy as director of a new group known as the Victory Players, who are presenting an original play called *Beloved Bachelor*, by CONRAD NOLES and HUMPHREY DAVIS, as entertainment for the armed forces in this area. Show has 12 gals and one man in the cast. . . MURIEL POLLOCK (Molly Donaldson) has turned free-lance after eight years as a featured organist on NBC. She is heard on *Stella Dallas* and *David Harum*. . . LARRY ELLIOT had to take a good-natured razzing from the Brooklyn Dodgers fans on the Fred Allen program the other night when he introduced LEO DUROCHER AS LEE. First fluff in four years for LARRY. . . TEDDY POWELL'S "Surprise Band of the Year," heard four times weekly over WEAF, is one of the youngest bands in the country. Average age is 24. . . TED DONALDSON, 8-year-old actor who scored in *Life With Father* and numerous radio shows, is back in town after a month's vacation in Florida. . . TOM TULLEY celebrates his second year as "Uncle Si" on *Hearts and Harmony* this week. . . COLLEEN WRIGHT, leading lady of the *Sonny Tabor* series, renewed for the run of the show. . . GEORGE BRYAN, newscaster, will do two short-wave broadcasts for the Office of Co-Ordinator of Information. Programs will be heard in Axis-occupied countries.

summer, with a couple of camp shows scheduled. . . When *Abie's Irish Rose* takes its nine-week summer hiatus after the June 27 broadcast, ALAN REED, who plays Solomon Levy in the series, will hurry to Hollywood for his first picture assignment, for 20th-Century Fox. . . That was NOEL MILLS, former New York actress, who played the nurse's role on the *Baby Snooks* show recently. . . JERRY HAUSNER, heard on the *Blondie* show, is very handy with the camera and paint brushes, and makes extra moola that way. . . JOAN BLAINE chalks up another renewal on her CBS *Valiant Lady* daily, and starts her fourth season as leading lady in the strip. . . CLARENCE VAN AUKEN, in charge of WOR's mail room, had an emergency appendectomy and is doing nicely. . . RICHARD JAMES, of WOR's engineering staff, has resigned because of illness. . . JOHN McCORMICK succeeds GEORGE GUYAN as announcer for CBS's *Thus We Live* program. GUYAN is now an army officer. Your columnist has replaced WENDELL HOLMES on *The Avenger* series, WENDELL also going to the army. . . JOHN FOSTER, radio actor, has joined the forces, and at present is with the Morale Branch at Camp Upton. . . FRANK LOVEJOY celebrates his fifth year on the networks with his return to *Gangbusters*. Incidentally, FRANK tore a ligament in his arm while preparing a rock garden at his Westport, Conn., home, and must keep his arm strapped for six months. . . IRENE BEASLEY did such a terrific selling job for Ivory Flakes that they handed her not one but two contracts to cover another 13 weeks of 12 musical spot announcements per week. (We predicted as much after her first week.) . . LARRY ROBINSON, young actor on *Woman of Courage*, found his first long trip an exciting one. LARRY flew to the Coast to appear in a defense short with WALTER HUSTON. . . ALAN BUNCE, of *Young Dr. Malone*,

lives in the country and has changed his children's playhouse into a children's museum, with the idea of teaching them natural history.

**J**OE LAURIE JR. has a pet description of his co-worker, "Senator" ED FORD, on WOR's *Can You Top This*. He

calls him "the man every girl fears she will meet on a blind date." . . Add laughs: MEYER DAVIS'S definition of gossip columnists: "The spies of life." . . LINDA WARE knows a boy whose hair is so sleek that his barber never knows whether to give him a haircut or just change the oil.

## Hollywood By SAM ABBOTT

**BOB HOPE**, with President Roosevelt's speech taking the air over Hope's show April 28, gave the performance just the same at the U. S. Naval Reserve Aviation Base in Long Beach. . . DAVID ROSE'S orchestra, featuring MAXINE GRAY, is now heard at 5:30 p.m., PWT, instead of 8 p.m., over KHJ. . . DON WILSON, Jack Benny's announcer, serves at an air-raid listening post every morning from 9 until noon and is also a member of the Van Nuys Auxiliary Police Department. . . BILL HENRY, *By the Way* commentator, is believed to be the only person in Hollywood who knows all the words to *Waltzing Matilda*, the now famous Australian ballad. Henry went to school in Australia. . . FANNY BRICE, who was commissioned by Mrs. Eddie Cantor, has put the final touches on the redecoration of the Cantor home. . . CLARENCE NASH, whose voice is that of Herman the Duck on the Burns and Allen show, was the 10,000th blood donor in the Los Angeles area. . . DENNIS DAY, Jack Benny's vocalist, has completed arrangements for a personal appearance tour that will take him thru-out the East and Midwest this summer when Benny vacations for the hot months. Personal appearances for Day start shortly after June 1 and end late in August. . . KNOX MANNING, CBS-KNX newscaster, has been signed by Warners to do the narration on the *Hunter's Paradise*, a short subject. . . BOB GARRED is to do the narration for a series of 15-minute recorded programs titled *America Calling*. . . NEIL HAMILTON, former screen star, is the announcer on the new Nelson Eddy program for Old Gold. Show originates from the old Warner Brothers' Studio on Hollywood Boulevard, but moves later to the CBS Vine Street Theater studios. . . JACK BENNY is to make *The*

*Meanest Man in the World* at 20th Century-Fox. Benny is currently working in *George Washington Slept Here* at Warners. . . ARCH OBOLER is doing the screen treatment for *This Precious Freedom*. . . FIBBER McGEE and MOLLY'S picture begins rolling next month at RKO. . . BILL THOMPSON, Mr. Wimple, the Old-Timer and Nick de Populus on the *Fibber McGee and Molly* show, joins Al Pearce in a series of special shows for men at the navy reception center at Treasure Island. . . NADINE CONNOR has been signed to appear with Nelson Eddy on the Old Gold show.

### RADIO-MUSIC RELATIONS

(Continued from opposite page)  
 be a loss in revenue to waxeries, because non-BMI stations will cancel their transcription services. ET companies, already faced with the problems of supplying two types of users (ASCAP and non-ASCAP stations), may now be faced with an additional problem. They hope that BMI, in return for past favors granted by wax companies, will co-operate with wax companies now and extend the May 15 date. According to a leading transcription company, about 25 per cent of stations taking ET service still have not obtained BMI licenses.

On the mechanical royalty front, things are not rosy for the publishers. Long-awaited test case is seen as going thru soon, with pubs standing a chance of losing and being forced to accept a royalty of 2 cents a tune rather than 25 cents and 50 cents, as is the case now on commercial disks. SESAC, too, has made headway in this field, with the result that many users of commercial disks are buying SESAC rather than ASCAP tunes for the purpose. SESAC sells the music for 2 cents a pressing, which is specified in the Copyright Act.

**J**AY JOSTYN has joined the Speakers Committee of the American Theater Wing to deliver War Bonds sales talks. . . The MOYLAN SISTERS, radio's youngest harmony team, have entered the \$1,000 a week bracket. Nice goin' for kids aged 9 and 7. . . PAUL LAVALLE has enlarged the *Basin Street* orchestra to 14 pieces—five brass, five sax and four rhythm. . . The RUDY VALLEE program will continue thru the

# WHICH EDITORS WANT ART

## Seventy-Four Radio Editors Want Photos; Eighty-Four Ask for Mats

NEW YORK, May 9.—List of radio editors with their art requirements is given on this page as a service feature for radio publicity services, including press agents, networks and stations. The listing is made up of those editors who voted in *The Billboard's Fifth Annual Radio Publicity Survey*.

Compared with last year, radio editors in 1941 used more art, 77 of the 154 who voted saying they use pictures and 84 saying they use mats. In last year's survey, 61 used photos and 77 used mats.

Some editors neglected to state their art requirements, or stated they wished no art. These editors are listed along with others in their proper geographical location.

Code symbols and the meanings are as follows:

"P" means editor wants photos; "M" means editor wants mats; "S" is for standard posed shots; "C" stands for candid camera shots; "G" is for gag or comedy shots; "A" means the editor wants all three types of pictures. Numerals (1/2, 1, 2, etc.) indicate number of columns in connection with mat sizes.

### ALABAMA

Turner Jordan, Birmingham News, P, M, S, C, 1/2.  
Miriam Rosenblum, Birmingham Post, P, M, A, 1, 2.

### ARKANSAS

E. L. Wooten, Little Rock Democrat.

### CALIFORNIA

Howard S. Sipe, Berkeley Daily Gazette, M, 1, 2.

A. J. Welter, Fresno Bee, P, M, A, 1/2, 1, 2.  
Zuma Palmer, Hollywood Citizen-News, P, M, S, C, 1.  
Sid Hazeur, Los Angeles Pacific Coast Teller, M, 1, 2, 3 (Negro artists preferred).  
Reg Warren, Pasadena Star-News and Post.  
Bob Hall, San Francisco Call-Bulletin.  
Frederick R. Gunksy, San Francisco Chronicle.  
Emilia Hodel, San Francisco News.  
Justin A. Hannon, San Jose Mercury-Herald, P, M, S, C, 1/2, 1, 2.  
J. A. Gotch, West Hollywood Tribune, M, 1.  
Corinne Graham, Woodland Democrat.

### CONNECTICUT

Leo Miller, Bridgeport Herald, P, M, A, 1, 2, 3.  
Rocky Clark, Bridgeport Post, M, S, C, 1, 2.  
S. Roberts, Greenwich Time, M.  
R. R. Prentis, Hartford Courant, M, S, C.  
Monroe K. Rhodes, Waterbury Argus.

### DISTRICT OF COLUMBIA

F. S. Kimball, Washington Daily News.  
J. W. Stepp, Washington Evening Star.  
William Frank, Washington Times-Herald, P, S.

### FLORIDA

Marion Stevens, Miami Herald, P, S.  
Virginia Laughner, St. Petersburg Times, P, M, S, C, 1, 2.  
Elizabeth Copelin, Tampa Tribune, P, S.

### GEORGIA

Paul Jones, Atlanta Constitution, P, M, S, 1, 2.  
Harry C. Gage, Augusta Chronicle, P, M, A, 1, 2.

### ILLINOIS

Herman H. Meyer, Chicago Abendpost, P, M.  
Wauhila LaHay, Chicago Sun, P, C.  
George T. Haney, Des Moines Suburban Times, M, A, 1, 2.  
Grace Leone Barnett, Freeport Journal-Standard, M, S, 1, 2.  
R. M. Shepherdson, Peoria Journal-Transcript, P, S.  
William R. Traum, Rockford Star and Register-Republic, M, S, 1.

Harry W. Moody, Springfield Illinois State Journal, P, M, S, 1, 2.

### INDIANA

Beatrice Biggs, Clinton Daily Clintonian.  
V. B. Bowen, Evansville Sunday Courier-Press, P, M, S, G, 2.  
Herb Schwartz, Goshen News-Democrat, M, S, C, 1.  
Paul K. Damai, Hammond Times, M, S, C, 1/2, 1.  
Frank Widner, Indianapolis Times, P, C.

### IOWA

Nadine Subotnik, Cedar Rapids Gazette, P, M, S, 1/2, 1, 2.  
Betty Soller, Davenport Daily Times.  
Ina B. Wickham, Davenport Democrat, P, M, S, 1.  
Mary Little, Des Moines Register and Tribune, P, A.  
H. B. Hook, Mason City Globe Gazette, M, 1/2, 1, 2, 3, 4.  
Jeannette B. Stein, Ottumwa Courier.

### KANSAS

Mae Clausen, Emporia Times, M, 1/2, 1, 2, 3, 4.

### KENTUCKY

Lew Schatzmann, Maysville Daily Independent.

### MARYLAND

Eliza Heyward, Baltimore Sunday Sun, P, S.

### MASSACHUSETTS

Albert D. Hughes, Boston Christian Science Monitor, P, S, C.  
Charles G. Sampas, Lowell Sun.  
F. J. Tominey, Norwood Daily Messenger, M.  
Richard C. Fernald, Springfield Republican, P, A.  
Mrs. J. A. Tiffany, Springfield Union.

### MICHIGAN

Leslie A. Wahl, Saginaw News, P, M, 1/2.

### MISSOURI

Harry LaMertha, St. Louis Globe-Democrat, P, S.  
James L. Spencer, St. Louis Post-Dispatch, P, S.  
Harry K. Renfro, St. Louis Star-Times, P, A.

### NEBRASKA

Hubert Ogden, Lincoln Star, P, M, A, 1, 2.

### NEW JERSEY

C. J. Ingram, Jersey City Journal, M, 1, 2.  
Buddy Basch, Lyndhurst Commercial Leader and North Arlington Leader, M, A, 1/2, 1.  
Will Baltin, New Brunswick Daily Home News-Sunday Times, M, 1.  
Jack Shafer, Newark Star-Ledger, P, S.  
Seymour Greenwald, Paterson Morning Call, M, S, 1.  
H. A. Schendorf, Plainfield Courier-News.

### NEW YORK

C. R. Roseberry, Knickerbocker News, Albany.  
John F. Archer, Albany Times-Union, P, S.  
Jim Niklad, Bronx Home News, P, M, 1.  
Jo Ranson, Brooklyn Daily Eagle.  
Don Tranter, Buffalo Courier-Express, P, M, S, 1.  
Joe Betzer, Buffalo Evening News, P, A.  
Bernard Kalban, Nassau Bulletin and Criscom, Freeport, L. I., P, M.  
Don Rich, "Radio by Rich" (syndicated column), Ithaca, P, M, S, C, 1.  
W. H. Price, Jamestown Post-Journal, M, S, 1/2, 1.  
C. E. Butterfield, Associated Press, New York.  
Nick Kenny, New York Daily Mirror.  
Ben Cross, New York Daily News, P, S.  
Elizabeth S. Colclough, New York Herald-Tribune, P, C.  
Don Short, New York Journal-American, P, C.  
Melvin Spiegel, New York Morning Telegraph, P, A.  
Jerry Franken, New York PM, P, A.  
E. L. Bragdon, New York Sun.  
John K. Hutchens, New York Times, P, S, C.  
Alton Cook, New York World-Telegram.  
Kenneth Waggoner, North Tonawanda Daily Express, P, M, A, 1/2, 1, 2.  
F. M. Learned, Plattsburg Daily Republican, M.  
Charles De Mangin, City Line Post, Kings County Chronicle, Canarsie Courier, Record and Advertiser, Ridgewood, M, 1/2, 1.  
Frank Frazer, Long Island Daily Advocate, Ridgewood, M, 1, 2.  
Robert Arnold, Syracuse Herald-Journal.  
Merle A. Jones, Syracuse Post-Standard, M, 1/2, 1.  
Henry M. Lewis Jr., Macy-Westchester Publishing Company (Yonkers Herald-Statesman, Mount Vernon Argus, White Plains Reporter-Dispatch, Tarrytown News, Mamaroneck Times, New Rochelle Standard-Star, Ossining Citizen-Register and Portchester Daily Item), P, M, S, 1.

### NORTH CAROLINA

Pete McKnight, Charlotte News, P, M, A, 1, 2.  
Wyatt Dixon, Durham Sun, M, 1.  
John W. Harden, Salisbury Post, P, M, A, 1, 2, 3.

### OHIO

Dorothy Doran, Akron Beacon-Journal, P, M, S, C, 1.  
Bob Bentley, Cincinnati Enquirer.  
France Raine, Cincinnati Times-Star, P, M, S, 1.  
Elmore Bacon, Cleveland News, P, S, C.  
Normal Siegel, Cleveland Press, P, S, C.  
Norman S. Nadel, Columbus Citizen, P, S, C.  
Gordon Graham, Dayton Journal Herald, P, A.  
Kay Maloney, Kent Daily Courier-Tribune and Ravenna Evening Record, M.

Richard F. Moffat, Lima News.  
Martha Eikleberry, Marietta Daily Times.  
Irene Cosgrove, Newark Advocate.  
D. E. Bollinger Jr., Painesville Telegraph, M, S, 1/2, 1.  
Rowland Chase, Springfield Daily News, M, S, C, 2.  
George H. Wiswell, Springfield Morning Sun, M, 1/2.  
Richard Pheatt, Toledo Blade, P, S.  
Mildred Mason, Xenia Gazette, M, S, 1.  
Virginia Thompson, Zanesville News, M, 1, 2.  
Joe Rathburn, Zanesville Times-Recorder and Signal, M, 1, 2.

### OKLAHOMA

Bruce Palmer, Oklahoma City Daily Oklahoman and Times.

### OREGON

William Moyes, Portland Oregonian, P, S, C.

### PENNSYLVANIA

Russ Worman, Allentown Call-Chronicle, P, M, 1.  
C. E. Bennett, Carbondale Leader, M, 1, 2.  
John J. Mead Jr., Erie Daily Times.  
C. B. Hollinger, Erie Dispatch-Herald, M, 1, 2.  
Dick Redmond, Harrisburg Telegraph, M, A, 1/2, 1, 2, 3.  
Ida Ahlberg, Homestead Daily Messenger, M, A, 1, 2.  
Howard Stanley, Lancaster Sunday News, M, A.  
Joseph F. Sroka, Olyphant Gazette, M, S, 1/2, 1, 2.  
George Lilley, Philadelphia Record, P, C, C.  
Vincent Johnson, Pittsburgh Post Gazette, P, S.  
Si Steinhauer, Pittsburgh Press, P, S.  
Sam Kennedy, Pittsburgh Sun-Telegraph, P (Saturday edition only).  
Paul J. Walter, Wilkes-Barre Sunday Independent, P, M, A, 1, 2.

### SOUTH CAROLINA

Judson Chapman, Greenville News-Piedmont, P, M, S, C, 1/2, 1, 2, 3, 4.  
T. A. Smith, Spartanburg Herald-Journal, P, C.

### TENNESSEE

Warner Ray, Chattanooga Evening Times, P, M, S, 1/2, 1, 2.  
Ralph Sanders, Chattanooga News-Free Press, M, A, 1, 2.  
Otis Roush, Jackson Sun, P, M, A, 1, 2, 3.  
J. S. Calloway, Johnson City Chronicle.  
Bill Clebsch, Knoxville News-Sentinel, P, M, 1/2, 1.  
Robert Gray, Memphis Commercial Appeal, P, A.

### TEXAS

John E. Babcock, Austin Tribune, M, A, 1, 2, 3, 4.  
Eva C. Feinberg, Beaumont Journal, M, 1, 2, 3.  
Radio Editor, Dallas Times-Herald, P, M, 1.  
A. W. Grant, San Antonio Express, P, M, S, G, 1.  
Frank G. Ragsdale, San Antonio Light, P, S.  
Louis T. Hamlett, Wichita Falls Daily Times, M, S, 1, 2.

### VERMONT

H. B. Wight, Burlington Daily News, M, S, C, 1.

### VIRGINIA

Bernard McDearmon, Lynchburg News.  
Warner Twyford, Norfolk Virginian Pilot, P, M, A, 1/2, 1.

### WASHINGTON

Jack Pyle, Seattle Star, P, M, S.

### WEST VIRGINIA

Edith L. Graham, Charleston Gazette.  
George H. Clark, Clarksburg Exponent.  
Sarah W. Rock, Fairmont Times, M, A, 1.

### WISCONSIN

William L. Doudna, State Journal, Madison, M, S, C, 1/2, 1, 2.  
Don McMurray, Racine Journal-Times.  
David A. Bensman, Two Rivers Free Press, M, A, 1/2, 1, 2, 3, 4.

### CANADA

Margaret L. Steven, The Herald, Calgary, Alta, P, M, S, 1.  
Herbert Whittaker, The Gazette, Montreal, Que, P, M, A, 2, 3.  
Don C. Dorman, Times-Herald, Moose Jaw, Sask, M, 1/2.  
C. C. Jenkins, The Globe and Mail, Toronto, Ont.  
S. Roy Maley, Tribune, Winnipeg, Man, P, M, 1, 2.

### WOV, Not WOR

NEW YORK, May 9.—Story in last week's issue of *The Billboard* summarized the intermediate report of Trial Examiner Earl Bellman on the WOV labor case. Bellman, filing report with National Labor Relations Board, found valid the contentions of the American Communications Association's allegations that WOV had violated the Wagner Act.  
Typo error in the story's head printed the station's call letters as WOR. This is incorrect; the station in question is WOV.

**Billboard**  
Annual Radio Publicity  
and  
Exploitation Awards

In recognition of outstanding achievement in radio publicity and exploitation, according to selections made by the Editorial Staff of *The Billboard* and radio editors of daily newspapers in the United States and Canada.

Presented to  
**Station WSM**  
as a  
**Special Award**  
for  
Outstanding Exploitation in Relation to the War Effort

Exploitation Awards Committee

*Cliff Hagan*  
President

*Paul H. Johnson*  
Secretary

April 1942

**Thank You, Billboard!**

**M**ANY thanks for the special citation honoring WSM's exploitation in regard to the war effort. We're proud that out of the magnificent work done by ALL radio stations in our fight for victory WSM was chosen for special citation. WSM has enlisted for the duration and intends to keep everlastingly at it until the combined efforts of all Americans once again bring victory and peace.

**WSM** NASHVILLE, TENN. — HARRY L. STONE, Gen'l. Mgr.

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# BALTIMORE, MEMPHIS OKAY

## 7 Shows Take 40G in Memphis

MEMPHIS, May 9.—While Helen Hayes missed setting the 1941-'42 season high for Memphis, being topped by Lunt and Fontanne with \$10,500, her \$7,400 gross was tops since war and the rubber shortage cut into Midsouth play-going proclivities. Figures on the 1942 season were released by Colonel E. L. MacElravey, manager of Memphis Municipal Auditorium, to *The Billboard* this week. Colonel MacElravey also outlined his plans to re-establish Memphis in 1943 as the play-going center of the Midsouth.

Season's gross was \$40,286 for seven shows.

"Memphis is one of the best show towns in the country," declared Colonel MacElravey. "Our business, I know, compares very favorably with such places as Houston, New Orleans, Atlanta and Atlantic City.

"Naturally I can't give you the other fellows' figures, but here are ours. Incidentally, this is the first time I have ever given out this information to any newspaper. In November Lunt and Fontanne, in *There Shall Be No Night*, grossed \$10,500. That was the only play we presented before war and the rubber shortage.

"January and February were poor months. *Life With Father* took in only \$5,400, and on *Blossom Time* we lost money, altho I believe the company made expenses, for we took in \$2,508. *Claudia*, in late January, was up to \$3,810. *Hellsapoppin*, in February, took in \$6,227. In March *Arsenic and Old Lace* grossed \$4,441. April closes our season, and Helen Hayes in *Candle in the Wind* did \$7,400. To me, this means that, war or no war, tires or no tires, people will come to see a fine actress in a good play.

"The rubber shortage is very bad for us here in Memphis, for we normally draw our play-going crowds from seven States—Alabama, Mississippi, Louisiana, Arkansas, Kentucky and Tennessee. Three years ago I sent my boys out into the territory during the summer, when we are closed by the heat, and we got up a fine mailing list. This year I'm going to send them out again to organize co-operative groups in the various towns to charter a bus and drive in. We still have the mailing list, which has become more valuable, as every play has brought us new names. Using it as a basis, we will make a definite campaign to make 1943 our biggest season. We may even break the \$5,300 gross for a single performance set by Katharine Cornell in the mid-30s. There's lots more money in circulation here now.

"Another thing I'd like to see is a minstrel show—a real old-timer. The boys and girls from one of our Negro high schools had an amateur one here the other night that drew a mighty big crowd."

J. H. Hays, principal of Manassas High School, who was in charge of the amateur minstrel, said they grossed \$1,072.88 and turned many away.

## "Arsenic" 17G and "Eileen" 8G in Phil

PHILADELPHIA, May 9.—With the season in its final weeks, two of the three local legit houses are still going strong. *Arsenic and Old Lace*, at a \$2.85 top at the Walnut Street Theater, ended a third strong week tonight (9) with another heavy \$17,600, and has a fourth week to go. *My Sister Eileen*, for its fifth week at the Locust Street Theater, with the box-office scale dropped to \$1.65 top, kept on the profit side of the ledger with \$8,000 in the tills. Stays over for a sixth week.

*The Corn Is Green*, figured as the Locust follow-up May 18, was checked out. However, it will be seen here next season. While the Locust and Walnut are without following cards, Forrest Theater has two shows set. Relights Monday (11) for a Yiddish production, *A Child for Sale*, staying a single week, and what looks like the season's wind-out, return of Maurice Evans in *Macbeth*, for a single week May 25.

## FROM OUT FRONT

Educating the Educators

—BY EUGENE BURR—

A BULLETIN this week announces what may well turn out to be the ground plan of a miracle. The University of Texas, it says, is seriously considering steps to put into effect Charles Coburn's plan for a university theater to be conducted along professional lines.

Mr. Coburn has for long been a crusader in what seemed almost certain to be a lost cause. Realizing the insistently amateur standards of so-called acting courses at our universities, realizing that the theater is starving for new talent equipped with ability rather than figures fit to attract dramatic critics, realizing that the situation will become more and more acute, Mr. Coburn has laid out a plan for the establishment of professional acting companies in university drama schools, the company in each case not only serving as part of the faculty—thus inculcating professional standards in the students—but also as the nucleus of an acting company—thus giving the kids a chance to work with professional players and also bringing the professional theater to sections of the country that have long been starved for it.

It is, I think everyone must agree, an excellent plan. The drama departments of our universities are conducted almost exclusively for embryo playwrights—and not so successfully for them, either. Their standards of acting are deplorably amateurish. Mr. Coburn's plan would, of course, right all that; and, in addition, it would bring professional standards of theater to wider audiences.

MR. COBURN has set forth his position in a brochure he calls *They Imitated Humanity So Abominably*. It is much too long to quote in full, but some passages demand attention:

"That the university theater in this country receives no recognition from the professional theater regarding the competence of its graduates in acting is a fact that is in strong contrast with the corresponding case of graduates in technology and the learned professions. . . . The (university) school goes on graduating amateurs to teach amateurs how to become amateurs. . . .

"The university theater is perfectly adaptable to professional work and in many cases perfectly equipped with the necessary physical plant. Whatever educational justification exists for the amateur standard applies with much greater force in support of the professional standard. . . .

"By the very nature of acting there is only one sure way of learning the art—the way of tradition, the way all actors have learned it, that is, by training in a company of competent professionals, starting at the bottom, learning first things first, and learning them right. . . .

"The basic proposal is to lift the art of acting in the educational theater from the amateur to the professional standard."

Mr. Coburn then details some of the ramifications of his plan. Later he clinches his argument from the theatrical as well as the educational standpoint:

"Being conditioned exclusively by the theater, acting is an art that is learned only during the performance of a play in concert with professionally competent actors capable of causing the audience to function properly as auditors. . . .

"Considering the nature of acting, it is a vain presumption to assume that because America has enjoyed a professional theater for 190 years it will continue to do so as a matter of course. . . . Cromwell's political suppression (of the theater) was no more deadly than is the economic subversion of the theater in our own country in our time. During the past 15 years the source of actor supply for the future has become desperately contracted thru economic pressure. Already, the Shakespearean tradition has virtually disappeared from the American theater and it appears necessary to bring actors from England for an adequate performance of Shakespeare's *Hamlet*—a part every properly trained young actor should be able to play, his physical limitations permitting. . . .

"Within another period of 15 years, unless the universities provide professional standards for the training of young actors, we will have to depend upon England to supply the remnant of our professional theater with young actors, because by that time every American actor under 40 will be little better than an amateur. Then, relatively, we will be back where we were in 1752, before the Hallam family of professional actors came over from England."

Mr. Coburn very definitely has something there. Tho there are sections of his brochure with which it is impossible to agree (such as his statement that acting is the only legitimate art of the theater, because it is the only one that has to be learned in the theater—which is a bit like saying that poetry is a bastard art because poems are seldom written in print shops)—notwithstanding such occasional slips, his arguments are cogent and his aim excellent. It's to be hoped that the University of Texas will do more than merely consider his plan. Meanwhile, many other universities in many other States might do well to follow Texas's lead.

SPEAKING of educators, the Pulitzer Awards Committees announced their various prizes last week. As you probably know, the play committee followed the lead of the Critics' Circle and calmly announced that no American play presented during the year was worthy of the award.

For many years now, the critics have vastly amused themselves by insisting that the Pulitzer committee's awards and decisions represent the depths of fumbling stupidity. The conclusion is inescapable.

## Maryland Cowbarns London Ups Prices To Meet High Tax Rates

BALTIMORE, May 9.—The summer theaters in this area are planning to carry on during the season, which is expected to get under way in June. Just how good the summer engagements will be is anyone's guess.

The Olney Theater is now undergoing a rejuvenation for a scheduled opening next month. When it does reopen Eddie Dowling will be guest star. The Mount Washington Casino will be the scene of operations for the season by the Ramsay Street Players. The Hilltop Players plan to reopen at Ellicott City. And the Roadside Players will again play at Rockville. This will be their eighth season at the same stand.

## Two Baltimore Houses Ring Up 362G for Season

BALTIMORE, May 9.—The 1941-'42 Baltimore theatrical season was the best in 20 years for Ford's, one of the two legitimate theaters here, and it was one of the best seasons in recent years experienced for the Maryland, the other. Ford's grossed a quarter of a million dollars and Maryland grossed about half that amount, the two together grossing approximately \$362,000.

Ford's, with its approximate \$250,000 for 24 weeks, with as many attractions, averaged slightly over \$10,000 a week, and the Maryland, with 14 attractions playing as many weeks and grossing \$112,000, averaged \$8,000 a week.

*Hellsapoppin* was the top attraction at Ford's. It broke all records at the house during its first run in January, when it grossed \$36,311; and on its second run, a few months after, it took \$16,000. Drop was explained as due to the fact that a record-breaking crowd had seen the show on its first appearance, and between the first and second showings the movie version had played at Keith's, cinema house.

The second biggest financial hit at Ford's was Katharine Hepburn in *Without Love*, which broke all records at Ford's for dramatic attractions. Gross was \$28,000.

*Panama Hattie* was another big financial success, grossing approximately \$28,000. *Claudia* took \$25,000, as did *Candle in the Wind*, starring Helen Hayes. *My Sister Eileen* was another good attraction at Ford's, grossing \$17,000. During the entire season there were only three bad weeks.

The Maryland's season is regarded as excellent, considering the comparatively small number of attractions, 14 in all.

The revival of *Blossom Time*, starring John Charles Thomas, was the biggest financial success at the Maryland, grossing \$22,000. In the drama field *Clash by Night*, starring Tallulah Bankhead, was the best attraction, grossing \$17,000. The fourth appearance of *Life With Father* was third best at the Maryland, taking \$15,000. *The Moon Is Down* grossed \$13,000.

What the theaters will offer next season is a question. To date there have been no bookings, and none are expected to be made before July. Reportedly, few hits will be available for the road in the fall, and Baltimore may have to rely on pre-Broadway attractions.

## "Burglar's Opera" Given a Tryout

NEW YORK, May 9.—*The Burglar's Opera*; or, *a Felon Needs a Friend*, by Edward Eager and Alfred Drake, with lyrics by Eager and music by John Mundy, was presented this week by the Columbia Theater Associates of Columbia University at Brander Matthews Hall. It's a highly diverting, cockeyed, semi-satirical operetta, clearly stemming out of the Gilbert and Sullivan tradition, with terrific lyrics by Eager and music which, while tuneful, is overwhelmingly derivative and never entirely up to the task of providing a fitting setting for the words.

The tale is of an idealistic burglar who (See *Burglar's Opera Tryout* on page 46)

## Concession for "Eileen"

NEW YORK, May 9.—*My Sister Eileen* reopens in Chicago, at the Harris Theater, next Saturday (16) at a \$1.50 top, following its current run at the Curran Theater, San Francisco. Actors' Equity Council, at its meeting Tuesday (5), granted permission for a five-day layoff between the Chi and San Francisco runs. Phil Loeb, deputy of the company, wired Equity that the cast was unanimously in favor of the concession.

*Eileen* played Chicago last fall at a \$3.30 top.

# New Play on Broadway

Reviewed by Eugene Burr

## BELASCO

Beginning Thursday Evening, May 7, 1942.

### THE WALKING GENTLEMAN

A play by Grace Perkins and Fulton Oursler. Staged by Marion Gering. Settings designed by Harry Horner, built by Vail Construction Company, and painted by Bergman Studios. Lighting by Feder. Company manager, Max Siegel. Press agent, Karl Bernstein. Associate press agent, Alfred H. Tamarin. Stage manager, Cledge Roberts. Assistant stage manager, David Stewart. Presented by Albert Lewis and Marion Gering.

Mrs. Shriver ..... Margery Mauda  
Doris ..... Arlene Francis  
Dr. Cerald Blake ..... Richard Gaines  
Miss Marshall ..... Ruth Thea Ford  
Savage ..... Clay Clement  
Frazier ..... George Spaulding  
Sam Burns ..... Clarence Derwent  
Jim Lake ..... Cledge Roberts  
Electrician ..... Roderick Maybee  
Elsie ..... Margo Ralton  
Newcome ..... Ross Chetwynd  
Connie ..... Jane Forbes  
Lanyon ..... David Stewart  
Poole ..... A. J. Herbert  
Marmot ..... Oscar Polk  
Basil Forrest ..... Victor Francen  
Wrinkles ..... Lew Hearn  
Myrtle Tracey ..... Toni Gilman  
Officer Harris ..... Roderick Maybee

ACT I. Scene 1. Dr. Blake's Office in a Private Hospital. Scene 2. The Avenue Theater.  
ACT II. An Apartment in New York City.  
ACT III. The Same.

Psychological thrillers always hold a powerful fascination for this corner—which probably leads to some deduction or other that I'd just as lief skip. But when they're as routine in form and as stupidly wasteful of their own material as *The Walking Gentleman*, which Fulton Oursler and his wife, Grace Perkins, wrote, and which was presented by Albert Lewis and Marion Gering at the Belasco Theater Thursday night, even so sympathetic a spine as mine fails to chill. *The Walking Gentleman* has all the proper ingredients; but it has them in such routine quantities and such expected form that, for all the excitement you get out of it, you might just as well be witnessing a dramatization of *The Bobsey Twins in the Country*.

The tale is of Basil Forrest, a great actor who, since his loved but bedeviled wife left him, has gone around strangling a series of young ladies because they commit the unpardonable but unpremeditated sin of looking like her. He has conducted his career as a noose and throat specialist so carefully, however, that no one suspects—no one, that is, except a single detective. His wife, meanwhile, has divorced him and become the betrothed of a psychiatrist. When the detective begins to question her, she refuses to believe that her ex-husband could have so completely up-ended his usual mode of attack.

However, the frightened leading lady of Forrest's forthcoming play is found hanging in her dressing room—the just what she's hanging from is never disclosed—under circumstances that can leave little doubt. But when Forrest goes to his ex-wife's apartment, that confiding baggage is caught up again by his glamour (somewhat questionable glamour at the Belasco) and she agrees to act as his leading lady in place of the young woman who has drawn a non-Equity suspension. Just how she squares this with her much-beated love for the psychiatrist is, in itself, a problem in psychiatry. Also, she provides her suave ex-spouse with an alibi—an alibi that is immediately broken down by the simple device of the detective's dictaphone.

Later, however, when she has again veered to the brain doctor, Forrest is trapped into a confession because the detective tells him that on the dress of each victim he has left traces of his perspiration, chemically distinguishable from the perspiration of everyone else in the world—probably the first clear case of a confession really being sweated out of a prisoner. Forrest leaves with the detectives, but returns for the inevitable scene wherein he almost manages to murder his ex-wife. Inevitably she stalls him off thru a ruse—a pretty phony one this time—and the

detectives save her. As you can see, it's all out slavishly to pattern—and the manner of telling fails to bring any particular excitement to any individual scene. In addition, the girl's veering between her lovers deprives her of any sympathy at all; this reporter, for one, rather hoped the detectives would miss their cue.

Nor is the effect in any way aided by the production. The direction, by Mr. Gering, is as obvious as a bloodstain on a handkerchief, and allows all sorts of burlesqued interpretations in the minor roles; and the miscasting is practically inspired. This is most evident in the choice of Victor Francen for Forrest. Mr. Francen is flowery where he should have been suave, hammy where he should have been polished; and he fails devastatingly to suggest the physical charm attributed to the character. Richard Gaines makes the psychiatrist a stuffed shirt equipped with a suet-filled voice; and many of the minor players manage to suggest the technique of burlesque blackouts. On the other hand, Arlene Francis, as the wife, gives a typically sympathetic, sincere and finely effective performance, almost managing to bring sympathy to the unsavory woman who was the Ourslers' idea of a heroine. Clay Clement is excellent as the detective; and an extremely pretty youngster named Toni Gilman scores with amazingly fine effect in the difficult bit role of the gibbeted actress. There have been rumors of unhappiness in the company and a report that Mr. Gering eventually left the direction to Mr. Oursler. That may explain much of the distress that seems evident on the Belasco stage.

Just why the play was called *The Walking Gentleman* is perhaps the evening's most intriguing problem in psychiatry. Forrest, it's true, was a walking gentleman in his first theatrical troupe, but that's all. Maybe the Ourslers, in a fit of foresight, were referring to the male customers.

## Cowbarns Announce

PHILADELPHIA, May 9. — Bucks County Playhouse at near-by New Hope, Pa., will open its summer stock season June 5 under the sole direction of Theron Bamberger. Kenyon Nicholson, co-director the past two summers, is expected to enter the army shortly. Also in the Philadelphia district, Nat Burns is planning a full summer schedule at the Yardley (Pa.) Theater. However, the Robin Hood Doll in Arden, Del., will probably not reopen this summer.

Amusement parks and resorts in the area are filling the gap left by the out-of-way country places. Willow Grove Park here is now completing plans for its third annual little theater season, and Dorney Park at near-by Allentown, Pa., again expects to house a stock troupe.

At the Southern New Jersey resorts, the Cape Theater at Cape May reopens May 27 for its fourth season under management of T. C. Upham and will run for 17 or 18 weeks. Opening bill is *The Curtain Rises*. The Ocean City Plays and Players, Ocean City, is again figuring on a full season at the resort's Yacht Club, starting a series of bi-weekly shows June 26. At Ventnor City, with the resort's Pier Casino rebuilt, a movable stage will be provided for theatricals, as offered several seasons ago.

Only resort casualty is expected to be the Garden Pier Theater in Atlantic City. Summer house figured on linking with the Jules Leventhal circuit, but with the dim-out darkening the Boardwalk there is little likelihood that the Garden Pier will be in the swim this summer.

## Springfield Stock Set

SPRINGFIELD, Mass., May 9. — Harry Fischer, former stock player, has announced that a summer season of stock at the Springfield Trade School will get under way May 25. The first play will be *The Philadelphia Story*, with a cast as yet not named. The Fischer season is set for 10 weeks.

## 'Love' 7G in Prov. 1-Nighter

PROVIDENCE, May 9. — Katharine Hepburn and Elliott Nugent in *Without Love*, in one-night stand at Metropolitan April 29, grossed \$7,250 in a single performance. Complete sellout days ahead of the engagement forced management to put extra chairs in mezzanine and orchestra to meet demand for tickets.

## BROADWAY RUNS

Performances to May 9 Inclusive.  
Dramatic Opened Perf.

Angel Street (Golden)	Dec. 5	179
Arsenic and Old Lace (Fulton)	Jan. 10 '41	555
Blithe Spirit (Morosco)	Nov. 5	214
Cafe Crown (Cort)	Jan. 23	123
Guest in the House (Plymouth)	Feb. 24	87
Jason (Hudson)	Jan. 21	126
Johnny 234 (Longacre)	Mar. 16	64
Junior Miss (Lyceum)	Nov. 18	199
Life With Father (Empire)	Nov. 8 '39	1046
Moon Is Down, The (Marlin Beck)	Apr. 7	39
My Sister Eileen (Biltmore)	Dec. 26 '40	570
Spring Again (Henry Miller's)	Nov. 10	208
Walking Gentleman, The (Belasco)	May 7	4
Yesterday's Magic (Guild)	Apr. 14	31

### Musical Comedy

Best Foot Forward (Barrymore)	Oct. 1	253
Lady in the Dark (2nd entrance)	Sept. 2	279
Let's Face It! (Imperial)	Oct. 29	222
Porgy and Bess (revival) (Majestic)	Jan. 22	124
Sons of Fun (Winter Garden)	Dec. 1	184

## Springfield Leaves Wheel

SPRINGFIELD, Mass., May 9.—Effort of Harold Kennedy to make this city a part of a "Star Theater" circuit has definitely come to an end as far as Springfield is concerned, it was officially learned this week. Worcester now gets the dates this city was scheduled for, and then the plays go to Hartford and New Haven, Conn., and on to Cleveland.

## REPUBLIC PIX PLANS

(Continued from page 3)  
sible for the studio's decision to produce the *Ice Circus*.

At the same time it was announced that Republic will make another ice picture later this month. New film will be called *Ice-Capades of 1943*, and will feature the stars and the cast of the skating revue.

## SUGAR'S DOMINO

(Continued from page 4)  
who has long cast an evil eye on the ambitious publishers, and, altho he is an unknown quantity insofar as Society politics is concerned, John G. Paine can be depended upon to be an influence for the good if the writers speak up loudly enough to be heard. The writers are frankly fearful of the publishers' power as a result of the recent shift in chessmen on the Society board. They cannot be blamed for exhibiting fear. There is probably very good cause for their jitters. But they must not permit their emotions to confuse or confound them. They must realize that the Society, regardless of recent events, is their only organization or instrument of security and recognition. So long as Buck is on the deck their interests will be guarded.

But Buck cannot do the job by himself. He needs the moral and actual support of every writer member of the Society. He needs their counsel, encouragement and elbow grease. Writers must become militant. They and their chosen and loyal representatives in the Society must attend meetings, fight for what they believe to be right and be ever mindful of the significance of the struggle between the writer and the publisher that has at last come out in the open. The writer must carry on his fight within the Society. If anything should go wrong for him in Society politics the writer cannot lean on Uncle Sam. The monopoly angles of the Consent Decree cannot give him succor, because Uncle Sam happens to be engaged in a life-and-death struggle. His Justice Department's anti-trust division is occupied with matters far more important to the welfare of our country than the division of power in the Society. In Uncle Sam's preoccupation with all-out war might lie snugly hidden the motives behind the latest moves. That's a guess. And it might be a pretty good one.

The Society had better get wise to itself. We issued a similar warning before swords were drawn in the ASCAP-BMI duel. We issue it again with the welfare of the music industry as our sole concern. We favor the writer in this episode because we see in the apparent moves to subordinate him the nucleus of a condition inimical to the well-being of the Society. In its various and raucous appeals to the public during the war with BMI the Society used the writer as a willing stooge. It screamed loud and long

## "Ladies" Merges Legit and Strip

CHICAGO, May 9.—A three-act farce called *Good Night Ladies*, by Cyrus Wood (based on Avery Hopwood and Charleston Andrews' *Ladies' Night*), is at the Blackstone Theater here, under the sponsorship of Howard Lang and Al Rosen. The piece has a featured strip, two comics and straight women. The construction of the plot, as the construction of a burly show, is inconsequential. Everything is banked on double entendre material and the shapely figure of the female.

Sheets Gallagher and Buddy Ebsen handle the funny lines (funny because the customer's really give out with healthy laughs thruout the play), while such beauties as Frances Knight (strip par excellence), Jo Ann Carner, Mary Ellen Popel, Bernadene Hayes, Marlo Dwyer and Gayle Mellott show off their "excessories," as the play puts it, at every opportunity. Play is just one long opportunity for them.

The bawdy piece, strangely enough, may bring in some money, particularly at this time when people are looking for escapist entertainment. Such entertainment, shallow as it may be, *Good Night Ladies* definitely furnishes.

Gallagher as the witty husband and Ebsen as the girl-shy professor turn in capable comedy jobs. Miss Knight as the exciting stripper tops the female department, tho her part is a comparatively brief one.

Max Hoffman Jr., Dora Clement, Lottie Harrison, Cecil Elliott, Beatrice Newport and John Stewart round out the cast.  
Sam Honigberg.

## "Eileen" Set for Return to Chi

CHICAGO, May 9.—*My Sister Eileen*, the comedy with the longest run here last season, returns to the Harris May 16 for a summer run at \$1.65 top. Show played for 32 weeks and made good money. Same cast will be back, with Marcy Wescott, Guy Robertson and Philip Loeb in the leads. With the folding of *Angel Street* at the Harris tonight (9) after a meager eight-week run, house will have only one dark week.

The Grand is set to show Al Bloomingdale's first venture into two-a-day vaude when his bank-rolled *Headliners* of '42 moves in, following the three-week run of *Watch on the Rhine* ending May 30. It will have top of \$1.10 (afternoons) and \$2.20 (evenings) and feature Bert Lehr, Bert Wheeler, Raye and Naldi, and Margie Hart. Is slated to break in at Grand Rapids, Mich., around June 4.

Margaret Webster, director of *Macbeth*, is expected in town this month to work on a plan which will bring a stock company here next season.

**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.

**"Harlem Cavalcade"—44%**  
YES: Waldorf (Post), Atkinson (Times), Coleman (Mirror).  
NO: Watts (Herald-Tribune), Kronenberg (PM), Lockridge (Sun), Brown (World-Telegram).  
NO OPINION: Mantle (News), G. E. B. (Journal-American).

**"The Walking Gentleman"—11%**  
YES: None.  
NO: Atkinson (Times), Watts (Herald-Tribune), Coleman (Mirror), Brown (World-Telegram), Kronenberg (PM), Anderson (Journal-American), Waldorf (Post).  
NO OPINION: Mantle (News), Lockridge (Sun).

that ASCAP seeks to save the creative artist. Looking at it from the perspective of the present, the Society asked Mr. and Mrs. Public to fatten a hog that the Society will soon lead to the slaughter house.

## AMERICAN ACADEMY OF DRAMATIC ARTS

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## Strand, Para Line Up Big Summer Bands

NEW YORK, May 9.—Both the Strand and Paramount have set bands far into the summer. Harry Levine, of Paramount, has set to follow Woody Herman, next attraction there, Benny Goodman, Vaughn Monroe, Hal McIntyre (paired with the Andrews Sisters starting July 8), Skinnay Ennis and Tony Pastor, last-named starting September 2.

The Strand's booker, Harry Mayer, after the current four weeks of Jimmy Dorsey, has inked Cab Calloway for two weeks, Russ Morgan two weeks starting June 19; Raymond Scott, two weeks starting July 3; Sammy Kaye, three weeks beginning July 31, and Eddy Duchin, two weeks, August 21.

Of the above bands, only newcomers to Broadway are Hal McIntyre and Skinnay Ennis, both set for the Paramount.

Mitchell Ayres, whose last showcasing was at the Paramount, returns to Broadway with a week at the State, June 11.

## Rochester Bookers Merge; Have 25 Wks.

ROCHESTER, N. Y., May 9.—Merger of three local booking offices has resulted in the formation of the Consolidated Vaudeville Exchange. Offices affected in the merger are those of Arthur Argyries, Charles Kramer and Harry Stone. Officers are Argyries, president; Kramer, vice-president, and Stone, treasurer. Al LaDad, formerly Kramer's associate, has been named secretary of the combine.

Pooling of their spots has resulted in their ability to offer 25 consecutive weeks in that area. The tie-up gives them 35 clubs and four hotels. Approximately 250 acts are on their books.

## Oxford Boys, Agent Settle Jam on Pct.

CHICAGO, May 9.—The Oxford Boys, cafe and vaude trio who have been touring with a *Hellzapoppin'* road company the past year, have settled the personal management suit filed against them by David P. O'Malley, local booker and the act's former manager. O'Malley attempted to collect \$637 in commissions allegedly due him, and wanted to establish the fact that he is entitled to the accruing benefits of all contracts which he negotiated for the act. His contract with the act expired May 5, 1941.

A cash settlement was made. Nelson Knoop, one of the trio, is expecting a call for the army.

## Baker, Leonard in Unit Billing Tiff

CHICAGO, May 9.—A squabble over billing priorities broke up the planned all-girl unit which was to feature Bonnie Baker and Ada Leonard's femme band. Both Miss Baker and Miss Leonard insisted on top billing.

Al Bordo, local agent who has been mapping the show, will use Benny Meroff's band instead, in addition to Miss Baker. He plans to route Miss Leonard in a unit of her own. Both bands have just completed long runs thru army camps. The Baker-Meroff show opens at the Oriental here, week of May 29, followed by a week at the Riverside, Milwaukee, June 5.

## Gatineau Resumes

OTTAWA, May 9.—Gatineau Golf and Country Club, night spot which was closed this winter for the first time in 10 years, has re-opened and is doing good business, says Manager Ben Rochefort.

Club was purchased by Joseph Saxe, H. M. Kert and Harold Coplan from the Coulson interests. Rochefort remains as manager.

Three-act floorshow twice nightly. Booked thru Roy Cooper, Paramount Entertainment Bureau, Montreal.

Stan Patton orchestra supplies the music.

# Many Show Spots Taken Over by Army, But Further Extension of Policy Is by No Means Certain

(Continued from page 3)

Marlin, Edgewater Beach, Carlton, St. Moritz, Sands, National, Jefferson, Floridian (to be used as a hospital), James, Abbey, Peter Miller, Plymouth, Regent, Richmond, Vanderbilt, Collins, Plaza, Park, Adams, Grand, Shelby, Raleigh, Graystone, Barclay Plaza, Boulevard, Allen, Dorchester, Mayfair, Nassau, Royal Palm, Chesterfield, Clyde, Milburn, Tudor, Waldorf Towers, McAlpin, Barbizon, Mare Grande, Evans, Senator and Grossinger's.

In addition, three restaurants have followed: Fan and Bills', Hoffman's Cafeteria and the Terrace. Three movie houses are also likely to be taken over, so that proper entertainment for the personnel will be had. There is also likelihood that one of the ace talent spots, the Royal Palm Club, Miami, will become a marine and air base.

Arrangements have been made with the Roney-Plaza and the Shelbourne hotels to quarter officers at cut rates. These will probably not be formally leased to the government.

Other cities are not yet as seriously affected as Miami Beach. New York City, however, is dotted with hotels and apartment houses that are quartering troops, and other large cities are similarly affected.

One of the best band spots in Boston, the Brunswick Hotel, is leased to the government. Spot constituted a valuable band location because of its remoteness. There has been talk that other hotels may follow in that city, but other than the Brunswick none have been taken as yet.

Other spots taken over include the Royal Hawaiian, Honolulu, which is now devoted to the recreation of enlisted men, and the White Springs Hotel, used to quarter enemy diplomatic corps.

Aside from places formally taken over, some spots, particularly roadhouses, may be in the way of maneuvers, and may be forced to vacate temporarily.

CAPE COD, Mass., May 9.—Lou Walter's night club here will not resume shows this summer, the army having taken it over for use as officers' quarters.

WASHINGTON, May 9.—Federal officials who handle the leasing of space for various government branches have expressed themselves as generally opposed to taking over properties which offer recreational or entertainment facilities.

Up to the moment the war has actually necessitated the taking over of one auditorium, a lecture spot in Kansas City, where a decentralized agency from over-crowded Washington moved in.

In the early New Deal days the government took over the moribund Washington Auditorium, and before that it had taken over a dead roller-skating rink, but it has no immediate plans for taking over any amusement centers at present, regardless of how hard pressed the situation may become.

The Public Building Administration, which is the clearing agency for all government agencies leasing space, has found out thru experience that it can put up much more adequate temporary wooden buildings in a short space of time.

DETROIT, May 9.—Convention Hall, largest auditorium in the city, is being partially converted into a defense factory for Vickers, Inc. Building is a huge one-story structure with four main sections, designed, according to original plans, to seat 25,000 if required. It has been used for the past dozen years for nearly every major exposition held in the city, including the Auto Show, and has been able to hold four moderate-sized expositions simultaneously without interference.

Present arrangements will take about 80,000 square feet of floor space, estimated to be about half the building, so that an adequate size will still be available for wartime expositions.

CHICAGO, May 9.—Few amusement places in this area have been taken over by the government due to war conditions, a check-up reveals. A number of armories in the Midwest have closed their doors to dance promoters, but some

of them still permit one-nighters now and then.

Locally, only the Navy Pier is now used exclusively by the navy. Pier used to house special events thruout the year. There has been some talk of losing the local International Amphitheater and the Arena to the army, but nothing definite has materialized.

SAN FRANCISCO, May 9.—Altho this locale has been defined by military authorities as a combat area, but one show business location has been directly affected thru war conditions. Up to this time the army has found it necessary to take over only the Cow Palace to quarter troops.

Arena became an encampment after the close of the Grand National Exposition and Livestock Show in November.

While some troops are quartered in the Civic Auditorium, their housing presents no particular problem to show business, since the men are lodged in one of the smaller halls which adjoin the main auditorium. Attractions there are being held as usual.

However, there is always the chance that the military may take over other spots—hotels, for instance. But this more drastic step is considered only probable should a civilian evacuation order be issued. Niteries, generally, are too small for housing units.

LOS ANGELES, May 9.—With fairs up and down the West Coast canceled by the war, indoor show business was not hit directly by the taking over of plants until last month when El Mirador, luxurious Palm Springs hotel, was taken over under a lease proposition by the army, to be turned into a military hospital. Santa Anita race track near here is being used to house Japanese aliens. Some of the other race track stadiums, as well as fair plants, are being used to house soldiers.

El Mirador is rated as one of the outstanding spots in this section. Construction of auxiliary units, barracks, wards, officers' quarters, etc., has started.

PHILADELPHIA, May 9.—No branch of the armed forces has as yet requisitioned any hotels, auditoriums or arenas here, nor is such a move imminent. However, because of the war effort, two familiar amusement centers are no more. As a result of many government agencies being moved from Washington to this city, the Penn A. C. and the Manufacturers and Bankers Club have been taken over by the government to provide office space.

At the Penn A. C., a roof garden had been operated during the summer and the ballroom was a favorite stopping place for name bands. Ballroom of the M. & B. Club was also a favorite with the school set. While there have been many rumors that the Walton and Sylvania hotels are being considered by the government as office buildings, no definite steps have been taken as yet. The Sylvania does not figure in the local amusement sphere; the Walton houses Jack Lynch's nitery, town's top spot.

At near-by Atlantic City, hotels and amusement centers remain untouched. At Wildwood and Cape May the government has indicated that it will take over some of the hotels because of army and navy men stationed at the base in Cape May.

CINCINNATI, May 9.—All local amusement places and hotels continue their normal activity, with none as yet being taken over for military or defense purposes; nor has there been any talk along that line. Carthage Fair grounds, located within the city limits, also remains unaffected by war orders.

## Westport Club Reopening

WESTPORT, Conn., May 9.—Jacques De Wolfe, who owns and operates Cobb's Mill Inn here, says the spot will reopen shortly for the summer under management and direction of Olin Chester Potter.

## Berns Books 2 More

DETROIT, May 9.—Sol Berns Office here now booking the Sweetheart Bar, Detroit, and the Crescent Lake Inn, Pontiac.

## All That Glitters . . .

CHICAGO, May 9.—The war has caught up with Grisha and Brona who, among other things, present a gold paint number. The gold dust they apply used to come from France and is no longer available. They have only a six-month supply left, so now, when they accept engagements, they make sure that the gold number will not be demanded for every show.

## Talent Agencies

JOLLY JOYCE, Philadelphia, has signed booking exclusives for the summer on the Carter Family, Hugh Cross and His Radio Pals, and Cousin Emmy and Her Kinfolk. Mostly for outdoor parks and celebrations. . . . ELOISE MACK staging the presentations at Carroll's Theater-Night Club, Philadelphia, with Eddie Suez, Philadelphia, now booking.

GEORGE LEVY, New York, was inducted into the army May 2. At Camp Dix, N. J., now.

ED FISHMAN, head of the orchestra department at the William Morris Agency in Beverly Hills Calif., is off to Mexico City for a 10-day vacation.

## Rio's Copa Shuts Room; Revamping

RIO DE JANEIRO, April 25.—The Golden Room in the Casino Copacabana will shutter at the end of the current show early in May. Plans call for a renovation of room, installation of a pit elevator for show band, new lighting system, an enlarged stage and new drapes. During alterations, floorshows are expected to be transferred to the main dining room.

The present show, headed by Nini Thellade, dancer (Leni Lynn, U. S. singer, closed April 13), winds up a 10-week run, tho the girl lines will move into dining room with the new show.

The grill in the Casino Atlantico, following a face-lifting job under supervision of Lutz de Barros, opens April 19. Show includes Principe Maluca, June Marlowe, Pan Yung Shuim, Carmen Brown, El Zorres, Martinez Brothers and Dilu Mello.

## Sarasota Clubs Face New Liquor Rulings

SARASOTA, Fla., May 9.—Joe Benefiel, operator of the Tropical night club, appeared before the Sarasota City Council Monday in a public hearing on a proposed ordinance barring sale of intoxicating liquors to minors. He promised full co-operation.

The council named a committee of four ministers and three councilmen to revise the proposed act.

The city itself operates the Sarasota Lido Beach Casino, a night spot.

Benefiel asked what system would be used to check up on patrons' ages, admitting loopholes have appeared in the present enforcement system. Under it, clients are required to sign affidavits giving their ages.

## Reopen Kitty Davis Spot Near Chicago

CHICAGO, May 9.—Danny and Kitty Davis, operators of Kitty Davis's Airliner in Miami, reopened the Kitty Davis roadhouse near here last night (8) with a full-week band policy and Friday-to-Sunday shows. Acts will probably be used all week during the summer. A 55-cent admission is charged.

A local outfit started off the season. Initial show included Paul Rosini, Jean Mona, Three Downing Sisters, Jerry Lawton, and Pierce and Roland.

## Carroll Unit West

DENVER, May 9.—Earl Carroll's unit is trying to line up a Denver spot to break a return trip to the Coast. Carroll, called B. D. Cockrill, manager of the Denham, long distance in an effort to place the show there. However, no date was agreed on as Cockrill did not feel he could schedule the show before the last of June.

Florentine Gardens, Hollywood

Talent policy: Dance band; floorshows at 9 and 11 p.m. and 12:15 a.m. Management: Frank R. Bruni, managing director; Richard Hubert, maitre d'; Rose Joseph, publicity. Prices: Admission with dinner, \$2; ringside, \$2.50; admission without dinner, \$1; ringside, \$1.25; higher Saturdays.

With the customary dose of bally, NTG launched his new show, *Red, White and Beautiful*, here this week. As usual, he has a revue that is built to please the customers.

New show is well paced, and altho a bit rough in spots, it should smooth down after a few nights' running. Patriotic theme is backbone of show and seems to click. Spot is getting heavy play from the gold braid boys.

As usual, show is built around NTG. Without his wanderings from table to table ad libbing, things might get on the dull side. NTG knows audience psychology and singles out patrons for a gentle ribbing that goes over with the rest of the customers.

Show opened on timely note with *There's No Priority on Fun*. Sugar Geise, NTG's gorgeous stooge, did the vocal. Number had girls dressed up in items that are on priority, such as tires, paper, metals and sugar. Priority Girl was statuesque Helen O'Hara; a nice flash.

Frances Urban has several spots and clicks in all. Opening had her doing dance while playing fiddle. A looker.

Night Club Reviews

The Murrah Sisters are still going strong. Generous mugging, combined with special arrangements. A first-class job. Best number was *Chattanooga Choo-Choo*.

Grace Poggi and Igor present one of the smoothest ballroom dance acts seen here in months. Their best was the Latin number, a colorful bit. Jerry Bergen, with Allegra Varron, scored with their silly operatic bit. Bergen's act is tops for a spot of this type. He has his Swiss bell-ringing number, the break-away xylophone and his electric razor gag.

One of the better production numbers was *How Would You Like To Be an Actor?* Show girls dress to represent femme stars. Feature spot was taken by Fred Scott and Kay Mayfield, who duet a la Eddy-MacDonald. Very nice. Scott does the special numbers for the production spots very well. Best tune was *I'm Out in the Rain With an Armful of Sunshine*.

Sylvia MacKaye, a blond looker, did an imitation of Mae West that was tops. Can sing and knows how to get the most out of shady lyrics.

At this point NTG got patrons to volunteer for a hula number. With pants legs rolled up and grass skirts for atmosphere, the gents had quite a time. A number called *Hats, Hats, Hats*, went over well. Not a new idea, but it clicked.

Finale was *Uncle Sam Has Got His Hat in the Ring*, with Fred Scott doing the vocal.

NTG works new idea into his "community sing" spot. He gives sailor, soldier and marine free wine for coming to dance floor and warbling songs of their respective outfits. Number made the boys in uniform happy.

NTG uses a line of 18, with five show girls. Numbers, produced by Dave Gould, were very effective. Music for the show was under the direction of Emil Baffa. Rudolph Friml and ork do a creditable dance music job. Maestro has personality and, altho band is short on special arrangements, it makes nice outfit for this type of nitery.

Original music and lyrics for the show were written by Dave Oppenheim and Roy Ingraham. Dean Owen.

Biltmore Garden Restaurant, Providence

Talent policy: Dance band; floorshow at 8:15 and 11:15 except Sundays. Management: Providence-Biltmore; Duane Wallick, manager; Peter Schoenster, maitre d'; Max Kiesling, assistant maitre d'; Frank Weston, press agent; Al Martin, booking agent. Prices: Dinner from \$1.25; drinks from 40 cents; \$1 minimum after 10 p.m., \$2 Saturdays and special nights.

Redecorated in a patriotic motif with red, white and blue, flags and eagles, plenty of Victory-V's, huge drum chandelier and tasteful display of large American flag on one wall, the Providence-Biltmore's Garden Restaurant is attuned to the times and continues to get patronage of this city's best late supper crowds. Main band and relief trio, with two acts changed weekly, give patrons continuous music and entertainment.

Currently, Eddie Varzos and orchestra are featured. This young leader takes his job and music seriously, offers wide variety in his programs and has a good musical group. This is his third engagement in the Garden since April, 1941. And biggest business in hotel's history done within past fortnight.

Varzos's band includes Danny Varzos, piano; Tex Huist, bass; Johnny Perring, drums; Jack Wuerl, baritone sax; Henry Cowen, arranger and trumpet; Johnny Grimaldi, piano accordion and solovox.

Those patrons who like a Latin dash to dancing and dinner music get it from Manuel Quando's Rhumbists, male trio, with Carmencita, singer.

Lucille Matthews, cute fem with deep, throaty voice, is Varzos's soloist. She does frequent band vocals and also gets a spot in the floorshow. On night caught opened the bill with *I've Got To Get Hot*, making entrance with hair piled on head and wearing horn-rim specs in character with number. Also did a drinking parody on *Let's Get Away From It All*.

Marco and Romolo, Brazilian dance duo, follow with three numbers. First includes a difficult shoulder swirl; second is a graceful slow routine to *Moonlight Sonata*, contrasted well by a fast Portuguese folk dance which follows. Encored with a Brazilian Batuca, bringing patrons on floor to teach them this dance at finish.

Johnny Mack is young, good looking, has wealth of personality and something of Jack Donahue's insouciance as to dancing. Instantly registered. His triple tapping and timing are excellent. Does three numbers, first to a swing arrangement of *In a Persian Marketplace*, second a triple tap to *Smoke Gets in Your Eyes*, closing with good work to *Somebody Loves You*, sending him off to big hand.

Eddie Varzos and his violin are frequent show specialties. Charles A. RossKam.

Smalls' Paradise, New York

Talent policy: Dance band and production floorshows at 12 and 2 a.m. Management: Edwin Smalls, operator; Frank Gibbs and Jim Tyler, managers; press agent, Emmett Conniff. Prices: Drinks from 40 cents; suppers a la carte; no cover or minimum weekdays; \$1.50 minimum Saturdays and holidays.

This Harlem night spot is a veteran of 18 years. Shows and atmosphere are reminiscent of prohibition days, when both liquor and shows operated underground, and the floorshow features wide batches of nudity and blue tinges. For the prices this spot impresses as a swell buy, with comparatively lavish shows for the small menu nicks.

Show is fast paced, with emcee Jimmy Mordecai preventing any letdown. Singers include Lillian Bryant selling *I Don't Want To Walk Without You Baby*, which registered. A different type singer is Dell St. John, who, while weak in the lower registers, has a warm pair of tonils and good delivery. Encored. Dances are by Buddy Briggs, a young and energetic tapper with a tricky set of routines. Also had to encore. Reeves Sisters (3) are similarly effective in getting maximum responses from an audience. The trio walks off to a fine hand.

Tondeleyo and Lopez feature a sexy set of routines complete with writhings and grinds that make some of the better known burly strips seem innocent. Got a terrific reception.

The Three Riffs, male harmonizers, use good arrangements to advantage for nice harmonic effects. Wind up their singing with an eccentric boogie-woogie terp. Did okay. The line is seen in three numbers. The Leonard Harper femmes (6) are lookers and fit in nicely with the production. Joe Cohen.

Hotel Pennsylvania, Cafe Rouge, New York

Talent policy: Name band. Management: James H. McCabe, managing director; Walton M. Smith, press agent. Prices: Dinner from \$2; cover after 10 p.m., 75 cents; Saturdays and holidays, \$1.50.

This is the Spivak band's second stand here in four months, and the outfit shows up as an even greater candidate for a top rung in the pop band ladder. Instrumentally, and with its array of singers, ork more than compensates for the lack of a floorshow in this huge and beautifully decorated room. Spivak crew has a definite appeal for the younger set and should have no trouble packing this place.

Trumpet-tooting maestro has made a couple of changes in his six brass, five reed, four rhythm set-up since his last stay here. Hide expert Dave Tough and sliphorn artist George Ortalano are holding down chairs now. Artie Baker continues to do a fine job on clarinet, and, of course, there is Spivak's horn, which seems to grow richer with each listening. Band really rocks on the swing and jump numbers. Outfit shows a greater display of confidence than ever before, too, which is reflected in the way the boys give out on such arrangements. The danceability quotient is absolutely tops.

The Stardusters, male vocal trio, June Hutton and Garry Stevens hold down the lyric interpretations and do a fine job. Soloing of Miss Hutton and Stevens is clear and unrestrained. Some nifty arrangements are in the books involving all five vocalists, too. Harold Humphrey.



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March 21st, 1942.

Mr. Rex Owen,  
Bar of Music,  
Miami Beach, Fla.

Dear Rex,

This is just a letter of appreciation for the superb job you have done for me during the past eight weeks. I can truthfully say that in all of the five years the Bar of Music has been in operation, we have never had any act which was better received by our clientele and which was done more artistically.

It is with a feeling of sincere regret that you leave us next Saturday, and I truly hope you will be with us again in the near future. You have shown a spirit of good fellowship and complete cooperation, and you are really a fine artist with a superb act. I would be happy to recommend you as one of the finest attractions any club could possibly offer to its patrons.

Good luck to you, Rex, and with my sincere appreciation and best wishes, I am

Cordially yours,  
*Bill Jordan*  
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Currently LEON & EDDIE'S, New York ● Exclusive Management: MANUEL S. SHRIBMAN, 1697 Broadway, New York.

Belmont-Plaza Hotel, New York

Talent policy: Floorshow at 8:30, 10:30 and 12:30; show and dance band. Management: John Stember, managing director of hotel; Rodriguez, maitre d'hotel. Prices: Dinner from \$1.50.

Pleasant entertainment is on tap here. Howard Lally's band, here the past six months, is just right for show and dance music. Lally's fiddling and handsomeness lead his combo of piano, sax, drums, string bass and guitar. Sax man Hal Lansberry does the pop vocals nicely, and the band as a whole provides sweetish easy-for-listening music.

Joe Pafumy (accordion) leads the four-man alternate band, with a pretty brunette doing the vocals. Also a good outfit musically.

The floorshow is interesting. It opens with Yola and Lisa, two vivid brunettes, at the twin pianos, singing Mexican and Latin tunes and standard American

MUSICAL FINGERS

**VALLEY AND LYNNE**

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songs. Their soprano and contralto voices blend well and their arrangements are arresting. Are better on Latin stuff than on American.

Moro and Chita, here 14 weeks last year and in their sixth week this time, are an unusual Latin team in that the man is not a typical Latin in appearance and girl is a shapely, clean-cut brunette. They did a good paso doble, a gypsy number to varying tempi, a flirtation Bulerias with an informal touch and a farruca (solo by Moro). Authentic yet commercial Spanish dancing, with the man's technique outstanding and the girl providing the sex appeal.

Tall, blond, thin Lucille Johnson's soprano is heard in standard and operetta tunes, her best being a coloratura aria from *La Traviata*. Encored by duetting with Lansberry, who just about got by. Miss Johnson's is a trained, small voice; her delivery could be more stimulating. Fritz Weller conducts the Belmont Baladeers, the room's colored waiters, in a group of spirituals. Again their voices blend beautifully and the arrangements are excellent.

Service, food excellent.

Paul Denis.

**Hotel Nicollet, Minnesota Terrace, Minneapolis**

*Talent policy: Dance and show band, 8:30 and 12 daily; 8 and 12:30 p.m. Saturday. Management: Neil Messick, manager; James Hickman, room manager; Sally Delaney, publicity. Prices: Dinner from \$1.50; supper, \$1 minimum daily; \$1.50 Saturday; drinks from 45 cents.*

This popular spot continues to be No. 1 in this territory — and rightfully so. Current bill ranks with the very best that have appeared here. Closing of the room Sundays doesn't seem to have hurt business any.

Freddy Nagel and ork, built on the Kay Kyser style, are concluding a six-week engagement, one of the very few bands to hold over so long. Nagel, using four brass, four sax and three rhythm in his 11-man combo, has made quite a hit. He presents Latin American music in excellent manner.

Show gets under way big with Woodie and Betty, roller-skating duo, doing some very intricate whirling, including head spins, twirls and breath-taking hanging-from-the-neck spins. Received heavy applause. Gene Schile, ork trombonist, baritone offering of *Night and Day*, and encores with *We'll Never Forget You*. Has a splendid voice. Barbara Carroll joins Schile and Nagel in *U for Unity*, aided very well by the ork members. Fine voice, and the audience liked her.

C. Ray Smith and his marionettes, working in the open, tore down the house. His offerings include Harpo Marx, opera singer, Velloz and Yolanda and Professor Loughair. Recorded music is used thruout. Manor and Mignon, ballroom terpssters, show plenty of imagination. Mignon is a smart-looking lass, while her partner is on the handsome side. They have perfect coordination. Got a good hand.

The Nagel ork is on the sweet side. Members are a bunch of cut-ups. Nagel has a large library of Latin American tunes, plus plenty of costumes and, in addition to rumba toomfoolery early in the evening, brings the entire band out on the dance floor for show at 10:45 p.m. Audience liked it. Arrangements

are by Nagel, assisted by Clark Smith, trombonist; Art Beyer, pianist, and Dick Selhost, trumpet. Band's library also includes Viennese waltzes and polkas. Combo will be followed by Tony Di Pardo ork.

Food, drinks and service perhaps the best in this territory. Jack Weinberg.

**Club Bali, Philadelphia**

*Talent policy: Dance and show band, rumba relief band, floorshows at 8:30 and 1. Management: Si, Joe and Max Kaliner, proprietors; Adolph Goldman, manager; Barney Sloan, maitre'd; Herman Toll, headwaiter; Milt Shapiro, press agent; Mildred Ray, line producer; Tony Phillips, booker. Prices: Dinners from \$1.25; drinks from 60 cents; \$1 minimum weekdays. \$1.50 week-ends.*

Headliners are keeping the ringside well filled each evening. On this trip it's Helen Kane providing the box-office kick. With a trimmer figure and still as slick as an ingenue, Miss Kane still carries that twinkle in her eye and a high sex quality in her boop-boop-a-doop style of singing, which had another filing in public favor with Bonnie Baker's *Oh, Johnny, Oh*.

Offers a neat song session in *Ma, He's Making Eyes at Me; Whoops, the Fleet's In* and, in a reminiscing mood, a medley of songs identified with her more than a decade ago. Encored with *What Are the Girls Gonna Do for Lovin'?*, a reprise on *I Wanna Be Loved By You* and *You Made Me Love You*.

Rod Rogers, new here, is emcee. Not much of a driver, with inane patter, weak in style and delivery. However, scores solidly on his own account, which indicates that he should stick to straight introductions. Represents a Frenchie, China boy and draftee warbling *I Want My Mamma*. Follows with a song impression of Dr. Jekyll and Mr. Hyde in the lion's den. For a smash finish he makes up as Charlie McCarthy doing a parade of the wooden soldiers.

Dance impressions of James Richards and Joan Carson go far in pleasing. Team apes movie stars in sharp and exaggerated dance routines. Also have a show-stopping finish mimicking the Andrews Sisters facially as a backstage phonograph record grinds away.

Real dancing delight turned in by Mary Jane Brown, doing a tasty rumba tap ballet, following with a fast rhythm session and, for finale clincher, imitating Eleanor Powell.

Line of six girls, routined by Mildred Ray, does three conventional turns.

Alan Fielding still dishing out the show and dance rhythms, with Los Caballeros for the Latin music. Maurie Orodentker.

**El Patio, Mexico City**

*Talent policy: Production shows at 12 midnight and 2:30 a.m., show and two dance bands. Owner-management: Sr. Vicente Miranda; maitre d'hotel, Manuel Rico, E. Prices: Dinner, 6 pesos minimum; 8 pesos Saturdays.*

Current show features a dance pair well known in the United States and now residing in Mexico—Ramon and Renita. Ballroom style is augmented by grace, distinction, elegance and refinement that comes from technique plus personality. The costumes—talls for Ramon and white satin for Renita—enhanced the ideal of refinement. Their outstanding number was drawn from *Boheme*, bringing the dance to the level of a fine art. The romantically inclined Mexicans liked the pair; there were four numbers instead of the usual two.

With this engagement Ramon finds himself an artist and agent, for thru his International Agency he booked his own act.

It was opening night for the English magician, Fu Manchou, he of the gorgeous costumes and the clever tricks. Not so long ago he gave a successful series of performances at the Palace of Fine Arts, when he added music and classic dancers. At El Patio he solos.

On the same program is Bill Gary, American tap dancer whose success has won him an extended engagement. Also, the Trio Tarlacuri is still singing, and Pena and his Gypsies still dancing. Charles Poore.

**The Troika, Washington**

*Talent policy: Dance band; floorshows at 9 and 12. Management: Helen Hamilton. Prices: Dinners from \$2; drinks from 40 cents; minimum, \$2 (Saturdays, \$2.50).*

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Name act policy proves plenty profitable. Sophie Tucker, doubling from *High Kickers* at the National, pulled heavy crowds for her week of midnight performances. Patter songs like *Life Begins at 40* and *The Bright Young Man With a Future* drew wonderful response. Her old stand-bys, *One of These Days* and *Melancholy Baby*, with the hot cornet-style voice, had terrific nostalgic appeal, and the jammed house gleefully joined in community singing of many old-time favorites. And she stands in as solid with the younger people as with old-timers.

Jayne and Adam Di Gatano, putting in their third week of a seven-week engagement, are the best dance team seen in Washington this season. The limited slightly by an abbreviated floor, they produce smooth, skillful routines that make patrons sit up and applaud. Their numbers are done with symmetry and grace. Are attracting repeat customers.

Frakson, the magician, is none too effective in the few illusions he tries. He starts fast with cigarette tricks, but act sags badly in the middle. Finishes strong, however, with coins-in-the-bucket trick.

Terry Lawlor, singer, is good on her strictly Irish dialect numbers, but falls flat when she attempts others.

Karavaeff, emcee, is a masterful Russian dancer who has skillfully interposed modern techniques into the dances of the steppes.

Sasha Lucas leads the orchestra and plays beautiful violin solos. *Connie Poulos*.

### 365 Club, San Francisco

Talent policy: Dance and show band; floorshow at 8, 10:30 and 1:15. Management: "Bimbo" Giuntoli. Prices: Dinners from \$2.50; drinks from 40 cents.

"Bimbo" Giuntoli generally manages to put on a good show, but this time he didn't. Tabbed Matt Duffin's *Victory Revue*, show looked anything but victorious. Consists of Bruce Holden, emcee and singer; Rita and Rubins, Neahtha and Nucomi, a line of six girls, and Shavo Sherman as added starter.

Opener has girls on for a parade, with the usual high headgear, introducing Rita and Rubins in an effective *Wooden Soldier* routine. Line returns for another,

a meaningless parade which brings Bruce Holden into his own spot for pop songs which are fair.

Neahtha and Nucomi, Indian ballroom team, take over, but that's about all. Male member looks like a bone crusher, and seems entirely out of place on a dance floor. Jitterbug encore, an attempt at comedy, fails to register.

Shavo Sherman does more for the show than he does for himself. Gets over big with his impressions of Durante, Chico Marx, Hugh Herbert, etc. Could go better if given a chance to emcee a better supporting bill.

Girls come on for a finale with an audience-participation congo. Business good at show caught, which is now in second week. Joe Marcellino and his five-piece band still on the rostrum dishing out good dance music and fine support for acts. *Edward Murphy*.

### Royale Frolics, Chicago

Talent policy: Continuous shows from 8:30; show band. Management: Eddie Franks and Arthur Kauselbaum, managers; Bill Martin, booker. Prices: No cover or minimum; dinner from \$1.50.

Closed since the late Denis Cooney pulled out some three years ago, spot is back with a continuous show, using a long line of acts and specialties (19 opening night). Policy is patterned after management's North Side cafe (the Playhouse), selling a long show and food and drinks at pop prices. Band works behind a curtain at all times and there is no dancing. Opening act follows the closing turn, and so it goes until four shows are completed.

Despite many acts being mediocre, the customer gets value. Whether it will be profitable to give him a continuous show, which may interfere with the bar and kitchen business, remains to be seen. The turnover will have to be big (place seats around 350) to realize a profit.

Almost half of the acts turn in pretty entertaining accounts of themselves. Some of the specialties were all but ruined thru the poor musical backing, apparently due to lack of rehearsals and bad show band.

George Moore, interpretative tap dancer, and Libby Scott, tapper, double as emcees. Moore is far more effective, his appearance and delivery registering (See *Night Club Reviews on page 35*)

# Club Talent

### New York:

TOMMY DIX starts doubling between *Best Foot Forward* and the Copacabana Tuesday. . . . GARRON AND BENNETT, the new dance team at the Hurricane, opened Wednesday. . . . JOHNNY MACK opens at the Belmont Plaza May 21. . . . GEORGES AND JALNA open at the Waldorf-Astoria May 18. . . . CHESTER TOWNE (and Towne), now at the La Conga, expected to report for army duty shortly. Helen Knott, his partner, expects to go into designing dance costumes. . . . SARA ALLEN has opened at the Panda. . . . EDDIE KAY, of Kay, Katya and Kay, prepping for army induction.

BERNICE MARSHALL, formerly Manning, is back in town from the Midwest. . . . HARRY ROSE has put out a crazy show unit, *Strictly for Laughs*, featuring himself. Cast includes Nat Renard, producer; Jack Goldie, Primrose and Gold, Phillips and Mason, Ann Forest, Stevens and Phillips and Vic Lamont. Booked by Arthur Grossman to open May 4 at the Beachcomber Club, Baltimore, for two weeks and options.

### Chicago:

GRAND TERRACE paid Brown and Lee their \$37.50 back salary claim, and AGVA has removed the spot from the unfair list. . . . LEONARD CHRISTENSEN, of the Three Arnolds, and Buddy Hughes, who has been doing a dog act, are taking civilian flight instruction courses. Christensen is stationed in Wheeling, W. V., and Hughes at Madison, Wis.

GEORGE MOORE, dancer, joined the army this week. . . . YVETTE, singer, wrote a book about her recent dates at naval and marine bases outside the United States, but the publication date has to be postponed for the duration because of military censorship.

MICHAEL LORING reported to the navy Monday (11) at the Great Lakes Naval Training Station as Lieutenant, junior grade. His spot at the 885 Club is being filled by the Tanner Sisters. . . . ROSCOE ATEES canceled his date at the Club Trocadero, Evansville, Ind., which was scheduled to start May 19 to report to Washington on May 17 for a hearing on his application for a commission in the Air Corps.

HUDSON WONDERS set for Mike Todd's forthcoming *Star and Garter* show in New York. . . . LOUISE GILBERT, local voice teacher, says the current demand for girl singers is far greater than the supply and will continue so. . . . Following its run at the Rumba Casino, the *Fun for Your Money* unit will play army camps for USO.

### Philadelphia:

SINGING GUARDSMEN AND MARION close a 15-week run at Neil Deighan's cafe on the Jersey side and open at Frank Palumbo's Cafe. . . . SUSAN LANGE has recovered from a strep throat and resumes singing at Lou's Chancellor Inn. . . . JOHNNY CARNES and FRANK DARROW, two of the FOUR OCTAVES current at Lexington Casino, leave for the army. . . . DR. GIOVANNI skedded to come in late in May at Club Ball.

### Hollywood:

FRANK E. FARR, emceeing at the Gay Nineties, San Diego, has been held over for the fifth week. . . . HELENE GARDNER DANCERS and Radio Rogues opened at the Bal Tabarin, San Francisco Thursday. . . . RITZ BROTHERS back in Hollywood, following a successful engagement at the Commercial Hotel, Elko, Nev. Will do a picture. . . . CARLOS ROMEROS opened at the Palace, San Francisco, May 5. . . . EDDIE STANLEY, Fid Gordon and Senator Murphy back in town after playing with USO unit, *Sunshine Revue*. . . . CAPRINO SISTERS arrived a week before the trio, having left *Sunshine* when one of the sisters became ill. . . . CALVERT, the magician, left Saturday (2) for Philadelphia. . . . JOHNSON AND DIEHL arrived here recently after a fling at casuals and theater dates in San Francisco. . . . HOWDY HOWE, of Gilbert and Howe, who arrived in this country recently after 21 months in Australia, is now on the high seas as a member of the Merchant Marine. . . . WRIGHT AND MARION, in Hollywood from England, have been offered passage back to their native country. They are mulling the move, having picked out a home in this area. ULIS AND CLARKE, after seven years away from this area, are back and shopping for a home. . . . AL MARDO left with the *Camel Caravan*. . . . ART WIN-

TON, formerly of the Three Winton Brothers, is now doing a single xylophone act. . . . BERNICE LYNN is back in the business following an absence of several months. . . . MATT KOLE and Teresita, who have been playing Coast niteries, left recently for Philadelphia. . . . JACK SCHAFTER, formerly of the Humanettes, is in the army in North Carolina. . . . JOE DAYTON, of Dayton Brothers, enters the army soon.

### Here and There:

SHEILA BARRETT opened Thursday for two weeks at the Troika, Washington. . . . WALTER "DARE" WAHL, of the Latin Quarter, Boston, May 17. . . . RUTH CLAYTON set by Lou Weiss into the Chez Paree, Chicago, May 22. . . . ALAN CARNEY on the same bill. . . . DE SYLVA TWINS opening at the Club Royale, Detroit, May 23. . . . HAUKANE AND LONYA current at the Netherland Plaza, Cincinnati. . . . JANE PICKENS starts at the Del Rio Club, Washington, May 26, for two weeks. . . . STAN EARLY is emceeing at the Crisford House, Boston. . . . MURRAY PERKER is a hold-over at the Coo Coconut Grove, Santa Monica, Calif.

THE DE MARCOS are set for the Palace Hotel, San Francisco, May 15. . . . HAROLD AND LOLA booked for the Latin Quarter, Boston, May 21. . . . DELLA LIND opening at the same spot May 31. . . . HENNY YOUNGMAN going to the Yacht Club, Pittsburgh, May 15. . . . HIE THOMPSON has joined the Terry Davis unit.

BIM HERBERT is the new professional name of Herman Timberg Jr.

LITTLE JACKIE HELLER, forced to miss his scheduled opening at Glenn Rendezvous, Newport, Ky., May 1, due to influenza which put him in a Cincinnati hospital, opened there last Friday (8), splitting headline honors with Hal LeRoy, now in his second week.

CHEENA DE SIMONE DANCERS have been given a second four-week contract at the Yacht Club, Pittsburgh. . . . NILS AND NADYNE open May 18 at the Villa Madrid, Pittsburgh. Now at the Continental Club, Chesapeake, O. . . . BILLY VINE returns to the Latin Quarter, Boston, in September, for four weeks.

EDDY AND EDDY, ballroomers, are in Cincinnati before moving on to Indianapolis for a week at Red Gables, opening May 11. Then to Merry Gardens and Paradise ballrooms, Chicago.

MARTEN BROTHERS AND FAYNE to the Edgewater Beach, Chicago, May 22.

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A
Adair, Blois (Colosimo's) Chi, nc.
Albins, The (Oriental) Chi, t.
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B
Bacon, Faith Page (Tower) Kansas City, Mo., 15-21, t.
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C
Calgary Bros. (Buffalo) Buffalo, t.
Carlson & Juliette (Jimmy Kelly's) NYC, nc.

CHEENA DE SIMONE
★ DANCERS ★
Currently YACHT CLUB, Pittsburgh.
Dir.: Sol Tepper, RKO Bldg., N. Y. C.

Chick & Lee (Tic Toc) Milwaukee, nc.
Chittison, Herman (Ruban Bleu) NYC, nc.

D
Dale, Dorothy (Chez Paree) Chi, nc.
Daniels, Billy (Onyx Club) NYC, nc.

De Rivero, Carmen (Plaza) NYC, h.
DeSylva Twins (Royale) Detroit 8-21, nc.

E
Early, Stan (Crawford House) Boston, h.
Eddy & Eddy (Red Gables) Indianapolis 11-16, nc.

F
Fellon, Happy (Palace) Cleveland, t.
Fern, Pearl, & Eddie (George's) Coshocton, O., 11-16, nc.

G
Gale, Alan (Hurricane) NYC, nc.
Gamble, Inez (Royale Frolics) Chi, nc.

H
Haakon, Paul (Music Hall) NYC, t.
Hager, Clyde (Diamond Horseshoe) NYC, nc.

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

Houston, Elsie (Spivy's) NYC, nc.
Howard, Bunny (Park Central) NYC, h.

Howard, Johnnie (865) Chi, nc.
Howard, Mary Lou (Kitty Hawk Room) La Guardia Airport, N. Y., re.

I
Iles, Stephen (Weylin) NYC, h.
Ink Spots, Four (Paramount) NYC, t.

J
Jackson, Joe (Roxy) NYC, t.
Jackson, Lee, & Chana (Greenwich Village) Syracuse, N. Y., nc.

POLLY JENKINS
AND HER MUSICAL PLOWBOYS
May 15-16, Paramount, Fort Fairfield, Mo.
For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Illon, N. Y.

Jason & Bell (Stanley) Ulica, N. Y., t.
Jean, Jack & Judy (Colonial) Dayton, O., t.

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JOLLY JOYCE
Earle Theater Bldg. Philadelphia, Penna.

Jose & Paquita (Benjamin Franklin) Phila 4-16, h.
Juarez, Juanita (Copacabana) NYC, nc.

K
Kabler, Jerry (Seneca) Chi, h.
Kavan, Alice (Riverside) Milwaukee, t.

L
Lanc, Eddie (Queen Mary) NYC, re.
Lang & Lee (Harper) Detroit, t.

LeRoy, Hal (Glenn Rendezvous) Newport, Ky., nc.
Les & Poppy (Riviera) Los Angeles, re.
Leslie & Carroll (Netherland Plaza) Cincinnati, h.

Advance Bookings

DICK ROGERS: Tic Toc Club, Montreal, May 15.
ANDREWS SISTERS: Paramount, New York, July 8.
GLENN MILLER: Buffalo, Buffalo, July 24; Palace theaters, Akron and Youngstown, O., July 31.
CHICO MARX: Oriental, Chicago, May 22, week.

MITCHELL AYRES: Hippodrome, Baltimore, May 28; State, New York, June 11.
BONNIE BAKER, Benny Meroff: Oriental, Chicago, May 29, week; Riverside, Milwaukee, June 5, week.
HARRY RICHMAN, Alan Carney, Chez Paree, Chicago, May 22, two weeks and options.

Luiz, Dora (Rumba Casino) Chi, nc.
Lynn, Christina (Beverly Hills) Newport, Ky., cc.

M
McKinney, Nina Mae (Ubangi Club) NYC, nc.
McNellis, Maggi (Amando's) NYC, nc.

M
Mack, Johnny (Biltmore) Providence, h.
Malloy, Ullaine (Olympia Arena) Detroit 11-17.
Mangean Sisters (Diamond Horseshoe) NYC, nc.

M
Mills Bros. (Apollo) NYC, t.
Montenegro, Rosita (La Vie Parisienne) NYC, nc.

N
Na Pua (Lexington) NYC, h.
Nash, Marie (Palace) Cleveland, t.

O
O'Daniel, Mickey (Ubangi) NYC, nc.
O'Day, Anita (Chicago) Chi, t.

P
Paulens, The (Wivel's) NYC, re.
Paulson, Lehua (Lexington) NYC, h.

R
Rae, James (Palmer House) Chi, h.
Rardon, Joey (Chicago) Chi, t.

S
St. Claire Sisters & O'Day (Olympia Circus at Stadium) Detroit 8-17.
San Souci Dancers (Royale Frolics) Chi, nc.

(See ROUTES on page 70)

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

All's Fair (Shubert) Boston.
Arsenic and Old Lace (Walnut) Phila.
Ballet Russe (National) Washington.

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

# Magic

By BILL SACHS

JOHN BOOTH, Canadian conjurer and student of divinity, for the second consecutive year produced the annual Derby Show for the Girdler Corporation at the Brown Hotel, Louisville, during Derby week. On May 17 he preaches at the First Parish Church, Billerica, Mass., and May 31 at the First Unitarian Church, Evanston, Ill. In recent weeks he has been studying 10 hours a day—on trains or anywhere he may be. Overwork has put him near a physical breakdown, and doctors have warned him to slacken his pace. He graduates in June, so John figures he'll be able to continue the grind until then—and then maybe take a rest. . . . WHEN THE GREAT KNOLL, high-trapeze performer, plays Jefferson Beach, Detroit, May 7-17, he'll be the guest of Jimmy Martin (the Great Martini), card, coin and silk manipulator, who resides in the Motor City. Knoll and Martin were schoolmates and former partners in a double aerial and contortion act. A flip of a coin separated the act, when Knoll's health broke and he went west to join the Harry Kay Lewis Show. . . . NORMAN DAVIDSON, Philadelphia trixster, is now a lieutenant with the Army Air Corps in Florida. . . . MR. RUSEY is winning plaudits with his magical feats at Steve Brodie's Cafe in the Quaker City. . . . SYD GOLDEN augmented the floorshow at the Lexington Casino, Philly, with his bag of magical nifties. . . . A MAGICIAN'S DREAM is the best way to describe the magic extravaganza which moved into Loew's Capitol, Washington, last Thursday (7). Emceed by Fred Keating, the Congress of Magicians has taken priorities on the hearts of the Washington theatergoers. Jack Gwynne presents his original and polished illusions; Val Voltaine offers *Mystic Mizology*, which puts the wise-aces on the edge of their seats; Ade Duval pushes 'em over with his grand *Symphony in Silk*, and the inimitable Cardini score his usual solid hit.

BERT ALLESTON, who recently finished five months at Hotel Pierre, New York, is nursing a broken arm and will be unable to hocus pocus for some time. He is staying at the home of his sister, Mrs. Victor Lundgren, in Springfield, Ill., until the fin mends. He plans a trip to Chicago this week to visit friends. . . . JERRY KAHLER, writer, entertainer and card expert, is new manager of the Bow 'n' Arrow Room in Hotel Seneca, Chicago. . . . LESTER LAKE (Marvelo) has been relieved of his AGVA secretary duties in Columbus, O., and is back in Ohio niteries with his magic turn. He was a visitor at the magic desk last Wednesday (6) while in Cincinnati for a few days from his home in New Trenton, Ind. . . . KNIGHTS OF MAGIC held their 21st annual show April 26 at the Brooklyn Central YMCA. Lew Dick served as emcee and introduced the following acts: Murry Berke, Morrie Fox and Novello, Ben Sylvan, Peter Pan, the Magic Man; Norman Sherman, George Ashton, Irving Kock, Dr. Aaron Weiss, Herman Makower, Dave Spindell, Ira Shulman, Pvt. Larry Weeks, Harry and Dorothy Burns, Zovello and Phil Wayne, Sandy Robinson, Dr. Jack Schneiderman, Phil Stillman and Paul Caruso. Production was under the direction of Jack Malon. Keith Clark, George Kring, Jean Hugard, Bruce Elliott and a host of SAM members were in the audience. . . . IBM CONVENTION in Fort Worth June 16-19 opens Tuesday (16) with a night-before Western party at a near-by ranch. Wednesday afternoon will be given over to a show sponsored by the dealers. A prize contest will get under way that day. Contest finals will be held Thursday, with trophies presented to the winners at a banquet. Thursday night will be given over to a variety show, dinner and dancing. Conclave will be climaxed Friday with a kiddies' matinee and a big public show at the new Will Rogers Memorial Auditorium at night. A \$5 registration fee will cover all of the events listed above. Headquarters will be at the Texas Hotel. . . . C. THOMAS MAGRUM, now a private with the Field Artillery at Fort Leonard Wood, Mo., is keeping busy entertaining the soldiers at the fort's recreation halls and service clubs. He is getting in on the average of three shows a week.

AL RIO and Dolly Wahl opened at the Rialto, Chicago, Friday (8). . . . CLOSING on Midwest Circuit May 7 were Bobby Vall in Toronto and Joanne Carroll in St. Louis.

## Plan for Show Case for Talent, Canteen for Men

DETROIT, May 9.—Developing a central theater-style night club to serve the dual purpose of a canteen for servicemen and a showing house for acts new in the territory is suggested here by Les Golden, executive secretary of the Detroit AGVA local. Golden has been in the thick of controversy over USO shows in this section for some time. Night club operators had complained that their shows were being presented under adverse conditions and that this hurt the shows in their regular engagements. Golden's proposal is to take over a theater, possibly the RKO Downtown, now arranged as a terrace night club and long closed, and install a permanent chorus and cast. Night club and theater stars would come over for single appearances.

## Review

### Follies, Los Angeles

(Reviewed Saturday Afternoon, May 2)

Current show, *Darlings of the U. S. A.*, produced by Lester Montgomery, is strong on production and stripping, but weak in comedy. Show runs 90 minutes. Not the best seen here; entertaining only in spots.

Shows opens with the Montgomery girls parading against a springtime backdrop. Bob Rogers, a personable chap, vocals *With the Wind and the Rain in Your Hair*. Production is outstanding and highlighted with six girls opening parasols edged with lights. Louise Miller offers good vocals, altho not up to snuff on her performance. Lee Trent, a good-looking straight man, is on for some comedy with Herbie Barris. Material lacks punch.

Second production number is an outstanding Dutch setting. Smooth voice of Miss Miller gave the turn a good edge. Working to *Amaryllis*, the line girls do a mechanical doll dance, Miss Miller vocalizing *Little Dutch Mill*.

Princess Garcia, a plumpish lass, clicked with her "meditation" strip. Other strippers included Vickie Davis, who struts in a white gown; Elaine Nelson, a willowy blonde who clicked solidly, and Dorothy Darling, a pretty blonde who got a big hand.

Other comedy assignments go to Peanuts Bohn, a newcomer to the Follies. He appears with Trent, pretty Mar Vel, who also does some solid ballet work, and George Clark. In a schoolroom scene with Rogers, Mar Vel and Miss Miller, he offers some real comedy.

Betty Rowland, the "Ball of Fire," working to *In the Mood*, removes parts of a glowing red gown piece by piece with finesse that is a credit to any burlesque performer. She makes good her announcer's promise she will steal the show.

Milton Stein handling publicity.  
Sam Abbott.

## "HARLEM CAVALCADE"

(Continued from page 5)

most of the talent is highly commendable. In the comedy division Flournoy Miller, of *Shuffle Along* fame, has some hilarious moments, but the biggest laughs are pulled by Tim Moore, a droll comic who is present in almost all of the sketches and who manages to make even stale material seem terrific by his solid, sure-fire comedy style. He's ably aided by Joe Byrd, Maude Russell (straight) and various others.

Chief singing assignments fall to the Delta Rhythm Boys, a male quartet un-billed on the program but emerging as one of the most terrific singing aggregations heard in years; the Peters Sisters, roly-poly trio whose sock vocal efforts give way to beef-trusty terpsichore; the Ginger Snaps, a fine girl quartet; and Jesse Crior, who makes his chief appearance at intermission-break to do a sock rendition of *Shoe Shine Boy*—tho for some reason he sings it *Bootblack Boy*. Sissle himself appears in the second half to reminisce about the production of *Shuffle Along*, to lead a chorus number from that show, and to sing a patriotic number he co-authored for the finale.

There is, of course, plenty of sock dancing. Moke and Poke offer ace comedy and footwork; Pops and Louie score their usual tremendous hand, and the Miller

## Upholds Closing Of Minn's Burly

MINNEAPOLIS, May 9.—Petition by David Gilman, operator of the Gayety Theater here, for an order directing Mayor Marvin L. Kline to show cause why his action in revoking the house license should not be set aside, was denied by District Judge Frank E. Reed. The Gayety was closed by the mayor following a hearing April 4.

Gilman charged that the mayor acted arbitrarily, but the court held this plea invalid, pointing out that Hizzoner acted after receiving complaints about the shows in that house. Reed said that there was nothing in the record to indicate there was any abuse of discretion by the mayor.

## Norfolk Burly Stays On

NORFOLK, Va., May 9.—Gaiety will remain open all summer, according to Manager Moe Costello. House will drop daily matinees and, instead, will run two shows starting at 7:30, adding matinees, however, Saturdays and Sundays.

Rose La Rose, who became the first featured performer held over in the house's two-year history, repeated last week and remained another seven days.

## Akron Burly Out

AKRON, May 9.—After a season of several months, longest on record here, Gayety, burlesque house, has switched to double-features. Jimmy Walters is manager. House opened last fall with burlesque, changing principals Fridays and more recently offered two bills weekly.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

JOANE MONROE, new burly stripper, has returned to the Empire Circuit at the Avenue, Detroit, after a brief visit here to attend an ailing daughter, Hazel. . . . PAUL WEST has a new teammate, Johnny D'Arca, who replaced Meggs Lexing. Latter left to return to his Milwaukee home because of illness. What D'Arca lacks in Lexing's comedy mannerisms he more than makes up in vocal culture. They stopped shows during Union City week of April 26. Following their Hirst Circuit tour, Paul and Johnny are set for vaude thru Abner J. Greshler, their rep here. . . . BABETTE BERNHARDT will follow her Hirst engagements with club dates in Baltimore. Then opens June 12 at the Roxy, Cleveland, in George Young's new stock show. . . . HAL AND HONEY BEE, brother and sister dance team, making their burly debut in a Hirst show. Upon the show's close, May 16, they go to the Latin Quarter, Boston, for two weeks. . . . JEANNE ROCHELLE opened at the Gayety, Norfolk, in stock for two weeks, May 4.

ANN CORIO will perform her own underwater scenes in the *Jungle Siren* pic, being an expert swimmer. . . . BINDER AND ROSEN opened the new stock show at the Hudson, Union City, N. J., May 10, with Beverly Carr producing. . . . COLONIAL, Utica, N. Y., changed from road shows to stock May 4, with I. B. Hamp, Gertrude Beck and Mandy Kay featured. . . . CHARLES W. LEVINE now doing comedy as well as eccentric characters that include a Jekyll and Hyde bit. . . . VALERIE PARKS and Jack Ainslee are to open their own nitery in Canton, O. . . . LEW FINE, comic, plans to follow his Hirst Circuit tour with a return to Midwestern fairs, along with taking part in some amateur golf tournaments. . . . AL MURRAY, singer, in his Hirst show after finishing the season in Montreal May 16 goes to Stier's Hotel, Fordale, N. Y., for his 10th consecutive summer.

RITA DEVERE, dancer formerly in burlesque, and Al DeVito, both with *Fun-Za-Fire*, USO unit, were held up by two masked men when the show played Chicago recently and relieved of all cash and jewelry. Rita's son, Ron, is recovering from an appendicitis operation. Writes Rita, "We will miss the grand soldier audiences. I'm afraid they spoiled us. Whoever wrote that editorial in *The Billboard*, April 25 issue, is deserving of a medal. Truer words were never written." . . . THE COPELANDS, roller skaters, were replaced by Earl, Jack and Betty in *Fun-Za-Fire* just before the unit's wind-up May 9. . . . SAM BRISKMAN drew a brief biography in Nick

Brothers and Lois, dancing atop a series of contraptions, bring down the house with break-neck tap-whirls. Wini and Bob Johnson also indulge in a few hoofing sessions, and Wini, a very lovely young lady, acts as a piquant, charming and straightforward mistress of ceremonies during the second half.

Perhaps the biggest sock of the evening is scored by a couple of lads who do both dancing and a drum duet. So far as the program can be followed they're billed as Red and Curley, and their act is strictly sensational.

Una Mae Carlisle, billed, did not appear at the showing caught.

Eugene Burr.

Kenny's *Daily Mirror* column April 30 for his generosity in donating \$4,000 worth of theatrical equipment used aboard the U. S. S. Seattle for entertainment Thursday nights. . . . WALT COLLINS one of the new stock cast at the Troc, Philadelphia. . . . LLOYD MULLER, of the Claridge Hotel, is now a corporal in Headquarters Detachment, 7th Q. M. R., Camp Lee, Va. . . . JOE BABBITT, ex-burly house manager, can be contacted via 434th School Squadron, Air Corps Basic Flying School, Greenville, Miss. . . . HARRY LEBOWITZ, son of the operator of the Embassy, Rochester, is with Co. A, 36th Engineers, APO D, Fort Bragg, N. C. . . . BROWNIE SICK, former straight man, is with 471st School Squadron A. C., Randolph Field, Tex.

BOO LAVON, with the Mills-Fields show on the Hirst wheel, reported at the Hudson, Union City, N. J., April 24 with her right arm taped to cover a dog bite she sustained trying to separate her Gretchen and another canine that afternoon. . . . ED J. RYAN, operator of the Casino, Boston, in town April 25, reported he will gain possession of the Gayety, also in Beantown, and open it next September. Which will give Boston next season a total of four burly stops, the other two being the Howard and the Globe. . . . MONROE (MONKEY) KIRKLAND, comic, purchased a new house trailer recently to enable him to make the jumps between Hirst stops "without any trouble and for only \$2,700 slimo-leans." . . . GEORGE KATZ and Jerome Rosenberg among the many ex-burly house operators to sign up for the last Selective Service. UNO.

## PHILADELPHIA:

JACK MONTGOMERY, producing the shows all season at the Troc Theater, goes to Pittsburgh in a similar capacity for Izzy Hirst. . . . MARSHA STEVENS headlines at Twin Cedar Inn, on the Jersey side. . . . LILY MAE at Holloway's Inn on the Jersey side.

## MIDWEST:

DEWEY MICHAELS, Gurston Allan, Lou Appelby, Arthur Clamage, N. S. Barger, George Young, Bill Collins, Harry Katz, Jack King, Jimmy Walters, Charles Fox, I. Hirst, Phil Rosenberg, J. Hornick recently attended a meeting at the Rialto, Chicago, to plan the coming season for the Hirst Midwest and Empire circuits. . . . BOB FERGUSON is out of the cast of his own company at Detroit due to illness. . . . CHARLES FOX closed the Liberty, Davenport, Ia., Sunday (19) for the season. . . . LANA BARI held over at the Rialto, Chicago. . . . FRED FRAMPTON has opened at the Gay Nineties, Columbus, O. . . . CHARLES ROTHSTEIN and wife, en route to Kansas City, Mo., were Chicago visitors. . . . VIRG (PORKY) DOWNARD is still handling the comedy at the State-Harrison, Chicago.

HARRY ROLLINS closed on the Hirst Circuit at Montreal. . . . GLADYS FOX forced to terminate at the Palace, Buffalo, due to illness. . . . CHARLIE ROBINSON opened at the Follies, Los Angeles. . . . JEANNE has closed at the 606 Club, Chicago. . . . RUTH NARY has closed on the Empire Circuit. . . . GRAND, Youngstown, O., now operating on a three-day policy (Friday, Saturday and Sunday). . . . HARRY WHITE has opened at the Gay Nineties, Columbus, O. . . . HERBIE FAY closed at the Rialto, Chicago, because of the death of his father.

# Reviews of Units

## "Beachcombers of 1942"

(Reviewed Orpheum Theater, Los Angeles, Wednesday Evening, April 15)

Several units have played here the past few weeks, but *Beachcombers* is the smoothest, fastest and most entertaining. Running 70 minutes, the performance holds interest. Gals are good-looking, costumes are tops, and the program is well presented.

First on are the Sarong Girls, featuring the Hudson Sinclair Dancers, with Lee Kelson vocalizing *The Night Is Young* in good fashion. High kicking marks the work of the line girls, and six showgirls parade down the gilded staircase. Cat-walk dances add to the flash.

Vic Hyde, one-man band, got off to a good start with imitations of band leaders. Play many instruments. Plays two trumpets for a two part harmony of *Margie*, then three trumpets for *Sleep*, four trumpets on a march tempo while he twirls a baton. Plenty of applause.

Rio Brothers got off to a slow start but picked up with their sketch of a television show, with an eternal triangle theme. Went over well, but their wow was a slow motion murder. Encored with a swell soft shoe.

Second production number is the Can-Can, again featuring the Sinclair Dancers and including acro work. Dancing is solid. Lee Scott is on for some acro dancing which includes a hand spin over six girls bending side to side.

Hal Sherman had the audience on his side from the start. He augments his dancing routine with a clever monolog tinged with corn, but effective corn.

In the third production number, an Indian ceremonial dance, Martin and Allen, balancing act, do smooth hand-to-hand stuff. Work with ease, and the difficult stuff they do did not receive audience response it deserved.

Masters and Rollins do dancing and comedy. Imitations of Henie, Karloff and Jockey-and-horse-in-home-stretch are good. Comedy dancing is the usual stuff, but well done. *Victory* finale is impressive, presenting girls in costumes representative of the United Nations. Twelve majorettes are on for baton twirling as *Miss Victory* is lowered in the background.

Pix, *The Stork Pays Off* and *The Adventures of Martin Eden*.

Full house when caught.  
Sam Abbott.

## "A Nite in Rio"

(Reviewed at the National Theater, Richmond, Va., April 26)

Stewart and Taylor, wise-cracking comedians, prove outstanding in this unit. Their humorous patter, timed perfectly, together with a beautiful blonde who assists them, brought them a score of oncores.

A ventriloquist, Stanley Burns, ran a close second. Burns slips thru his paces with great ease and tops his performance by having "Willie" put to bed in his trunk.

Ming, the magician, empties his bag of tricks in the usual manner, offering a baffling rope trick as a climax. Ming wears a sign, "Me Chinese," in order that there can be no mistaking his nationality.

Frank Ferrand does intricate balancing and juggling, which includes four sombros and the slipping of a cigarette behind his back and over his head into his mouth, following the cigarette with a lighted match.

Chiquith Velez, a blond dancer, maneuvers a strip tease to background supplied by the chorus of six, all done up in blue, and the theater's orchestra, which was in top form.

Vici Torree does the vocals. Dimas and Anita, Brazilian dance team, attempt to keep pace with the show, but fall short in spite of their diligent attempts.

Pic, *Dangerous Lady*.  
Ban Eddington.

## Count Berni Vici's "Spices of 1942"

(Reviewed at the National Theater, Richmond, Va., April 29)

Berni Vici, who always carries an outstanding show, has outdone his previous efforts in his *Spices of 1942*. Arriving with a baggage car of scenery and effects and a cast of 50, he presents a swell 65-minute show.

Opens with the Count playing a violin

on a darkened stage and girl violinists behind a drape playing neon-lighted instruments. Highlights of the show are two Mexicans, Cline and Cortez, a comedy duo, who perform on guitar and mandolin. Play operatic and swing selections with ease, and were called back for one encore after another.

Orchestra plays from a moving bandstand topped by a second-level stage. Six Marvelettes, trim dancers, do their bit on the lower stage, while a shadow dance is being performed on the second deck by the chorus, which is a group of really talented dancers as well as good lookers.

Lenore and Charles, adagio dancers, are the center of the *Indian Fantasy* number, performing an intricate dance. Leonard Barr and his partner, Estes, do an eccentric dance which differs from anything we've seen. Barr's pantomime of a ride on a street car brought the house down. The Three Flames skate on an elevated circular platform in the dark in luminated costumes. This gave the act the effect of "Something From Mars." Sid Guffy Fields and "Red" Buttons furnish the comedy and climax their act with a serious patriotic number, *We've Got a Job To Do*. They are good comedians and the song goes over big; but they just don't seem able to live up to the rest of the unit.

The finale, *Cavalcade of America*, which features patriotic tableaux from 1776 to 1942 and the beautiful "V for Victory" girl, lets the curtain down.  
Pic, *Fly-By-Night*. Ban Eddington.

## Vaude Shows Still Popular in England

LONDON, April 1 (delayed by censor).—Speculation continues as to future of Stoll Theaters Circuit. Appointment of Prince Littler to board of directors is believed an outcome of negotiations for management shares held by the late Sir Oswald Stoll.

Vaude continues at the Stoll Theater, Kingsway and, following the brief run of much-boosted mixture of Russian ballet, opera and divertissement, *Moscow Bells*, Emile Littler's revival of *The Maid of the Mountains* opens today at the circuit's Coliseum.

With daylight saving introduced April 4, many vaude houses thruout Britain are putting back times of their night shows.

On Easter Monday, Stoll Circuit re-opens Chatham Empire as twice-nightly vaude and revue theater. First booking is William Henshall's *How About It?* with English comic Sid Field and American dancers Tracey and Hay.

Marble Arch Regal, West End luxury pic house, has changed program policy from two screen features to one star film, shorts and a band presentation on stage. Changed weekly.

## Passaic 3 Days; Might Try Legit

NEW YORK, May 9.—Central Theater, Passaic, N. J., goes from a full week to three-day vaude, starting May 15 with the engagement of Mitchell Ayres. House is expected to remain shuttered the other three days. Will try the three-day policy experimentally, as the closing of the near-by Adams' Theater, Newark, Wednesday (6) removes its vaude competition. The Central is booked by Arthur Fisher and the Adams by Eddie Sherman.

The Central may go legit if the three-day experiment fails to pan out.

## Philly Earle's More Name Acts

PHILADELPHIA, May 9.—Feeling that vaude is due for a heavy revival of interest in coming months, William Israel, manager of Warner's Earle, says the house will bring in variety names. Earle has been on a steady name-band diet since the start of the season.

First break is current, Les Brown's orchestra. Maxine Sullivan and Lionel Hampton's band head an all-sepia show May 15 week; Glen Gray's ork and the Mills Brothers May 22 week. May 29 stretch still open. Jimmy Dorsey's band has the June 12 week; Andrews Sisters June 19, and Judy Canova June 26 week.

## Detroit Union Wants Living-Cost Raise, Pay for Extra A.M. Show

DETROIT, May 9.—Negotiations for new wage minimums for all night clubs in this section are being started by the Detroit local of AGVA. The union is invoking the "cost-of-living" clause in its contract signed last fall, under which, if general living costs rose 10 per cent or more, it could re-negotiate for increased wages. Les Golden, local executive secretary, contends the rise has exceeded 10 per cent. Contracts expire May 31.

Asked for a raise on the weekly scale from \$36 to \$45 minimum on city spots, and for chorus girls in Class C spots from \$22.50 to \$27.50 per week.

New up-State trend toward morning shows for defense workers is indicated. Night club owners are picking on the pay day for their nearest defense plant and offering a morning show on that day. They also offer to cash pay checks that day.

Defense workers, often migrants without local banking connections, respond to this form of solicitation, as it solves their major weekly financial problem.

Tendency is to ask for a show at 10:30 or 11 a.m. Spots typically planning the policy currently include Saks Show Bar, Detroit, and the Samon Club, Flint, Mich. Contention of the union is that acts working a show at this hour are forced

to undergo grueling hours, often being unable to leave the spot until 2:30 a.m., after getting up around 7 a.m. for the early-morning show.

Golden is asking for classification of the extra show as a banquet date, which pays slightly higher than the regular night club scale and entitles the act to \$12.50 on top of the regular weekly salary.

AGVA would also restrict vaude to 28 shows a week instead of 35 as in New York contracts.

## Censorship Threats Grow Near Detroit

DETROIT, May 9.—Move to tighten regulations on dancing and floorshows in this section has been made by the city council of Hazel Park, formerly a township adjoining this city.

Spot, populated with defense workers and "boomers," was recently transformed into an incorporated city. One of the actions of the council is a total ban on dancing in taverns and on any type of floorshow.

## Miami Area Clubs Enjoy Good Season

MIAMI, May 9.—Night clubs can pay in Miami and Miami Beach without gambling, it was proved the past winter season. Now that a season for which dire predictions were made after Pearl Harbor has turned out so well most spots have decided to keep open all summer.

Club owners are trying to figure the real source of the continued business. It is believed the influx of army officers has a lot to do with it and, also, many northerners staying during May.

## Philly Hotels Go After Nitery Trade

PHILADELPHIA, May 9.—Now that the Hotel Adelphia will return to the nitery fold, the Bellevue-Stratford Hotel will open a supper room featuring an orchestra and entertainment. Decision to go after the after-dark trade resulted from the turn-away biz done by the hostelry's Hunt Room, men's bar, and Burgandy Room, cocktail lounge. Plans call for renovating the dark Planet Room as the supper club to open in June.

Ritz-Carlton Hotel, cross-the-street competitor, may follow suit. It now has a small band in its cocktail room. Since the click of the Garden Terrace, Benjamin Franklin Hotel, there is a need for another hotel room with entertainment.

## Richmond Theater Fire

RICHMOND, Va., May 9.—Fire here Saturday destroyed the stage settings, decorations, props and the screen and sound equipment of the Venus Theater. House will be closed from four to five weeks for repairs.

## May Ease Detroit Laws on Youngsters

DETROIT, May 9.—A city ordinance allowing employment of minors over 18 years of age to work in night spots is proposed by Louis Koenig, secretary of the Hotel and Restaurant Employees' Union. Koenig says there is a serious shortage, particularly of waiters and waitresses.

The ordinance would presumably allow employment of younger talent in floorshows and bands.

## Salt Lake City Has Entertainment Boom

SALT LAKE CITY, May 9.—Defense industries here have hypoped business generally in this area, with entertainment getting an appreciable boost. It is estimated that approximately 20,000 have been added to the population.

Among the spots booked from here are Zephyr Cafe, El Gaucho, in this city; Bank Club, Ely, Nev.; Dog House, Reno; Shamrock Club, Pocatello, Idaho, and Bona Villa Club, Idaho Falls, Idaho. Bookings thru Paul Savoy.

Hotel prices in this area have increased 35 per cent.

## Savoy Sues NTG

SALT LAKE CITY, May 9.—Paul Savoy, local booker, has filed suit against Nils T. Grunland (NTG) for \$3,000, claiming that sum is due him for NTG's booking at the Florentine Gardens, Hollywood. Harry Sokolov, Hollywood attorney, is handling the suit for Savoy.

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lish and *Deep in the Heart of Texas*, with an interlude of *El Rancho Grande*. She stopped the show cold and had to come thru with *I Said No* to appease. Wound up with *Tangerine* for good measure.

Dick Buckley called for volunteers from the audience and up went a plant and Sergio Orta, former Havana-Madrid producer, to help Buckley and Cugat. Buckley gives voices to *Amos 'n Andy* in sketch, with volunteers putting in the mouth movements. Material is good and Buckley puts it over with a wallop. Hat changing with stoooge also gets plenty laughs.

Miguelito Valdes, Afro-Cuban vocalist and bongoiist, proved a crowd-pleaser with his vocalizing of *Babalu*, *Eco* and *Tabu*. He was aided by the choir. Act pleased no end. Entire cast on for the finale, a conga.

Pic, *A Close Call for Ellery Queen*. Cugat is doing four shows daily and five on week-ends. House packed when caught, a usual thing for an early evening show here. *Sam Abbott.*

### Colonial, Dayton, O.

(Reviewed Friday Afternoon, May 8)

The wa-wa-wa of Clyde McCoy's trumpet and the artistic dance steps of Mayris Chaney, Mrs. Roosevelt's "protege," combine with auxiliary acts to make the week's bill at the Colonial interesting and entertaining.

Miss Chaney starts out here with a new dance partner, Julio Alvarez, formerly of Florence and Alvarez, and in their first show they went thru three numbers as smoothly as if they had been together for weeks, except for a little hitch in one tricky number.

Miss Chaney is a finished dancer of the fancy ballroom and ballet type, and her partner co-operates in every way. Dressed in fluffy pink, she makes a fine appearance. The opening number is *Liebestraum*, followed by a rumba and then a bolero, in all of which the specialty stunt seems to be dizzy whirling. For extra measure the two throw in a few steps to *Just the Way You Look Tonight*.

Clyde McCoy is a favorite here. He has lost none of that fast, toe-tapping rhythm for which his orchestra has been noted in the past. His theme number, *Sugar Blues*, is a specialty in itself, besides which he has *Basin Street Blues*, almost a classic by this time; a new swing arrangement of *Bugle Call Rag*, *The Jersey Bounce* and *Sweet Sue*, the finale.

The Four Bennett Sisters have personality plus voices that blend nicely, and do well with such numbers as *I-A in the Army*, *Zoot Suit* and *Deep in the Heart of Texas*. They assist Clyde at times in some of the band numbers and return later for a dance number.

Jean, Jack and Judy have an acrobatic routine that has many moments of fun and thrills. Jack Emerson takes care of solo vocals nicely with *Always in My Heart*, *Johnny Doughboy* and *Tangerine*, and Don Rice fills the comedy spot with a conglomeration of nonsense that leads into fake imitation, topped as a closing bit with a serious impersonation of General MacArthur.

Picture is *Rings on Her Fingers*. *Rob Adams.*

### No Foreign Talent; Aussie Tours Go On

NEW YORK, May 9.—George Dickenson, head of Tivoli Circuit, Australia, in a letter to his local rep, Charles Allen, says that despite the impossibility of getting foreign talent shows are continuing as usual. Trips around the circuit are being made every five weeks as before despite lack of new faces.

Raymond Baird, American performer stranded there because of the war, has been made the orchestra conductor of the Union Cinema, Melbourne.

### Colored Unit Set

SEATTLE, May 9.—Booked by Joseph Daniels, the *Change Your Luck* 10-people unit, all colored, is playing the Northwest again after an absence of four months, and is drawing enormous crowds in the same cities previously visited. Bookings include the Cave Club, Vancouver, B. C.

### Dub Taylor Joins Ates

PORT WORTH, May 9.—Dub Taylor, xylophonist, joined Roscoe Ates at the Clover Club here. Lillias Gilbert worked with Ates in his last two engagements.

### Catch On?

DAYTON, O., May 9.—Toy and Wing, at the Colonial Theater here recently, did a guest shot on, appropriately enough, Station WING. Theme music was *On Wings of Song*.

### English Service Tours Are Set

LONDON, April 11.—Activities of Entertainments National Service Association are to be supplemented by co-operation of the newly formed Theatrical War Services Council, which is arranging for theatrical and vaude artists to give six weeks a year of their working time to national service entertainment. During this period all performers concerned will be paid at usual E. N. S. A. rates, with maximum of £10 a week.

Pioneers will be Firth Shepherd's *Fun and Games* revue company, from Prince's Theater, starting out on services tour April 27.

### Richard Decker Out

MILFORD, Conn., May 9.—Richard Decker, who opened the Richard Decker Theater Restaurant on the Post Road several months ago, is out, with Ted Heider now boss and with Eric Neilson as manager.

Name has been changed to Theater Restaurant, and shows and Guy Granada's band have been cut down to week-ends only. Jeannette Castle is providing music during the week.

### Stoll Bequests Made

LONDON, April 11.—From the 89,960 pounds sterling left by Sir Oswald Stoll, the state took 12,173 pounds sterling in death duty. Bequests to employees included £500 to Billy Bleach of the Stoll booking office; £500 to Henry Crocker, stage manager at the Coliseum; £100 to Sam Harbour, Coliseum manager, and £100 to Marie Redfern, Coliseum box-office keeper.

### Macs-Donahue Deal Likely

HOLLYWOOD, May 9.—William Morris Agency is considering packaging the Merry Macs and Al Donahue orchestra on theater and hotel dates thruout the West. Combo is at the Golden Gate Theater, San Francisco, week of May 6, and is set for Commercial Hotel, Elko, Nev., June 27.

Donahue closed at the Palace, San Francisco, May 3, and the Macs wound up their Old Gold radio stint April 24.

### Romano's Auctioned

LONDON, April 14.—Put up for sale by auction today under ruling of a high court judge, Romano's in the Strand, at one time among the most famous of London's night spots, failed to draw a single bid. Closed since the blitz, the property was valued some years ago at 100,000 pounds sterling.

### Buddy Rogers Quits Unit

PHILADELPHIA, May 9.—Buddy Rogers has left the *Meet the People* unit, which closed a week at the Earle Thursday (7). Goes to a hospital to get his tonsils bobbed, and then joins the U. S. Navy.

### Carol King Leaves

SEATTLE, May 9.—China Pheasant, on the Seattle-Tacoma Highway, has lost Carol King, singer, who married and retired. The club, thru Bob Harvey, emcee, is auditioning a successor.

### 1884 Either Way

PHILADELPHIA, May 9.—Earl Corwell, banquet manager at Palumbo's Cafe, has always stressed the fact that the nitery was founded in 1884. In this draft his number is 1884.

### Madison Club Celebrates

MADISON, Wis., May 9.—The Top Hat, nitery operated by Joe Pertzborn, observed its sixth anniversary recently with the return of Jimmie Fay and His Novelty Band.

## Some American Performers Still Working Brazilian Night Clubs

RIO DE JANEIRO, May 2.—Eros Volusia, Brazilian dancer, recently returned from the MGM Hollywood lot, and Nini Theilade, in current Copa show, are expected to head floorshow when room reopens.

Tenner and Swift, rope spinning duo, after a four-week date in Casino Ilha do Porchal, Santos, and have returned to the States.

Geraldine Pike, U. S. acro dancer; Ani Gualba, Brazilian dancer; Ely Camargo, Samba singer, and Romel and Dale, dance team, were booked into Palace Hotel, Bahia, for April 24 opening. Bookings by Luiz Carlos Weil Agency.

Zacharias Yacohelli, formerly artistic director in Casino Urca, has been added to the Orson Welles staff in a technical capacity. Irma Briggs, singer and wife of Claude Austin, fronting the band in Copacabana, has been booked into Casino Ilha do Porchal, Santos, set by Luiz Carlos Weil.

Rex Storey and Company, who recently closed in Casino Atlantico, are waiting steamer passage for dates in Panama.

Ray Ventura band winds up a 20-week date in Casino Urca early in May. Outfit had been set for opening of new Casino in Bello Horizonte, but prior commitments will take them to Sao Paulo instead.

Enami Meyer, operator of Casino Atlantico in Luiz de Fora, is in town buying talent.

Marcus de Abreu has been appointed artistic director of the new Casino in Bello Horizonte.

Leni Lynn, U. S. singer, wound up six weeks at the Copacabana April 13, re-

maining in Rio to be married to Edward T. Hopkin. Couple expect to take up residence in London.

Trudy Mallina, U. S. singer, had a two-week option lifted at the Casino Adu, Curitiba.

Carlos Machado band opened in Casino Urca, Rio, April 8.

Ann Marie Gonzales, Mexican thrush, returns to Buenos Aires for Radio Belagrano.

### Food Plus Show Vs. Show Plus Food

HOLLYWOOD, May 9.—A new supermarket, located across the street from a movie house, used a three-day show costing \$250 to ballyhoo its grand opening recently. It built a Hawaiian hut for a Hawaiian musical trio and a cabin for a hillbilly group, had a trapeze artist working under the roof and also had a couple of clowns parading the streets.

At the same time the movie house was trying to hypo business by giving away groceries, hams, canned goods and chinaware, along with the usual bingo nights.

Neither spot was satisfied with business, which led local show people to wonder if it would not have been better if the movie theater had stuck to good movies and the supermarket to food.

### Joe Weber Passes

LOS ANGELES, May 11.—Joseph M. Weber, 74, of the famous vaude and burlesque team of Weber and Fields, died here yesterday after a two-month illness. He and his late partner, Lew Fields, who died last July, were known as "the fathers of burlesque." Weber is survived by his widow, Mrs. Lillian Weber. Further details in Final Curtain, next issue.

### Savit Liked in Cheyenne

CHEYENNE, Wyo., May 9.—Jan Savitt brought 325 dancers at \$1.10 into Rainbow Ballroom here April 21 for 40th annual dance of local chapter of Brotherhood of Locomotive Firemen and Engineers.

Attendance was about 200 less than when Savitt played here last July, but was only slightly under spot's capacity.

### Asbury Park Opens

ASBURY PARK, N. J., May 9.—Tommy Dorsey unshuttered Convention Hall here Sunday (3) for a Jimmy Evans "Show of the Week." Evans had Alvino Rey set for the following Sunday (10), but canceled when the Convention Hall management failed to meet Evans's terms. It appears as if the Dorsey showing may be the only one for Evans here this season unless the promoter and the hall are able to get together.

### Carmen Miranda Topped It

RIO DE JANEIRO, May 2.—Departamento dos Compositores dos Sociedade Brasileira de Autores Teatrais (Composers' Department of Brazilian Society of Theater Authors) collected 1,750—about \$87,500—during 1941 on national and foreign performing rights. Departamento dos Compositores of SBAT is made up of composers, lyricists and pubs.

SBAT officers for 1942 are Gesya Boscoli, president; Luiz Peixoto, vice-president; Freire Junior, treasurer; Matheus da Fontoura, assistant treasurer; Jose Wanderly, secretary; Mario Domingues, assistant secretary.

SBAT has been affiliated with ASCAP since 1930.

### Club Tries Blackout And Liquor Sales Up

DETROIT, May 9.—The Brass Ball, downtown night spot, held a 15-minute trial blackout of its own. Idea of owners Joe Freedman and Bill Boesky was a demonstration of patriotic effort—the city's first general blackout was scheduled for a week later.

One immediate result was that many patrons, advised not to leave during the 15-minute period, bought another drink.

### Barnet Socko in Montreal

MONTREAL, May 9.—Local jive fans turned out en masse for Charlie Barnet April 14-15 at Auditorium Dance Palace. New attendance mark was set, with gross well over \$2,500 for the two-night stand, topping previous record of Gene Krupa. Admission was \$1.15. Band was guaranteed \$1,100 and percentage.

Operated by Harry Holmok, the Auditorium serves as a dance hall four nights a week, and on alternate nights is a roller rink. Glenn Miller's band is expected in the near future.

### \$1,246 Not Tiny for Tiny

COLOMA, Mich., May 9.—Tiny Hill drew 1,246 people into Crystal Ballroom near here April 18, grossing \$1,246. Hill walked out with \$623 for his end, his contract calling for 50 per cent.

### Kryger a Repeater!

BRIDGEPORT, Conn., May 9.—Brunon Kryger and his Polish ork, featured over WBRE, Wilkes-Barre, Pa., played at Ritz Ballroom here for a mid-week dance February 17 and grossed \$1,365. Was booked for April 20 and (believe it or not) drew the same attendance and same gross, \$1,365. This surpassed that of many names which play Sundays here.

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# Vaudefilm Grosses

## Stem Grosses Stagger; Roxy Okay With 55G; Strand Set for Big Week

NEW YORK.—Broadway grosses turned for the worse last week. Various reasons are ascribed, including the blackout, dim-out and lack of good shows. Sole bright spot is the Roxy, which is doing SRO business. New products, however, have brightened the picture. All houses except the Roxy and Paramount brought in new bills.

The Paramount (3,664 seats; \$41,981 house average), now in the second week of Claude Thornhill's band, Carol Bruce, Jack Durant and *Great Man's Lady*, is set to brush off the final session with a mediocre \$36,000. First week wound up with a fair \$44,000.

The Strand (2,758 seats; \$30,913 house average) got off to a terrific start with the new bill including Billy DeWolfe, Jimmy Dorsey's band and the film *In This, Our Life*. Take looms to an overwhelming \$55,000. Layout is in for four weeks. Last week, the second of Abe Lyman, Jackie Cooper and *Larceny, Inc.*, bowed out to an okay \$28,500. First week did \$42,000.

The Roxy (5,835 seats; \$38,789 house average) is entering the second stanza of *My Gal Sal* and stagershow with Bob Hannon, Joe Jackson, Hollywood Blondes and Chester Dolphin, and is heading for a bright \$55,000. Opening week got a blazing \$72,500.

The Music Hall (6,200 seats; \$84,000 house average) opened Thursday with

## Felton, Brown Fair At Met, Providence

PROVIDENCE.—Despite fact Happy Felton for a long time conducted orchestra at Biltmore Hotel here, giving him something of a local following, the Metropolitan Theater slumped slightly in its week-end business. Gross around \$6,100 on three days ended May 3. Coupled with Felton in top spot was Les Brown orchestra. Carl Brothers rounded out bill.

Fay's, for week ended April 30, also was far off from normal business, with take of only \$4,200. *Kenel Murder Case*, revival on screen, with stagershow including Jones and Rea, Grace Drysdale, Fay Rafael, Joe and Betty Lee, the Pelletiers, Paul Nolan and Betty and house band, Al Jahns' orchestra.

The Inkspots and Doc Wheeler's orchestra, an all-colored stage bill, first in town this season, gave the Metropolitan a week-end gross of \$7,200 for three days ended April 26. Fay's, for week ended April 23, with Sammy Cohen headlining, was above its average with a \$7,100 take on the seven days.

## Marcus Unit Fair

DENVER.—*Marcus Show*, 1942 edition, drew \$11,500 week ended April 31 at the Denham, according to B. D. Cockrill, manager. He termed it "fair." A Saturday midnight show, at \$1.12 top, was a sellout. Receipts from this special show, according to Cockrill, made it possible for *Marcus Show* to exceed its gross at the Denham last year.

Film was *This Gun for Hire*. Opinion at the Denham seemed to be that the *Marcus Show* needs streamlining, with fewer girls and more talent.

With only a week between, the Denham has, week of May 8, Major Bowes' 1942 *Revue*. It's the first Bowes unit to show in Denver this year. Bowes units used to go to the Denver, but more recently have been at the Denham.

*Saboteur* and stagershow with Patricia Bowman and Paul Haakon. Opening take is expected to reach \$90,000. Last week, with *We Were Dancing* and stage layout, a subnormal \$72,000 was gathered.

Loew's State (3,327 seats; \$20,500 house average), now housing Morton Downey, Ken Murray and Oswald, along with *Courtship of Andy Hardy*, is anticipating \$21,000. *Water Folies*, Gil Maison and Sara Ann McCabe, plus *Butch Minds the Baby*, bowed out last week with an emaciated \$17,000.

## Durante Okay 19½G In Chi; Boswell-Krupa Holdover 34G

CHICAGO.—Business continues good. The week-ends are so big that extra shows in Loop theaters are now a matter of custom. A good bit of the extra biz comes from the soldiers and sailors in neighboring posts, who are admitted at reduced rates.

Oriental (3,200 seats; \$18,000 house average) has the only new vaude show this week (beginning May 8), headed by Jimmy Durante, a fine entertainer and a pretty fair draw. Opening day was not up to expectations, but week's estimate is set at \$19,500. He is supported by five acts and second run of Metro's *Born To Sing*. Week of May 1, Jan Garber and band, with *Affairs of Jimmy Valentine* on screen, grossed an okay \$19,000.

Chicago (4,000 seats; \$32,000 house average) is holding over Gene Krupa and Connie Boswell as well as Paramount's *The Fleet's In*. First stanza wound up with a big \$43,000, aided by the sugar-registration period which meant a week of school vacation. Current session, starting May 8, started weakly, but strength of three-star bill plus heavy week-end trade should see it thru with an okay \$34,000.

## Bill Robinson Neat \$10,400 in Dayton

DAYTON, O.—Bill Robinson brought a good \$10,400 to the Colonial week of May 1. It was Bill's first trip here in 20 years and the town went for him in a big way.

Colonial likely will bring its season to a close in three weeks after one of the most successful stagershow seasons in years. Attractions still to come are Jerry Lester, Blue Baron and orchestra, with Billy Gilbert and Charles (Buddy) Rogers.

## WLW Jamboree 51C

INDIANAPOLIS.—WLW Boone County Jamboree pulled \$5,100 at B. F. Keith's (1,200 seats) for four days ended May 3. Extremely inclement weather, three-day stand by Cole Bros.' Circus and a patriotic rally the final day hurt the box office. Pic, *Yokel Boy*.

LOS ANGELES.—Louis Armstrong and orchestra pulled a strong \$10,500 at the Orpheum here last week. Armstrong's gross was considered good in view of the fact that he played Casa Manana before moving into the Orpheum. Pic, *Ghost of Frankenstein* and *The Devil Pays Off*. House seats 2,200 and admissions are 30, 44 and 55 cents. House average, \$6,500.

## Rand, Hearn Big 3 Days in Tacoma

TACOMA.—Sally Rand last week, co-starring with Sam Schleppermann Hearn, at the Music Box, drew the largest attendance there in years, the three days grossing close to \$6,000, according to Will Conner, the theater's press rep. Assisting Miss Rand, besides Schleppermann, who brought down the house at each performance, was a line of girls, Clay Landon, Paul and Paulette, and Chessne and Worth.

Miss Rand came in from Montana, where she had been visiting with the mother of her husband, Turk Greenough, who had been inducted into the army.

Miss Rand and her company went to Portland from here, opening the Clover Club.

This is the first time that Tacoma has had a vaude performance in months, the last being early in December when George White's *Scandals* played to poor houses because of the army blackout regulations.

## "Meet the People" \$17,200 in Philly

PHILADELPHIA.—Earle Theater (seating capacity, 3,000; house average for straight picture booking, \$14,000) going

## Vaudeville Notes

JACKIE COOPER is due to return to Hollywood to make another film for Universal. He closed at the Strand, New York, May 7. The Morris agency had him change his act after opening day at the Strand.

VICTOR MOORE'S film commitment may prevent him from playing more than five weeks with Clifford Fischer's *Keep 'Em Laughing*. . . CAROL BRUCE has signed a management contract with General Amusement Corporation. . . GLENN MILLER set for the Central, Passaic, N. Y., September 24.

## Nitery Owners Get Duty Call

PHILADELPHIA, May 9.—Two more local nitery ops have been called to the armed forces. Frank Caney, proprietor of the Trans-Atlantic Lounge, will enter an officers' training school in Boston June 1. Has sold his spot to Victor Loznak, assistant manager at Jack Lynch's Walton Roof here, and Harry Schwartz, of the Walton service staff. Johnny McGee, operator of McGee's Club 15, is another called for army duty but continues his interest in the nitery while away. Last month Lou Tomasco, operator of the College Inn, was called.

ATLANTIC CITY, May 9.—"Jockey" Hyett, proprietor of Jockey's Derby Club, summer cabaret, is the first local nitery op to join the armed forces. Hyett enlisted in the service and left last week for Fort Monmouth, N. J.

## Disputes "Laughing" Title

NEW YORK, May 9.—Ross Russell, manager of a vaude unit now touring the South, has written Clifford Fischer, producer of two-a-day vaude here, asking him to refrain from the use of the title *Keep 'Em Laughing*, which is the same tag used on the unit.

Russell points out that he expects the use of a similar title by Fischer will create confusion when he plays this area. Russell claims origination of the title.

## Pensacola Clubs Hopeful

PENSACOLA, May 9.—Curfew law, starting April 23, is seen as affecting niteries here. Clubs hope to open earlier to make up the lost business. Town has an air base, and curfew move may have been designed to prevent the cadets from being out late.

Spots affected are Barrel of Fun, with show featuring Ran Bishop and Adra Cooper, and also the South Seas, Plaza Blue Room and San Carlos Hotel.

## Adelphia Opening Club

PHILADELPHIA, May 9.—Dr. Robert C. White, president of the Hotel Adelphia, says the adjoining nine-story building will be added to the hotel. The Adelphia will spend about \$200,000 in improvements, including a modernistic cafe with a seating capacity of 400.

without the usual name band attraction for the week ended Thursday (7), garnered a light \$17,200 for the *Meet the People* tab. Patsy Kelly and Buddy Rogers headed the unit, with principals including Buddy Pepper, Lorraine Krueger, Joey Faye, Marion Colby, Ten Arkin, Jack Albertson, Sue Robin, Dorothy Roberts, Alice Tyrrell and Jimmy Alexander. Screen helped some with *Butch Minds the Baby*.

New bill opened Friday (8) brings back the swing bands ever favored at the house, and it is Les Brown making his first stop at the Earle. Carrying the top billing alone, Brown got away to a nice start and points to a satisfactory \$18,500. Lynn, Royce and Danya and George Prentice the added acts, with added support from the band's Betty Bonny, Ralph Young and Butch Stone. Screen has some strength in *Rings on Her Fingers*.

## Monroe Looks Like N. J. Record Buster

PASSAIC, N. J.—Vaughn Monroe's ork opened at the Central, Thursday (7), to a terrific initial day gross which indicates a take of \$18,000 for the week.

House record here is \$18,500, set by Sammy Kaye's ork and the Andrews Sisters.

House uses vaude shows only, with shorts as fillers. Arthur Fisher books.

## Vaude Folds at Gaiety, Eltinge; May Reopen Suit

NEW YORK, May 9.—Folding of the Gaiety and Eltinge colored vaude shows here Thursday (7), after two weeks of slow going, may alter the apparent decision of the two theaters to abandon their court fight for a burlesque license.

Failure of the substitute policy, according to Morris L. Ernst, attorney for the operators, would be a strong factor in shaping a new legal battle. But the possibility of appeal, he explains, hinges chiefly on whether his clients can afford to keep their houses empty for the duration of such a battle. Were the houses to reopen under their present vaude licenses, he adds, any plea for a burlesque permit would be dismissed by the court as arguing a moot point.

What the operators intend to do has not as yet been decided. Ernst indicated that he would confer with them some time next week.

## Gardens' 30th Anniversary

SEATTLE, May 9.—While filling a week at the Palomar Theater, Jack and Lily Garden, xylophone artists, revealed they were observing their 30th anniversary in the show business, 29 years of which they had worked together.

Jack and Lily met in Buffalo while the former had a single xylophone act and Lily was a dancer in Billy Sliding Wilson's show.

Jack and Lily Garden will head east soon to open May 29 at Lake Hopatcong, N. J., for the eighth successive season.

## Hotel Icer Shifts to Roof

NEW YORK, May 9.—The long-running ice show at the Biltmore will be moved up to the Roof June 18. Show is to be revamped, but will probably contain the same personnel—Heasley Twins, Hazel Franklin and the Four De-Icers, with Bonnie Stewart.

## Belleville Club Expands

BELLEVILLE, Ill., May 9.—The Club Royal here, located just outside of East St. Louis, switched last week to a nightly floor bill, booked by Moe Luckie, Chicago. Shows change every other week. Current revue has Ted Claire, Barbara Parks, Blondell Twins and Joe Winter's band.

## Stoll-Moss Deal Flops

LONDON, April 16.—Proposal to merge Stoll Theater Corporation interests with those of Moss Empires and General Theater Corporation have fallen flat. Stoll circuit will carry on under chairmanship of Sir Douglas McGrath. Prince Littler's appointment to a directorship of Stoll follows his acquiring a financial holding in the corporation.

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# PRO AND CON PROM ORKS

## Collegians Voice Opinions and Pull No Punches Sizing 'Em Up

NEW YORK, May 9.—Invariably one of the most interesting features of *The Billboard's* Annual College Music Survey is that portion in which the schools air their views on bands which appeared at their proms. This year—the fifth—is no exception, the editors of 158 college papers chiming in with some pungent, some funny and some weird reasons for the popularity or lack of popularity of the bands which played the proms.

Altho from a strictly trade viewpoint some of the comments offered may be more amusing than constructive, a perusal of all the comments is bound to give a pretty good sketch of what collegians want in their prom orks.

Getting right into the thing, Rensselaer Polytechnic Institute, Troy, N. Y., liked CLAUDE THORNHILL best because he didn't play "too much fast music." BENNY GOODMAN was a major disappointment at R. P. I. because he offered "too much undanceable music with his sextet." Buffalo Teachers' College threw a posy at BOB ARMSTRONG because he was "good, inexpensive and local." Springfield College disliked MAL HALLETT, accusing him and his band of being "lifeless." The Women's Branch of University of Pennsylvania liked TEDDY POWELL, pointing out that he "played for the dancers, not for the audience." The Pennsylvania feds turned thumbs down on SHEP FIELDS and his new brassless ork labeling it "disappointing."

University of Alabama liked TONY PASTOR and nixed JOE SAUNDERS, but did not elucidate. Bucknell University, Lewisburg, Pa., bowed low to CHUCK GORDON, complimenting him on his "smooth stuff"—the brand of music, by the way, that is almost always in demand by the college boys and girls. Bucknell slapped WILL BRADLEY down because he was "too consistently hot." BRADLEY fared better at Gettysburg College, also in Pennsylvania, getting a pat on the back for having RAY McKINLEY and producing good jump music. McKINLEY, of course, has since left the BRADLEY ork. Gettysburg was rather harsh with JOHNNY HAMP, claiming that a local ork would have been better.

Other schools which doffed the cap to WILL BRADLEY were University of West Virginia, which said he played music "to college tastes," and University of Illinois, which commended him for playing "few novelties" and going in for the "slow sweet stuff," which shows that his work either changed greatly between Illinois and Bucknell, or the listeners' ears and dancers' feet were tuned differently.

University of West Virginia, after praising BRADLEY, took a poke at HERBIE KAY, saying his band was "small and unoriginal" and branding KAY'S personality as "dead." KAY also drew a rap from North Dakota State, which characterizes him as "lifeless."

Hofstra College, Long Island, N. Y., chirped with a bouquet for BUNNY BERIGAN, who "played both sweet and swing, did requests and played the college song." Johns Hopkins liked TOMMY DORSEY, but was in a clinical mood,

merely commenting that "he drew the most people and the best comment."

### Raves for Spivak

CHARLIE SPIVAK appears to have made a fine impression on the campus crowd thru his various prom performances. Washington Square Branch of New York University gives him a boost, with a special nod to the "Stardusters," his vocal combo. "Stardusters" also get a hand from University of North Carolina, which takes pains to compliment Spivak on his friendliness and the excellent show he put on. Austere Yale also had plenty of nice words for SPIVAK, expounding upon his ability to mix "hot jive, boogie-woogie and sweet." NYU's Washington Square Branch was kind of brought down by VAN ALEXANDER, tho, complaining that he was "too loud and brassy." University of North Carolina was displeased by AL DONAHUE, who, they claim, "showed no interest in the dancers and had sorry arrangements." On the other hand, DONAHUE scored quite a hit at University of Oklahoma.

BOB CHESTER was the hit of the season at University of Pittsburgh, where he did a Spotlight Bands broadcast while playing a dance. BOB ASTOR was a disappointment to the same college, tho, because "his new band was too rough." BOBBY DAY was "just what the doctor ordered" for University of Scranton, and DICK JURGENS' "style pleased the majority" of students at Marquette University. Beloit College went for DEL COURTNEY and Albany (N. Y.) Teachers' College for DON REDMAN, neither school offering any reasons.

TONY PASTOR, who clicked at Alabama, also clicked at University of Maryland, which called his music "danceable, musically pleasing." Same school made a nasty face at WOODY HERMAN, who

### Ida-how?

MOSCOW, Idaho, May 9.—Barbara Mears, of *The Argonaut*, published at University of Idaho here, had a little trouble trying to figure out how Ted Fio Rito went over with the Idaho student body. Answering the question in *The Billboard* College Music Survey, "What single orchestra, having played at your college during the current school year, proved most popular?" Miss Mears answered, "Ted Fio Rito—big name band." When asked which band was the biggest disappointment, Miss Mears offered, "Ted Fio Rito—music not outstanding."

played "many numbers too fast for dancing." CLAUDE THORNHILL got a bad notice from St. John's University, Brooklyn, N. Y., for playing "too much fast, loud stuff." University of California and Stanford University were both tickled pink with DUKE ELLINGTON, remarking on the fine crowds he drew and the way he pleased the dancers. Vanderbilt University, Nashville, Tenn., enjoyed VINCENT LOPEZ, liked his personality and said he played "good dance music." They were of different opinion concerning JAN SAVITT, however, who was "not up to expectations."

Oberlin College, Ohio, liked SONNY DUNHAM for his "all-round dance music," but Union College, Schenectady, N. Y., did not like DUNHAM and accused him of being "as expected." Syracuse University also broils DUNHAM: "Given a big build-up, the band was too blatant." Ferris Institute, Big Rapids, Mich., pipes praise for FRANK WINEGAR and his novelty arrangements. University of Minnesota splits its laurels between WOODY HERMAN and JOHNNY (SCAT) DAVIS, complimenting them on "the variety of entertainment" they produced. School was less enthused about WILL OSBORNE, who had "only two tempos." MITCHELL AYRES was thought a good buy at Drexel Institute, Philadelphia,

and Fordham University, New York, is high on DICK ROGERS, who "played requests and didn't have too many long intermissions." South Dakota State was pleased by LEE WILLIAMS, his personality, versatility and ability to play requests, while Tufts College, Medford, Mass., has a good word for young SAM DONAHUE and his "smooth" rhythms. "Smoothness" also sold TEDDY POWELL down in Washington at Catholic University, while LES BROWN went over with a bang at University of Tennessee because he was "solid, played requests and had a nice youthful personality." EDDY DUCHIN was a hit at University of Pennsylvania because he was a "good master of ceremonies and offered a good program."

University of Indiana goes to extremes in its criticisms, indulging in rhapsodies over TOMMY DORSEY, compared to whom all others are second rate, and slapping HERBIE HOLMES down as being "not as good as our campus bands." Syracuse University got a bang out of HARRY JAMES, his "trumpet, arrangements and Helen Forrest." "Smooth music" sold BILLY MUNDAY to Kent State U., Ohio, but RAYMOND SCOTT flopped at the same school because he "played too many Scott tunes." SCOTT was accused of being "undanceable" at Michigan State, where WOODY HERMAN was quite a hit. West Virginia Wesleyan and Massachusetts State both enjoyed SAM DONAHUE, his "pep and life" and "personality and musicianship" respectively. Massachusetts State, however, was unable to "see" HAL MCINTYRE because "his band lacked polish at the time."

Wake Forest chips in for FRANKIE MASTERS, pointing out that he was the biggest name to play there. University of Texas offers a pithy "Why not?" in naming TOMMY DORSEY as the biggest hit of their season. WAYNE KING was "a financial flop" at Texas, however, playing a week before T. D. LES BROWN, "good for dancing and listening," was tops at University of Michigan, where none of the prom orks can be considered (See *Pro and Con From Orks* on page 34)

# Collegians Like It Smooth

## They Jive, But With Restraint

Cordial to congas, but no savvy tricky steppy — Cugat retains his crown

NEW YORK, May 9.—With 158 colleges from Coast to Coast as its index, *The Billboard's* Fifth Annual College Music Survey has been able to determine beyond doubt that (1) the average campus kid wants his music grooved for "smooth" dancing; (2) he wants an occasional conga or rumba or waltz thrown in; (3) he takes a vague interest in pure jazz for listening only, and (4) he would appreciate some expert instruction in the rumba and other Latin steps.

The disposition to indulge in "smooth" terping is of long standing, but was obscured somewhat by the j-bug craze, which held sway until recently. Now, however, the harum-scarum jitterhopping is definitely a thing of the past, except in special localities or groups. Contrary, however, to the ancient fear that swing music would pass out with jitterbugging, the rhythm still must kick. This is demonstrated by the sort of bands which sprang to campus prominence this year—bands like Harry James, Charlie Spivak, Claude Thornhill, Hal McIntyre, et al. which specialize in slower, colorful arrangements with plenty of swing accent from the rhythm section.

The type of music most in favor on the nation's campuses is called by a variety of terms, all approximate descriptions of the kind of stuff played by Thornhill, McIntyre, James and the rest

### Modesty

WATERVILLE, Me., May 9.—According to the editor of *The Colby Echo*, official organ of Colby College here, the college's favorite bands are, in order, Big Milt and His Brookline Grenadiers, Sid Gilson and His Infantry Skin-Beaters. Tied for third are a couple of obscure babies named Glenn Miller and Tommy Dorsey.

Favorite male vocalist at Colby is Big Milt, again, with Cokie Quinn second and a lad named Bing Crosby third. Band most likely to succeed is given as Big Milt, "because of his ability to hit us with a hot note and watch us bounce. When Big Milt plays his licorice stick we're out of this world."

The editor of *The Colby Echo* is Milton W. Hamill, who leads a campus band on the side.

—the kind of music best suited to the dancing called "smooth." This sort of dancing, it should be pointed out, is vastly different in different sections of the country. For example, the lads and lasses who slither around the floor of the Glen Island Casino, New Rochelle, N. Y., would probably fail to see where the word "smooth" enters into the efforts of the boys and girls who terp at a University of Kansas prom—or vice versa. However, both groups identify themselves as "smooth," and both are undoubtedly smooth when compared to their brethren of three or five years ago.

Last year, it will be recalled, the collegians gave notice that jitterbugging was on its way out. This year 70 schools inform us that there is even less of the knock-down-and-drag-out stuff than in '41. Thirty-three campuses kick in with the info that they "never jittered." Most significant of all, only 31 schools said that there was as much jittering as last year, and of these 31 more than two

thirds favor smooth dancing over what little hopping and skipping is done. Only eight institutions say that jitterbugging is the favorite dance-floor occupation, which offers the best indication of all.

### Cugat's Kudos

Between lengthy sets of their favorite gliding steps, some of the collegians go for a short spell of Latin hoofing. Of the 158 editors consulted, an even 100 said that their student bodies enjoy varying quantities of the hip-slinging stuff. Five schools claim to prefer the rumba and conga to the fox trot, but the other 95, for the most part, prefer their Latin tempos in smaller doses. (See *Collegians Like It* on page 34)

### "Higher" Education?

NEW YORK, May 9.—An unsigned entry in *The Billboard's* Fifth Annual College Music Poll, mailed from Chicago, is credited as being a new low in something or other. With the United States battling to wipe out bigotry and persecution, this lad, hiding behind a mask of anonymity and pretending to represent a majority of students at his school, announces that Earl "Father" Hines was the biggest band disappointment of the current season, because he played too fast and because of a "racial difference."

Appended to the questionnaire was a note saying, "I am not allowed to give this university's identity. However, we are a large Catholic institution in the Midwest."

The college involved is not Loyola, whose editor sent in a most informative entry. It is not considered likely that the sender of the questionnaire did so with his college's knowledge, or with the concurrence of a majority of the students.

### Get Together, Lads!

TROY, N. Y., May 9.—Frederick Bob and Robert Lewinson, members of the staff of *The Rensselaer Polytechnic*, paper of R. P. I. here, are evidently students of Ralph Waldo Emerson, who said, "A foolish consistency is the bugbear of little minds," or words to that effect. The boys write that Claude Thornhill was the most popular band to appear at the college this season. The biggest disappointment was Benny Goodman, who "played too much undanceable music with his sextet." Yet in listing the school's favorite orks they came across with Glenn Miller, Jimmy Dorsey and Benny Goodman, in that order, and didn't even mention Thornhill.



# The Billboard

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

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

Position Last This Wk.	Title	Publisher	Plugs
1	1. DON'T SIT UNDER THE APPLE TREE	Robbins	38
3	2. SLEEPY LAGOON	Chappell	36
13	3. ME AND MY MELINDA	Berlin	32
18	4. SHE'LL ALWAYS REMEMBER	Witmark	23
6	5. SKYLARK	Mayfair	22
10	5. JOHNNY DOUGHBOY	Chappell	22
—	6. I'LL PRAY FOR YOU	Harms	19
9	6. ONE DOZEN ROSES	Famous	19
11	7. BREATHLESS	Campbell-Loft-Porgie	18
5	8. NIGHTINGALE	Marks	17
17	8. SING ME A SONG OF THE ISLANDS (F)	Bregman-Vocco-Conn	17
6	8. SOMEBODY ELSE IS TAKING MY PLACE	Shapiro-Barnstein	17
4	9. ALWAYS IN MY HEART (F)	Remick	16
12	9. I DON'T WANT TO WALK WITHOUT YOU (F)	Paramount	16
7	9. JERSEY BOUNCE	Lewis	16
2	9. LAST NIGHT I SAID A PRAYER	Block	16
16	9. MOONLIGHT COCKTAIL	Jewell	16
16	9. A STRING OF PEARLS	Mutual	16
8	9. TANGERINE (F)	Famous	16
15	10. FULL MOON	Southern	15
—	11. HAPPY IN LOVE (M)	Faist	14
—	12. I REMEMBER YOU (F)	Paramount	13
18	12. MEMORY OF THIS DANCE	BMI	13
—	12. WHO WOULDN'T LOVE YOU?	Maestro	13
—	13. BE BRAVE, BELOVED	Leeds	11
4	13. NOT MINE (F)	Paramount	11
14	13. THREE LITTLE SISTERS (F)	Santly-Joy-Select	11
16	14. I THREW A KISS IN THE OCEAN	Berlin	10
13	14. MISS YOU	Santly-Joy-Select	10
—	15. SHH, IT'S A MILITARY SECRET	Courtney	9

### NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. Where two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meler & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. Chicago: Hudson-Ross; Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuater'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: Aulhan Co. of Missouri; Famous & Barr. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thien; 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. Louisville, Ky.: Stewart Dry Goods Co. Butte, Mont.: Dreilbehl's Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Paul: Lyon & Healy. Long Island: Temple of Music Stores.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
1	1. TANGERINE —JIMMY DORSEY Decca 4123	1	1. Jersey Bounce —Benny Goodman	1	1. Tangerine —Jimmy Dorsey
2	2. JERSEY BOUNCE —BENNY GOODMAN Okeh 6590	2	2. Tangerine —Jimmy Dorsey	2	2. Jersey Bounce —Benny Goodman
4	3. MOONLIGHT COCKTAIL —GLENN MILLER Bluebird 11401	3	3. Sleepy Lagoon —Harry James	3	3. Don't Sit Under the Apple Tree —Glenn Miller
10	4. SLEEPY LAGOON —HARRY JAMES Columbia 36549	4	4. Don't Sit Under the Apple Tree —Glenn Miller	4	4. Somebody Else Is Taking My Place —Benny Goodman
5	5. DON'T SIT UNDER THE APPLE TREE —GLENN MILLER Bluebird 11474	5	5. Somebody Else Is Taking My Place —Benny Goodman	5	5. Moonlight Cocktail —Glenn Miller
3	6. WHO WOULDN'T LOVE YOU? —KAY KYSER Columbia 36526	6	6. I Don't Want To Walk Without You —Harry James	6	6. I Remember You —Jimmy Dorsey
6	7. SOMEBODY ELSE IS TAKING MY PLACE —BENNY GOODMAN Okeh 6497	7	7. A String of Pearls —Glenn Miller	7	7. Who Wouldn't Love You? —Kay Kyser
7	8. SKYLARK —GLENN MILLER Bluebird 11462	8	8. Skylark —Harry James	8	8. Sleepy Lagoon —Harry James
—	9. A STRING OF PEARLS —GLENN MILLER Bluebird 11382	9	9. Skylark —Glenn Miller	9	9. A String of Pearls —Glenn Miller
6	10. SOMEBODY ELSE IS TAKING MY PLACE —RUSS MORGAN Decca 4098	10	10. Always In My Heart —Glenn Miller	10	10. Skylark —Dinah Shore

MIDWEST		WEST COAST	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
7	1. Jersey Bounce —Jimmy Dorsey	2	1. Tangerine —Jimmy Dorsey
1	2. Tangerine —Jimmy Dorsey	6	2. Skylark —Glenn Miller
2	3. Who Wouldn't Love You? —Kay Kyser	3	3. Somebody Else Is Taking My Place —Russ Morgan
—	4. Sleepy Lagoon —Harry James	5	4. Miss You —Bing Crosby
4	5. Jersey Bounce —Benny Goodman	7	5. Jersey Bounce —Benny Goodman
6	6. Moonlight Cocktail —Glenn Miller	—	6. Moonlight Cocktail —Glenn Miller
8	7. Don't Sit Under the Apple Tree —Glenn Miller	1	7. Who Wouldn't Love You? —Kay Kyser
3	8. Somebody Else Is Taking My Place —Russ Morgan	8	8. Sleepy Lagoon —Harry James
10	9. A String of Pearls —Glenn Miller	—	9. I Remember You —Jimmy Dorsey
5	10. Skylark —Glenn Miller	4	10. I Don't Want To Walk Without You —Harry James

### 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.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
2	1. MOONLIGHT COCKTAIL	5	1. Don't Sit Under the Apple Tree	2	1. Somebody Else Is Taking My Place
1	2. SOMEBODY ELSE IS TAKING MY PLACE	3	2. Skylark	4	2. Don't Sit Under the Apple Tree
5	3. TANGERINE	1	3. Somebody Else Is Taking My Place	1	3. Moonlight Cocktail
6	4. DON'T SIT UNDER THE APPLE TREE	4	4. Tangerine	3	4. I Don't Want To Walk Without You
7	5. SKYLARK	2	5. Moonlight Cocktail	7	5. Tangerine
4	6. MISS YOU	7	6. Johnny Doughboy	6	6. Miss You
3	7. I DON'T WANT TO WALK WITHOUT YOU	8	7. Miss You	8	7. Skylark
10	8. JOHNNY DOUGHBOY	12	8. Jersey Bounce	11	8. I Remember You
8	9. DEEP IN THE HEART OF TEXAS	—	9. I Threw a Kiss in the Ocean	5	9. Deep in the Heart of Texas
—	11. SLEEPY LAGOON	9	10. Always In My Heart	—	10. Sleepy Lagoon
—	12. ONE DOZEN ROSES	13	11. Sleepy Lagoon	—	11. Jersey Bounce
—	13. I THREW A KISS	6	12. I Don't Want To Walk Without You	—	12. I Threw a Kiss
9	14. I'LL PRAY FOR YOU	—	13. One Dozen Roses	—	13. Johnny Doughboy
—	15. ALWAYS IN MY HEART	—	14. We'll Meet Again	12	14. I'll Pray for You
		10	15. I'll Pray for You	—	15. Marines' Hymn

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

### LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG		
I DON'T WANT TO WALK WITHOUT YOU (10th Week)	HARRY JAMES	Columbia 36478
	DINAH SHORE	Bluebird 11423
	BING CROSBY	Decca 4184
	GUY LOMBARDO	Decca 4104
MOONLIGHT COCKTAIL (9th Week)	GLENN MILLER	Bluebird 11401
	TOMMY TUCKER	Okeh 6526
	HORACE HEIDT	Columbia 36512
	BING CROSBY	Decca 4184
SOMEBODY ELSE IS TAKING MY PLACE (7th Week)	BENNY GOODMAN	Okeh 6497
	RUSS MORGAN	Decca 4098
JERSEY BOUNCE (4th Week)	VAUGHN MONROE	Bluebird 11454
	BENNY GOODMAN	Okeh 6590
TANGERINE (3d Week)	JIMMY DORSEY	Decca 4123
DON'T SIT UNDER THE APPLE TREE (2d Week)	GLENN MILLER	Bluebird 11474

COMING UP		
SKYLARK	GLENN MILLER	Bluebird 11462
	HARRY JAMES	Columbia 36533
	DINAH SHORE	Bluebird 11473
ONE DOZEN ROSES	DICK JURGENS	Okeh 6636
	ART KASSEL	Bluebird 11486
	GLEN GRAY	Decca 4299
WHO WOULDN'T LOVE YOU?	KAY KYSER	Columbia 36526
SLEEPY LAGOON	HARRY JAMES	Columbia 36549
	JIMMY DORSEY	Decca 4304
	VAUGHN MONROE	Bluebird 11496
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND	KAY KYSER	Columbia 36558
	GUY LOMBARDO	Decca 4278
	FREDDY MARTIN	Bluebird 11503
	TOMMY TUCKER	Okeh 6620
I REMEMBER YOU	JIMMY DORSEY	Decca 4132
	HARRY JAMES	Columbia 36518
MISS YOU	DINAH SHORE	Bluebird 11322
	BING CROSBY	Decca 4183
	FREDDY MARTIN	Bluebird 11286



# Music Items

## Publishers and People

**ALAN COURTNEY MUSIC** is publishing *Please Be There*, by Henry Nemo. Jewel Music has *Music 'Til Dawn*, by Jimmy Eaton, Lou Ricca and George Hayes, announcer of NBC all-night disk show.

Jack Rich's Melo-Art Music is pushing *Moon Nocturne*, recorded on Okeh by Count Basie.

Bob Lissauer leaves for the army around July 1. Meanwhile, he and Loeb-Lissauer are working on *Hall to the Wings of the Navy*, by Sunny Clapp; *Aladdin's Lumps*, by Enoch Light and Burt Ross, and *I Want To Be Everything to You*, by Fay Twomey and Al Goodhart.

Harry Hoek has joined Acme Music as professional manager. He will go to work immediately on *Vos Zokt Eer*.

Guy Howard, entertainer who recently closed at Ben Marden's Riviera, has entered the music pub field with Howard Music, clearing thru Harvest Songs, Inc., an ASCAP firm.

Allen Best's Circle Music is publishing the much-talked of "Don't Steal the Sweetheart of a Soldier," by Lew Brown and J. Fred Coots.

**THAT OLD MISSION BELL IN THE VALLEY**, by Louis O'Connell and

Dick Jurgens, has been issued by O'Kay Music, Chicago.

*Everyone But Me*, by Lou Shelley, Bert Sutter and Bette Cannon, will be put out by Melody Lane.

*You Can't Play With Fire and Never Get Burned*, by Gertrude Pappas and Frank S. Wildt, has been published by Wildt in Lancaster, Pa.

*Bashful Bull-Frog* issued by Top Music. *Each Time I Dream of You*, *Purple Silhouettes*, *Titania* and *The Broadway Sway*, all by Renato M. Caldora, have been published by Merit Music.

Often & Kemp Music, Baltimore, have an unusual novelty called "Wo-Oy-Nio (pronounced Cuor-o-nay)," a Chinese Love song by Jack Lewis and Woody Frisino.

## Coast Jottings

**MORT GREENE** and Harry Revel have written three songs for Republic's comedy, *Lazybones*. Judy Canova will sing *Backyard Barbecue* and *Pull the Trigger*, while Joe E. Brown will warble *Die! Die!*. Tunes will be published by Greene & Revel.

The Hollywood publishing firm of Louis Herscher (ASCAP) is plugging *If*, musical version of Rudyard Kipling's poem by the same name arranged by Lou Halmy; *Starlight Dream*, by Herscher and Andy Iona, and *The General Told the Colonel*, by Herscher and Gil W. Roberts.

# Waring Waves Olive Branch at Phono Ops--Disk Jocks Duck

**NEW YORK, May 9.**—Fred Waring, who has been trying to decide whether to be a money-making disk artist or kill the sale of his platters by enforcing rules he helped formulate as chairman of the board of National Association of Performing Artists, has resolved to make an exception in his own case. Speaking to *The Billboard* for Waring yesterday, his manager, Johnny O'Connor, said: "I have never had nor do I now have any intention of proceeding against coin phonograph operators for using my records in their machines, and I have so instructed counsel for NAPA."

This pronouncement, which in one stroke removes much of NAPA's sting and releases Waring's disks for use on the music boxes, also represents bad news for the army of disk jockeys, who

have played Waring's recent Decca waxings on sponsored programs. O'Connor quotes Waring as having no grievance against radio stations which play his disks on sustaining time, but says he is "collecting evidence" against platter pilots who have used Waring's stuff on sponsored shots.

For 12 years, by Waring's count, he has been campaigning thru NAPA to have the rights of the record performer given as much consideration as is accorded owners of music copyrights. When he finally broke his long anti-war and signed with Decca a few months ago, considerable interest was manifested in the trade as to what had become of NAPA. Last March Maurice J. Speiser, NAPA attorney, threw light on the situation by telling *The Billboard* that Waring's contract with Decca embodied a clause providing that the disks must be sold for private use only, with the understanding that all licensing rights for other uses were assigned to NAPA. Speiser elucidated by hinting that any coin phono op who played the records would be liable to suit.

In the interim, apparently, Waring has become impressed, as are all other maestri, with the power of the coin phono and the necessity of having disks heard by the largest possible audience. As star of a sponsored radio show, he is following the usual line in objecting to his records being played on disk programs sponsored by other products.

# Midwest Roadhouses And Dansants See a Boom; Raise Prices

**CHICAGO, May 9.**—Almost without exception roadhouses and ballrooms in neighboring resorts will raise admission prices this summer. Due to increased costs of music, maintenance, etc., operators feel that 5 to 10-cent tilts in fees will be neither unreasonable nor difficult to collect.

Cole Keyes, manager of Stanford Zucker Agency, servicing a number of summer accounts in Michigan and Indiana, reports that managers look forward to a bright season despite tire rationing and possible gasoline shortage. Most spots are located near defense plants, and the employees are expected to become regular patrons. Plans for reopening, consequently, are the most ambitious in seasons, including advance band bookings of both names and unknowns.

Reid's Casino, Niles, Mich., will increase the admission 5 to 10 cents and change bands every two weeks. Operator Ed Reid will stick to medium-priced outfits.

The Colonial Hotel, Rochester, Ind., will use names and semi-names. Spot's Terrace Gardens opens May 16 with Al Kavelin, and Art Kassel and Dick Shelton are set for one-nighters. Names will be used about twice a month. Prices will be upped to 55 cents week nights and 75 cents Saturdays.

Bartlett's Beach, near Jackson, Mich., is raising admission from 5 to 10 cents. Spot will be open six nights a week, starting June 5.

O'Riley's Lakeview Pavilion, Manitou Beach, Mich., plans to add an admission in addition to its park plan policy this season. Pre-season dates here indicate improved spending. Pavilion opens Decoration Day with Bob Van Bergen's Band.

Bob and Lyle Watkins will reopen Cold Springs Hotel, Hamilton, Ind., May 23 for pre-season dates and go into full swing the middle of June. Admission policy instituted last year will be retained. Bands will change every two weeks.

While pre-season dance dates at the Ideal Beach, Monticello, Ind., have found attendance about 10 per cent lower than 1941, spending has improved some 15 per cent. Owner Tom Spackman expects to raise admission prices. Here, too, bands change every other week.

Bledsoe's Beach, Angola, Ind., will have an increased ticket charge. Season will get under way around the middle of June and one band will carry on all summer.

Gate charge will be upped at Shadowland Ballroom, St. Joe, Mich., to reopen around June 15. The 1941 season was the best on record. Owner L. D. Drake expects a better gross this year.

Similar reports come in from the Ramona ballrooms in Sister Lakes, Mich., and Long Lake, Kalamazoo, Mich. Both will raise admission prices.

# Decca's \$202,005 Profit

**NEW YORK, May 9.**—Decca Records, Inc., made a net profit of \$202,005 for first three months of 1942, after deducting all charges, including \$201,228 for estimated taxes. Net profit was equal to 52 cents per share on 388,325 shares of capital stock outstanding.

# Disks Bigger Force Than Ever On Campus, College Poll Shows

**NEW YORK, May 9.**—In the questionnaires going out to the colleges this year for *The Billboard's* Fifth Annual College Music Poll, four pertinent questions were directed at the campus editors which dealt strictly with the waxes. Over 95 per cent of the 158 colleges participating credited platters with having the most influence on the pop band tastes of the student bodies.

Survey asked: (1) How important are phono records in popularizing dance orchestras among the student body; (2) Do records play a part in actual selection of bands to play for your dances; (3) Does your paper carry a record review department, and (4) Have records helped alter campus tastes in dance music? In answering the first question, many of the campus eds pointed out that disks were the only contact that the students had with the big bands. Much of this contact was at corner "sugar bowls" where an automatic phono catches the collegians' nickels. Many colleges mentioned, too, the fact that songs were popularized on the campus by recorded tunes. Where radios were available, it was also reported that the platter shots were faves with the students.

As to disks playing a part in actual selection of crks for college hops, those schools with hefty dance budgets say they definitely "audition" the crks via the phonos. Majority, however, are not in a position to buy the big names, so even tho they spin plenty of Millers, Dorseys and Goodmans on the truntables they have to be content with territorials

when prom time comes around. In a few cases the disks completely replaced the crk, school holding a "juke hop."

Over half of the 158 colleges polled run record review columns in the campus papers or magazines. This fact alone shows the influence which the platters have exerted over the college youth.

Questionnaires almost unanimously reported that the disks had much to do with altering campus tastes in dance music. Many colleges gave credit to platter styles for the current rage of the sweet and smooth rhythms on the campuses. Several editors pointed out the fact that the college youths were more discriminating in their musical tastes as a result of bending their collective ears to the disks.

# Shades of Carrie Nation

**PROVIDENCE, May 9.**—Bill to permit Sunday afternoon and evening dancing in Rhode Island cities was vetoed by Gov. J. Howard McGrath, after passing both houses of State Legislature without opposition. In his veto message, McGrath revealed that his action was prompted by pressure from various blue-nose orgs. He neglected to identify them.

Bill was designed to provide additional recreational opportunities for servicemen on 48-hour week-end leaves, and final approval would have been left to local licensing commissions in each township, which makes Governor McGrath's opposition wonder what he was worried about.

# DORAINE MUSIC PUBLISHING CO.

• ANNOUNCES

# BERT MANN

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per: Peter Doraine

DORAINE MUSIC PUB. CO.

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our big tune

# "MY LITTLE COUSIN"

# Change of Times

**PHILADELPHIA, May 9.**—In keeping with the times, nondescript titles describing septa jump bands hereabouts are being canned. No more billing as the Harlem Rhythm Kings or the Harlem Aces and such. Instead, as gleamed at the New Savoy at near-by Maple Shade, N. J., it's Amos Ware and His Blackout Boys.

# 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, soloist 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.

## GLENN MILLER (Victor 27873)

*American Patrol*—FT. *Soldier Let Me Read Your Letter*—FT; VC.

**A** PAST master in applying jump tempo, Glenn gives grand embellishment to a grand old march, arranged by Jerry Gray. The tune itself is familiar, with the band ensemble giving it a lively swing beat thru-out. Unison saxes take off on the theme right from edge, with the band building it solidly. Save for a short trumpet passage on the last stretch, it's sprightly ensemble tootling all along. Plattermate introduces new soldier ballad, the song story dripping with sentiment. It's Miller's selling that counts. Melody is a down-to-earth strain, and instead of a draggy pace that the lyrics call to mind, Miller applies a bright moderate beat that creates favorable effect. The light rhythmic touch is also carried over in the singing, making a happy complement to the sweet surface of the side. Ray Eberle and the Modernaires take it from edge; muted trumpets and voiced woodwinds share the first half of a second refrain, giving way at the bridge to the Modernaires, with Eberle joining in on the last half to sing it out. Pairing moves Miller to the Victor label.

A military step in a swiny setting characterizes the appeal of "American Patrol." It's a natural to attract a lively flow of coins into the music machines.

## ANDREWS SISTERS (Decca 18312)

*Don't Sit Under the Apple Tree*—FT; V. *At Sonya's Cafe*—FT; V.

**A** WAR novelty that has taken real hold of the public's fancy, *Apple Tree*, as the Andrews girls sing it, is a lively and rhythmic spin. The sisters open on the verse, singing it as a slow blues, hitting into faster beat on the chorus. Sing it straight for the first refrain, adding rhythmic embellishments that characterize their style for the out chorus. Unfortunately, the side has been late in coming; as a result, greater possibilities for wide commercial appeal are contained on the flipover. While the *Sonya* title indicates a Russ character, the girls introduce it as a gay polka. It's all about how the boys make merry at Sonya's Cafe, with an intriguing sub-title—*Shikker Izzer Trinken Mizzer*—which identifies the song's derivation, a traditional Yiddish drinking song. It's the kind of song the girls do so well, and the side is up to their customary professional éclat. Save for a short band passage, it's all singing. Vic Schoen, as usual, provides the rhythmic instrumental setting. Platter also puts in girls on Decca's new black label.

Where the Andrews Sisters enjoy a strong following, their "Don't Sit Under the Apple Tree" will have little trouble wooing the players away from already-established phono favorites. For wider operator use, however, the gay and lively polka side, "At Sonya's Cafe," is sure-fire for tap and tavern locations.

## SAMMY KAYE (Victor 27874)

*Lalapaluza Lu*—FT; VC. *Do It Now*—FT; VC.

**S**INCE he clicked with *Daddy*, one can always expect something unusual—and good—when Sammy tries something different on the waxes. Here again he rings the bell. Drake Hoffman and Jerry Livingston have come up with one of those 16-bar easy-to-rhyme verses which champions *Lalapaluza Lu* as the girl friend of the armed forces, and Kaye establishes her in 6/8 march tempo, with most of the side turned over to the boys

in the band to sing the catch phrases. The band plays three well-spotted choruses, the glee club sings as many refrains, and for added appeal there is a "Pop-Eye" baritone voice bellowing a verse, with still another refrain taken by one of the boys in a quivering falsetto. Even more unusual in treatment, and harking back to the *Daddy* days, is Jack Lawrence's neat rhythmic ditty on the other side, *Do It Now*. Side starts off with one of the boys singing in aria fashion of the present strife and conflict—just enough to create the impression that here comes another *Ballad for Americans* production—when the band glee club hits into a tuneful lick a la *Daddy* to set the stage for the opening chorus. Band plays a half chorus, and the instruments are dropped again for a singing chorus that carries it out.

This doubling has a double-barreled effect for phono play. Different types of songs, both are done extremely well, and the music box appeal of each is exceedingly high. The "Daddy" qualities of "Do It Now" are bound to attract attention, while "Lalapaluza Lu" is a natural for locations where they still sing the praises of "Mademoiselle From Armentiers."

## MARTHA RAYE (Decca 18298)

*Three Little Sisters*—FT; V. *Pig Foot Pete*—FT; V.

Martha Raye stacks up with the best of them for the serious ballad singing, but when she tries to remain a comedienne for the waxes her vocal antics still call for a sight act. It's march tempo for *Three Little Sisters*, which is now tied in with the *Private Buckaroo* picture. Sings it straight for an opening chorus. Accompanying band opens a second refrain, giving way at the bridge to Miss Martha to yodel it out. *Pig Foot Pete*, from the *Keep 'Em Flying* movie, has Miss Raye warbling about the Kansas City boogie-woogie expert. An eight-to-the-bar piano interlude bridges the two vocal refrains.

Save for tie-ins with the motion pictures, possibilities of these sides are restricted.

## MEREDITH WILLSON (Decca 18300)

*The Sunshine of Your Smile*—FT. *Every Little Movement*—FT.

Willson batons a jazz symphonette

with flashing fiddles and fluent woodwinds etching striking figures and colorful harmonies to make pop tunes sound like tone poem paintings. He achieves that effect admirably on these two sides, each a delight in listening. Rich in instrumentation and arrangement, the *Sunshine* song classic is taken at a fast and figured tempo. Gets in two choruses with a grandiose intro and coda. For Otto Harbach's oldie on the B side, two choruses are set to an intoxicating double-time beat removed from the orthodox shuffle rhythm.

While both sides are aimed at counter sales, operators servicing smarter locations will find them wearing as well in the music boxes. (See ON THE RECORDS on page 82)

# 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

## Shep Fields

(Hotel Edison, New York, Columbia Network, Sunday (3), 11:15-11:30 p.m.)

**W**HEN it comes to dishing up radio rhythms from location few maestri are as accomplished as Fields, who makes an exact science of the thing. That his pre-broadcast fiddling with earphones and dial panels pays dividends in results is evident from his programs, of which this was a good sample. Like most Fields affairs, this one was completely free of clinkers, distortions and other technical troubles common to band remotes.

Performance of the band was as severely crisp and clean as always, with the by now familiar absence of brassy punch more than compensated for by clever scoring. Five tunes were played—one over par for the time—with Ken Curtis doing a pleasant, workmanlike job on the words.

One negligible fault that might be pointed out was the preponderance of fast rhythms. On this shot Fields didn't play a single slow ballad—every tempo had a

# 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.

## Johnny Richards

(Reviewed at Madame Zucca's, Hermosa Beach, Calif.)

**J**OHNNY RICHARDS has been associated with bands for a number of years and at one time accompanied the Andrews Sisters. In the past year he has been playing West Coast spots and has the Los Angeles Paramount on his list of successes. The band here at Zucca's has been together only six months, switches being necessitated because of the draft.

Richards fronts and handles a sax the greater part of the night. Because he is a reed player, he features that section. Has a basic instrumentation of six brass, four reed and four rhythm. When the maestro picks up sax or clarinet, the number of reed instruments balances the band nicely. Richards handles the band well and does a far above average job on the sax.

Brass section is well grooved, with Frank Wooley, Irving Stumpp and Lew Deering handling trumpets and Wes Cope, Jack Pageler and Floyd Bennett, trombones. While Richards plays the lead sax, he receives good support on the reed parts from Joe Glorioso, Bud Reuter, Len Layson and George Walls. Frank Patcher doubles on vocals from his piano, and Jack Cascalis handles Spanish vocals in addition to slapping the bass. Drummer Ralph Lesley is also heard vocally.

With Patcher doing scat warbling, Cascalis the foreign tunes and Lesley the novelty and other pop tunes, the vocals are unusually strong. However, Richards doesn't stop here, for he has pretty auburn-haired Patricia Kay on regular vocal assignment. Gal sings a good torch song.

Library is well supplied by Richards and Patcher. Crew makes a nice appearance. Richards sells well, and crowds around his bandstand prove that the band is for both listening and dancing. Abbott.

## Dick Mills

(Reviewed at King's Ballroom, Lincoln, Neb.)

**D**EEP from the heart of Texas, with 15 years of dance work behind him giving him an A to Z knowledge of the game, Mills has been booked out of Omaha for the past three years, and is now doing one-nighters prior to a series of short-location bookings.

Mills is always a good bet for those who prefer their music unadulterated with too many novelties. Style is mixed, mostly sweet, and Mills doesn't pattern after any particular name bands. Product isn't spectacular, but always dependable.

Has three-three-three instrumentation, Dick bassing a little now and then. Regular dog-houser, Pete Snawerdt, takes

kick in it. Considering, however, that this was only a 15-minute program, there is little complaint to be made.

## Kay Kyser

(Meadowbrook, Cedar Grove, N. J., Columbia Network, Sunday (3), 12-12:30 a.m.)

**"THE OL' PUHFESSUH"** does right well by his chillun, even on sustaining, if the show caught is a reasonable index. Broadcast was a pip in every way, the emphasis being on the music and the music being tops for dancing and easy listening.

Kyser's purpose in accepting this location job is said to have been a desire to give added impetus to his already healthy disk sales. That this kind of air, with no time out for commercials or quizzes or other musically irrelevant distractions, is bound to turn the trick goes without saying—especially considering the flock of lush arrangements the gang turned out on this show. Band was in fine form; Harry Babbitt, Sully Mason, Trudy Erwin, July Conway and the rest

swing vocals, leaving ballads to Charles Galvin, tenor pipes and sax and also featured on flute. Galvin, a New York product, has a Saxie Mansfield style.

Ork was with Frederick Bros. and Consolidated Radio Artists before present Omaha tie-up. Mills uses some stocks at present plus arrangements by Jimmy Caton, first alto. Oldfield.

## Bobby Day

(Reviewed at Arcadia Ballroom, New York)

**H**AVING undergone his share of the trials and tribulations that beset struggling young maestri, Day is back at the scene of a previous success, building a brand-new band. He has been at it only about three weeks and is making frequent changes, but even as early as this it can be seen that he has the makings.

Doing a pleasant front job with his electric guitar, Day has five reeds, three trumpets, two trombones and three rhythm in the ensemble. None of the boys size up as outstanding instrumentalists, but they play well together, considering their short acquaintance. Night caught, the brass section was guilty of overblowing on the jump stuff and made the outfit a little top-heavy for that reason. This condition, however, is easily corrected and, when done, will leave Day with a nicely balanced group.

Choice of tunes is particularly canny, the standards all very interesting and slightly off the beaten track, and the pops among the day's best. The Moonlighters, attractive girl trio, do the bulk of the warbling and are well above average both visually and vocally. Kay Davis, one of them, steps out for a solo lyric once in a while and does an adequate chorus. Lenny Kaye, saxist, also puts his tonsils to work on occasion and sounds as if he might be able to handle a lot more of the work than he's now given. Is a bit ill at ease right now, but has the voice.

As we have said, the band is still in its formative stages. However, it is already doing a bang-up dance chore, mixing the rhythms well, and should develop into a good all-round hotel or ballroom gang. Carter.

## Earl Bostic

(Reviewed at Small's Paradise, New York)

**F**OR a seven-man combination, this outfit produces enough jive to cause this Harlem nightery location to jump. Reception to its efforts is okay, as indicated by the well-filled floor. Library is stocked mainly with hot stuff, but outfit can also show its mettle with the more dignified pieces.

Bostic leads the crew with sax in hand. Reed work is consistently good. Rest of the outfit is comprised of capable septians, all of them showing up nicely in their solo work.

Orchestrations are designed primarily for power, with a pair of saxes to help Bostic at his instrument, two trumpets, piano and drum. Despite the few rhythm instruments, they work energetically enough to provide a solid bottom to be heard over the rest of the band. Cohen.

## Drafted 400 From Local 10

CHICAGO, May 9.—Local 10 of the American Federation of Musicians here has already lost over 400 men to the armed forces, and many more are waiting to be drafted this spring and summer. A number of them continue to furnish music in the army camps, naval training bases or wherever they may be, but the majority are just regular soldiers.

Among the local bands who lost men to the draft are Boyd Raeburn, Dick Jurgens, Lawrence Welk, Lew Diamond and Bud Freeman.

were in swell voice; the choice of numbers was shrewd, and everything, in short, went swimmingly.

Announcements were by Kyser himself, with an occasional assist from a pleasantly unobtrusive staff spieler. Too bad Kyser will only be on sustaining for a month.

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AND HIS ORCHESTRA

*America's*  
**NUMBER**



**Thanks** to our campus friends for voting us their number one band for the third consecutive year by an overwhelming majority.

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**BAND**  
*in the*  
**COLLEGES**

# GLENN MILLER AND HIS ORCHESTRA

*America's*  
**NUMBER**



## **MOONLIGHT SERENADE** For **CHESTERFIELD**

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*America's Favorite Dance Program*  
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EVERYWHERE!**

**HOTEL SHERMAN**

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**BAND**  
*in* **HOTELS**  
**THEATRES**  
*and* **ONE-NIGHTERS**

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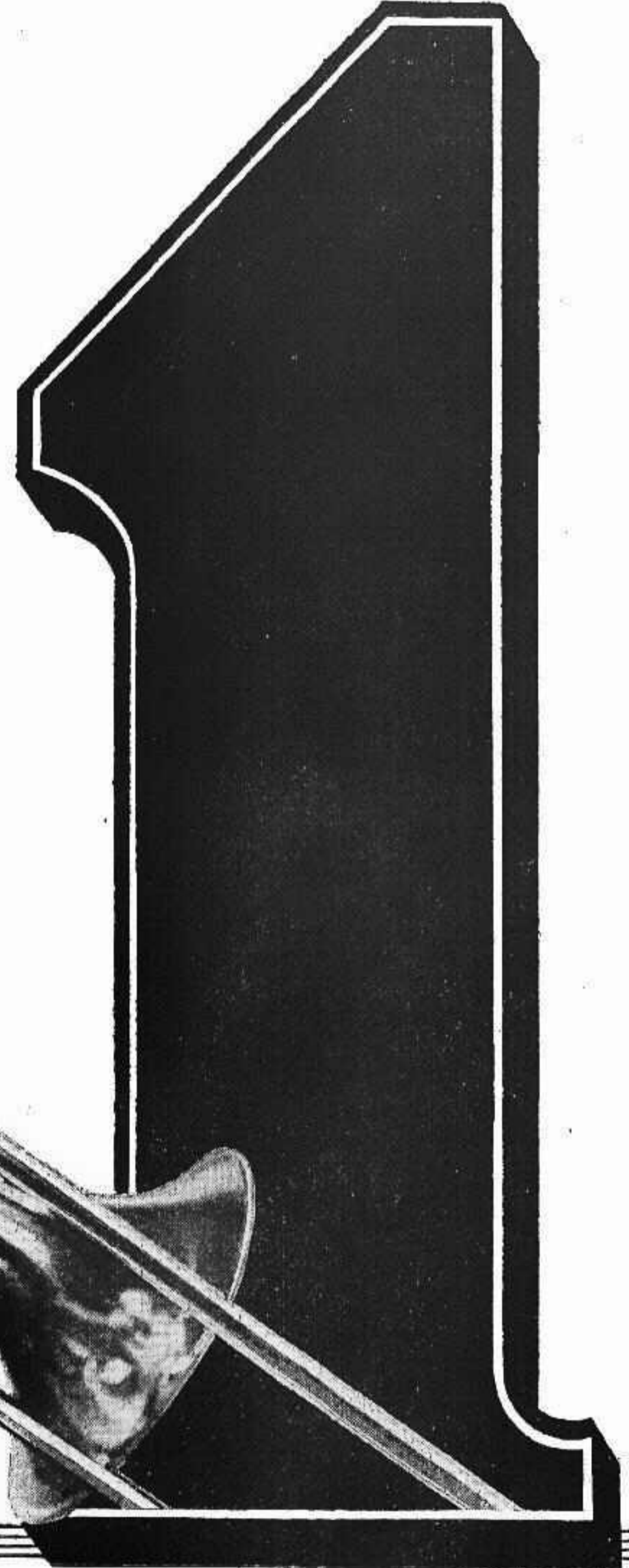
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**BAND**  
*on the*  
**SCREEN**

# GLENN MILLER

## AND HIS ORCHESTRA

*America's*  
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Over  
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**BAND**  
*ON*  
**VICTOR RECORDS**





## Ex-Employee Flings Wage and Hour Suit At Decca in Philly

PHILADELPHIA, May 9.—A wage and hour suit against the local Decca Distributing Company branch was filed here recently in Common Pleas Court by Bill Rudenko, local attorney, representing Ed Cohn, until last November assistant manager of the local record distributing office. Suit is in the nature of a test, since the court will have to define "executive duties" of those employed at record distributors. Cohn, who is now manager of the Downtown Record Shop, retail disk dealer, is seeking \$2,404.44, representing overtime pay on the time-and-a-half scale. Under the provisions of the wage and hour law, if a favorable decision is handed down, Decca will have to pay double the amount sought in addition to costs.

In the bill of complaint filed, Cohn maintains that his work did not come under the government's definition of an executive and charges that the disk firm had been giving everybody empty executive titles in order to get around the wage and hour regulations. In his own case, Cohn charged that since starting with Decca in October, 1938, he eventually advanced himself to a stage where he was getting \$25 a week plus overtime. He originally started at \$15. Then, he charged, in 1940 he was given the title of assistant manager, with the salary fixed at \$30, less than he was getting on the overtime basis.

Shortly before last Thanksgiving Cohn was let out of the company on a five-minute notice, and in his suit he seeks reason for the sudden dismissal. Just two weeks before he was let out, the complaint alleges, Cohn was promised by home-office officials in New York that he would be sent to Washington to manage the factory branch in that city.

Salary scale, save for the salesmen working on a commission basis, has been a sore spot at local record distributors. Last year shippers at Raymond Rosen Company, Victor-Bluebird distributor, went out on strike. Since that time the record shippers have been unionized. The Cohn case marks the first time that the wages and hours matter has been brought up for a legal test.

## Army Hooks Out for More Name Leaders

NEW YORK, May 9.—With Cecil Golly, Red Nichols, Dean Hudson and several lesser maestri already in the armed forces; with Artie Shaw, Bobby Byrne and Orrin Tucker preparing to join the colors, and the draft hanging heavy over Benny Goodman, Eddy Duchin and others, music biz begins to gnaw its nails in anticipation of wholesale removal of many of its foremost meal tickets.

For a while it seemed as if the boys might be able to grab off morale jobs which would allow them to spend time on professional bandstands, but this impression was dispelled with the navy enlistment of Artie Shaw. While it is considered likely that Shaw will wind up leading a band at one of the naval training stations, nobody has any illusions about him playing one-nighters on the side. The same goes for the rest of the wand-wavers threatened with imminent induction.

Further cause for alarm is increased stringency of draft-board regulations regarding dependency. It is apparently no longer considered vital that an able-bodied man with a couple of hundred gee in the bank be deferred in order to contribute to the support of a single close relative.

CHICAGO, May 9.—Lang Thompson disbanded his orchestra following the end of a run at Lantz's Merry-Go-Round, Dayton, O., Sunday (3). The draft and transportation problems were contributory causes. Frederick Brothers had booked the outfit for the last few weeks.

Bert Gervis, Thompson's manager, joined the Stan Zucker Agency here. Peggy Nolan, the band's vocalist, will marry Ensign William Edwards, former assistant manager of the William Penn Hotel, Pittsburgh, in New York May 16. She will leave the business.

CHICAGO, May 9.—Stanford Zucker Agency has lost a couple of band leaders to the army. Red Roberts was drafted

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## 802 Puts Ax to Rehearsal Chiz

NEW YORK, May 9.—"Chiseling at the Rehearsal Hall," a standard tune played by many band leaders to different arrangements, is going to be given a new orchestration by Local 802, musicians' union, with a melodic theme titled "Pay Up, or Else."

Seems 802 has gotten wind of a tremendous chisel completely overlooked in the past, namely, rehearsals without pay to musicians, under the excuse of organizing a new band, rehearsing new arrangements, or auditioning for prospective buyers. As a consequence, according to Max Arons, chairman of the union's trial board, large numbers of high-priced band leaders have been rehearsing for men for transcription jobs, recording dates and radio engagements, which normally call for \$12, \$10 and \$6 an hour for rehearsals. Arons said, "Musicians have been chiseled out of a young fortune."

In the future, Arons said, delegates will be assigned to each of the major rehearsal studios to check on what the musicians are practicing for. Under standard regulations, musicians are permitted three hours of free rehearsal a week for new arrangements (\$2 an hour thereafter).

No. 802 sleuths will keep a record of all rehearsals and then check against leaders' recording and transcription salaries, which are paid thru the local. Recording companies' checks bear the date which the engagement was played. If rehearsal and recording dates are in close proximity, the leader is going to be compelled to pay out of his end.

Arons said some musicians are so busy rehearsing with different orks that they have been tabbed "rehearsal hall housemen," and cited the instance of one audition where the same set of musicians played for six different leaders in one afternoon in the hope of selling a band to a hotel owner.

## Wallichs' Disk Firm Signs Whiteman, Kemper, Slack

HOLLYWOOD, May 9. — Liberty Records, the platters to be made by the new company headed by Buddy De Sylvia, Johnny Mercer and Glenn Wallichs, has signed Paul Whiteman, Freddie Slack and Ronnie Kemper orchestras. These are the first bands to sign with the new firm. Deal was set by Ed Fishman of the William Morris Agency.

recently and is now a private at Fort Sheridan, Ill. His men have joined other Zucker outfits. Ivan Kobasic was drafted last week and forced to cancel a job at Excelsior Park, Excelsior, Minn. Band, however, continues under Howard Turner and is currently at Knickerbocker's Gardens, Flint, Mich.

# Orchestra Notes

## Of Maestri and Men

JIMMY DORSEY cracked the New Haven Arena attendance record Sunday (3). . . . EMERSON GILL has given up his band to join Aeronautical Division of the navy. . . . JOHNNY (SCAT) DAVIS opens at Sea Girt Inn, New Jersey, June 27. Will have a network wire. . . . FRANKIE MASTERS, with Ernie Austin now on drums, will record henceforth for Columbia. . . . FREDDY MARTIN will be back at the Waldorf-Astoria Hotel, New York, in January, after making an RKO pic, doing a theater tour and spending summer at Coconut Grove, Los Angeles. . . . ENRIC MADRIGUERA opened at El Rio, Washington, Thursday (7). JIMMY CAMPBELL, former song publisher, is now his manager. . . . DICK KUHN opens at Statler Hotel, Buffalo, May 20, for the summer season. It's his third return at the spot. Will have a network wire. . . . NICK JERRET returns to New York from Savoy, Boston, and opens at Famous Door Thursday (7). . . . RAY McKINLEY has been getting radio breaks lately. Played Camel show, subbed for Kay Kyser a couple of times, etc. . . . JACK MARSHARD, manager of VAUGHN MONROE, will probably be at the helm of the new DICK HAYMES band. . . . COOTE WILLIAMS plays Apollo Theater, New York, for a week, opening May 15. . . . DICK RAYMOND band played Pelham Heath Inn, New York, May 7-12. Raymond is the son of Al Raymond of the old vaude team Raymond and Caverly. . . . LIONEL HAMPTON broke a Saturday night attendance record at Savoy Ballroom, New York, with 3,900 admissions May 2. . . . JOE COLLINS and RAY CANNANARO, leaders, now in the army at Camp Upton. . . . STAN NORRIS closes at Club Royale, Detroit, May 21, and opens for four weeks at Hotel Van Cleve, Dayton, O., May 22. . . . BILL SCHILLER, formerly with BLUE BARRON, now holding down tenor sax and doing vocals with ART MOONEY at the Boulevard, Elmhurst, L. I. . . . WALTER PERNER opens at Roosevelt Hotel, New York, May 8, for the summer. . . . RALPH MUZZILLO, former lead trumpet with MUGGSY SPANIER, JIMMY DORSEY and others, now with ALVINO REY. . . . RUSS ANDRE, billed as the "Cesar Romero of the band waves" (no kidding!), is held over for another four weeks at President Hotel, Atlantic City, N. J. . . . KELLY RANDE, who replaced SONNY SKYLER as vocalist with VINCENT LOPEZ, is due to be drafted, and Lopez is now auditioning fens at Hotel Taft, New York. . . . DICK JURGENS has been turning in some terrific grosses in the Middle West. . . . DONNA GLENN now at Wonder Bar Club, Wausau, Wis. . . . LADIES OF NOTE doing an indef at Hotel Middletown, Middletown, N. Y. . . . HENRY BUSSE battled inclement weather and came out on top at Memorial Hall, Joplin, Mo., Friday, April 24, with a \$1,400 gross. . . . TERRY SISTERS, now at Walton Roof, Philly, come into Rainbow Room, New York, May 20, replacing CLEMENTE. DACITA, now singing with Clemente, is rehearsing a Latin ork of her own.

## Atlantic Whisperings

RUSS MORGAN at Earle Theater, Philadelphia, May 29 week. . . . DOT LAMARINE at Columbus Hotel, Atlantic City. . . . AL STEWART leaves his trumpet seat with ALAN FIELDING'S ork at Philadelphia's Club Ball to join Army Air Corps. . . . MEYER DAVIS turning legit impresario with an interest in *The Warrior's Husband*, forthcoming musical. . . . Dorney Park, Allentown, Pa., will usher in the 1942 dance season May 23 at its Castle Garden with four name bands on the stand. . . . CARL WAXMAN, Philadelphia's ace sax-tooter, has joined RICHARD HIMBER for a theater tour. . . . LEO ZOLLO inked in for Mutual lines for his run at Philadelphia's Benjamin Franklin Hotel, opening this week. . . . MICKEY SHANNON back at Acker's Hotel, Bethlehem, Pa. . . . JOHNNY ALTIERI a holdover at Palm Garden, Still Valley, N. J. . . . DON CRIST has replaced DON RENALDO at Flanders Grille, Philadelphia. . . . BILL OCKENLANDER, Atlantic City maestro, canceling all dates for a date at the hospital. . . . GEORGE FROBERS' TROUBADOURS at Myers' Cafe, York, Pa. . . . LAS VEGAS ORCHESTRA at the Oakes, Philadelphia. . . . BOB KURTZ gets another call at Keystone Trail Inn, Allentown, Pa. . . . CHARLIE KING set for the summer at Peach Orchard Inn,

Pleasantville, N. J. . . . RAY McKINLEY starts a one-night tour in the area on Saturday (16) at Sunnybrook Ballroom, Pottstown, Pa. . . . BERNIE LOWENTHAL replaces Harold Katz at the piano seat with CLARENCE PUHRMAN'S KYW crew, Philadelphia. . . . MARTHA BLEW at Sixth and Spring Hotel, Reading, Pa. . . . RUSSELL MADDON at Walnut Cafe, Camden, N. J. . . . BOB PRY at Strinestown Hotel near York, Pa. . . . BERCZI DUNA and His Hungarian-Gypsy Orchestra at Pennsylvania Restaurant, Allentown, Pa. . . . VIOLA KLAISS and her all-girl band back at the Open Door Cafe, Philadelphia.

## Coast Cacophony

LOUIS ARMSTRONG is on one-nighters that will take him up the West Coast to Vancouver. . . . JAY WHIDDEN has opened at Rancho Vegas, Las Vegas, Nev. . . . JULIE'S MUSICAL STYLISTS at Showboat, San Diego, having arrived there from Chicago. . . . MYERS-SIMMONS ork, headed by Billy Myers and Bob Simmons, recently played a request performance at the Fox Theater, Calexico, Calif. Combo features Arthur Myers, who warbles in English and Spanish. . . . OZZIE NELSON and HARRIET HILLIARD play Omaha, June 17; Kansas City, 24, and Minneapolis, 31. . . . AL DONAHUE is set for the Palomar, Seattle, week of May 25. . . . SAMMY KAYE heads east after his picture at 20th Century-Fox. Will play one-nighters en route. . . . BOB CROSBY is mulling one-nighters in the Northwest. . . . DUKE ELLINGTON plays the Golden Gate, San Francisco, week of May 20. . . . KEN WATKINS is featured at the Santa Rita, Tucson. . . . PAUL FEATHERSTONE is rounding out a year at Beverly Wilshire Hotel, Beverly Hills, Calif. . . . DEL COURTNEY has been set by the William Morris office for June 12 in Valajo, and San Jose the next day. . . . HENRY BUSSE hits the Palomar, Seattle, week of June 15. . . . COUNT BASIE is due at the Orpheum. . . . XAVIER CUGAT arrived in Hollywood Monday (4) for picture work and a week at the Los Angeles Orpheum. Will also do a few one-nighters, with West Coast bookings handled by the Beverly Hills MCA office.

## Victor Sponsors Hops for Workers in Camden

CAMDEN, N. J., May 9.—RCA-Victor is the first of the national defense plants in the Philadelphia area underwriting a series of dances for its workers. Herbie Woods's band has been engaged to play a weekly swing shift dance at the plant for the workers who clock out at midnight, when it is too late for them to go out and find recreation. Philadelphia musicians' union has set up a special wage scale for such engagements. It is expected that many other plants both here and in Philadelphia will follow RCA in the move, which means opening up a new wartime field of employment for territorial bands, which have been hit by curbed bookings because of party cancellations and limited barnstorming facilities because of gasoline and tire rationing.

## Shaw in Vaude for Month Before Joining the Navy

NEW YORK, May 9.—Artie Shaw has been set for four weeks of theaters prior to leaving for the navy in June. Starts at Capitol, Washington, May 21, with succeeding dates at the Stanley, Pittsburgh, May 29, and the Palace theaters, Akron and Youngstown, June 5. Another week is to be set.

Miriam LaVelle and Al Bernie will tour with Shaw. William Morris Agency set the dates. Shaw will front Lee Castle's band, current at Roseland Ballroom here.

## Iowa Anti-ASCAP?

DES MOINES, May 9.—ASCAP will get a blackout in Des Moines night clubs and taverns shortly because of hiking of fees, some as much as 100 per cent. Operators are refusing to pay the increase, and have notified band leaders playing taverns and clubs to restrict the tunes to BMI numbers. Some of the operators are even talking of eliminating music entirely, but, of course, those having dancing will be unable to do so.



# Selling the Band

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

## Progressive Promotion

CHRISTINE EDWARDS, former publicity director for Consolidated Radio Artists, has returned to New York as head of her own office, called Progressive Promotion. Her initial efforts in the interests of Francis (Mugsy) Spanier and Les Hite are progressive in every sense of the word.

Mailing piece for Spanier, employing the phonograph record motif, is a regular record envelope done up in the patriotic colors with appropriate catch phrases such as "Keep Them Flying Over There . . . and Dancing Over Here!" and "Buy United States Bonds Today . . . Spanier Tomorrow!" Envelope contains a set of four heavy paper disks, with the label spot giving a picture of the maestro and the three featured vocalists with the band. Flipovers for the simulated records carry critical quotes. Apart from its eye-striking lay-out, it's a forceful presentation.

The Les Hite mailing piece is a folder of eight sides. The frontispiece is a teaser, and unfolding the pages reveals a pictorial lay-out of the maestro and, in montage fashion, the band members and featured side-men, all action shots. Musical caricatures give added appeal.

Abe Lyman has used an unusual photograph to boost his platter ratings with the music machine operators. It's an 8x10 glossy print of Lyman, in rural garb, feeding a nag. Attached is a memo reading: "When I want a tip I want it right from the horse! When I plan arrangements I go by the tips of my operator friends. I'm immensely grateful to dozens of the boys around the country who keep me posted on what the public wants. When I'm around your neck of the woods, I'd consider it a great favor if you'd tell me what 'your' folks like in records."

## Press Manual

A PRESS MANUAL does an important selling job, especially when the band leader takes in one-night stands. And it is highly important to keep the manual up to date. When Ned E. Williams moved into the Harold F. Oxley office in New York he got out a fresh press manual for Jimmie Lunceford which, apart from the excellent editorial job, goes far to prove that an effective manual need not be a matter of expensive printing. Save for the striking cover design and the off-set sheet which illustrates available mats, the entire piece was produced right in the Oxley office.

Making use of the office mimeograph machine, Williams purchased celluloid lettering guides, cut the mimeo stencils himself, and utilized two colors, with a separate stencil for each. Used red lettering for the headlines and guide lines, with the copy in black. Single loose pages make it easy to use. And it's full of vital information for the Lunceford buyer in exploitation and promoting the band for maximum returns.

The publicity section carries prepared press stories for use in advance of play-date, along with a brief history of the band and biography of the maestro. The exploitation section carries suggested ties on phonograph records, music machine operators, radio stations, schools and colleges and the usual bally hints, along with a complete listing of the band's recordings. The advertising section includes advertising aids and illustrations of the ad and scene mats available. The billing and personal listings round out the manual.

Ralph Temple, publicity director of the Benjamin Franklin Hotel, Philadelphia, is promoting a sure-fire stunt to bring out a dressy crowd for the hostelry's Garden Terrace during the current engagement of Pancho and his orchestra. Thursday evenings each week the best dressed lady receives a \$25 Defense Bond and the right to compete with winners of subsequent Thursday competitions for a \$100 evening gown.

Name band leaders have long accepted book-match covers, handkerchiefs, dress shirts, cigarette packages or what have you as standard media for autographs. It remained for Gene Krupa to give the autograph hounds a permanent record for their collections. Krupa got up an attractive booklet, pocket-size, of 15 pages, to give the fans a lasting autograph record of favorite leaders, their outstanding musicians and featured vocalists. Pre-

sented with the maestro's compliments, each page in the booklet is cataloged as to instrumentation, giving fans a chance to collect autographs from every member in a band.

## Good-Will Album

AT THE SUGGESTION of Vice-President Henry A. Wallace and in line with the government's policy to create good will with our Latin American neighbors, RCA-Victor has prepared an unusual album of famous Spanish songs, recorded by native talent on the Standard International label and now re-issued in a package of eight sides tagged *Mexicana*. The up was made with the NBC net whereby one of the selections in the album will be the feature on each of the eight programs carried by the radio chain each Saturday afternoon, called *Down Mexico Way*.

The record company also added an unusual feature in providing each album with a specially prepared pamphlet, containing the Spanish lyrics with phonetic pronunciation, along with the English translation of each song.

## Tch, Tch!

NEW YORK, May 9.—It is almost impossible to buy foreign-made harmonicas, especially chromatic harmonicas. Such standard German firms as Hohner, Gretsch, Koch and Hotz, and the Japanese firm, Butterfly, have not sent their products to this country since September, 1939.

American-made harmonicas are still on the market, altho their manufacture has practically ceased due to war priorities. As a result, harmonica players have been having a tough time getting proper harmonicas.

## Horn Makers May Be Put on a WPB Plan

WASHINGTON, May 9.—The musical instrument industry is one of the few manufacturing groups to which the War Production Board may apply its new plan of "concentrating" limited production of non-war items in a few small factories. This would leave the rest of the industry free for war work.

Long discussed in government quarters, the "concentration plan" permits only the smaller firms of an industry to continue their regular manufacture. By smaller firms are meant those with an annual business of less than \$2,000,000 and located in areas where there is no labor shortage.

The concentration plan is applicable to those civilian industries where some production will be required for the duration of the war, but not enough to warrant full production by all factories.

Objective is to place all the continuing manufacture in one or a few factories, which would be allowed to operate at capacity. Other plants, relieved of partial operations, could be converted with maximum efficiency on an all-out war basis.

## Dorseys Score for Evans

HARTFORD, Conn., May 9.—Jimmy Dorsey, in for a Jimmy Evans dance at Arena here Tuesday (5), drew 3,700 people at \$1 per for a fine \$3,700 gross. This was considered sensational for first promotion of the year. Woody Herman is in May 29.

ASBURY PARK, N. J., May 9.—Playing a dance for James Evans at Convention Hall here Sunday (3), Tommy Dorsey drew a \$2,600 gross, representing 2,600 people at \$1 admish.

## Monroe's Road Biz Socko

HERSHEY, Pa., May 9.—Vaughn Monroe broke attendance record at opening of Hershey Park here Saturday (2), with 4,629 people at \$1.10 admish for a \$5,092 gross. Monroe took out \$3,055 as his end. Monroe has gone into his percentage on all but one of 14 one-nighters played since leaving Commodore Hotel, New York, last month.

SPRINGFIELD, Mass., May 9.—Vaughn Monroe drew over \$3,000 at Municipal Auditorium here Tuesday, April 28.

## A Success at Last!

NEW YORK, May 9.—After being the black sheep of his family for a decade, Kerwin Somerville, of the Tommy Tucker band, can at last hold up his head. Recently Somerville was introduced to James A. Farley, former Postmaster General. When Farley shook hands with him, Somerville said, "Please, suh, may I have your autograph? You see, mah daddy down down in West Virginia has been a good Democrat all his life and was once sheriff of Putnam County. If ah could write him and say ah shook hands with you, and if ah could prove it with your autograph, he'd probably forgive me for havin' become a musician!"

## Philly Local Tilts Summer Resorts Scales in Jersey

PHILADELPHIA, May 9.—With living costs liked, local musicians' union has liked the scale for summer resort engagements under its jurisdiction. Local union policies all of South Jersey's seashore resorts except Atlantic City and Ocean City, having jurisdiction over Wildwood, Cape May, Stone Harbor, Avalon, Sea Isle City, Beach Haven and Surf City.

Scale for the summer locations upped \$3 per man at the Class A spots, \$2 at Class B locations and \$1 at Class C spots. Leaders continue to collect a 50 per cent additional. Scale set is for seven-day week and includes room and board. In the absence of eats and sleeping quarters, scale adds an additional \$15 per man per week, apportioned on the basis of \$10 for board and \$5 for room. Again the leader gets the 50 per cent additional. Under new rate, top money for Class A spot, for six hours daily, is \$43 per man, proportionately less for lesser hours, going as low as \$16 per man for Class C jobs calling for three hours a day. Scale made plenty flexible to ward off hiring of non-union crews.

## COLLEGIANS LIKE IT

(Continued from page 23)

Thirty three of the editors report that their dancers dislike south of the border tempi. Twenty five schools labeled themselves "indifferent," which is probably the same as not liking the stuff.

Of the 100 colleges which like rumbas, congas and the rest well enough to insist that they be played at every dance, 64 regard Xavier Cugat as the foremost dispenser of such tunes. Last year Cugat also carried off the Latin band palm, but with more competition. This time, outside of scattered votes mistakenly bestowed upon such purely *Yanqui* outfits as Jimmy Dorsey and Glenn Miller, Cugat had only one Latin contender, Eric Madruguera, who nabbed but one tally, which makes Cugat's position everything but unanimous. Thirty-two of the colleges which like Latin terping had no preference in orks.

## Paging Murray!

One outstanding condition brought to light by the college survey is the overwhelming lack of technical knowledge of Latin dances. An almost nationwide plaint, and something that unquestionably has retarded more rapid growth in popularity of the steps, is the fact that instruction is apparently not easily available. Since the conga is the easiest of all to do, the 1-2-3-kick routine is more widely favored than the more intricate rumba, which appears confined to more sophisticated schools. Schools which indicated a liking for but an ignorance of the steps are University of Pittsburgh; Queen's College, Toronto; Alabama College; University of Louisville; University of Idaho; University of California; North Dakota Teachers; Oberlin College; Pittsburg, Kan., Teachers; West Illinois Teachers; New York University, Commerce Branch; Colorado College; Smith College; University of Michigan; Kansas State College; Baldwin-Wallace College; University of Delaware, and Texas A. & M., among many others.

All this would seem to indicate that the country is due for a rash of Latin dancing as soon as some Good Neighbor committee allocates funds for missionary work among the collegians. Wherever the kids know how to do the steps, they take delight in doing them and complain when prom bands don't play them. Where the steps are unlearned, there naturally is little desire to do them.

## Note to Bands

From this survey it can be seen that a band which intends to please the college crowd next season had better have

## L. A. Dansants Hyped by Names And the Service

LOS ANGELES, May 9.—Ballroom business in this area is the best in months, with three top bands, Harry James, Duke Ellington and Jan Savitt, holding forth at the three top terp spots. Soldiers and sailors are admitted at half price or free by the ballroom managements.

James claimed an estimated 35,000 people during the week at the Hollywood Palladium. Opening on a Tuesday night, he smashed all initial night records, even Glenn Miller's 5,200. Outstanding achievement was the week-end crowd, which totaled upward of 20,000. Spot charges 68 cents every night except Saturday, when the admish is 99 cents. Don Roland and His Tunemasters, the relief band.

At the Trianon in South Gate, Duke Ellington continued strong in his next-to-last week with an estimated 9,500. Ellington has set a new record here, topping the one set by Bob Crosby, who pulled terrifically during his 19 weeks at the spot. Ellington rolled up 2,000 on a Saturday and came back the following Saturday with 2,200, which is about half an average whole week for the spot. Spot charges 55 cents except Saturday, when the admish is 75 cents. Servicemen without lady escorts are admitted free. When with dates, the charge is 30 cents.

Jan Savitt at Casa Manana is bucking stiff competition with these two bands but getting a nice draw. However, Savitt is used to competing now, for last year when he was at this spot he played against Ellington at the Trianon and Glenn Miller at Hollywood Palladium.

## PRO AND CON FROM ORKS

(Continued from page 23)

Flopolas "because these dopes like anything!"

Georgia Tech liked HARRY JAMES and his vocalists, but turned a baleful eye on MAL HALLETT, who was "not college stuff." JAMES also got a hand from Colgate University, Hamilton, N. Y., where he proved "danceable," and at Muhlenberg College, Allentown, Pa., where he put on "a good all-round show and played college songs." ORRIN TUCKER took a dive at University of Oklahoma for no stated reason, while University of Missouri liked WILL OSBORNE'S "danceable" tooting and was disappointed by RUSS MORGAN, who was "dull and had no specialties." The Citadel, Charleston, S. C., votes for BOBBY BYRNE because he "played slow," and Case, in Cleveland, liked ALVINO REY because of Yvonne King.

## Brown Hot

University of Wisconsin gave LES BROWN the palm, mentioning Butch Stone, Betty Bonney, and Brown's personality. BROWN seems to have really socked across with the colleges this year. Wisconsin didn't go for ART JARRETT, who had just concluded a lengthy Chicago stand and seemed "tired, library limited, and Jarrett just didn't care." University of Mississippi, claiming "prejudice against the fiddle," didn't care for JOE VENUTI. Kansas State College liked LOUIS ARMSTRONG, but not as well as MATT BETTON, local crew, and made a wry face at HENRY BUSSE, who "didn't play loud enough and had a small library." Texas A&M lauds JIMMIE LUNCEFORD for his "style, good jazz soloists" and raps TONY DI PARDO for "trying to imitate Clyde McCoy and being even worse, if possible." Northwestern University said "Yes" to BENNY GOODMAN and "No" to LIONEL HAMPTON.

And there you have the CAMPUS CRITIQUE for 1942. Some of it is unreasonable, but most of it is the sincere expression of how this nation's collegiate dancers feel about the orks that play for them. Their opinion means something.

a library well stocked with slower ballad arrangements which, tho not sickly sweet, have plenty of instrumental color. In addition, band had better not play too much wild jitter stuff, but had best confine the fast music to bounds which will allow "smooth" dancing. And, sandwiched into the books, had better be some congas and a few rumbas for the schools that fancy them.

# The Final Curtain

**ALLEN**—Frank, 49, comedy magician, of monoxide gas in the garage of his home in Monterey Park, Calif., April 20. Survived by a son.

**BEATTY**—Harry W., 65, former technical director of Chicago Civic Opera Company, April 30 in Chicago. Survived by his widow and a brother.

**BECKER**—Frank V., 46, owner of Station WTBO, Cumberland, Md., and former chief engineer of Station WFIL, Philadelphia, May 4 in an airplane crash near Cumberland. Becker joined WFIL in 1935, coming from NBC, New York, and in 1939 purchased WTBO.

**BISSONETTE**—Alvah, 31, radio announcer, in his home at Essexville, Mich., April 29 of shotgun wounds, believed accidental.

**CATHCART**—Robert G., 47, proprietor of Five Points Inn night club near Pine Hill, N. J., April 30 of a heart attack. Survived by his widow, Eva; three sons, a daughter, his mother, a brother and a sister. Services May 4 at Clementon, N. J., with burial at Northwood Cemetery, Philadelphia.

**FINN**—Thomas L., 71, veteran outdoor showman, in Hoosick Falls, N. Y., May 4. He broke into show business in 1890 with Charles Lee's Great London Shows, later becoming affiliated with Andrew Downie and Sig Sautelle. He organized his own show in 1899 and operated it 43 years. Starting with a small *Uncle Tom's Cabin* show, he twice built his organization into railroad shows, the most prominent of which was the Great Eastern Circus. He was the first man to motorize a Tom show and for nearly half a century played towns thruout the East. He had recently returned from the South with his magic show and was preparing his Eastern route when he died. With him at the time of death was Phil J. Holton, for many years Finn's manager, and at present managing director of the Greater Cambridge Fair.

**FITZGERALD**—Edward P. (Eddie), 59, former vaude and film comedian, May 1 at home in Buffalo after an illness of several years. He was a member of the

team of Fitzgerald and Quigley, and later of Fitzgerald and Madison. He also appeared on the silent screen in Mack Sennett comedies with Ben Turpin and others. Survived by his mother and a sister.

**HOLMES**—Willys L., 62, actor and musician, of a heart attack at his home in Waupaca, Wis., April 16. Survived by his widow, Anna, and a son, Willys Jr. Burial in Lake Side Cemetery, Waupaca.

**HOPKINS**—Guy, 64, formerly with Ringling Bros.' Circus and other tented shows, in St. Paul May 4. Services and burial in St. Paul.

**JONES**—Dorothy Maxine, 7, daughter of Mr. and Mrs. William A. Jones, in Toledo April 9 after being struck by an auto. Her father was with carnivals from 1914 to 1934, his last connection being with the All-American Shows. Services and burial in Toledo.

**LA BORDE**—Mrs. Anna, 74, former vaude performer, April 29 in Los Angeles. She was a member of the La Borde and Ryerson song and dance team. Survived by two sons, Eugene and Howard; three sisters and four brothers. Services and burial in Los Angeles.

**LANDY**—Mrs. Joseph, wife of Joseph Landy, member of the board of governors of the National Showmen's Association, May 4 at a Brooklyn hospital.

## Malcolm Duncan

Malcolm Duncan, 63, retired actor, died May 2 at Southside Hospital, Bayshore, L. I., N. Y., where he had been confined for the last five weeks. He had been a guest at the Percy Williams Home at East Islip, L. I., N. Y., the past several years.

Duncan began his career with Richard Mansfield's production of *Cyrano de Bergerac* at the Hollis Theater, Boston, in 1889. He made his New York debut at the Garden Theater in the same vehicle a short time later. He subsequently appeared in *Beau Brummel*, *Prince Karl*, *Dr. Jekyll and Mr. Hyde*, *Arms and the Man*, *The Devil's Disciple* and *Parisian Romance*.

After acting in *The Lion and the Mouse* and *The Talker*, Duncan joined the cast of Mrs. Minnie Maddern Fiske's *Mrs. Bumpstead-Leigh*. Later he was seen in *Whispering Wires*, *Young Blood*, *This Thing Called Love*, *The Back Slapper*, *All Dressed Up and Bloody Money*. Among his more recent appearances were roles in *Cross Roads*, *When the Bough Breaks*, *Uncle Tom's Cabin*, *Many a Slip*, *Merrily We Roll Along*, *Five Star Final* and *Dinner at Eight*. He made his last Broadway appearance in September, 1935, at the 48th Street Theater in *A Slight Case of Murder*.

Survived by a brother and three sisters. Buried in Pittsfield, Mass.

Buried in the New Montefiore Cemetery, Pinelawn, L. I., N. Y.

**McEVOY**—Mrs. Mary Anne, 84, foster mother of J. P. McEvoy, musical comedy writer, May 1 at her home in New Burnside, Ill.

**McKINNEY**—Charles (Zella, the Human Frog), 71, at his home in Canton, O., May 4. He was with the John Robinson, Ringling Bros., Barnum & Bailey and Wallace circuses and also appeared in vaude. Survived by his mother, a sister and a brother. Services and burial in Canton.

**MADDY**—Herbert S., 66, veteran rodeo and Wild West executive and columnist, at Col. Jim Eskew's JE Ranch, Waverly, N. Y., April 30 of heart disease. Maddy was general agent and business manager for the JE show and was an intimate of the late Pawnee Bill (Major Gordon W. Lillie), Buffalo Bill (Col. William F. Cody), Tom Mix, Gene Autry, Hoot Gibson and other Western names. Services and burial in Forest Home Cemetery, Waverly.

**MAUS**—Harry P., 66, radio pioneer, April 27 in West Palm Beach, Fla. He operated the first station in Lima, O.

**MUMMEY**—Lewis N., 59, night club operator near Marysville, O., April 30 in that city. He leaves his wife, two brothers and two sisters.

**ROBERTS**—David, 65, magician, May 5 in Scranton, Pa., after a heart attack. Early in his career he was associated with the late Howard Thurston. Later he toured Eastern vaude circuits.

**SCHWARZ**—Jacob (Dad), 78, Texas

## Arthur Hornblow Sr.

Arthur Hornblow Sr., 77, author, playwright, dramatic critic and editor, died May 6 at his apartment in the Berkeley-Carteret Hotel, Asbury Park, N. J., after suffering a stroke May 2.

A native of England, Hornblow studied literature and painting in Paris before coming to the United States in 1889. He began his connection with the theater as a member of the staff of *The Dramatic Mirror*. From 1892 to 1894 he served as play reader for A. M. Palmer.

In 1901 Hornblow assumed editorship of *The Theater Magazine*, now non-existent. While with this publication he was also dramatic critic, and for many years he conducted the column "Mr. Hornblow Goes to the Play." He resigned in 1926 to become dean of the John Murray Anderson-Robert Milton School of the Theater, a position he held for two years.

Hornblow's *A History of the Theater in America*, in two volumes, was published in 1919. He was also the author of several other books adopted from plays, among them *The Lion and the Mouse*, *The End of the Game* and *By Right of Conquest*. He collaborated with other authors on several plays, including *Twilight* and *The System of Dr. Tarr*.

He leaves his second wife and two sons, Arthur Jr., motion picture producer, and Flight Lieutenant Herbert Hornblow of the Royal Air Force.

showman, April 28 in Houston. He operated the Opera House, Waco, Tex., and Houston amusement parks, cabarets, night clubs and theaters. He was last associated with Horwitz Theaters. He leaves a daughter and a sister.

**SLAYTON**—Mrs. Helen Peer, 44, former actress, May 6 at home in Larchmont, N. Y. She appeared in early motion pictures, and at one time had been understudy to Tessa Costa, who appeared in many George M. Cohan productions. She leaves her husband, two sons and two daughters.

**VON SAUER**—Emil, 80, formerly one of the world's greatest pianists, in Vienna recently. He made his debut in Berlin at the Singakademie in 1885. He composed 2 piano concertos, 2 sonatas and 33 concert etudes. He last appeared in this country over 30 years ago.

**WILSON**—Frank (Doc), 49, girl and snake show operator, at St. Joseph Hospital, Alton, Ill., May 2 while with the Barker Shows. Survived by his widow, Doris; a brother, Max, and a sister, Mrs. Jack Sturdy. He was a brother of the late Pop Wilson. Burial in Oakwood Cemetery, Alton.

## Marriages

**FRAWLEY-WARREN**—Maurie Frawley, singer with Glenn Garr's band, and Lucille Warren, nonpro, May 2 in Marion, Ark.

**FUSTANIO - KRAYNOCK**—Anthony Fustanio to Opal Lee (Princess Mitzi) Kraynock May 1 in Richmond, Va. Both are concessionaires with the John H. Marks Shows.

**KNOX - DARLING**—Bob Knox, announcer at Station WRAU, Reading, Pa., and Linda Darling, member of the Darling Sisters, radio trio, in Philadelphia May 2.

**MENSER-SEXTON**—C. L. Menser, national program manager of NBC, and Irene Sexton, nonpro, May 2 in New York.

**MIKETTA - GULINO**—Robert Morris Miketta, musician and arranger, to Josephine Gulino, his copyist, May 5 in Cincinnati.

**QUACKENBUSH - RAINIER**—Rea Quackenbush, nonpro, to Aileen Rainier, former vocalist with Bob Rainier's orchestra, May 2 in Cincinnati.

**ROCHESTER - HERLSTON**—Lewis S. Rochester, operator of the Silver Streak with Mighty Sheesley Midway, and Katherine Herlston, with the same shows, in Huntsville, Ala., recently.

## Births

A daughter to Mr. and Mrs. Danny Santella recently in Mercy Hospital, Altoona, Pa. Father is concessionaire at fairs and celebrations.

A son to Mr. and Mrs. James O'Donnell in Boston April 30. Mother is former Ruth Laura Ellis.

A daughter, Winifred Margaret, to Mr. and Mrs. Roy Neal April 27 at University

Hospital, Philadelphia. Father is announcer at Station WIBG, Glenside, Pa.

A son to Mr. and Mrs. Andy Allan May 1 in St. Joseph Hospital, St. Paul. Father is concessionaire with Greater Fairway Shows.

A son to Mr. and Mrs. Saul Sloan May 3 in Detroit. Father is owner of Mercury Theater there.

## NIGHT CLUB REVIEWS

(Continued from page 16)  
well. Miss Scott handles her assignment indifferently.

Louise Shannon, cute tapper, opened the bill with a stock routine. Jane Lavonne does a so-so Oriental slave chain dance. Vera Allen performed a Spanish cape number. Kay and Linda Bruce scored with a trim acro and posing act. Kids are young and capable. Trudy Chandler, singer, works too hard. Fewer facial mannerisms will help.

Louise Locarno attempted a modernistic dance that was neither modern nor a dance. Her facial gestures are out of place. Inez Gamble, tall brunette, strips, but is not too original. Edna Cerney offers a Spanish castanet number. A big girl and comparatively graceful. Libby Scott's tap work is labored, particularly noticeable in her *Poet and Peasant*.

Bill Baird did well with his magic turn despite miscued music. Nadja Lawrence, lively blonde, impressed with a rumba. Scarlet Knight, stripper, is a good looker and a capable worker. Her burly experience is a help.

The Sans Souci Dancers (6) proved one of the strongest features in the show. Appearance is tops and work is flashy. Did unusually well with a *Begin the Beguine* opening, conga and finally rumba.

Mary Ann, kid contortionist and acrobat, exhibits some difficult stunts on a table. Should not work in bare feet. Mildred and Maurice, nude team, clicked with a fast number that calls for posing and fast turns. Could serve as a good production frontpiece. Joanne Jordan, singer, stayed on for three numbers. An attractive looker with a melodious voice. George Moore's ballet-tap numbers were a highlight in the show. Boy has possibilities. Grisha and Brona were handicapped by the music. Their exotic dance work demands proper musical background. Make a striking appearance. Ceil Von Dell, the best stripper of the lot, was the final act. She is pretty, a neat worker and a showman.

In their second appearance acts change both costumes and routines. Joe Musse's musical combo behind the curtain. Two sets of musicians alternate during the night. *Sam Honigberg.*

## Syracuse Hotel, Persian Terrace Room, Syracuse

*Talent policy: Dance band. Management: Walter Kaiser, room manager; Charles Martini, maitre de hotel; Doni Christino, headwaiter; booker, Music Corporation of America. Prices: Dinners from \$1.35; drinks from 50 cents; minimum \$1.25 (Saturday, \$2).*

Louis Prima, in his seventh week of an eight-week run, is still dragging in regular patrons and live artists, including university students, for Prima is a natural to pull in the week-end student mob. Prima carries the largest aggregation he has ever had, 18 people; seven brass, five reed, four rhythm, singer and Prima fronting with his torrid trumpet.

Prima has cut out his jam sessions. He is now a commercial band that can do both hot and sweet numbers without killing the effect of the unit as a whole. His 18-year-old trapper, Jimmy Vincent; his brother, Leo, leading the brass section, carry out the hot effect, which in this 450-capacity room raises the roof and would be more to advantage on stage or in a ballroom.

The band even goes in for Ravel's *Bolero*, with Vincent knocking out the torrid effect. Prima is still the showman of old, working every minute in front of the band, doing just enough solo trumpeting to aid the rest of his brass section. Gets six shots weekly over Blue Network.

Lily Ann Carol, brunet, deep-throated canary, is still a great little mike kisser. Her presence makes a pretty picture against the red-coated band. She can warble pop, swing or sweet Cole Porter arrangements to equal effect and is a great foil for Prima's antics and tomfoolery.

Room has done biggest business of the season with Prima. Management has cut floorshow for Prima engagement. Jack Coffee slated to follow Prima in.

*B. S. Bennett.*

## L. S. Hogan

Louis S. (Larry) Hogan, 52, many years general agent for leading carnivals, died May 6 in Alexian Brothers' Hospital, Chicago, of a complication of diseases. His family name was Hornbuckle but thruout his show career he used the name of Hogan. He suffered a heart attack two years ago and had been ill ever since. He spent most of last year in San Antonio, part of the time in a hospital, and was moved to Chicago last fall. In spite of his remarkable vitality, he grew worse and complications set in. For weeks he hovered between life and death, the doctors and brothers in the hospital marveling at his tenacity in hanging onto life. A week before his death he embraced the Catholic faith and received the Holy Sacrament. Early on Wednesday he passed into a coma and never regained consciousness.

He had been identified with outdoor show business since end of World War I. Upon returning from France in 1918 he joined the Nat Reiss Shows, handling the concessions with Nate Miller. Later he went with the Beckmann & Gerety Shows, first as special agent with Harry Sanger and later as general agent. He also had been with the Clifton Kelley Shows and Dodson Shows. In the early 1930's he left Beckmann & Gerety to go with the Rubin & Cherry Exposition. When the Amusement Corporation of America was formed in 1938 he became one of its general agents and remained with the ACA until forced by illness to retire. Known as one of the most capable of agents, he had a wide acquaintance and was popular for his keen wit and likable personality. He was of English and Irish descent.

Survived by his mother, Mrs. Virginia Hornbuckle, Sioux City, Ia.; brother, David, Kansas City, Mo., and two sisters, Mrs. Mary Grider, Glendale, Calif., and Louise Hornbuckle (twin sister), Sioux City. Funeral services were held May 9 in Sbarboro funeral parlor at 9:30 a.m. Remains were then removed to St. Dominic's Catholic Church for a religious service. There was a brief service at Showmen's Rest, Woodlawn Cemetery, where the body was interred.

# Roadshow Films

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GUESTS AT THE DINNER-DANCE OF THE ALLIED NON-THEATRICAL FILM ASSOCIATION, Inc., recently held in North Ballroom of the Hotel Astor, New York. Nearly 300 persons were present at the gala affair, the most successful the association has had since its organization four years ago. Seated on the dais, left to right, are Mrs. William K. Hedwig; Mr. Hedwig, president of the association; Samuel Goldstein, secretary; Mrs. Goldstein; Bertram Willoughby, honorary president; Mrs. Thomas Brandon; Mr. Brandon, first vice-president; Mrs. Harold Baumstone, and Mr. Baumstone, second vice-president. In addition to the members of the association and their employees, gathering included other members of the 16mm. and allied fields, as well as relatives and friends.

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5-16

## Westerns and Old-Time Silents Favorites in Southern States

ATLANTA, May 9.—A recent survey of audience preferences for 16mm. and 35mm. roadshow entertainment in Southern States revealed that blood and thunder Westerns and old-time silents run neck-and-neck in popularity. Audiences, according to roadshowmen, like most of the present-day Western stars.

The demand for old silent films is strong, according to the survey, and in Texas there is a heavy call for silent religious subjects. An interesting note is that tent picture theaters flourish throughout the South and their programs regularly include Westerns, comedies and action melodramas. In Florida there is strong interest in diversified short subjects—but they must be top flight.

Serials are favorites in many sections of the South, with no particular preferences. Comedies, including the two-reel slapstick variety, find favor with southerners. The survey also showed that pictorial and historical subjects are well received and the *Abraham Lincoln* feature is always good with Negro audiences.

The Southern public is also interested in present-day events and roadshowmen have been meeting demands for showings of war films, features and short subjects. Factual and fictional films covering all aspects of the war are well liked. Many operators throughout this territory have found it expedient to work with 16mm. and 35mm. equipment, in order to be able to adapt themselves to existing conditions.

Tarzan and jungle films are also fairly strong in popularity, according to the survey. Operators also report that horror and supernatural films are enthusiastically received. As a matter of fact, roadshowmen bullyhoo these pictures by putting on special midnight ghost shows. Turnout is generally heavy for these midnight performances, it is said. Operators, of course, do a good publicity job in exploiting the films prior to the show.

There is a good demand for 35mm. silents, the survey revealed, but audiences have preferences for certain featured players. An odd note is that the name of the producing company and the length of the feature have been found to be effective selling points. With the war program under way and

the South filled with workers who have money to spend, roadshowmen paint a rosy picture for operations during this year, as well as for the duration.

### UA To Blow Up "Ku-Kan"

NEW YORK, May 9.—Herb Edwards, of Non-Theatrical Films, Inc., has concluded a deal with United Artists thru which *Ku-Kan*, Chinese color film shot in 16mm. by Ray Scott, will be blown up to standard 35mm. size and distributed by UA. It is reported UA will release the film under the title of *Battle Cry of China*.

### Cutting It Short

By THE ROADSHOWMAN

The Roadshow Films page welcomes news items from members of all phases of 16mm. industry—roadshowmen, distributors, libraries, etc. There is only one qualification and that is that the matter submitted should have practical value of general interest for roadshowmen or the industry as a whole.

We are particularly interested in experiences of roadshowmen. A note from a roadshowman describing his shows and territory he covers, audience reactions and preferences, promotional or publicity stunts, how he overcame operating problems, unusual business stimulators, etc.—all these have reader interest and might help showmen in other sections to increase profits.

Personal notes about marriages, births, anniversaries, called to the colors, etc., are also welcome. Address your communications to the Roadshowman, 1564 Broadway, New York.

Larry Brady, formerly zone manager for Roshon Films, says he is doing big business in the Birmingham area and expects business to hold until school is over. Brady is traveling with two films, *Heil in Europe*, for adult audiences, and *Blitzkrieg*, which he shows in schools.

### New and Recent Releases (Running Times Are Approximate)

**HIGH COMMAND**, released by Astor Pictures Corporation. A six-reel melodrama features Lionel Atwill in the screen version of the novel *The General Goes Too Far*. A meaty tale centering around the British Army in South Africa. Running time, 60 minutes.

**WINCHESTER CATHEDRAL**, released by Post Pictures. One in a series of one-reel *Symphonics in Stone*, presenting interiors and exteriors of famous old world cathedrals. This film covers Winchester Cathedral, located in the city that was once the home of England's kings. The nave of the cathedral is of vast grandeur and the longest in Europe. Running time, 10 minutes.

**OUTLAWED**, released by Pictorial Films, Inc. A six-reel Western, another in a series of *Billy the Kid* films, with Bob Steele playing the role effectively. The customary grit and gunfire predominate in this picturization of frontier days of 1876. Running time, 60 minutes.

**THE SHADOW LAUGHS**, released by P. C. Pictures Corporation. A seven-reel mystery film that maintains action and suspense until the final scene. Rose Hobart is starred, with Hal Skelly and Harry T. Morey in supporting roles. Running time, 56 minutes.

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## Frank Ginnivan Gets Away Well

ASHLEY, Ind., May 9.—Frank Ginnivan Dramatic Company, billed as "America's oldest tent repertoire company," ushered in the 1942 season here Monday (4) to a well-filled tent despite the cool weather.

In the Ginnivan cast are Pete Wright, featured comic with the show the last six years; William Seldon, director; Lillian LaVelle, Inez Luce, Roy Lewis, Peggy Wilton, Lynne Townsend, Jack Howe and Al Pitcaithley.

Orchestra is under the direction of Edward Hoover, many years with the Ginnivan organization and formerly with the Nell O'Brien Minstrels. A six-piece bally band is also used for nightly concerts in front of the big top.

Tony Blome is again handling the advance. Nellie Blome is in charge of reserves; Bob Blome, concessions; Frank K. Ginnivan, owner-manager, and Grace Ginnivan, secretary-treasurer.

Several members of the Norma Ginnivan show caught the opening here, among them Norma Ginnivan, Eddie Wilson, Charlie Archer, Fred and Lillian Poole, George O'Brien, Chester LeRoy and Leona Sharpe.

## Mobile Turning Out For Lee Minstrels

MOBILE, Ala., May 9.—Lee's Colored Minstrels, appearing under canvas, are in their third week in this area and have five more weeks to go on local lots. Business has been satisfactory here.

Comedians with the show are Kid Charleston, Victor (Popcorn) Scott, Willie (Pig) Jones, Jelly-Roll Rogers, Ollie (Pats) Roberts, Kid Lewis Barton, Al (Happy) Banks and Bob (Shufflin' Sam) House. Twelve-piece band is under the direction of Ernest Montague, with Willie Lee as blues singer. The 12 Brown-Skin Beauties are in the line.

Tour is under direction of Leon Long, who says the troupe is set until Labor Day.

## Griner Unit in Balto Area

BALTIMORE, May 9.—Lou Griner's Variety Show, presenting vaude and pictures, is working this area until the tent season gets under way in a few weeks. The show wintered here. In the cast are Louis Griner, Gladys Griner, Marion Griner, Beatrice Griner, Dorothy Griner, Jerry Callahan, comedian, and Flo Baker, guitarist.

## Brownie's for Canvas Later

BOISE, Idaho, May 9.—Brownie's Fun Show, N. Browne, manager, is reportedly enjoying good business thru Western Idaho. The small unit, presenting a combination of magic and vaude, is currently making schools and halls but is slated to move under canvas in a few weeks. Show is featuring E. F. Hannan's mystery bill, *What's Next?*

## Slout Opening Tent Stock

CHICAGO, May 9.—L. Verne Slout Players are all set to open their permanent tent stock season at Battle Creek, Mich. Tentative opening date has been set for May 11 but may be set back a few days. The Florence Benn Agency has signed the following people for the show: Walter Julian, Audrey Swanson, Dorothy Norman, Britton Kirby, Karl Way and Erman Gray.

## WANTED—TEAMS

Those with house car given preference. Hill Billies, Comedians for Med. Show. Write all.

## G. TEX WORTHE

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## LEE'S COLORED MINSTREL SHOW

Would like to hear from Margia L. Reed. Can use Musicians, Chorus Girls regardless of complexions, just be good workers. Playing Mobile, Ala. 4 more weeks. 702 St. Anthony St., Mobile, Ala. P.S.: Don't wire, write.

## WANTED

MEDICINE SHOW PERFORMERS to open in Quincy, Ill., Monday, May 18th. Singles and Doubles. Musical Act, Vent, Magic, Hilarious or any Novelty Act that can change for two weeks. All work in acts and sales. State salary, age and everything you can and will do in first letter or wire. Must join to open Monday. Chick Varnell, write. FRED A. STOCK, 901 Cherry St., Quincy, Ill.

## You Can Help, Too

"Your tent-rep page is of great benefit to all the members of this branch of show business. It's the first page I turn to. The only way you can make it interesting is thru the co-operation of managers and performers—by them sending you the news. I admit I have been remiss in this respect in the past, but will do better in the future and will do all I can, in my small way, to help out. There are not so many of us left, and it is up to us to try to draw attention to the fact that we are not all extinct, but still alive and flourishing."

ROBERT C. FONTINELLE, Fontinelle Stock Company.

## Rep Ripples

NORMA GINNIVAN COMPANY cracked the canvas season at Fayette, O., Monday (11). . . . RALPH GITTS JR., of the Gitt's Family Show, has joined the army and is stationed in Mississippi. . . . ANDREE LA BARRE, French-English comedian, has joined Crawford's Entertainers, reportedly enjoying good business in the Manitoba section of Western Canada. . . . HY DAVIS, formerly of the Silas Green show, is doing his comedy contortion act as a feature of J. N. Cullen's Show, currently getting a good play in Rankin County, Mississippi. Trick gives 'em picture and vaude. . . . CAROL PLAYERS, colored troupe, are booking dates for their tent show in and around Mobile, Ala. Troupe plays under auspices, using religious pictures and two flesh bills, *The Golden Keys* and *Over the Jordan*, by E. E. Hannan. . . . OTIS L. OLIVER has framed another old-time opy unit which opens June 2 at the Gay '90s, Richmond, Ind. . . . ART NEWMAN is forced to forego trouping with the Madden-Stillian Players, of Lake City, Ia., this season, due to the serious illness of his wife. Newman will continue as entertainer at Dutch Mill, Norwood, O., thru the summer.

"SEABEE" HAYWORTH scribbles that his Toby's Tent Theater got under way smoothly and to good business at South

Mills, N. C., April 30, with the result that the unit remained there a full week instead of the contemplated three days. He moves into Virginia this week at Creeds, near Norfolk, and will remain in that section several weeks.

J. B. ROTNOUR, whose Rotnour Players recently concluded a 30-week circle stock season in Illinois, is in Richmond, Ill., preparing his under-canvas equipment for his annual swing thru Northern Wisconsin, opening May 15. . . . N. W. KENNEDY, formerly of the Kennedy Players and Kennedy's vaude-pic show, is with the army at Fort Terry, N. Y. . . . ERNEST BELLEVAU, formerly with La-Tena's Show for several years, is in the service at Camp Devens, Mass. . . . HARRY (SLIP-FOOT) CLIFTON, formerly of tabs, rep and minstrelsy, is still at the Will Rogers Memorial Hospital, Saranac Lake, N. Y., and says he's doing fine. Harry says he recently caught *Midnight in Manhattan*, with Billy Wade, comedian, at the Pontiac Theater, Saranac Lake, and found it a huge treat. Clifton asks, "Where is Bobby Gossans?" . . . AL DE CLERQ, Nancy McBurney, Jack Cummings and Marlon Carney have been placed by the Florence Benn Agency, Chicago, with the J. B. Rotnour Players. . . . WILLIAM CLOUGH, who has been playing church and auspices dates in the Boston area during the winter and early spring, will have a vaude-pic outfit in Aroostook County, Maine, this summer. Clough is an old-timer, having advanced Gorton's Minstrels, *Eight Bells* and the old Jere McNeill and Nickerson rep companies. Working with him is his son James. . . . EARLE'S SHOW is reported doing satisfactory business in the Lewiston (Idaho) territory. . . . W. H. (BILLY) McDONALD, rep performer and impersonator, has joined the army and is stationed in Alabama. . . . BILGE'S NOVELTY SHOW, H. E. Bilge, owner, recently left Daniels, Tenn., for Mississippi to play halls under auspices. Unit will move under canvas for the fair dates.

CLARENCE AUSKINGS closed with B. A. (2-10) Daniel, magician, at Fremont, O., last week to pilot the Neil E. Schaffner Tent Show in Iowa. . . . E. E. HURD, who formerly operated tab and rep units on the West Coast, is doing satisfactory business in Stevens County, Washington, with a vaude-picture trick.

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

## 15 and 4 Still Hiking In Balto After 360 Hours

BALTIMORE, May 9.—Following is line-up at the Jerry Green show here after 360 hours: Charley and Vivian Smalley, Don Donnison and Pat Gallagher, Pete Corilla and Harriet Blurtron, Stan West and Helen Caldwell, Red Monroe and Elizabeth Linder, Johnny Reid and Edwina Trahon, Hughie Hendrixson and Nellie Roberts, Marty McKenna and Blydie Hoffman, Jackie Parr and Adele Balis, Mario Gentle and Norma Griffith, Marvin and Jean Hobaugh, Eddie Leonard and Connie Dale, Clyde and Angle Hamby, Pete Trimble and Betty Carpenter, Johnny Bowman and Opal Ferdig, and the solos, Slippery Welsh, Billie Kane, Buddy Millstead and Tex Murphy.

Harry Smyth opened as floor judge April 26. He introduced the 30-minute treadmills, eliminating Florence Lehman, partner of Slippery Welsh, after 17 minutes of the first one. Helen Caldwell was frozen in ice for 19 minutes and 20 seconds April 29.

## 12 and 3 in D. C. Show

WASHINGTON, May 9.—Following are still in the Shep Shapiro-King Brady Speed Derby here May 5: Mike Villa and Virginia Anderson, Joe and Mary Rock, Benny Leonard and Edith Merritt, Jimmy Stone and Alvie Garcia, Phil Rainey and Joann Leslie, Jack Stanley and Leona Barton, Ray and Joan Dills-worth, Frankie Donato and Lorraine Kight, Johnny Hughes and Mary Cullen, Larry Decorato and Hilda Ludwig, Johnny Henderson and Eileen Ritter, Bill Bern and Nadine Lynch, and the solos, Jack Glenn, Virgil Likil and Johnny Longo. Ray Dillsworth and Joan Walters were married May 4, with Mike Villa as best man and Virginia Anderson as maid of honor. Ten-minute sprints were started May 5.

BELLE HAJEK, derbyshow enthusiast of Chicago, wants to know the whereabouts of Pat Young, Dave White and Jack Kelly, and if they're still going.

LORRAINE BAKER visited Audrey Saunders recently at the Washington show. "Comedians Jack Stanley and Frankie Donato are really tops there," says Lorraine.

SAMMY SIMON and Al Zuckerman postal from St. Louis that they would like to read something on their friends in the field. Al resides in St. Louis, and Sammy is in the army at Jefferson Barracks near there.

SALVATORE A. LONGO reports the Jerry Green show in Baltimore is attracting good attendance. A feature of the show, says Longo, is the 30-minute zombie blindfold treadmill. If contestants stop, drag their toes or fall during the treadmill, they are out.

DANIEL BOONE is working Detroit with his partner in an act known as Daniele and Danice. They have been there since Christmas, when Pop Pughe had his show there. He reports many old-timers around the Motor City, including Joe and Al Palooka, Pat Shannon and "Dead-Pan" Kelley.

CHARLIE RICHARDS is jerking sodas in Revere, Mass., where he lives with his mother, Nellie Richards, former show nurse. Charlie says Pop Mesle and Mimi Gamlinare at Revere Beach, Mass., with Pop looking forward to a good season there. Charlie wants to know how Bill Ross is doing in the army.

INQUIRIES have been received recently on Tim Hammack, Mickey Sheves, Bobbie Bauer, Frenchy Seymour, Skippy Williams, Peggy Williams, Stanley West, Margie Bright, Emery Hamby, Billie Gonzales, Leroy Powell, Patsy Osborne, Roy Meyers, Millie Bongers, Dale Thorp,

## Calhoun, Ga., Big For Ole Opry No. 2

CALHOUN, Ga., May 9.—Grand Ole Opry Company No. 2, featuring Roy Acuff, of Station WSM, Nashville, touring under canvas under the management of William Ketrow, played here Thursday to capacity business. Show makes a good appearance, with newly painted trucks and equipment.

Two performances were necessary at the recent Rome (Ga.) engagement to accommodate the crowds, according to Manager Ketrow, who says frequent extra performances have been necessary since the show went on the road April 13 at Valdosta, Ga.

Show goes to Dalton, Ga., and then from here into Alabama and Tennessee. Show works only five nights a week, so the performers can return to Nashville for the Saturday air show.

Mrs. Ketrow is handling the front door. Her son Bob is also with the show.

## Cole-Guthrie Rep Goes Tent May 12

KEWANEE, Ill., May 9.—Cole-Guthrie Players, who have operated in North-Central Illinois towns 28 weeks this season, headquartered at B. M. Torrence's Hotel Wilson here, closed April 29 to begin preparations for the under-canvas season. Business on the season was uniformly good. Final bill was *Bringing Up Father*.

In the cast were Clyde and Mina Cole, Bill and Laura Guthrie, Wally and Betty Wallace, King Cole and Ferd and Vera Cole DuCuir.

The tent season begins May 12 at Newell, Ia.

## War Hits Supply of Rep Show Leading Men

CHICAGO, May 9.—Leading men and people doing specialties are a scarce commodity in the rep field this year, and rep shows are having difficulty in getting people in these lines.

The draft and enlistments have made heavy inroads especially on the supply of leading men, and booking offices in many instances have been unable to fill the needs of shows. With new shows opening and the established companies seeking to strengthen their bills, the demand is greater than in former years.

Gladys Maddox, Bus Stewart, Bonnie Lucas, Joe Blake, Mary Blatt, Fred Hartley, Margie Knowles, Jimmy Ferenz, Minnie Falvo, Billie Steele, Bobbie Davis, William Dukes, Dorothy Kress, Vance (See *Derby Show News* on page 42)

## USED TENT BARGAIN

No. 7-700—Dramatic or Assembly Tent, 70x130 feet. Front and round, stage end square except on extreme corners, which are semi-round. Top 10 oz. double filled khaki Torsched trimmed in red and green. Walls 10 feet high 8 oz. khaki with red band in center. Five piece top over. \$1428.00  
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# OAC Membership Is Varied

## Corey Ready to Misc. Listings

DES MOINES, May 9.—Names of members who have enrolled in the Outdoor Amusement Congress were announced early this week by A. R. Corey, executive vice-president in charge of membership and the central office in Masonic Temple here. Memberships take in carnivals, circuses, supply houses, concessionaires, attractions. Corey said he would have a "miscellaneous" list ready soon. Carnival organizations which have joined the all-embracing movement in outdoor showdom, with the names of those who signed the membership pledge, follow:

Justin Van Vliet, B. & V. Shows; Eugene C. Cook, Barker Shows; Herman Bantly, L. C. (Ted) Miller, Bantly's All-American Shows; Joe J. Fontana, H. B. Shive, Blue Ribbon Shows; Carl W. Byers, Byers Bros.' Combined Shows; Frank Burke, Frank Burke Shows; J. C. McCaffery, Beckmann & Gerety Shows; E. J. Casey, E. J. Casey Shows; J. J. Colley, J. J. Colley Shows; Thomas J. Coleman, Coleman Bros.' Shows; L. C. McHenry, Crescent Amusement Company; H. K. Leworthy, Convention Shows; M. G. Dodson, Dodson's World's Fair Shows; Mr. and Mrs. G. O. Douglas, Frank Ward, Douglas Greater Shows; David B. Endy, Endy Bros.' Shows; L. G. Chapman, Foley & Burk Shows; Harry H. Zindars, Golden Belt Shows; F. E. Gooding, F. E. Gooding (See OAC MEMBERSHIP on page 41)

## Johnson City Gives J. J. Page a Click '42 Premiere Stand

JOHNSON CITY, Tenn., May 9.—Large crowds and good weather greeted J. J. Page Exposition Shows at their 1942 premiere here April 25. All attractions reported exceptionally good business, and Owner-Manager J. J. Page was on the receiving end of well wishes and compliments of city and county officials on the general appearance of the organization and its patriotic color scheme, carried out by Roy Fann.

The Johnson City Times and Station WJHL were generous with space and time. Many new faces grace the midway this year, and visitors were plentiful and included Hobe, Alex and Maggie Cole, crstwhile concessionaires. Shows remain here another week before touring the coal fields of Virginia and Kentucky.

### Staff

J. J. Page, owner-manager; Sam Houser, assistant manager; Mrs. R. E. Savage, secretary; R. E. Savage, general agent; Chris Jernigan, special agent; Roy Fann, (See PAGE STARTER on page 43)

## Macon Lots Are Winners For Franks; Dates Added

MACON, Ga., May 9.—A new lot location on Broadway, three blocks away from the heart of the business district, provided Franks Greater Shows with a banner week's business last week. Manager W. E. Franks said it was the best week of business on a still date in organization's seven-year history. Lot is near Broadway and Oglethorpe streets and became available only a few weeks ago when an automobile storage lot was closed preparatory to new construction. New building plans were halted by government regulations and Manager Franks contracted the location.

"We thought we did well during our 20 weeks here last summer, but this is far better than anything we played then," commented Franks. Shows are now in their second week on the location and may stay over for a third week. Combo is ending the sixth week of a 20-week contract with Macon Police Department under auspices of the relief committee.

Franks announced the signing of midway contracts at Palding County Fair, Dallas; Taylor County Fair, Butler; Middle Georgia Colored Fair, Macon; Wilcox County Fair, Rochelle, and Appling County Fair, Baxley, all in Georgia.



BILL SHULMAN, well known in outdoor show circles, is now a private with the Headquarters Detachment at Camp Claiborne, La. Before enlisting Bill held an executive position with Hennies Bros.' Shows, an ACA unit.

## Pleasureland Clicks At Debut in Monroe

MONROE, Mich., May 9.—Playing this city under Michigan State Troopers auspices, Pleasureland Shows, under direction of Ray E. Myers and H. G. Hockett, worked to good business and weather. Located at Strong Field, shows started well April 25 and business increased nightly. New entrance front has evoked much favorable comment from visiting showmen. Sponsors gave good co-operation. Three trucks and trailers were delivered and shows opened with 7 rides, 5 shows and 26 concessions.

George Higgins, the Sky Man, is proving popular as the free act. This free act is really holding attention. New Girl Show front and canvas are attractive. New ride, Giant Dipper, built for the shows by Neal Van der Schouur, is getting top money. Rex Barnes joined with Animal and Baby Show. Doc Coburn opened with his Snake Show and is readying a front for his new War Show. Doc Scheidler has the Ten-in-One.

Girl Show cast will be supplemented by the DesLaurier Sisters, and concessionaires include Oscar Mallory, cook-house operator, who has been ill. His job is being handled by Tell Eckman. Ed Delbert and son, Dick, have the corn (See Pleasureland Clicks on page 43)

## Small Shows Aid Red Cross Drive

CHICAGO, May 9.—Now that the carnivals have gotten under way, contributions are beginning to come in for the Red Cross war relief drive sponsored by Showmen's League of America. Chairman J. C. McCaffery received letters from a number of shows this week pledging their support. F. D. Gilsdorf, secretary Dick's Paramount Shows, sent a money order for the first contributions of the shows' employees and asked that more Red Cross buttons be sent to the show.

H. G. Starbuck, secretary Buckeye State Shows, wrote: "We have just had a meeting of the personnel of our show to take up the matter of our co-operation with the League's drive for the Red Cross. At this meeting the majority (practically unanimous) voted that we have a bingo party each week and that the returns from this party be turned over to the drive. They felt that in this way we could raise a larger amount each week than by making a straight donation. Nearly everyone on the show has pledged himself also to buy a Red Cross membership button at \$1 each and I would be glad to have you forward me the necessary buttons and cards."

## Dodson Formal Bow At Springfield, O., Off To Good Start

SPRINGFIELD, O., May 9.—Following a fast run in here from a successful stand in Jacksonville, Fla., Dodson's World's Fair Shows opened their second engagement of the season at YMCA grounds and Eagles' Field April 30 to good crowds and weather. First portion of the local 10-day stand saw attendance rise steadily, with cool weather hampering activities only one night.

Altho hampered by space limitations here organization presented one of the most pretentious appearances in shows' 35-year-old history. Plenty of paint has been spread and midway is well illuminated. Al C. Bradley, traffic manager and assistant to Owner M. G. Dodson, (See Dodson Formal Bow on page 44)

## Nold Is Lawrence P. A.

PORT READING, N. J., May 9.—Carl V. Nold has signed as press agent for Lawrence Greater Shows, he said this week. He was with Ideal Exposition Shows in the same capacity last year.

## Carnivals and the War

(Continued from last issue)

What leaders in the field promise in connection with the war effort and how they expect to carry it out:

Richard E. Gilsdorf, Dick's Paramount Shows.—"Will do all in our power to co-operate with our government. . . . Signs around midway requesting personnel and patrons to buy War Bonds and War Stamps. . . . System whereby employees will set aside from their wages an amount with which to purchase stamps each week."

Fred Allen Shows.—"All members of show have pledged their services to the Red Cross. . . . Male members pledged to local Civilian Defense officials. . . . Bingo and concessions will suggest War Bonds and Stamps instead of merchandise whenever and wherever possible. . . . We are working out other plans."

W. E. Page, W. E. Page Amusement Company.—"Free drawing nightly on midway, awarding bonds and stamps instead of merchandise or money. . . . Urging people to buy stamps and bonds."

Cetlin & Wilson Shows.—Shows and personnel have bought bonds and are going to continue. . . . Informing public that each admission ticket carries a defense tax to help beat the Japs. . . . Neon 'Victory' signs on main entrance and light towers, also our radio programs plugging sale of bonds and stamps. . . . Stamp booth to be used by committees in each town. . . . Employees have authorized management to arrange a Pay-Roll Allotment Plan for the purchase of bonds. . . . Management feels it is a patriotic duty to admit all servicemen in uniform free thru the front gate."

K. H. Garman, Sunset Amusement Company.—"100 per cent employee participation (in bonds, etc.) by deduction of from 5 to 10 per cent from weekly pay roll. . . . We are matching employees' savings by giving them stamps and bonds equal to their purchases, provided they remain with us for the entire season, unless they are called for military service. . . . Booth on grounds to be conducted by auspices for sale of stamps."

## "Give Them the Gate"

By R. F. McLENDON

### LOOK

For This Feature in  
The Billboard  
Summer Number  
Dated May 30

## CW Combo Corrals Above Par Results At Baltimore Stands

BALTIMORE, May 9.—Business for Cetlin & Wilson Shows, now in their third week here, has been beyond expectations, R. C. McCarter reported. Two more local stands will be made before shows leave the city, the last being at the circus grounds, playing opposite Ringling-Barnum Circus.

Scoter, Spitfire and Moon Rocket are vying for top receipts. Mrs. Cetlin and Mrs. Wilson have 15 new girls in the chorus of the Paradise Revue and Manager Tommy Thomas added a number of girls to the Miss America Show. Izzy Cetlin spent the week-end in Pittsburgh on business, and John W. Wilson attended the Army-Navy Relief meeting in New York on May 7. Pop and Mother Vess arrived with the Six Queens of the Sky, line-up of which includes (See CW ABOVE PAR on page 41)

## Goodman To Feature Circus; Cold Hurts Gate in Mound City

ST. LOUIS, May 9.—Wonder Shows of America will adopt a circus atmosphere and, as far as possible, a circus policy beginning the first week in June, Max Goodman, manager, said this week. Wilson Storey, protege of Alfred Court, has been signed to present a mixed group of trained animals as the feature of a one-ring and arena circus now under construction. Matinee performances will be given daily. A riding act, tumblers, aerobats and a coterie of clowns will be used.

Walter Hale, press department head, has created a full line of circus publicity material and said that all advance radio (See GOODMAN CIRCUS on page 43)

## Golden Belt OK in Malvern; Weather Hampers at Hoxie

HOXIE, Ark., May 9.—Rain and poor business prevailed for Golden Belt Shows' local stand, their second of the season, at the high school ball park here under fire department auspices. Shows came in from a highly successful opening stand in Malvern, Ark., under American Legion Post auspices.

Organization obtained good play from defense workers and business for the week was good. Shows opened with 7 rides, 7 shows and 15 concessions. Captain Lamb presents the free attraction.

SARASOTA, Fla.—Robert P. Crawford began operations of a shooting gallery here last week, following approval of a one-year temporary permit by the city board of adjustments. Crawford had appealed a refusal of the city building inspector to approve establishment of a shooting gallery in a main business district.

## Long Jump!

THRU a typographical error in the May 3 issue, the W. C. Kaus Shows apparently made the longest jump in the history of truck shows—from North Carolina to Emporia, Kan. Shows did jump into Emporia, but it was Emporia, Va.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 9.—Association's first bulletin of the year was sent out May 6 and those who do not receive it are asked to contact this office immediately and a duplicate will be forwarded. All 1942 membership certificates have now been received by members in good standing. Personnel membership cards are available and have been forwarded to each member show. Walter Schaefer, formerly of Sunburst Exposition Shows, visited the office last week. Endy Bros.' Shows are again featuring on their stationery a legend indicating membership in the association.

From the Army and Navy Munitions Board we have received instructions relative to priorities. It is available to the membership upon request. We have also received from the OPM information relative to the price-fixing order. Many of the items subject to this order are of interest to the industry and we urge the membership to familiarize itself with the order's provisions.

### Merit Shows Inaugurate Tour Successfully at Fall River

FALL RIVER, Mass., May 9.—Merit Shows opened here April 16 under Veterans of Foreign Wars post auspices to successful business. Good results held up the following week except for Monday and Tuesday, which were cold, Henry Finneral, general manager, said.

Concessionaires include George Finneral, popcorn and peanuts; Chester Hoag, candy apples; Freddie Lanouette, grocery store and bottle game, assisted by his brother, Cliff; a nephew, Normand Lanouette, and Lucien Bourgoin; William Galleona, clothespins; Kay Carr, cat rack; John Carr and Joseph Caouette, balloons; Sam Shadde, one; Eva Hepple, country store; Peggy Nicholson, milk bottles; John Guilmette, penny pitch; George E. Garland, duck gallery; Wallie Francis, truck driver; Edward Gus Quinn, hi-striker; Bill Boudreau's Motordrome is proving popular.

Rides: Tilt-a-Whirl, Mickey McShane, foreman; Harold Grant, John Harkins and Willie Miller, assistants; Merry-Go-Round, Arthur Ouellette and Fred Caron. Ferris Wheel, George Rusty Miller, foreman; Albert Rhodes, assistant. Chairplane, Jules Proulx, foreman; William Chasc, assistant.

Power plant is operated by Dick La-Jole and his assistant, Irish Barnes. Mrs. Henry Finneral is ill in a Boston hospital. Bert Gagnon, formerly with the shows, is in the army. A trailer was purchased from King Reid Shows.

### First Four in California Prove Winners for Krekos

SACRAMENTO, Calif., May 9.—Concluding its fourth week of the season here April 19, West Coast Amusement Company announced that business for the period has been far above expectations. The two weeks in Emeryville, Calif., that followed the successful inaugural in Oakland, Calif., were among the best in shows' history and gave concessionaires good business despite cold and damp weather, Manager Mike Krekos said.

Move here was the first that involved any mileage so far this season and was made in record time with all equipment in good shape. Local engagement was on the 16th and C streets lot. Never considered any too good a location, but the week proved one of the best in the many years shows have played the city. Gate, raised from 10 to 15 cents, has proved popular, as has shows' circus featuring Jack Joyce and Mabel Stark. Staff remains the same as at opening and shows' appearance has evoked much favorable comment from press and visitors. All canvas is new.

### Phillips Has G. M. Title

WASHINGTON, May 9.—With reorganization last winter of the Johnny J. Jones Exposition, which ended its annual engagement here today, E. Lawrence Phillips assumed the title of general manager. Ralph Lockett is business manager-secretary and Harold Paddock and Morris Lipsky are concession managers.

### Hubbard Good in Mansfield; Roster, Personnel Are Set

MANSFIELD, O., May 9.—D. Stack Hubbard's Midway Shows got off to a good start at the local stand April 27 following a click inaugural engagement in Marion, O. Roster includes D. Stack Hubbard, owner-general manager; Mervin (Red) Rogers, assistant manager; J. C. (Scottie) Sheldon, lot superintendent, mallman and *The Billboard* sales agent; Bill McKay, electrician, and Fondaw and Gladys, free act.

Shows: Circus Side Show, Red Rogers and Scottie Sheldon, owner-operators; Animal Show, Rex Barnes; Nature's Oddities, Mark Williams; Miss Universe, Bunny Venus, manager; Professor McGuire, front; Sex, Jack Courtney, with Margie Tatanwhil, Mildred Hayes, Pat Meyer; Hula Show, Dennis Burlingame, manager; P. Burlingame, assistant; Folles Revue, Shorty Burns, manager; Inez Costello, Maria Shanz, Olga Ferris and Carmaletta. Temple of Mystery, George Hall, owner-operator; War Show, J. C. (Scottie) Sheldon, owner; G. C. Johnstone; Snake, Blackie MacKay.

All rides are owned by Ralph Jolly, with Hank (Scotty) Hayes as superintendent. They include Octopus, Charles Balls; Kiddie Ride, Charlie Siefert; Ferris Wheel, Carl Ralston; Chairplane, Bill Balls, and Jimmie Ruth, Rolloplane.

Mort Messis has 10 concessions. Cookhouse includes T. B. Hughes, manager; Harry Gross, cook; Andy Starr, griddle; Chuck Williams; Mr. and Mrs. Tivner, photo gallery; Mr. and Mrs. Roy Williams, bingo; Bill Acree and Jack Moore, callers; Mr. and Mrs. Arthur Schraudenbach, popcorn; Mr. and Mrs. Scott, candy apples; Curley Schrier, concessions; Mr. and Mrs. Charles W. Edwards, pan game and cigarette pitch, and D. E. Green, two concessions.

Frank Nelson joined as general agent, and Jules Jacot came in from Mexico City to join. Owner Hubbard added six semis. Mr. and Mrs. Charley Harbaugh arrived from the Great Lakes Exposition with their sound car and penny pitch. Mr. and Mrs. Julian and daughter came on with their hoop-la. Visitors included Mr. and Mrs. J. W. (Jess) Edwards and Clint Finney, general agent King Bros.' Circus.

RICHMOND, Va.—Virginia Corporation Commission has issued a charter to American Concessions, Inc., the purpose of the new corporation being "to conduct amusement business." Phil Isser, New York, is listed as president.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Upper Plate, Kan.  
Week ended May 9, 1942.

Dear Editor:

From time to time all large traveling shows have unpleasant incidents. Ballyhoo Brothers are no exceptions. We have been bothered with ticket speculators. Reputation we have established for presenting super high-class shows has crowded the midway. We found it necessary to install new-style theater seats in each show and to reserve them. We now advertise the request that tickets be ordered in advance. This saves the customer the hype asked and saves embarrassment, as we reserve the right to refuse tickets bought from speculators.

Nona, African Wild Girl, has completed her book on saucer-lip love. Illustrations are by Steamboat John, side-show tattooer, who saved Nona many dollars by re-using the pieces of art removed from disfigured arms. Book has been accepted for use in primary grade of schools in Blowoff, La.

Tomah, Jungle Girl, is now walking upright, uses silverware and wants her mane marceled. Another season of carnival civilization and she will red-tint her claws. Management just chased two ticket speculators who were trying to sell ducats to the above attractions.

Office was forced to disqualify two concession agents for 10 days. Courtesy must be maintained at all times on this show. They failed to address the G-top operator as "mister" after throwing six straight craps.

Washington Brown, professionally

### Los Angeles

LOS ANGELES, May 9.—Show talk took a back seat around the Pacific Coast Showmen's Association rooms the first part of the week when the conversation was turned to sugar rationing. Pvt. Anthony Chontos, who enlisted in the armed forces several months ago, visited the PCSA clubrooms. Victor Heras, of Florenz Troupe, also was a recent visitor. He's connected with a store in Los Angeles. George McEvoy, Kansas City, Mo., visited, and Jimmy Lamont is in town playing a vaude house. Frank Quinn arrived, as did Pvt. Glenn Scott and Martha Reilly.

Harry Wallace, of the Golden State Shows, is vacationing here, and Russell W. Faulkner has severed his connections with Foley & Burk Shows. Ross Davis is in San Francisco on business. Eddie Tait is an auditor for several Los Angeles firms. Ross Ogilvie, midget, is doing jury duty. H. A. (Pop) Ludwig, general manager Virginia Park, has purchased a country place in Orange County. Ed Smithson is piloting C. F. Zeiger's United Shows. John Backman is at home recuperating from injuries sustained recently. Capt. W. D. Ament is about again following a brief illness.

### Crafts Biz Topping 1941 Results for Same Period

LOS ANGELES, May 9.—Crafts 20 Big Shows closed a successful run in near-by Lynwood and moved on to Bakersfield. While cool nights held attendance down, gate for the run was satisfactory. Weekend business was especially good. Shows have been forced to drop spotlights for advertising because of the war. Two new neon towers were added while on the Lynwood date, bringing the total on neon to more than 10,000 feet.

Shows, like others playing this section, are having difficulty obtaining labor. Business to this point, which includes four weeks in San Diego, has been good and the total take exceeds that of last year for the same period. Visitors included a group from Golden State Shows, headed by Ruth McMahon, Sam Houston, Jimmy Lee, Harry Hargraves, Edith Bullock, Eddie Tait, Mr. and Mrs. S. L. Cronin, Pete Miller, Jack Archer, Lou Johnson and Sam Abbott.

James R. Campbell, who was with the Penny Arcade, is on submarine duty in the Pacific, where he is a second-class fireman on Diesels. T. E. Adams is head of the electrical department. Prof. Don Ali, of Side Show, has been drafted and leaves soon for the service.

## SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills  
Manufactured Since 1870  
ATLANTA ST. LOUIS DALLAS NEW YORK  
MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

SYRUPS AND CONCENTRATES  
Leading flavors—nationally known brand—immediate delivery—best quality—low price—ideal for Juice Joints—Write today for free samples.  
NATIONAL ROOT BEER CO.  
220 W. 42nd St. NEW YORK CITY

TENTS—BANNERS  
Remember! When our present supply is gone—there won't be any more.  
Charles Driver—Bernie Mendelson.  
O. Henry Tent & Awning Co.  
4862 North Clark Street CHICAGO, ILL.

CONCESSION CARNIVAL TENTS  
Our Specialty for Over 46 Years  
UNITED STATES TENT & AWNING CO.  
701 North Sangamon Street Chicago, Ill.

LATLIP SHOWS WANT  
Legitimate Concessions: Small Bingo, Ball Games or any other Concession that works for ten cents and gives out stock. This Show consists of four rides, two Shows, plenty of Free Acts and no gate. Will play the best little money spots in West Virginia. Want Man and Wife to take over small Cook House, all complete. Want Little Beauty Merry-Go-Round Foreman. Will furnish complete Pit Show outfit, including G Laughing Mirrors, to any good Pit Showman. Address all to LATLIP SHOWS, 209 Elm St., Charleston, W. Va.

WANT  
Second Man for Ferris Wheel, \$25.00 and bonus; Second Man for Chairplane, \$25.00 and bonus; 2 Countermen for Bingo, \$25.00 and bonus.  
J. J. (CHICK) ALLEN  
NEW ENGLAND AMUSEMENT CO.  
Week May 11, Ware, Mass.; week May 18, Williamsett, Mass.

COTE-WOLVERINE SHOWS  
Now at Holly, Mich.  
American Legion Show Grounds.  
Want Cook House, Shows and legitimate Concessions except Bingo, Photo, Popcorn and Ball Games. Want Advance Man and Ride Supt., two Ferris Wheel Foremen and one Helper, Merry-Go-Round Foreman and Helper, Loop-o-Plane Foreman, Working Men in all departments. Highest wages. Several openings for capable Agents.  
LEE B. SMITH, COTE AMUSEMENT CO.  
11728 Broad St., Detroit, Mich.

WANT  
Kid Rides, Athletic Show, Dog and Monkey Act, Man and Wife for Illusions, Talkers, Ticket Sellers, One Man Band, Dancing Girls. Will furnish outfits for money-getting Shows. Experienced Ride and Canvas Help. A few legitimate Concessions open.  
C. F. Zeiger United Shows  
LA JUNTA, COLO.

FOR SALE  
Three Tents with Poles, Stakes, Fronts, etc., complete, fifty to one hundred dollars. Heavy duty 8 K.W. A.C. Booster. Concession Frames and Tents. 40 K.W. Distillate Light Plant with 1400 ft. Wire and Ground Boxes on ten-wheel Truck. Everything near new. Also Loud Speaking Sound Sets, etc.  
F. R. HETH, P. O. Box 257, Rossville, Ga.  
WANT TO BUY FOR CASH  
Octopus and Chairplane. Must be in A-1 condition.  
R. S. BREMSON  
Care Gen. Del., Newcastle, Ind., this week; Muncie, Ind., next week.

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

**BIG business?**

MRS. BILLIE ANTHONY has her well-framed Temple of Knowledge booked with Dodson's World's Fair Shows.

PRODUCING the Minstrel Show on Mighty Sheesley Midway is Eight Rock White.

SPRING to some means only that it is time for the G-taps to open.

OPERATING a photo gallery in Joplin, Mo., are Roy and Virginia (Old Folks) Coon.

SIGNING with Sol's Liberty Shows as transportation master at Danville, Ill., recently was Al LaBeause.

SIDE-SHOW talkers guarantee nothing. They merely express their opinions.

SERGEANT JACK T. SAMS, formerly with Four Star Exposition Shows, is stationed at Fort Knox, Ky.

FORMERLY with World of Mirth Shows, Bozo Smith is doing the lecturing on Al Renton's Side Show on Mighty Sheesley Midway.

SOME showmen believe that even the dollar-a-year men are overpaid.

CONFINED in U. S. Veterans' Hospital, Jefferson Barracks, Mo., is A. Shelton,

RALPH C. LAYTON advises from Beckley, W. Va., that he is second man on the Ferris Wheel and has charge of the front gate on Gooding Greater Shows.

JOINING A. J. Budd's shows on Bantley's All-American Shows at Cumberland, Md., were Jeff and Lola Griffin, Chief Jerome Red Cloud and Bobo Young, Pay Eldenour reports.

BEING a side-show actor has its good points even if not monetary. He has no scripts to follow.

J. T. HUTCHEN'S Side Show opened to good business with Snapp Greater Shows in Pittsburg, Kan., despite inclement weather. Mae-Joe Arnold is in the annex.

GEORGE G. (BIG BOY) RITTER, former cookhouse operator, advises from Daly, Calif., that he is in the tavern business there and will not return to the road for the duration.

ONLY consolation some managers get out of dates being called off is that their competitors are also losing some.

WRITING from Dayton, O., Frances (Peggy) Sumrall states that after 17 years of trouping she is remaining at her home while her husband, Ernest, tours with Blue Ribbon Shows.

**Not If I Know You**

"I'll never book another Ten-in-One," vowed a manager. "Why?" asked his listener. "Because," said the manager, "when needing that type of a show I always ran an ad for a capable manager who has his own banners and something to put into the pit. About 50 replies would reach my office and out of them I'd pick the one that looked the best and always get the worst. After spending \$20 for his and my wires, an agreement is reached and the touch for \$75 to join on would be forwarded. While laying out the lot in my next spot, the usual collect wire arrives reading, 'Will arrive latter part of week. Don't hold space.' On Tuesday another arrives, informing me that his motor equipment has broken down and asking me to send \$50 more. Also, 'Regards.' Friday morning a Model T touring car pulls onto the lot and the manager, who does tattooing (wearing a 10-gallon hat with snake-skin band), unloads and proudly announces that his show has arrived. The car is loaded with a wife, who works Buddha; her son, who walks the ladder of swords, and a colored lad who eats fire. They rode atop 10 badly faded banners that were folded on the seats. On top of the dilapidated touring car is a box containing a mummy for the blowoff. Tied onto the back end is a box containing a \$10 shipment of snakes and another with a rhesus monkey. A sign dangling from that box reads, 'Lion Slaying Baboon.' Being too late in the week to set up, scoff dough and transportation is advanced to get the show to my next town. After every attraction has checked in on the following Friday my secretary sends a man down the midway to find out why he hasn't come in and learns that the showman has answered another manager's ad for a Ten-in-One operator (with banners and something to put into the pit) and has taken a powder."

BEING quiet or tongue-tied will lose a man his seat at the cookhouse's war discussion table.

HARLEM CLUB REVUE'S cast on All-American Exposition Shows includes Helen Williams and Clark and Clark, dancers, and Johnny Williams, stage manager. Frank Jones reports from Meridian, Miss.

TEX AND JEAN CONROY, formerly with Carl Lauther's Side Show, joined World of Mirth Shows in Philadelphia last week. Tex is holding down the front of Glenn Porter's Side Show, while Jean is working on Tuthill's Girl Show.

ESSENTIALS of show business are bound up in five words—help, talent, equipment and rolling stock.

IN A RECENT report from Ladies' Auxiliary, Pacific Coast Showmen's Association, it was inadvertently stated that Mother Minnie Fisher celebrated her 75th birthday. It should have read her 70th birthday."

DAVE COOPER advises from Delight, Ark., that Mr. and Mrs. Dick Young have returned to Golden Arrow Shows after a two-week honeymoon. Dick is chief electrician, while Mrs. Young assists on a concession.

NEW canvas, ordered last winter, arrived in quarters yesterday and our sailmaker is busy sewing it onto all tops.—Gate & Banner Shows.

OPERATING his new Fly-o-Plane, Rolloplane, Octopus and Kiddie Ride on John H. Marks Shows for the second consecutive season is Chet Dunn. Mrs.

**KEEP IT BUSY**

One of the easiest jobs of ride-business is to keep a BIG ELI Wheel profitably busy. One reason why more and more new and experienced Ride-Men are buying more BIG ELI Wheels. Put your dollars in a BIG ELI for dependable profits.



**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Cass Avenue, Jacksonville, Ill.



A FREQUENT VISITOR to the Johnny J. Jones Exposition midway during the Washington engagement was Dr. William Mann (left), director of National Zoological Institute at the Nation's Capital and friend of outdoor showfolk. He played host to numerous visitors from the show, and pictured here with him, left to right, are Doc Hartwick, of Reptile Show note; Singapore Dutch, snake handler, and Ernie Syvester, business manager Clyde Beatty's Circus attraction with Jones.

carnival trouper, who would like to read letters from friends.

BASKETBALL game operators, Mr. and Mrs. Jerry Ott opened with O. C. Buck Shows in Trenton, N. J., with their new stand.

STITCH in time will save a midway from being called a "rag bag" by competitors.

SHUFFLIN' SAM HOUSE, last season on Cole Bros.' Circus, joined Lee's Colored Minstrel during its recent Mobile (Ala.) stand.

SIDE-SHOW owner on Parada Shows, Forrest C. Swisher advises from Columbus, Kan., that Jackie Dale signed his Dope Show for the annex.

THIS year show business is like hamburger. It's just what you make it.

SINCE undergoing an operation, Ray Alexander, contracting agent, is convalescing in Muskogee (Okla.) Veterans' Hospital.

FORMERLY with Crystal Exposition Shows, H. Dent, minstrel performer, recently joined Bardix Minstrels at Sumter, S. C.

THAT rainy day we have so often been told to save for will be income tax day next winter.

TIMOTHY REVIS closed with Arthur's Mighty American Shows in Modesta, Calif., and left for Sacramento, where he was inducted into the army. Harry L. Gordon succeeded him as special agent.

GOVERNMENT has clamped down so tightly on materials that minor repairs should be made before equipment gets out of control.

CARL R. WENDLER, rope spinner, whip and impalement artist, advises from St. Joseph, Mo., that he is now a post office employee there and donates his acts to war charities.

LARRY BRENNAN, one-arm wrestler, advises from Wichita Falls, Tex., that he is managing an Athletic Show on T. J. Tidwell Shows. Bobby Burns and Johnny Shaw are working inside.

SHOWMEN have always been credited with having good imaginations, but none ever imagined that things would be like they are.

JIMMY FAY writes from Stroudsburg, Pa.: "Am managing Princess Cobra, snake dancer, in The Port of Missing Girls attraction on Penn Premier Shows. Marty Fisher is handling the front."

"AFTER three seasons in Canada, have decided to remain in the States this year and I'm presenting 'Cherie' as annex attraction with James Thompson's Side Show on Penn Premier Shows," letters Bobby Kork from Stroudsburg, Pa.

**PENNY PITCH GAMES**  
Size 46x46", Price \$25.00.  
Size 46x48", With 1 Jack Pot, \$35.00.  
Size 46x48", 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, Games, etc.

**SLACK MFG. CO.**  
124-126 W. Lake St. Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

1942 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00  
Analysis, 3-p., with Blue Cover, Each . . . . .03  
Analysis, 8-p., with White Cover, Each . . . . .15  
Forecast and Analysis, 10-p., Fancy Covers, Ea. .05  
Samples of the 4 Readings, Four for 25¢.  
No. 1, 34-Page, Gold and Silver Covers, Each .35  
Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
Gazing Crystals, 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. 5am. 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.

**PLAYLAND AMUSEMENT CO.**

Has work for duration and wants Pan Game, Mouse Game, Shooting Gallery, Fish Pond, Photo Gallery, Scale, Pitch-Till-You-Win, Guess Your Age, Penny Arcade, Ball Games and all other legitimate Merchandise Concessions. Write or wire **HAY (POP) DUNLAP**, Mgr., Milnor Hotel, Fort Smith, Ark.

**HOFFNER AMUSEMENT CO.**

Booking Fairs, Celebrations, Home-Comings. Has following rides: Merry-Go-Round, Kiddie Auto Ride, Chairplane, Want Inge Cook House for Freeport, Ill., Free Fair, Sept. 9-10-11-12-13. Committees (Illinois only), write **WM. HOFFNER**, Box 43, Van Oren, Ill.

**DYER'S GREATER SHOWS WANT**

Next Cook House, Flying Scooters, Merry-Go-Round, Pony Ride. Splendid opportunity for shows, 25%. Few legitimate Concessions, Arcade open. Chaffon, Mo., this week; Perryville, Mo., next week.

**NOTICE**

All Gviddle Men and Waiters who have worked fairs before with me and wanting to work this season, write **R. C. MILLS**  
Care SOL'S LIBERTY SHOWS, as per route.

**WANTED**

Ride Help on Merry-Go-Round, Eli Wheel and Chair-o-Plane.  
**JOHN C. LEMOINE**  
Winter Quarters East Brookfield, Mass.

America speaks! Answer the call of your country by buying War Bonds and Stamps.



**Springing Before Spring**

A CONCESSIONAIRE who had booked his booth at a picnic was surprised when he arrived at what he thought would be his destination, only to find a small shed for a waiting room and a platform upon which his equipment had been dumped from the door of a baggage car. There wasn't a ticket agent, an express office or a town in sight. Walking behind the shed, he was delighted to see a white-bearded gentleman sitting on a box reading. There he learned that the picnic was to be held in a grove three miles away and that a farmer living close by would haul his stuff to the grounds. Suddenly the concessionaire's face brightened as he noticed that the old gentleman was reading *The Billboard*. He inquired, "Are you a trouper?" "Nope," shot back the nestor in an unfriendly manner, "but my son is one of them things." "What does your son do?" inquired the agent. "Hm-mm," pondered the old man in deep thought, finally replying, "He runs one of those 'You-win-a-\$50-radio-or-\$20-for-a-nickel' booths." Can't explain it, as I never did get it clear or could figure it out. Anyhow, he sets it up in our backyard every spring to get enough money from me to leave on."

Dunn has several concessions with the same organization.

ROBERT KENOSIAN'S popcorn wagon, which he built to place on Sol's Liberty Shows, was damaged in an accident while en route to the shows. Kenosian has returned to Chicago to have the trailer rebuilt.

GEORGE T. CHESTNUT is in his third year as advertising agent in charge of the advertising bill card and crew on John H. Marks Show. Officials report his billing of Richmond, Va., during shows' four-week engagement there contributed largely to success of the stand.

BY the time some talkers arrive at their turning points and show's price their tip is so deaf from turned-up loud speakers that those in it can't hear either.

THE GROTOFENTS, No. 2 unit of the Wallondas, after completing winter bookings at Chicago Stadium May 2, joined John H. Marks Shows as a free act in Richmond, Va. The Grotofents alternated last year with the Karl Walenda Troupe as the free act on the Marks Shows.

BILL MAYO, with Minstrel Shows, joined Bantly's All-American Shows at Cumberland, Md. Roster includes Sue Parker, singer; Daybreak and Kid Drifty, Clarissa Smith, Ruth Jackson, Louise Harvis, Mayo's Rhythm Boys, Bernell Magess, piano; John Taylor, bass; Rome Dyer, guitar; Milton Gaddy, drums; George Johnson, trombone, and James Wright, sax.

AFTER a bad date where grosses fell even lower than when played the preceding year, mention of it is never even whispered. But let them top it by 50 cents and they'll holler it to the high heavens.

MR. AND MRS. AL BERESOFF jumped from Augusta, Ga., to Vernon, N. Y., to join Sumburst Exposition Shows at quarters there. They reported work going on at top speed. Visitors included J. M. Armstrong and Tommy Robinson, *Syracuse* (N. Y.) *Herald-Journal*; Bob Clelow; Danny O'Connell and family, former bingo operators; Mr. and Mrs. Harry Agneus, S. S. McGraw, Erie, Pa.; Ralph Miller, ride operator; Harold Johnson; Frank Moser, former Snake Show operator.

NOSTALGIC memories of old vaudeville days were awakened when Joe Brown, radio star, had Walter D. Nealand, press agent John H. Marks Shows, as his guest on his May 2 broadcast over Station WRVA, Richmond, Va. Both were formerly in vaudeville, Brown with a dance act, while Nealand appeared in dramatic sketches. An interested listener was Norman W. Manwaring, former vaudeville agent on the Keith time and now sales manager for Station WMBG, Richmond.

JACK OLIVER, general agent Wallace Bros. Shows, writes from Elizabethtown, Ky.: "Following good stands in Paris and Clarksville, Tenn., and Hopkinsville and

Madisonville, Ky., shows came in here for a week's stand on the Coombs lot and business has been far above expectations. Several of the boys have been called to the army. Harry Harris has charge of the Minstrel Show, and Abe Franke's bingo stand has been doing well. Business Manager Farrow's five rides have also been chalking up good business. Ernest Farrow Jr. is still at college in Murray, Ky. Official staff includes E. E. Farrow, owner-manager; Mrs. E. E. Farrow, treasurer; Margaret Miller, secretary; Bob Fox, special agent; Glen Osborne, business manager; Harry Harris, lot superintendent, and Earl Ruken, electrician.

NATIVE—"They must be heavy eaters on that show. This is the tenth time I've seen you at their cookhouse." Grocer—"Yep! Once to deliver the groceries and nine times to find the treasurer out."

DURING Bantly's All-American Shows' stand in Cumberland, Md., Mr. and Mrs. Herman Bantly were hosts at a party to the personnel in celebration of Roy Harter's and Fay Ridenour's birthdays. After dinner short talks were made by the Bantlys, Ted Miller, Joe Payne and A. J. Budd. In attendance were Jim Keating, Mr. and Mrs. Bud Riley, Henry Hettrick, Frank Rudolph, Finn Cushman, Carl Holtz, Mother Brewer, Al Dorso, Mr. and Mrs. Paul Lane, Donal Prentice, Mr. and Mrs. Bert Melville, Ken Parker, Juanita Walling, Loretta Humphrey, Don Lee Eisler, Ray Parks, Grace Williams, Billie Whittaker, Kathleen Sneed, Mr. and Mrs. Doc Suska, Charles Humphrey, Don Laufer, Dorothy Lunsford, Roy and Rose Harder, Hal Compton, Iladean Suska, Henry Cassidy, Mary Morris, Mr. and Mrs. Chuck Stanko, Danny Klein, Al Paltitz, Tony Bareser, Joe Kane, W. Earl Brooks, Skyscraper Willie, Flash Gordon, Speedy Turner, Blackie Seamster, Zimba, Five Flying Waldorfs and Texas Shorty.

**OAC MEMBERSHIP**

(Continued from page 38)

Amusement Company; R. H. Miner, Garden State Shows; L. J. Heth, Alfred Kunz, L. J. Heth Shows; Ray Steck, Hyalite Midway; John F. Reid, William G. Dumas, Happyland Shows; J. C. McCaffery, Hennies Bros. Shows; Thomas A. Jones, Thomas A. Jones Shows; T. L. Dedrick, Liberty United Shows; Esther L. Speroni, Midway of Mirth Shows; Cliff Liles, Park Amusement Company; Ray E. Myers, Pleasureland Shows; Mickey Percell, Max Seslen, Pioneer Shows; Stewart Wachter, Penn State Shows; J. R. Strayer, Pan-American Shows; Anna Jane Pearson, Pearson Shows; Harry L. Small, Rogers Greater Shows; J. C. McCaffery, Rubin & Cherry Exposition and Royal American Shows; Bob Sickels, Sickels United Shows; Joe Skerbeck, Skerbeck's Great Northern Shows; C. D. Scott, Scott Exposition Shows; K. H. Garman, Sunset Amusement Company; Max Goodman, Wonder Shows of America; Max Gruberg, World Famous Shows; John R. Ward, John R. Ward Shows; C. F. Zelger, C. F. Zelger United Shows.

**Concessionaires, Etc.**

C. F. Albright, Foley & Burk; Paul and Sam Battaglio, Adelaide Percell, Sam Serlen, Pioneer Shows; Phil G. Little, Little Catering Company; Thomas Melody, Melody Concession Company; S. C. Ayres, Denny Pugh Concessions; S. Arthur Roxy, Roxy Amusement Enterprises; Frank L. Bennett, Los Angeles; S. L. Cronin, San Marino, Calif.; Charlie T. Goss, Dee Lang's Famous Shows; Charles Golding, Golding & Son; Ernest Hobbit, Dallas; Blaine Hackenberry, Lewistown, Pa.; Mrs. W. S. King, King's Cafe; Francis Love, Center County, Pa.; W. S. McKay, Auburn, N. Y.; H. A. MacKnight, MacKnight's Fun Show; H. W. McClaskey, Los Angeles; Frank Chorman, Nite Sports Company; Frank S. Nelson, Dallas; Harry H. Phillips, Los Angeles; Mitt B. Runkle, Los Angeles; F. C. Sands, Sands Electric Company; Max Gloth, Joseph Tomko, Indiana, Pa.; Harry Taylor, Venice, Calif.; Robert Waldrop, Dallas.

**Attractions, Etc.**

M. H. Barnes, Barnes & Carruthers Fair Booking Association; Sidney Belmont, Sidney Belmont Amusement Service; Lloyd H. Eastman, Eastman Enterprises; Bob Fisher, Fearless Flyers; Arthur Fishbein, Fishbein & Maginn; Interstate Fireworks Manufacturing & Display Company; Fred C. Murray, International Fireworks Company; V. Jermain, Jermain Amusement Rides; Rube Liebman, Barnes-Carruthers; Al Martin, Al



DIRECTORS of Moore's Modern Shows, Buddy Brock (left) and Jack B. Moore, assistant manager and manager respectively, posed for this photo during shows' successful stand in Litchfield, Ill. Brock also is organization's mailman and *The Billboard* sales agent.

Martin Agency; George R. Miller, Miller Amusements; Pat Purcell, Music Corporation of America; J. B. Casey, Capt. Mack Attractions; Al Sweeney, National Speedways; Max Raney, Max Raney's Hi Boys; C. L. Ratum, Raum's Rodeo and Thrill Show; J. P. Snyder, J. P. Snyder's Bears; Saxon's Police Circus; Ken Butler, Sulcize Legion of Dare-Devs; H. S. Stanbery, Stanbery Parade Productions; C. Tancred, Tancred Movie Service and Tancred Amusement Company; Billy G. Williams, Gladys M. Williams, Williams & Lee Attractions; C. H. Lick Jr., Weldon, William & Lick; E. F. Hoffman, Hoffman's Circus; Steve Conley, Conley's Circus; Robert F. Atterbury, Lee Bros. Circus; R. W. Rogers, Wallace Bros. Circus; E. H. (Doc) Kelley, Doc & Ma Shows; Nate Miller, Nate Miller Rides; Lewis Johnson, Johnson's Tent Show; J. V. Kosarski, Royal Roadshows; Dixie M. Cross, Camp Rucker Amusement Park.

**General**

Edwin P. and Helen McCue Coronati, Coronati Amusements; Henry Wodetski, Danville Tent & Awning Company; Jack Kennedy, Chicago; Robert W. West, McFarland Awning Corporation; John L. Baker, J. C. Goss Company; Paul E. Wolf Jr., Wolf Tent & Awning Company; Ned E. Torti, Wisconsin De Luxe Corporation; Lou W. Johnson, Pacific Coast Showmen's Association.

**CW ABOVE PAR**

(Continued from page 38)

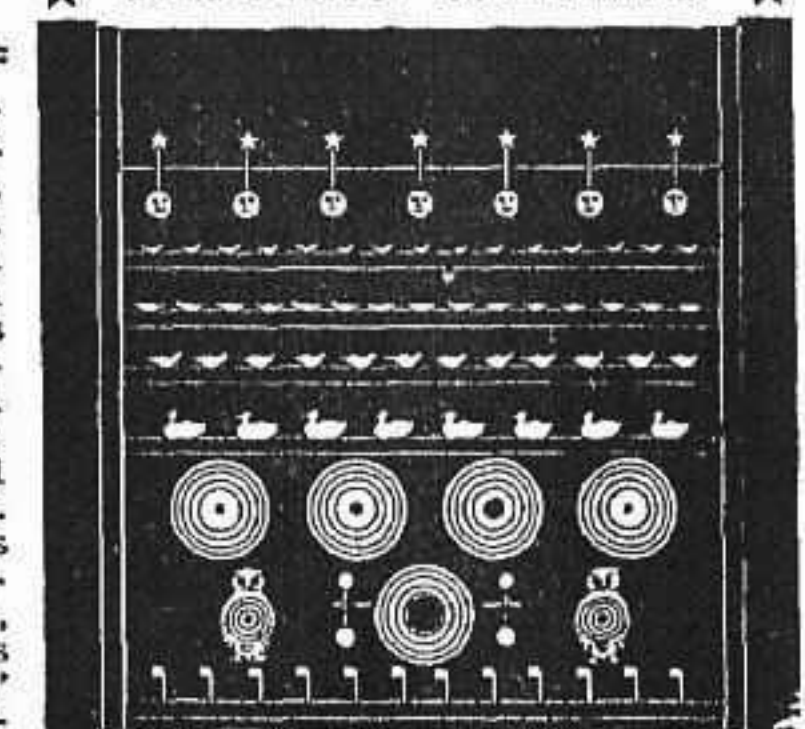
Florine Harris, Grace Lee, Mickey Du Val, Josephine Oshel, Jewell Howell and Jack Sugg.

Lee Erdman is expected soon with his Monkey Show, as is Mickey Manson with his Side Show. Shows' War Bonds and Stamps booth in front of a store on Baltimore Street is doing a big business. Mr. Stone is in charge. Johnny Butler, committee chairman, is co-operating, and E. K. Johnson, special agent, did a good advertising job at this stand.

Two trucks arrived this week. Shows' air raid and fire wardens have been co-operating with the local wardens and Third Civilian Defense Region, headed by Major Sharon T. McCloskey. Shows have purchased equipment to meet any emergency that might arrive and recently added a water wagon, which will be used also for sprinkling the midway. Mrs. R. C. McCarter and daughter, Maxie, left.

**EVANS'**

**★ LONG RANGE ★  
★ SHOOTING GALLERIES ★**



**PERFECT FOR TRAINING!**

Ideal for developing marksmanship, sharp-shooting, etc. Easy to set up. Most complete line of Galleries in the country, also Supplies and Parts for all Makes of Shooting Galleries. Rely on Evans' 50 years' experience and you won't go wrong!

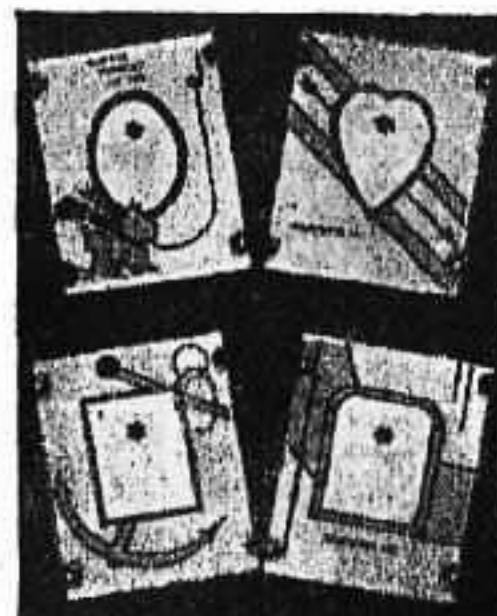
**FREE CATALOG** of complete Shooting Gallery Equipment, also Wheels of every type, etc. Everything for the midway. Write today!

**H. C. EVANS & CO.**  
1520-1530 W. Adams St.  
Chicago

**WORLD'S MOST POPULAR RIDES  
OCTOPUS—ROLLOPLANE—FLY-O-PLANE**

REPAIR PARTS  
Order What You  
Need Now. Our  
Factory May Be  
Called Into De-  
fense Work.

Manufactured by  
**EYERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager



**ATTENTION, 4 FOR 10 OPERATORS!!**

OWING TO SCARCITY OF CHEMICALS AND SUPPLIES WE RECOMMEND ORDERING YOUR SEASON'S SUPPLY NOW. WE HAVE A LARGE STOCK ON HAND AT PRESENT BUT CANNOT GUARANTEE FURTHER STOCK WHEN SUPPLY IS EXHAUSTED. Orders shipped same day received or held for future shipment providing substantial deposit accompanies order.

We carry a full and complete stock of Eastman Direct Positive Super-Speed Rolls of Films, Enlarging Paper, Chemicals and Supplies. Big line of new improved 4 for 10 Cameras, Lenses, etc. Beautiful assortment of Patriotic and Fancy Mirror Frames, Folders, Mounts, Leatherettes. Our Camera Catalog, listing everything for the 4 for 10 Cameras and One-Minute Cameras and Supplies, is ready. Don't fail to get a copy, it is free.

**M. K. BRODY** 1116 S. Halsted St., Chicago  
In Business 30 Years

**POPCORN SEASONING**

Federal regulations prohibit the sale of Coconut Oil for Popcorn Seasoning after May 31, 1942. We have a limited stock on hand which we offer subject to prior sale as follows: Hundred Pound Drum, \$24.00; Fifty Pound Drum, \$12.00; Twenty-Five Pound Drum, \$6.50. Mail your order today.

**Gold Medal Products Company**

131 E. PEARL STREET CINCINNATI, OHIO

**LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List.**  
**MIDWEST MERCHANDISE CO.** 116 MAIN, LITTLE ROCK, ARK.  
1008 BROADWAY, KANSAS CITY, MO.

### Strong Biz Marks Garden State Bow At New Holland

NEW HOLLAND, Pa., May 9.—After a month of intensive preparation newly organized Garden State Shows got off to a flying start here May 4. Large crowds turned out and shows were well received by public and press. Shows are enlarged over 1941, and all rides have been overhauled and painted. Plenty of new canvas is in evidence. An attractive and well illuminated entrance arch is presented. Charles Slegrist Troupe is the free attraction.

Staff includes R. H. Miner, owner-manager; R. H. Miner Jr., assistant manager; Mrs. R. H. Miner, secretary-treasurer; Raymond Parker, sound car advertising manager; William Goodrich, electrician; Harry W. Arnold, boss canvasman, assisted by Carl Swanson; H. Happy, *The Billboard* sales agent.

#### Rides

No. 1 Ferris Wheel, William Davis, foreman; Kenneth Cary, second man; No. 2 Ferris Wheel, Russell Amy, foreman; G. Mahar, second man; Octopus, Johnny Daniells; Kiddie rides, Jimmy Robb; Chairplane, Stanley Langenbach, foreman; Leo Oschesto, second man; Pony Track, W. B. Cushwa, owner-foreman.

#### Shows

Victory Girl Show, Jimmy Corey, manager-talker; Posing Show, Jack Brott, manager-talker; Jungleland, W. D. Cosleman, manager-talker, assisted by Frank LaRosa, trainer, and Harvey Gibbs, assistant trainer.

Concessions: Mabel Goodrich, 1; Tonia Kaye, 1; R. Parker, 2; A. Sandman, 1; Jimmy Brown, 2; Meyer Levenson, 2; Mrs. W. Miller, 1; Walter Miller, 2; Evelyn Arnold, 1; Mary Wells, 1; Harry Arnold, 2; Mrs. J. Brown, 2. War Stamps and Bonds booth, Jim Richwine.

Shows used a 10-cent gate and provided a booth for the sale of War Stamps and Bonds. Organization also has pledged 10 per cent of its receipts each Wednesday to the Army-Navy War Relief Fund and is encouraging the sale of signs placed at various places on the midway.

### Sunburst Exposition Scores At Syracuse, N. Y., Starter

SYRACUSE, N. Y., May 9.—Good weather resulted in good business for Sunburst Exposition Shows at their opening week's stand on a new lot here with a five-cent gate. Sunday was the best day. Front gate is featuring an illuminated V for Victory sign.

Concessions include Danny Carr, 5; Mr. and Mrs. Swain, 3; Roy Barns, long-range shooting gallery; Carl Phew, penny pitch; Johnny Johnston, photo gallery

### CLOTHES PIN AGENTS WANTED

Wire at Once.

### HARRY DENNIS

Care of Johnny J. Jones Show,

Uniontown, Pa., this week;

Pittsburgh, Pa., to follow.

### PRYOR'S ALL STATE SHOW WANTS

Cookhouse, privilege in tickets. Wants capable party to operate Girl Show. Have new top and banners for same. Can place a few legitimate concessions: String Game, Devil's Bowling Alley, Knife Rack, Clothes Pin, Pitch-Till-U-Win. All address: JACOB PRYOR, Eskdale, W. Va.

#### PROMOTERS

Parkman or Showman, look on Page 53 for our ad in Park Section.

**RAY MARSH BRYDON**  
BRYDON'S BEACH

and hi-striker; V. E. Barker, popcorn; Carlille Scotty, duck rifle range and dart stand; Mr. Bowen, two ball games; Messrs. Barker and Hoctor, bingo; Mrs. Clara Barker, cookhouse, with Stanley Melson, chef; John Anderson, waiter, and Ralph Henningan, griddle.

Harry Hoffman has arrived with his concession, and C. Clark will handle the bingo. Mrs. Clark is secretary. Harry Finfer arrived with jewelry stand. Sue Rogers will have her Girl Show with it. Her husband joined the army. Tommy Farron built a Snake Show front. Leo Grandy rebuilt his transformer wagon. Leslie Goodfellow is in charge of canvas and front gate.

Ned Beavens will operate the Athletic Show, with Roy Bell in charge of the Penny Arcade. Myron Colgrove has the ball games, and Major O'Satyrdae built an attractive Ten-in-One Show. Capt. Frank Vought is the free attraction.

PHILADELPHIA, May 9.—Good weather the last two weeks has resulted in good business for shows. World of Mirth Shows opened May 1 to good results. Not all shows were ready for opening, but by the middle of the week everything was clicking. Endy Bros.' Shows had a record week at Edystone (Chester).

Matthew J. Riddy is showing local lots to excellent gates, as is Max Gruberg. Johnny Keeler returned from the South to arrange bookings.

### Rain Curtails Attendance For Bunting in East Peoria

EAST PEORIA, Ill., May 9.—Rain curtailed attendance and business on opening day of Bunting Shows' week's stand here, George E. Moon reported. Rides and concessions reported fair results, but with the exception of the Gay Paree attraction, shows did little business. Veterans of Foreign Wars Post auspices sponsored the stand at roller rink lot.

Line-up includes Earl H. Bunting, owner-manager; W. H. Porter, secretary; M. G. Drossen, advance and sound car; Ted Martin, electrician general superintendent; Fred Gilck, chief mechanic; John Kubick, watchman and assistant electrician; George E. Moon, painter, mail man and *The Billboard* sales agent.

Concessions: L. C. (Pop) Baldwin, Midway Cafe; Sam Wilhite, griddle; Laura Wilhite, waitress; Mr. and Mrs. Jack Thomas, corn game and long-range lead gallery; Leroy Orchard and Keith Willis, counter men; Cecil Turner, custard and photo gallery; Russell Herman, 2; Otto Schwappe, 3; Mr. Vinson, 2; H. C. Hopkins, 2; George Ware, 1; Jack Ware, 1; C. R. Crisel, 1; Bill Barry, 1; Joe Wright, 1; Bill Herrington, 1; with Same Winge, agent; H. Hampton, 1; George Bilbo, palmistry booth; Nelson Barnes, 1;

J. A. Mark, popcorn; Bell and Vinson, pennyland.

Shows are Gay Paree and Nudist Colony, owned and operated by Bill and Betty Herrington; Athletic Arena, Joe (Bull Martin) Turner, manager; Deep Sea, H. B. Blackburn, owner-manager; Dope Expose, R. W. Reed, owner-manager; Mechanical World, C. E. Lambert, owner-manager; Bob Oliver is talker for Bill Harrington's shows.

Rides: Kiddie Autos, Fred Gilck, manager; Swing, Jimmie Crafton, manager; Tom Tesler, second man and tickets; Earl King, clutch. Whip, Jim Gill, manager; Everett Martin, second; Mrs. M. Drossen, tickets. Octopus, Otto Buckholz, manager; Robert Gramerz, second, Mrs. Fred Gilck, tickets. Ferris Wheels, Waterbury Kid, manager; Robert Wright, second man; Joe Smith, tickets. Pony, Mr. Taylor, manager. Dipsy Doodle, owned and managed by Mickey Stark; Mrs. Stark, tickets; George Eubank, foreman.

### DERBY SHOW NEWS

(Continued from page 37)

Bendo, Bob Seely, Ken Carter, Sammy Kirby, Victor Sussman, Schnozzle Roth, Al Smith, Marvin Ellison, Jimmy Johnson, Curly Linder, Maurice (Smitty) Inman, Jack M. (Curly) May, Dave Cullins, Murry (Doc) Roberts, Tiger Mudd, Suzie Roberts, Anita Regan, Don J. King, Walter Picker, Mary Landisso, Jackie Craig, C. A. Dill, Cora Tracy, Less McCullam, Patsy Hobaugh, Jimmy (Schnozzle) Carr, Duffy Tarantino, Tillie Sweet, Donna Wamby, Beverly Burdine, Earl Pittman, Nellie Saylor, King Kong Wright, Alto Locke, Buddy Berkshire, Harold Lindy, Chuck Payton, C. K. Clark and Doc Roberts. Let's have a line, boys and girls, about your doings and whereabouts.

## Club Activities

### Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, May 9.—Regular meetings have been abandoned until October 1. Week brought sad news of the death of Brothers L. S. (Larry) Hogan, who died on May 6 after a lingering illness. Brother Ginger Nye is vacationing here and was a frequent caller at the rooms. Brother H. F. Fellows was in town on business. George Crowder is out doing some work on promotions. Clubrooms will be open during the summer.

Vice-President M. J. Doolan left for St. Paul on business. Outfits on the lots are open and quite a few of the boys working. Brother William H. Green writes that he has just closed the Paradise Theater, which has been operating with name bands during the winter. Past President Sam J. Levy is in Detroit with the Greater Olympia Circus, which opened on May 8. Past President Fred Donnelly is working at Gary Park, recently opened by Past President Edward A. Hook. Frank Ehlenz is in charge of the Miller Rides at the airport. Brother G. L. Wright left on a business trip in the East. Elmer Kussman expects to leave the hospital soon. Ross Wilbert Mills came in from Sol's Liberty Shows on business.

#### Ladies' Auxiliary

Club held a social April 30 in the Sherman Hotel, with First Vice-President Mrs. William A. Carsky as hostess. A good crowd turned out. Attractive prizes were awarded. Members were very pleased to have Marge Friese visit the rooms. Plans were made for the farewell party in the rooms May 7.

### Heart of America Showmen's Club



Reid Hotel  
Kansas City

KANSAS CITY, Mo., May 9.—President L. C. Reynolds, Reynolds & Wells Shows, came in on business from Junction City, Kan., where shows are playing. Brother Bill Maloney left to join Anderson-Srader Shows at Junction City, Kan. Kenneth Waite, producing clown, and Bozo, clown, played the Shrine Circus, Omaha. Tommy Cooke is in the city, coming in from Hot Springs.

Brother Phil Little is here on business, as are R. Gorman, Mr. and Mrs. Drake and Mr. Le Mon, Sunset Amusement Company. Billie Willis, Ladies' Auxiliary, is in St. Joseph's Hospital, recov-

### National Showmen's Assn.



Palace Theater Building  
New York

NEW YORK, May 9.—After a number of years of gallivanting around the country, Walter K. Sibley is back in this city, having been appointed executive secretary of club, succeeding John M. Liddy. Most noticeable thing that has come to Sibley's attention while looking over the files is the very few delinquents. Most members who are behind in their dues seem to be those who are making so much money that they overlook the little things. Sibley promises to be "on their tail." Art Lewis, president, planned in for the Army-Navy war relief meeting in the rooms on Thursday. Dave Epstein, in town from Miami and brown as a berry, says he never felt better in his life. Jack Greenspoon took a plane to Canada to visit J. W. (Patty) Conklin and attend to his interests with Conklin Shows for a few days. Joe End is back from a trip thru the West, where he says he took many orders. He was off to New England. Eddie Elkins is promoting around New York and landing many dates. Says there's a ride shortage in these parts. Frank Miller is piling up many applications as chairman of membership committee. Has about 35 to date and says he has only scratched the surface.

The name one runs across most in the files is that of Joe McKee. Nobody has worked more wholeheartedly for NSA than Joe, and this is with all due respect to many other hustling members. Another hard and enthusiastic worker is Secretary Sam Rothstein. Brother Arthur Hill, veteran booking agent, gets many odd orders. Recently he was called upon to furnish an organ grinder with monkey for a one-nighter at a swanky affair on Long Island. Arthur dug up the combination in Philadelphia, the grinder and simian stealing the show. Letters from two service members speak enthusiastically of life in the army. Harold Lupien is stationed at Kaye Field, Columbus, Miss., and Justin Wagner at Camp Polk, La. "Would do everyone's heart good to read these fine letters from two brave boys. Sympathy is extended to Brother Joe Landy on the death of his wife.

ering from a recent operation. Brother Norris B. Cresswell was on the sick list last week, but is able to be up and about again.

Members of Ankara Grotto were entertained May 1 at the home of Brother Chester I. Levin. Reports reaching the club indicate that shows in the vicinity are doing well, and weather has been good.

### GREAT SUTTON SHOWS

Will furnish complete Athletic Show to Athletic Man that has talent. Can always place Rides and Shows that don't conflict.

Can place Lead Gallery and Custard.

Herrin, Ill., May 11 to 16.

P.S.: Buck, come on back.

### DOBSON'S UNITED SHOWS WANT

Penny Arcade, Shooting Gallery, Candy Floss, Custard. Have new show top and front. What can you put in it? Leonard Wells, write, Mack and Jacks, agents, come on. Want Tilt Foreman. Blooming Prairie, Minn., this week.

## CANCER CAN BE CURED!

This is the welcome message your dollar will bring to thousands of cancer sufferers in 1942. Help us carry on the fight.

Enlist in your local field army now. Buy package labels today.

If you live in the Metropolitan Area, address the New York City Cancer Committee, 130 East 66th Street.

### AMERICAN SOCIETY FOR THE CONTROL OF CANCER

New York, New York





Moore's Modern

Stanton, Ill. Week ended May 2. Business, fair. Weather, fair.  
Shows arrived on time and shows, rides and concessions were up in time for opening. Bill Jeffries, Athletic Show operator, sustained a torn ligament in his leg while wrestling. Spot was one of the mystery type. Plenty of people turned out, but shows chalked only a fair week's business. Loretta Wells, digger operator, did well. Manager Moore's brother, a Litchfield, Ill., merchant, visited Saturday night, as did Roy Henderson, 24-hour man, and Charley Reed, advance agent, Barker Shows. George Stanley still heads the Tall Story Club, with Bob Taylor running second.  
**BUDDY BUCK.**

Bright Lights

Waverly, Va. Week ended May 2. Auspices, firemen. Business, fair. Weather, hot.  
Lot was one block from main part of town. Sam Kaplan joined with two concessions, and Herb Beard built a new cat rack for Mrs. Beard. C. F. Myers joined with a glass store and Bob Sorenson came on with fish pond. Saturday night was lousy to crack.  
Stony Creek, Va. Week ended April 25. Business, good. Weather, cool.  
This was shows' opening spot. All rides were newly painted, and Bill Elswick, scenic artist, repainted the Girl Show front and ticket box. Hatchie Hillman visited en route to Baltimore. Lester Lewis joined with pan game.  
**F. A. NORTON.**

Tivoli Expo

Parsons, Kan. Week ended May 2. Location, fairgrounds. Auspices, VFW Post. Business, good. Weather, unsettled.  
Shows were hampered by a muggy lot and high winds, but everything was put in top shape for Monday night's opening. Good business prevailed thruout despite the weather. Bingo again topped midway, with Aerial Joy Ride heading rides and Peek-a-View Revue leading shows. Harold Eutah and Ben Xander augmented their string of concessions, and V. W. Burlingame completed neonization of his photo gallery. Joe Greene and Joe Howard are being commended on their good advance job.  
Neosho, Mo. Week ended April 25. Location, highway. Auspices, social club. Business, excellent. Weather, cool.  
Shows got off to good start and midway was crowded all week. Thursday night was lost to rain. New Side Show top arrived. Aerial Joy Ride topped rides and Peek-a-View Revue led shows. Bingo had a good week. Skeets and George McAllen's new Midway Cafe is popular. Concessionaires reported good business. Blackie Frazier is putting finishing touches on rolling stock and electrical equipment. H. V. Petersen, general manager, completed his office staff. City and county officials, headed by Mr. Roberts, co-operated. **BING WIEST.**  
Virginia Greater  
South Hill, Va. Week ended April 25. Location, baseball grounds. Auspices, Fire Department. Business, fair. Weather, cool.  
Run from Suffolk, Va., was made in record time and all rides and shows were ready to operate Sunday night. Spending was light the first part of the week, but it picked up considerably Friday and Saturday. Sam Weintraub joined with 6 concessions, Joe Ross with 3 and Mr. and Mrs. McKinney, 2. Sol Nuger, co-owner, has taken his army examination. Rocco Masucci's cookhouse is completed and it had a good week here. Anna Lee King's Minstrel Show led shows; Ferris Wheel topped rides. Manager Masucci was awarded the midway for the South Hill Fair. Harry Bigg's pan stand did well, as did Sol Nuger's corn game. The writer's high act was well received.  
**KEN DAVIS.**

Motor City

Richmond, Ind. Week ended May 2. Location, Athletic Park. Business, excellent. Weather, good.  
This was shows' opening spot and shows, rides and concessions got off to a big start. Receipts were much larger than last year. Ten-in-One topped shows. Newspapers and radio were used extensively, with remote control broadcasts on the midway daily. Specks Groscurth was emcee. Manager Vic Horwitz

went to added expense to help the MacArthur Day Parade April 27, which drew about 30,000. Capt. Billy Sell's Lion Act participated in the parade. Joe Hurt, who has charge of the sound system, also participated. Sam Goldie's Bingo registered a big week. Show builder Randolph has completed three new panel fronts. Jerry Fish handles the eating emporium. Visitors include Herb Shive, Blue Ribbon Shows; Robert Cole King; C. Foster, Cole Bros.; Circus; John Cousins, Dodson's World's Fair Shows, and Douglas Wade, W. G. Wade Shows. Reported by an executive of the shows.

Ozark

Ashdown, Ark. Week ended April 25. Business, fair. Weather, rain three days.  
Shows are carrying 4 rides, 1 show and 17 concessions. Office-owned and operated rides include Merry-Go-Round, Steale Carter, foreman; Clyde Masayo, second man and tickets. Ferris Wheel, W. W. Coker, foreman; Harold Poe, second man and tickets. Tilt-a-Whirl, Carl Williams, foreman; Carl E. Kimble, second man; Red Hopper, tickets. Kiddie Auto Ride, Jerry Marsh, clutch; Tinnie Marsh, tickets. R. C. Beasley is manager of Dance of All Nations, with Mrs. Beasley in the ticket box.  
Concessionaires include Anna and Buddy Raymond, cookhouse; Chastine and Daniel Raymond, penny pitch; Mr. and Mrs. McQueen, bingo, and Clarence Huber, agent; Evens Brothers, diggers; Virginia Evens, ball game; Frank Wilson, pea ball; Clarence Huber, penny pitch; Harry Klammer, popcorn; Jack Boda, cigarette shooting gallery; T. Mitchell, palmistry booth; Steve Mitchell, palmistry booth; Charles Skiber and Harry Dowson, ball game.  
Staff has Mr. and Mrs. K. G. Clapp, owners; Ruth Clapp, secretary-treasurer; H. L. Ehler, general agent; Jack Poda, mechanic; Clarence Huber, light plant-electrician, and Red Hopper, The Billboard sales agent and mail man. Shows are transported on 12 trucks and semis. Visitors included Mrs. K. G. Clapp, Mrs. E. A. McQueen and Joe and Fern McKinzie.  
**H. L. EHLER.**

Victory

Salem, Ind. Week ended May 9. Business, good. Weather, cold and wet.  
Move here was made in good time. Shows were located three blocks from the heart of town and business was satisfactory, altho weather was cold. Clifford Salkeld, with bingo and sound car, joined Thursday and car was in use Friday. Owner-Manager Roxie Harris made several business trips during the week. Rides obtained a fair play.  
**WILLIAM HARRIS.**

Liberty United

Charleston, S. C. Week ended May 2. Auspices, V. F. W. Post. Location, near Elite Grill. Business, good. Weather, fair.  
Lutch Heth arrived with ball game, bingo, penny pitch and bowling alley, and Earl Slusser added two stock stores. Lot Superintendent Ben F. Tosh is doing swell work, and new red, white and blue color scheme on all fronts is popular. All of the personnel are buying War Bonds. Mrs. Willse's new Small People and Circus Side Show leads shows, with Martin Revue and Miss America following in that order. Clyde Ridenour topping concession row. Miss Lucas's midway cafe is clicking.  
**TED C. TAYLOR.**

Arthur's Mighty American

Modesto, Calif. Five days ended May 2. Location, Jennie at Burney streets. Auspices, L.L.L. Business, good. Weather, rain three days. Pay gate, 15 cents.  
Organization arrived in rain, which prevented opening Tuesday night. Wednesday gave fair results. Thursday and Friday were lost to rain. Saturday was the best day. Rides and shows did fair. Modesto Bee gave the circus much publicity and local officials co-operated. William McDowd and Mrs. Art Johnson celebrated birthdays. Charles Marshall left to be inducted into the army. Lucille King and Hugh Bowen were frequent visitors. Visitors from Kerkos West Coast Shows included Charles and Edith Walpert, Ming Toi and Ted Right, and Tod and Maxine Henry. Aerial Baretis closed here and left for a visit to San Bruno, Calif., before returning to their home in Sunland. Glenn and Ethel Henry made several trips to Stockton, Calif., on business. Ralph and

Margaret Balcom visited Patrick's Greater Shows in Emeryville, Calif. Vic and Ruby Davis, Patrick Greater Shows, visited here. Martin and Dolores Arthur made a trip to Oakland, Calif., to visit Mrs. Arthur's mother, Mrs. Elsie Berry. Jack and Dorrene Dyke arrived from the Crafts Fiesta Shows for a brief visit. Louis Goebel, Goebel's Lion Farm, visited for several days. Andy Calino, educated chimp, was the subject of a story and photos in *The Modesto Bee*. The Joe Blashes visited friends in Stockton during the week. Grace Piersol left for Los Angeles and was replaced as mistress of the marquee by Mrs. Mabel Donzelli. Marion Darn departed for Los Angeles and was replaced on the Dope Show by Mrs. Richard Alexander. Robert Reichner left for Northern California.  
**WALTON DE PELLATON.**

DODSON FORMAL BOW

(Continued from page 38)  
was credited with the fast move here from Jacksonville, while Don Montgomery and crew kept equipment in top shape en route.  
Free attraction is Emanuel Zacchini, human cannonball. Executive staff includes M. G. Dodson, president and director general; A. C. Bradley, assistant to Dodson and traffic manager; Curtis L. Bodkus, general representative; Carl Hanson, secretary-treasurer; Harvey Arlington, office assistant and press back with shows; DeWitt Hudson, superintendent of sound equipment and office assistant; Joseph Mannheim, special agent; R. B. Jones, advance publicity; Henry McCaulley, superintendent of Diesel power units; R. T. Goodrich, radio publicity; John J. Cousin, advertising car manager; Don Montgomery, master of transportation; Charles Clark, bandmaster and *The Billboard* sales agent; Jess Warren, superintendent motive power units; Joe Baker, legal adjuster; Melvin G. Dodson Jr., concession supervisor; Allen Johnson, Pullman superintendent; Howard Hughes, superintendent electric and illuminating systems; Henry Clay, superintendent elephants; F. C. Lyles, master decorator and six assistants; Mrs. Maude Montgomery and May McCaulley, front gate tickets.

**Concessions**  
Cookhouse, H. Barkoot, manager-operator with 16 assistants; bingo, Elmer Day, manager, with seven assistants; George (Pinkey) Edgars, one; Mr. and Mrs. John Hobday, two; Mrs. Ella Dodson, popcorn and candy apples with four assistants; Melvin Dodson Jr., four, with 10 assistants; Mrs. Louis Hanson, one, with two assistants; Mrs. William Poe, one, with two assistants; T. H. Stevens, one, with two assistants; Howard Piercy, two, with four assistants.  
**Shows**  
Harlem Casino, Charles A. Taylor, manager director; Sam Rhodes and Henry Reno, comedians; Pinch Miller, band director; Leon Blake, orchestra di-

rector; Vivian Henderson; Tiny Mayberry, June Taylor, Shorts Davis, Henrietta Blake and Roscoe Dreyfuss, features; Fred Clark and Don Kay, tickets; Frank Meadows, boss canvasman; Elwood Frank, stage electrical effects. Havana Nights, James Joseph, personal manager for Marianne Edwards; Leo Gannon, stage manager-director; Dorothy Osborne, dance director; Marie Hallock, Dotty Hughes, Carleta Cortez, Sue Proctor, Vivian Del Rio, Ernestine Campbell, Hazel Sharpe, Ellen Sharpe, Mary Pomeroy and Dimples Hastings, chorus; Dorothy Osborne, Lucille Glaxton, Gertrude Haynes, Russell Markey, Own Sistrunk and Carmenceta Del Rio, features; Spencer Little, orchestra; Harold Chaplin, canvas; Whittie Elwell, electrical effects; Carter Strong, stage properties; Mrs. Russell Markey, wardrobe mistress, assisted by Mrs. William Schneider.

Circus Side Show, Ray Cramer, manager; Arch (Pappy) Johnstone, assistant manager; Arch Johnstone and Swede Peterson, tickets; Carl Stone, front; Bozo, Monkey Man; Major West, Scotch bagpiper; Blue-Blue, fire-eater; Mme. Rosita, reptiles; Tam-Tam, leopard skin man; Jess O'Dell, sword swallower; Oji Sib, mentalist; Captain Sharp, knife thrower, assisted by Elizabeth Underwood; Stanley Reeves, tattoo warden; Neil Johnson, bag puncher; Sealene, seal girl; Walter (Rube) DeLenze, magician and inside lecturer; Buster, mechanical man; Robert-Robert, annex. House of Mystery, Mrs. Ray Cramer, manager; Lynn Joines and H. C. Clayborne, tickets; Al S. Swain, front. Hawaii, Mrs. Charles Clark, manager; Oden Pulley, tickets; Huron Richmond, canvas, Marie Solora, Luana Rossi, Princess Klawani, Gretchen Houkie, dancers; Paul Bell, Hami Solora, Ernest Klawani, Carlos Houkie and Basil Fernando, musicians; Inez Hudson, dance director; Mrs. Charles Clark, wardrobe designer; Harold Oxley, special musical numbers; DeWitt Hudson, sound effects. Devil's Child, Charles Clark, manager; Kent Johnson, assistant and tickets. Daughters of Sin, Harry Suss, manager; Mrs. Harry Suss, assistant and tickets. Living Art, Lucille Dodson, manager; John McPeck, assistant and tickets. Congress of Fat People, John Lilley, manager. Sportland, Anton B. Pugal, manager. Barrel of Fun, George Edgars, manager.

**Rides**  
Comet, R. F. Wilson and three assistants; Caterpillar, Robert Gladden, manager, three assistants; Flying Scooter, Harold Lucas, manager, two assistants; Scooter, Ben Shilliver; Merry-Go-Round, Jess Richards, manager, three assistants; Ferris Wheels, Billy Talerico, manager, five assistants; Whip, R. H. Alexander, foreman; Octopus, John Hillton, foreman; Rolloplane, Mrs. Helen Pugal, owner-manager; Pony Ride, John Kemsley, manager; Kiddie Automobiles, Fred Thomas, manager; Kiddie Aeroplanes, D. Gowan, manager; Elephant Ride, James Johnson, superintendent.

**WEEK MAY 18th, BALTIMORE, MD.**

Day and Date With Ringling Bros., Barnum & Bailey Circus.  
Location—Chewing Gum Grounds Opposite Main Entrance to the Big Top.  
FAIRS start in August, end during November. We have the STAR STUDED Route of the East to offer those joining now.

WANT—Fly-o-Plane or Spiffire, Roll-o-Plane, Octopus with own transportation.  
WANT—Eight-Car Whip or Tilt-a-Whirl.  
WANT—Two young, white, attractive girls with or without experience for Paradise Revue and Victory Belles Shows.  
WANT—Can place two Workingmen. Must be sober and reliable as we pay top salaries.  
WANT—Legitimate Merchandise Concessions of all kinds. No Wheels or Coupon Games wanted.

ALL ADDRESS  
**CETLIN & WILSON SHOWS, INC.**  
Lafayette and Ashburton Streets, Baltimore, Md., This Week.

**WALLACE BROS.' SHOWS WANT**

Special Agent with car; Bill Dollar, wire. Concessions that work for Stock, Ball Games, Fish Pond, Bowling Alley, Scales, Lead Gallery. Agents for Ball Games, Penny Pitches, Grind Stores, Wheels. SHOWS—Can place Mechanical City, Ten-in-One People, Girls for Girl Show. Ride Help, Truck Drivers, Working Men, Foreman for Little Beauty. Harry Harris can place Musicians and Performers for Minstrel.

**WALLACE BROS.' SHOWS** **Hazard, Ky.**

## Dixie Belle Off in Black At Mt. Vernon Engagement

MOUNT VERNON, Ind., May 9.—Dixie Belle Shows opened to good business here April 25. All rides, shows and concessions reported satisfactory results.

Office-owned rides and personnel include Ferris Wheel, Reales Harper; Merry-Go-Round, Harry Harris. Chairplane, Chester Seals, foreman; Whitey Per-singer and Tommie Davis, assistants. Kid Auto Ride and Airplane Ride, Jerry Spillman, assisted by Marion Spillman.

Al Alfredo and Company are here with a new Circus Side Show. Tom Hale arrived in time for opening.

Concessions are J. Perry, cookhouse; J. D. Faulkner, photo gallery; Mr. and Mrs. W. T. Hardin, fishpond; snowball, Mrs. Grace Hayes; popcorn and peanuts, Charles Hayes; palmistry booth and ball game, Mrs. Mary Stanley and family; rat game, A. Ross; pan game, Cliff Coleman; candy floss, E. Springer; penny pitch, Mr. and Mrs. R. R. Robinson; penny pitch, Mr. and Mrs. Pat Owen; knife rack, Mr. and Mrs. Ed Whalen; pea pool, F. M. Wormer, and H. L. Stacey, one. Electrician is John Crane. Local papers were generous and American Legion Post co-operated.

## Initial Date at Sesser Satisfactory for Large

SESSER, Ill., May 9.—H. P. Large Shows successfully concluded their initial stand of the season here last Saturday. Repainted equipment presented an attractive appearance, and shows were the first to play the town in a number of years. Crowds and business were good throughout the week despite threatening weather.

Manager Large's Ferris Wheel topped rides, and Larry and Emma Crabtree returned here to assume charge of the bingo stand. Mr. and Mrs. George Peterson's photo gallery and Kiddie Autos did well. Rogers Greater Shows were exhibiting near by and many visits were exchanged. Manager Large plans to play defense territory until July.

## Jones Expo Frames Air-Raid Division

RICHMOND, Va., May 9.—Johnny J. Jones Exposition was lauded during its local stand by Paul Gibson, controller of the Civilian Defense Office, for the precautions taken by the show in order to eliminate confusion during any forthcoming blackouts. Organization demonstrated the arrangements it has made to a group of local officials, including Gibson, who said show has as complex an arrangement of air-raid wardens, nurses, firefighters and bomb-control workers as any permanently located organization. All are trained in their particular work, he added.

Precautions include, as shown by Dr. John LaMarr, head of show's medical unit and chief air-raid warden, strategically placed snafu-pots, picked shovel crews and bomb fighters; a complete hospital unit, headed by a registered nurse, Mrs. Chester Kass, and augmented by a staff of six Red Cross trained nurses; a centrally located siren and a picked squad of expert riflemen to dispatch any animals or snakes which might escape should an actual raid occur.

If a practice blackout should occur while the grounds are filled with spectators, Dr. LaMarr added, special guards will circulate thru the crowds and quiet anyone who may become hysterical, reassure all that they are safe and aid in herding them into specially constructed tents which feature lighting so that no rays are visible outside.

On a specially constructed layout board each show, ride and concession on the grounds is shown and wardens and guards are assigned to them. Board is changed at each new location the show plays and employees familiarize them-

selves with their new positions each Monday.

## Jones Big in Washington

WASHINGTON, May 9.—Johnny J. Jones Exposition's local 11-day stand which ended tonight proved one of the best in organization's history here. Clyde Beatty's Circus attraction was highly popular and all shows, rides and concessions turned in exceptionally good grosses.

Extra day this year became possible thru a tie-up with *The Times-Herald*, which sponsored a "Smokes for Yanks" day. Highlighting midway business, along with Beatty's attraction, were Folles, Del Rio Midgets, New Orleans Colored Revue and freak shows.

Visitors included Lieutenant Kermit Roosevelt, Mrs. Alice Longworth, Mrs. Theodore Roosevelt Jr.; Dr. William Mann, director National Zoological Institute, and Hugh L. Mackintosh, director British Overseas Press Service.

## BURGLAR'S OPERA

(Continued from page 11)

feels that all worldly success rests on thieving of one sort or another, and who at least wants his own robberies to be honest and above-board. Quite naturally, he's a highly unsuccessful felon—at least until he breaks into the emporium of R. X. Lacey, Inc., a tremendous department store with a staff regimented almost as fiercely as the corps of ushers at the Radio City Music Hall. Lacey's is in difficulties because stories have gotten around that it harbors a ghost; the board of directors has taken over, and a courageous salesgirl from the pin counter has stayed all night, in an effort to lay the ghost. Instead, she marries the burglar.

Before that happens, however, there's much chance for zanily satirical horse-play. The burglar, still unsuccessful at

his chosen profession, inadvertently suggests ways and means of putting the store back on its feet, and is immediately made general manager by the directors. He feels that this is turning his back on his ideals, but is finally reconciled to it when he tries to conduct the store honestly and discovers that the customers think he's either kidding them or trying to gyp them. The public, he finds, insists upon being robbed, so he keeps the job and marries the lass from the pin counter. There are, incidentally, a number of appealing minor characters, including the chief scrubwoman, who has made a nocturnal companion of the ghost; the former manager of the store, a pitiful Pooch-Bah bereft of his dignity; and an evil head floorwalker whose faith in Dale Carnegie is ultimately blasted.

It's all thoroly amusing and, tho obviously stemming out of the Savoy tradition, infinitely more successful than most attempted follow-ups of G&S. Some tightening and cutting are still needed in the first half of the first act; the line of interest in the second can probably be bolstered; and individual lines need comedy pointing thruout, frequently falling to live up to the hilariously topsy-turvy implications of the situations. But the tale is funny and intelligently satirical; the music, while constantly reminiscent, is still pleasantly tuneful; and the lyrics are, in sober truth, brilliant. They're as fine a set of lyrics as any turned out since Gilbert himself laid down his pen.

The production at Columbia is uneven, with a surprising number of good performances, but with much of the effect ruined by uneven pacing and ineffective playing. Walking off with the evening's honors is William Gephart who, as the burglar, displays a fine baritone and an appealing stage presence. Ivy Scott, as the head scrubwoman, brings a sure professional touch to songs and lines, and scores handily. Mary Strug, as an information clerk equipped with a crystal ball, displays poise and great promise; and, among the minor salesladies, Irene Jordan (belt counter) is a charming lass with a most attractive manner and Dorothy Himmell (book counter) reveals an excellent voice.

On the other hand, much of the operetta's effect is annihilated by Helen Marshall who, as the heroine, unleashes an entirely inadequate voice with occasionally weak high notes and in general manages to be coy to the point of nausea. On the night caught she stepped out of character and (still coyly) asked the prompter to throw her line. It would have been disgraceful if done in the annual presentation of the Po-dunk Junior High School. William H. Blake, as the deposed manager, is no help either; he bungles his lines badly, and those he doesn't bungle he manages to drop. Matt Kane, Alan Melvin and Dorothea Cullum, as the board of directors, overplay horrically.

The worst aspect of the production, however, is the two-plane accompaniment provided by Robert Bates and Rosalie Snyder. For the most part is sounds like a couple of individual solos in the pit, with the singers forced into all sorts of convolutions in trying either to fight it or to follow it.

The setting, designed by Karl Bruder, is surprisingly fine, comparing very favorably with most Broadway sets.

Eugene Burr.

## Rio's Legit Season Big

RIO DE JANEIRO, May 2.—With most of Rio's legit theaters now lighted for the season, the success of current plays has given the various managements an encouraging outlook on the future. Three houses opened during February (late summer in Rio), and has been above expectations for the time of the year. Of the 10 legit houses, eight are open, the Teatro Republica being utilized by Orson Welles, shooting scenes for his forthcoming film, and the Teatro Copacabana being dark.

The Companhia Dramatica Franceza from Paris is set for June 5 opening in the Municipal. Company is headed by Louis Jouvet and Madeline Ozeray, good box-office values in Rio. French troupe is in for eight subscription performances, with additional shows added for the public.

The Brazilian Symphony Orchestra, under the direction of Eugen Szenkar, is slated for 16 concerts in the Municipal Theater and 16 Sunday morning concerts in the Cinema Rex during the season. The opera season gets under way late in April, and the Municipal offers many concert attractions during the season.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

## Wirth Revue Gets Smokes for Yanks Auspices in D. C.

NEW YORK, May 9.—Frank Wirth puts his *Let's Go, America!* revue into Riverside Stadium, Washington, for six days next month under sponsorship of "Smokes for Yanks." On the committee are Mrs. Eleanor Patterson, president; Edgar Morris, vice-president and chairman of board; James A. Councilor Sr., vice-president and controller; C. B. Porter, treasurer; Lowell J. Bradford, secretary, and Edward F. Hoffman, managing director in charge of campaign.

Exploitation schedule and ticket sale are under way.

## Navy Show Draws

NEW YORK, May 9.—Navy Relief Circus staged in New Haven Arena last week by Frank Wirth drew heavily for 13 performances. Program consisted of Bernard Van Leer's Stallions; Riding Duttons and high-school camel; Janet May, aerialist; Gaudsmidt Brothers, French poodle dogs; Long's Elephants; Nellie Dutton, loop-the-loop; Herb Taylor and clowns; Harry Rittley, table turn; Flordelina, wire walker; Beebe's Bears; Tanit Ikao, fakir, with Max Kassow in charge of concert and Elmer Bair conducting the band. George Poli directed the office.

## Hasson Directs Pa. Ball

TYRONE, Pa., May 9.—Tom Hasson, International Circus Company, has been signed to produce a Victory Ball, Frolic and Fashion Show here under fire and police departments' auspices. Proceeds will be used for home defense program. Committee includes John Keefer, W. F. Hiller, W. A. Kennedy, E. P. Moyer and V. H. Stewart. Executive staff has Tom Hasson, director; Helen Sinkinson, secretary; Paul Drake, Helen King, Bill As-

burn, O. L. Oliver, phone operators; Ted Rogers, collector, and Jack Alexander, publicity and program.

## Shorts

ANNUAL Home-Coming and Exposition of Progress at Minerva, O., will be held in Municipal Park there, Charles Hart, of the sponsoring committee, announces. Great Jansley, high act, and Larry Fallon's concessions have been signed, and free acts will be presented nightly on the outdoor stage.

AMERICAN LEGION Post of Bridgeport, Conn., will stage a Health for Victory event at Pleasure Beach Park, and thru co-operation of the park department three major buildings and the swimming pool will be made available for the presentation. It will be staged in four separate divisions pertaining to health in the home and community. George A. Parsons is managing director.

HEADQUARTERS of 1942 Minneapolis Aquatennial have been moved to old Farmers and Mechanics Bank Building, which was offered to the Aquatennial Association as a civic gesture by the bank thru Vice-President George G. Cowlie. Tom Hastings, Aquatennial general chairman, announced the appointment of Harry H. Cory as his assistant. Cory has conducted numerous conventions, expositions and shows thruout the Northwest.

LUCKY TETER'S Hell Drivers played Memphis April 26 under American Legion Post auspices to a good crowd and business at Midsouth Fair grandstand. Organization was in good shape for the second performance of the season, and Teter successfully executed his flying leap over a local street railway coach. Reed McConaghy did a good job with the commentary end, and the Teter publicity organization, under Art Shaw, clicked. Fox Moxietone camera and sound men recorded the afternoon's activities. J. H. Powell, business manager of the unit, has equipment and rubber in good condition.

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.

## CARNIVAL WANTED

For 4th of July Celebration, Boonville, Indiana. This is an established annual affair and as good as the average best day on a County Fair.

Big Boonville Fair Assn.

ALBERT G. DERR, Secretary  
Boonville, Indiana

## WANTED AMUSEMENTS

For ten-night carnival run. State terms and open dates.

CARNIVAL COMMITTEE  
Webster Hose Co., ANSONIA, CONN.

## PROMOTIONAL MANAGER WANTED

To organize War Benefits on sharing basis. This is an ABSOLUTELY UNIQUE ballroom event, highly endorsed by sponsors and press.

L. ROY SCARLETT  
Route 3, Box 514X Tampa, Fla.

## WANTED

All kinds of Rides and Concessions for

Weableau Annual Reunion

July 9-10-11

JOHNNY ALLEN, Weableau, Mo.

# NEXT WEEK...

## ... *the big* **SUMMER SPECIAL** *goes to press!*

The earlier date this year, May 30, will make the Summer Special more timely, reaching prospective buyers at the height of the buying season . . . just when they are placing orders for the thousand and one things they will need . . . equipment, supplies, merchandise, necessities they must have to carry on for the next few months.

### **DON'T MISS THIS IMPORTANT ISSUE**

Advertise in the Summer Special . . . get your share of the business. Be represented in this big catalog-type edition . . . the issue everyone will refer to for information about where to buy. Increased distribution assures a profit on your advertisement.

## **MAIL YOUR COPY TODAY FORMS START TO PRESS MAY 20**

**THE BILLBOARD PUBLISHING COMPANY**  
25 OPERA PLACE CINCINNATI, O.



# **LAST CALL**

All advertising requiring position in particular departments must be in Cincinnati by Wednesday, May 20.

**LAST FORM CLOSING MAY 23**

# UPPED GROSSES RULE

## Cole Biz Big In Ind., Ohio

CINCINNATI, May 9.—In a downpour which kept the lot almost a lake thruout the Indianapolis May 1-3 engagement, Cole Bros.' Circus did practically capacity business for six performances. Friday matinee was light, but the show had straw at both ends at night. Saturday matinee and night were capacity. Sunday matinee was straw and there was better than a three-quarter house Sunday night.

Show moved onto a dry lot in La Fayette, Ind., Monday (4), and had capacity matinee and straw almost to the ring curbs at night. Port Wayne (5) gave the show a capacity matinee and straw at both ends at night. Richmond was a three-quarter matinee and the largest night house of the season so far. Front side was sold out at the downtown sale by 5 p.m.

Middletown, O., with late arrival and performance starting an hour late, gave the show a capacity matinee, with over 1,000 school children in special sections, and straw at night, altho weather was near freezing.

Kid ticket sale has been wonderful, worked thru special tie-ups with newspapers, radio and local merchants, it is declared.

## Polack Frisco Date Ahead of Last Year

SAN FRANCISCO, May 9.—Indications are that attendance at the Shrine-sponsored Polack Bros.' indoor circus held in Civic Auditorium will be about 25 per cent ahead of last year, according to Dwight Pepple, who handled advance promotion. Show closes an eight-day run tonight.

Block-ticket reserved sections were taken by stores and these were occupied three nights. In addition there were \$7,000 in tickets sold and distributed to underprivileged children. Show was benefited by good weather and closing of school in afternoons during the consumer sugar rationing sign-up.

## RB To Play Chicago Late; Engagement To Be Extended

CHICAGO, May 9.—Ringling Bros. and Barnum & Bailey Circus will play Chicago exceptionally late this year. Due to changes in route and the fact that the show will play longer stands than in former years in order to cut transportation, it will not be able to make Chicago at its usual time, first week in August, which also would put it too close to the Gene Autry show, playing Soldier Field last week in July.

Show probably will play thru Wisconsin before showing Chicago. It also is probable the Windy City date will be longer than in former years.

MRS. JOE HAWORTH, wife of the legal adjuster with Cole Bros.' Circus, underwent a major operation at Davis Hospital, Statesville, N. C., and will remain there for a month. She is doing well. Mrs. Haworth has a wide acquaintance in the show world.

**The Circus Spectacle**  
By Col. Harry Thomas  
**LOOK**  
For This Feature in  
**The Billboard**  
Summer Number  
Dated May 30



CHARLES T. HUNT (left), who celebrated the 50th anniversary of the Hunt Circus in Trenton, N. J., on April 27. A delegation of Circus Fans of America paid their respects to the show's founder at a party in the Stacy-Trent Hotel a day before the golden anniversary opening. Snapped with him is Bert Cole, former circus advertising salesman.

## King Bros. Misses Some Performances in Michigan

DETROIT, May 9.—King Bros.' Circus, which was built in winter quarters here during the past several months, opened its first stand on May 1 in Plymouth, 25 miles west of Detroit, under American Legion post auspices. A satisfactory opening was reported.

Show was to move onto a new lot, used this season by carnivals, at Wyoming and Ford Roads in the west side suburb of Dearborn, last Saturday. This is directly across from the old circus lot played several times by the Ringling-Barnum show at Wyoming and Michigan Roads. Considerable equipment did not arrive in time for a Saturday matinee, but a night show was given. Difficulty was experienced with the lighting plant. Dearborn was booked for a two-day stand under auspices of the post, but no Sunday matinee was given.

Show was scheduled for a matinee and night in Ecorse, a south-end suburb of Detroit, on Monday but failed to appear. A car from the circus stopped at police headquarters in Ecorse and advised that the show had moved on to Monroe, Mich., 40 miles south of here.

## Wallace Has All Winners

CANTON, O., May 9.—Good weather and business have been experienced by Wallace Bros.' Circus since opening in York, S. C., on April 15. Show has not played a losing stand and at many the grosses went far above those of last season, officials report. In Huntington, W. Va., two turnaway houses were registered. East Liverpool, O., proved second best of the present season and best there in 10 years. Show played to a good matinee and near-capacity house at night. Manager R. W. Rogers framed the show with the idea of moving it with fewer laborers and less overhead by eliminating pad room, having performers dress in trailers, cutting off all cages and taking off 10 trucks.

Big show has a 120-foot round top with one 50 and two 40-foot middles. (See Winners for Wallace on page 50)

## Sunbrock Sued by Malloy for Chi Cut

CHICAGO, May 9.—Attorney William A. Cunnea filed suit on May 4 in Superior Court in behalf of Mique Malloy against Larry Sunbrock, thrill show producer.

Malloy asks an accounting of the alleged \$50,000 profits made by Sunbrock's show staged at the International Amphitheater last January 18-25.

Suit alleges that Malloy was hired as associate producer by Sunbrock and was to receive 10 per cent of net profits of the show. Malloy alleges he did not receive the money.

## Jacobs Ships to Conklin Show; Program To Be Varied

CHICAGO, May 9.—Terrell and Dolly Jacobs left today with their animals and show paraphernalia to join the Conklin Shows in Hamilton, Ont. Besides the material used here at the Olympia Circus, two carloads of equipment are being shipped from quarters in Peru, Ind. Included are a number of beautiful wagons recently completed.

Jacobs show will consist of a varied program. In addition to two wild animal acts there will be an elephant number, wire act, menage, single trap; Corielle Family, teeterboard; table rock and four clown numbers. Show runs considerably over one hour.

## Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

### LONGER stands.

MICHAEL MICHAELS, formerly with the Clyde Beatty show, is now treasurer at the Oriental Theater, Chicago.

J. D. NEWMAN, general agent of Cole Bros.' Circus, spent several days in Chicago last week making railroad contracts.

HAROLD BARNES, wire walker, infos that he started a five-month tour with a USO unit in Norfolk, Va., this week.

JOHN C. GRAHAM, circus attorney, of Butler, Pa., advises that he is a candidate for Congress.

M. C. WOODWARD, checker for Cole Bros.' Circus, visited The Billboard Cincinnati offices while ahead of the show.

### THIS is the life.

DICK LEWIS, Los Angeles, had Merle Evans's Fitch Band Wagon program recorded for home use.

BOB STEVENS, banner solicitor, who rejoined Wallace Bros.' Circus after several months ahead of Hamid-Morton show, will team with Jack Fenton.

FIFTY members of Charles Siegrist Showmen's Club will attend opening of

Clyde Beatty's Jungle Zoo in Summit Beach Park, Akron, on May 24.

RINGLING-BARNUM circus will play Hartford, Conn., on the city-owned lot July 16-17, first two-day stand in that city.

LOWELL KIEL, producing clown, has joined Lee Bros.' Circus. Mrs. Kiel and three children, performers, will join when school closes.

SPRING CHORE: Painting names on water buckets.

MILLS BROS.' Circus bought an 80-foot top with three 40s from O. Henry Tent & Awning Company to be delivered at Lima, O., May 20.

J. S. RAMSEY, vet agent, who with his wife and son was in a hospital several months, is now ahead of Hunt's circus.

KEN AND MRS. MAYNARD spent their last Sunday before leaving on their 1942 dates in Hermosa Beach, Calif. They left for Fort Worth.

JIMMIE WOOD'S new animal show got off to a good start in Venice, Calif., Friday (1) and followed it with good (See Under the Marquee on opp. page)

## OAC Members

NAMES of circus and other members who have officially joined the Outdoor Amusement Congress appear in the Carnival Department.

## KM Opens to Fair Biz in Norman, Ark.

HUGO, Okla., May 9.—Al G. Kelly-Miller Bros.' Circus opened its season with matinee only in Norman, Ark., on April 19 to fair business. Greenwood and Dierks, Ark., following, proved good ones. Purchase of new trucks, semi-trailers and tires last fall gave the show enough rubber to last another season. All equipment was painted and decorated. Pictorial work was by Johnny Grady. Elephant trappings, spec wardrobe, additional seats, cages and a water truck were purchased during the winter.

Bob Stevens, concessionaire, built a four-wheel trailer to haul his equipment, and his new blue and white canvas is being called a credit to the midway. During the Mena (Ark.) engagement H. B. Phillips's car was struck by a truck, injuring Gus Karnarva, Ted La Veldo, Johnny Grady and Phillips.

### Staff

Obert Miller, general manager; Kelly Miller, secretary-treasurer; Dorrie Miller, equestrian director; Johnny Grady, front (See KM Ark. Opener Fair on page 50)

## Turnaway Houses Played By HM During Quebec Tour

OTTAWA, May 9.—Hamid-Morton Circus had a successful tour of Northern Quebec, traveling by special train from Montreal, where the company assembled. At Shawinigan Falls, P. Q., show played to capacity houses in the new Arena. Quebec City, three days, was a complete turnaway at all performances. Sunday afternoon performance had a line-up two hours before doors opened. Chicoutimi, P. Q., has not had a circus in 15 years, resulting in turnaways at all performances, with hundreds paying \$1.55 to stand on track.

Show was sponsored by Napoleon Cote at Quebec City. Roy Halpin handled promotions and publicity. Newspapers were liberal with stories and art and radio stations gave plenty of time. Show was under direction of Bob Morton, with Len Humphries as assistant manager and Jack Shaw, rigger and chief property man. Music by Joe Basile's band.

Program: May Kovar, wild animals (Court unit); Orton and Orton, double trapeze; Watkins Circus, ponies, dogs, mules; Silvers Johnson, funny Austin; Ward-Bell Troupe, teeterboard; Will Morris and Bobby, comedy cyclist; Rice-Davison Trio, comedy acrobats; Flying Wards; Ortons, chair balance; Great Ricardo, perch pole; Tarzan, educated chimpanzee; Jake Bell, log roller and balancer; Bob Eugene Troupe, aerial bars; Joe Hodgini, comedy riding act.

Clowns included Silvers Johnson, Billy Rice, Jimmy Davison, Gabby Decos, Herb Taylor Jr., Ed Willis and Joe Maddick. Vocalist, Miss Lois Lynne.

## Russell's Redondo Date Watched by Circus Men

LOS ANGELES, May 9.—With Russell Bros.' Circus billing Redondo Beach for May 13, West Coast circus followers are interestedly awaiting the outcome. Redondo Beach was discarded as a circus town by the Al G. Barnes Circus after trying it on several occasions. Since then Redondo has taken on an industrial air, with defense projects going strong. Redondo date has been heavily publicized.

Dick Lewis, CFA, who has been working nights in clown alley, recently threw a midnight oyster supper for the clowns at his home here. . . . Bill Antes, publicity, is shooting colored movies in his spare time. DeWaynes, Riskey and teeterboard, trained at Los Angeles Athletic Club. This is their first year on the circus. Schaller Trio, two brothers and sister, are clicking.

Jorgen M. Christiansen's Liberty act with Oregon Sunrise and the Great Dane dogs, Escalantes flying act and Winston's seals are proving big features. John White's leaping greyhounds and Smiley's table rock are now presented in center ring. Maurice Marmaleja is back on the show. Mrs. Rube Egan is on the sick list. . . . Aftershow is drawing good crowds.





## With the Circus Fans

By THE RINGMASTER

**President** FRANK H. HARTLESS, 2930 W. Lake St., Chicago  
**Secretary** W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.  
(Conducted by WALTER HOENADEL, Editor, "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 9.—On May 1 James E. Cooper Top, Washington, was entertained by its chairman, Dr. William E. Mann, with a dinner at the United States Zoo restaurant in honor of Clyde and Harriet Beatty. More than 100 attended. After dinner guests were entertained at a special performance of the Clyde Beatty Circus. Special seats were arranged and a banner, "Circus Fans' Association," greeted the guests. After the performance refreshments were served by the Beattys.

Mr. and Mrs. Tom Gregory were guests at a party given by Mr. and Mrs. Frank Strock at their home near Akron. Mr. and Mrs. Strock are parents of Lillian Strock, talented aerialist. Burt L. Wilson, Chicago, writes from St. Louis that he caught the Stadium Circus before he left. He spent the evening there with Terrell and Dolly Jacobs, Earl and Hat— (See *CIRCUS FANS* on page 66)

### MB First Week Tops '41; Matinees Beating Nights

SALEM, O., May 9.—Favored by ideal weather, Mills Bros.' Circus ended its first week of the season with business ahead of the corresponding week last year. Due to shortage of workingmen, late matinees resulted at every stand except the one here today. Local help was recruited. Matinee business is proving better than night shows because of advance sales of tickets by sponsors. Defense work thru this area is blamed for light night houses. A pick-out pony, worked by Milt Herriot, has been added to the program. Jimmy Thomas, candy butcher, joined in Salem, O.

Visitors during the week included Mr. and Mrs. Ralph J. Peters and daughter, Canton, O.; Charles Hart, postmaster, Minerva, O.; Amos Buck, former circus musician; Mr. and Mrs. Thomas Drukenbrod, parents of Duke Drukenbrod; Art and Charles Hill, C. A. Klein and Mr. and Mrs. Bob Stevens, all of Canton, and Jack Fenton, Wallace Bros.' Circus.

### Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

We have a very interesting letter from Bob Good, of Allentown, Pa., in which he writes: "One of the most valued pieces in my collection is a very fine copper bronze merit medallion given out by Buffalo Bill's Wild West Company during its European tour. Of all the old-timers I have contacted, none have ever seen or heard of these medallions. The piece is reddish brown, about one and one-half inches in diameter with a heavily milled edge. On the front of the piece, in relief, much like a cameo, is a likeness of Buffalo Bill's head and bust executed in exceptional detail. Above his head and around the inside of the rim is the inscription in large letters, 'Buffalo Bill's Wild West Company,' and under the bust in very small letters is the wording 'Baddely and Reynolds,' evidently the names of the makers of the coin. In the center of the obverse side is a large five-cornered star surrounded by a wreath. Under the star is the word 'Merit' and above the star the inscription 'London 1892.' This piece was evidently brought to America by a former agent and talent scout of Buffalo Bill's. This agent, long since deceased, brought the original troupe of Russian Cossacks over to the Bill show."

Thanks for this excellent description of the medallion, Bob.

Talking of coins used by circuses, we might mention there is a coin extant used by the P. T. Barnum show. It's about the size of a nickel and shows the picture of Liberty on one side with 13 stars around her head. On the other side is a picture of Tom Thumb and over him is the inscription "General Tom Thumb" and underneath the words "15 lbs. Weight."

Another coin is the one issued by Yankee Robinson Circus. About the size of a dime, it is made of copper. On one side is a picture of old Robinson himself wearing a high hat, with a gun slung over his right shoulder. Below on the inner rim are the words "The Great Comedian." On the reverse side over a triangle in the center of the coin are the words "Yankee Robinson." On the right side of the triangle is the word "Present"; left side, the word "Future" and on the lower line the word "Past." Along the lower part of the rim are the words "Big Show." Within the triangle is a hand pointing to the word "Triad." The pointing finger divides the year 1863. Yankee Robinson had a great habit, while riding in parade, of throwing these coins out to the public along the crowded curbs.

Does any collector know of any other coins? Let us fix once and for all just how many such coins were ever gotten out and then all a collector will have to do is go out after them.

Some collectors have a folder or box for "wait" bills, "opposition" notices or anything outside the pale of ordinary heralds, couriers, etc. We have seen much of this sort of literature and some of it is charged with audacity. Here is a copy of a "wait" bill sent us by a Chicago collector:

**WAIT FOR THE BIG CIRCUS**  
Barrett's New United Monster Shows  
After the Minnows Comes the Whale  
Shows of Merit and Magnitude  
**WE STILL TRAVEL BY RAIL. LITTLE SHOWS TRAVEL BY RIVER OR WAGONS**

**WAIT FOR THE BIG SHOW**  
JEFFERSONVILLE, MAY 13  
Notice contained cut of Dog-Faced Boy. Note spelling of "shows."

### UNDER THE MARQUEE

(Continued from opposite page)  
business for a week in Culver City. Cheerful Gardner has two elephants on the show.

**DRESSING-ROOM Gossip:** "We may have to load it tonight."

CHARLES KLINE, clown cop, who worked downtown traffic one week before the St. Louis Police Circus and one week with the show, will start fair and celebration dates first of June.

MRS. C. E. GALLEW, accompanied by her children, Betty Lou and Billy Lee, and Mrs. Lillian Smith, visited her husband on Cole Bros.' Circus in Indianapolis.

DON SMITH, CHS, Farmington, Mich.,

writes: "Caught opening of King Bros.' Circus in Plymouth, Mich., May 1. Had a mighty good performance, real circus band and flashy equipment and wardrobe. Played to a straw house at night."

**FLYING VALENTINOS,** Jerry Pelto, Lorraine and George Valentine, opened with Mighty Monarch Shows six weeks ago and have been playing army camps. They pledged buying a War Saving Bond for every week worked.

**GOSSIPS, skeptics, faultfinders, drones and shirkers are fifth columnists in the circus profession.**

H. L. (COOKHOUSE) KELLEY advises from Newton, Ia., that he has been released from Skiff Hospital after five months. He is again in good health and looking forward to visits on Cole Bros. and the Big Show.

BILL DONAHUE, of Donahue and Lalsalle, completed his engagement with Olympia Circus at the Chicago Stadium in spite of injuries he suffered early in the engagement while doing his table rock.

COLEMAN ANTALEK, of the Antalek Troupe, celebrated a birthday the closing Saturday (2) of the Olympia Circus in Chicago, and as the act did its concluding trick Izzy Cervone's band played *Happy Birthday to You*.

BELL BROS.' Circus is booked for Seat Pleasant, Md., on May 18-19, under auspices of My Maryland Post No. 126, American Legion. Spencer A. Blaine, Maryland Park, Md., handled the booking.

**REMEMBER the cookhouse clowns who always left makeup behind their cars so the natives would recognize them as some of the funsters?**

W. McGOUGH reported from Pittsburgh that Bobby Peck McGough, formerly with Hagenbeck-Wallace, Ringling-Barnum and other circuses, who is in Pittsburgh Hospital to undergo an operation, would like to read letters from friends.

RAYMOND DUKE, clown cop, last season with the Cole show, letters from Ora, Ind.: "Am working in a defense plant near my home here and will continue for the duration. Recently visited Cole Bros.' Circus and Chicago Stadium show and met many friends. May play a few fairs near by."

REYNOLDS AND DONEGAN'S Pyramid Skating Girls, center ring attraction with the Olympia Circus in Chicago and Detroit, have been booked by Al Martin, Boston, for the Shrine Circus in Providence, first time in the East for the girls.

**NOW that we are wearing our clothes without cuffs, etc., we don't think that picture of the "Governor" in his checkered vest and Prince Albert coat quite so funny.**

HERBERT WEBER, Weber Brothers and Chatila, wire performers, who appeared at Grand Theater, St. Louis, advises that for the first season in 11 years his act will not be with a circus. He has finished 10 weeks of indoor dates and has two more before going east to work outdoor dates for Al Martin.

MAL M. FLEMING writes from Hot Springs, where he has been vacationing: "We came here to spend six or eight weeks, but must get back before gas rationing hits our home State, Pennsylvania. Visited Cole Bros.' quarters on our way down and expect to visit a few shows while en route home. Andy Kelly

is still in Bavard Hospital, Fort Lauderdale, Fla."

FORREST BROWN, former car manager of Lewis Bros.' Circus, writes from Delphos, O.: "Visited Cole Bros.' advance car No. 1 at Lima, O., on April 30. Renewed old acquaintances with C. S. Primrose, Art Miller and G. Sowash. Met Verne Williams, car manager. Town was well billed."

"PUNCH" AND JUDY JACOBS, three-year-old twins of Terrell and Dolly Jacobs, were with their parents the last two days of Olympia Circus in Chicago. Dressed in cute uniforms, they occupied seats in front of the band and were as much of an attraction as their famous parents.

JAY GOULD, owner of Jay Gould's Million-Dollar Circus, announced that he signed Romig & Rooney Attractions, which played the St. Louis Police Circus, to appear with his show this season. According to Gould, many Middle-Western Fairs have been contracted.

THE CIRCUS is seen as a morale booster in wartimes by Lee Ellmaker, editor and publisher of The Philadelphia Daily News. In his column of May 4, under the heading of "Circus Time Near," he wrote: "Soon we will see circus signs all over town. The circus is a great antidote for whatever ails you. Most of us have forgotten our fancied ills today for a bit of worry over conditions as they exist in the war that we are prosecuting. It is good to get the mind off the war for just a minute. The circus clown will do a lot, and the elephants will do as much."

A NEW basis for taxing circuses and traveling shows in Saskatchewan is included in a bill which was given third reading in the Legislature in Regina. Formerly shows were taxed according to a scale of fees. Now they will pay to the provincial tax commission 2 per cent of their gross receipts.

MELVIN D. HILDRETH, former president of CFA and member of James E. (See *Under the Marquee* on page 50)

### FOR SALE

Thirty by sixty Top, complete with Marquee, \$215.00; Portable Stake Driver, \$200.00; 7 1/2 K.W. Light Plant, \$250.00; four Young Lions, \$35.00 each; three Bears, \$25.00 each; Loud Speaker System, \$125.00.  
P. O. BOX 96, South Fort Smith, Arkansas.

### FOR SALE

Female Indian Elephant, 16 years old; not trained; been used as zoo animal. Write  
LYLE AMBS, Supt.  
Ella W. Sharp Park Jackson, Mich.

### WANTED IMMEDIATELY

Big Show Announcer  
**CLYDE BEATTY CIRCUS**  
Allentown, Penna., May 11th to 16th;  
Pittsburgh, 17th to 23rd.

### OPERA HOSE

(Lastex Mesh)  
White, Sun Tan, \$2.95 PR.  
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1874 Broadway New York City

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**ALBERTIS CO.**  
440 W. 42nd St., N. Y.  
**TIGHTS SPANGLES RHINESTONES**  
Cut Out This "Ad"



**WANTED**  
**For COLE BROS.' CIRCUS**  
Billers and Billposters. Address  
V. A. WILLIAMS, as per route, or  
J. D. NEWMAN, Hotel Sherman,  
Chicago, Illinois.

**Wants—Shriner Circus—Wants**  
DAN REED, Mgr.  
Side Show Acts, must be high class. The following people if at liberty or dissatisfied can place you fourteen weeks, all Shriner Circuses: Doral Serpentina, Selo Slim and Bertha, Billy Muldoon, Ann John Budd, Flosso, George Burkhardt. Can use illusionist, also good high-class Talkers. Tom Scully, answer. Want Man to take full charge of Snake Show. Want high-class Man to manage Hillbilly Show. Salaries paid by office. Can place any high-class Show. DAN REED, 721 St. Paul St., Baltimore, Md., until May 16; then Shriner Circus, Weybosset St., Providence, R. I.

**WANTED FOR MILLS BROS.' CIRCUS**  
On account of enlarging Big Show Band: Two Solo Cornets, Trombone, Clarinet, Bass, Baritone, to join on wire. Family Acts for Side Show. Sail Maker and Seat Men, come on. Can place useful people at all times. Answer as per route in The Billboard.

The Charming  
**Dorita KÖNYÖT**  
★  
"Queen of HIGH SCHOOL RIDERS" riding the Russian Dancing Stallion **KAITON**  
Available in December for Theatres, Fairs and Circus. Currently 3rd Year  
Ringling Bros.-Barnum & Bailey Circus



Sincere appreciation to JOHN RINGLING NORTH

### Dressing Room Gossip

**RINGLING-BARNUM** New York notes: Johnny Carson, usher boss, is readying his staff for the opening May 19 under canvas in Baltimore. T. B. (Shoes) Short, of ringstock, went to Cliffside, N. C., for a short visit and will rejoin in Baltimore. Paul and Cliff Greenwood, formerly of the porter staff, missed the first season in many years. Cliff is in Uncle Sam's armed forces and Paul is flying a crop-dusting plane in Louisiana. Dick Kroener, superintendent of Gargantua, continues in a critical condition at Polyclinic Hospital. Salena Sampson, of the ballet, enjoyed a long visit with parents here, being one of the very few Manhattanites with the Big One. Emmett Kelly, hobo clown, received plenty of breaks in the local press along with photos.

Dan Parker, of *The New York Mirror*, gave the ex-pugs on the show a nice plug in his column, naming Dummy Robinson, the Greenwoods, Eddie Mader, Mickey McAvoy and ex-wrestler Felix Adler. New Yorkers are treated to a free show every day when the spec floats are parked in the rear of the Garden, there being no room to keep the parade going inside the building. "Indian Joe" Johnson was referred to as Anderson in error last week. He is assistant boss of ringstock.

Eddie Callahan, press staff photographer, is burning plenty of flash bulbs in the Garden. Vera Zorina strolls around backstage with very few recognizing her. Willie Moser, mailman, is staggering under extra-heavy loads of mail. Mack Steel and his front-door staff are handling the crowds with mid-summer efficiency. **JIMMY GURNETT.**

**COLE BROS.**—Everett Hart informs me that he has the exclusive rights this season on shoulder pads bearing the famous name Cherrie Pie Special. When ordering be sure to mention the size, as some shows have much heavier trunks and bible backs than we have, and these over here ain't no featherweights. Heir to the Freeman millions, Freddie Freeman Jr. is a member of the Royal Canadian Air Forces, stationed at Toronto. Terre Haute was a big day for Elizabeth Clarke, as Poodles's mother, Grace, and her daughter, Gracie, visited all day. Elizabeth was formerly Elizabeth Hanneford. It looked like a riders' reunion when we all got together. Also at Terre Haute Bertie Hodgini was with us and went in Harold Vorse's flying act. He did real well after laying off so long. After the night show Bertie played host to the following at a buffet supper: Bert and Corinne Dearo; Harold, Jack and George Vorse; Eileen, Lary and Ernie White; Jean Allen, Marion Knowlton, Madeline Fisher, Whitey Govro, Otto Rosie, Clary Bruce, Danny McPride, Ethel Freeman and yours truly. Polly Insley is doing a grand job of riding and driving the 18-horse hitch.

On the sick list last week were Ruth Nelson, Adolph Delbosque, Dan Mital, Clary Bruce and Jimmy Reiffenach. Roy Barrett joined at Anderson, Ind., and is as immaculate as ever. A mob of visitors the past week and one of the busiest men on the lot was Noyelles Burkhart greeting his friends and relations. He seems to know everyone in Indiana. Visitors included Grover Nitchman, Duke Raymond, Lyman Keys, Pat Paul, Mrs. Knight, Ted and Joe Hodgini, brothers of Corinne Dearo, Paul Sharke, Phil and Caroline Eddie, Johnnie Robinson; Mrs. Maggie Cottrell, of old Cottrell-Powell Troupe; Joe Becker, Skippy Clarke, Hip Raymond, and K. E. Simmons, representing *The Billboard* at Crawfordsville, Ind. Anderson, Ind., home of Joe and Orda Masker, gave us a grand day; we had them on the straw. T. P. Lewis is a new member in Harold Vorse's bar act. Talking about bar acts, Joe Masker is the only man this writer has ever seen do flyovers without a net. La Fayette, home town of Emmett Kelly, who is over on the big apple, gave us two straw houses. Your big son visited Emmett. **FREDDIE FREEMAN.**

### KM ARK. OPENER FAIR

(Continued from page 48)  
door; Ted La Veldo, side-show manager; Tom King, concert; H. B. Phillips, banner salesman and reserved seat superintendent; H. V. Darr, general agent; Frank Dunnigan, billposter; Kenneth Russell, boss canvasser.

#### Program

Display 1. Patriotic spec. 2. Military drills in rings 1 and 2, worked by Obert Miller and Blackie Woods. 3. Mary Keys, Illa and Dale Miller, aerialists. 4. Clown number by Gus Karnarva and Ted La

Valdo. 5. Elephants worked in ring 1 by Joe Mohler and Dorrie and Illa Miller in ring 2. 6. Riding dogs. 7. Don Steele, tight wire. 8. Clowns on track. 9. Dog acts in both rings, worked by Blackie Woods and Mary Keys. 10. Gus Karnarva, head-balancing trapeze. 11. Clowns. 12. Ted La Valdo, balancing and juggling on stage. Concert announcement. 13. Iron-jaw aerialists. 14. Rope-walking elephant on track. 15. Dogs, monkeys and ponies. 16. Don Steele, table rock. 17. Aerial ballet. 18. Mary Keys, Frankie Lou Woods, Illa and Dale Miller, riders in menage number.

Performance is presented in two rings, on one stage and on hippodrome track. Side show presents menagerie animals and three platform acts. Show is well costumed and lighted.

### WINNERS FOR WALLACE

(Continued from page 48)

Seating capacity is about 3,800. There are five-high grandstand seats on each side and blues on ends. Side show has a 50-foot round end, with three middles. Menagerie uses a 60-foot round top, with three middle pieces. Only horses and elephants are exhibited there. Show moves immediately after tearing down to insure early arrivals.

#### Staff

R. W. Rogers, general manager; O. G. Cox, legal adjuster; Dory E. Miller, general agent; Julien West, secretary-treasurer; Jack Fox, privilege manager; Mrs. Fox, assistant; W. E. (Bill) Tumbler, Side - Show manager and press; Mike Guy, band leader; Ed Raymond, producing clown; Charley Arley, equestrian director; Larry Benner, assistant Side-Show manager; Specks Cautin, steward and superintendent of tickets; A. A. (Shorty) Geiston, boss canvasser; Mac McDonald, superintendent of elephants; Jack Neville, assistant boss canvasser; Alex D. McIntosh, chief mechanic; David McIntosh, master of transportation; Thomas McMahan, assistant; George E. Foster, Pit Show manager; Joe Bell, Side Show band leader; Frank Clark, downtown tickets; Texas Ted Lewis, horse trainer; Jim Salter, 24-hour man; Ray Goody and Al Dean, front door; Tom Arenz, tax box; Jack Grady, advance manager; James M. Beach, contracting press; Fred Wilson, school tickets.

#### Program

Tournament: Display 1. Comedy bars. 2. Performing dogs, presented by Gil Wilson in Ring 1; military ponies by Texas Ted Lewis in Ring 3. 3. Traps, Charley Arley; Ernest Biggerstaff. 4. Principal riding act, Norma Rogers and Flo McIntosh. 5. Comedy acrobats, Al Gordon, Ring 1; table rock, Dime Wilson, Ring 2; Ed Raymond and Swede Johnson, Ring 3. 6. Liberty horses in Rings 1 and 3, presented by Texas Ted Lewis and Midge Devers. 7. Clowns in comedy boxing. 8. Erma Ward, gymnast. First concert announcement. 9. Capt. Pickard's Seals. 10. Repenski Troupe, riders. 11. Menage, Midge Devers, Texas Ted Lewis, Dorothy Lewis, Ersline McIntosh, Helene Hartzell, Norma Rogers and Flo McIntosh, riders. 12. Clowns, fire gag. 13. Ray Goody, tight wire. 14. Loyal Repenski Family, riding act. 15. Elephants in three rings, presented by Connie Wilson, Norma Rogers and Ersline McIntosh. 16. Girard and Gordon, high perch. 17. Clown walkaround. 18. Flying Cretas.

Big show band: Mike Guy, Earl Hansel, trombones; C. B. Van Vector, Eddie Metson, Bart Grady, cornets; Sylvia Larios, baritone; Carl Bergman, bass; Joe Swor, sax; Frank Clark, calliope; Bill Wymore and C. Wilson, drums; Marcelle Maynard, vocalist. Clowns include Ed Raymond, Danny and Chappy Gordon, Dime and Gil Wilson and Ernest Biggerstaff. Baron Nowak, midget trick cyclist and dancer, is the concert feature.

#### Side Show

Leon Bennett and Charlie Grey, ticket sellers; Pete Bowers, doorman; Bert Pettus, boss canvasser; Frank Williams, Eddie Tobar, Boyd Dostar, Bill Green and James Ledford, canvassers. Band: Jones Bell, drummer; Johnny Jones and Sugar Decatur, cornets; Joseph Dement, tuba; Ortoe Bell, trombone. Minstrel: David Nelson, comic; Lebetie Gardner, Pinkie Malone and Elizabeth Jones, singers and dancers. Attractions: Larry Benner, ventriloquist; Cleo Bennett, mentalist; Tommy Thompson, sword swallower; Lucy Arenz, snakes; Thompson and Marie Pettus, impalement; Lillian Wilson, bird act; Grace Shell and Mabel Johnson, Hawaiian dancers.

**JACK M. VISINGAND** is big show announcer and pitching candy on Wallace Bros.' Circus. Mrs. Visingand (Muriel Maynard) is prima donna under direction of Mike Guy, band leader.

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

### Autry Rodeo Sets Record in Philly

**PHILADELPHIA, May 9.**—Gene Autry's Flying A Ranch Stampede in six night and two matinee performances at the Arena, April 24-30, registered a gate of \$41,283, more than double the gross taken at his local engagement two years ago. Figure set a new record for a rodeo here. Prizes totaled \$6,000. Program was varied and colorful thruout, with the Melody Ranch Boys handling the concert before opening. After the colorful grand entry, officials were introduced and a salute to the colors closed the parade.

Autry made two appearances at each show and proved popular. In his initial appearance he put his horse, Champion, thru some interesting stunts. On his second appearance he presented his songs of the range, accompanied by the Melody Ranch Boys.

Other features included exhibitions of trick and fancy roping, Australian whip cracking and boomerang throwing by Johnny Reagan, and a comedy number by Sonny Moore and company. Show closed with a historical spectacle. Cy Compton was featured in exhibition roping, and Abe Letton emceed. Tex Cooper impersonated Buffalo Bill in the closing spec, and Johnny Agee is personal attendant to Autry in the various events. Principal novelty feature was the popular Country Square Dance. On closing night Ed Cameron sustained a fractured leg in saddle bronk riding event.

Bronk Riding—First go-round, Bart Clennon, Gene Pruett and Doff Aber split second and third, Bill McMackin; second go-round, Jack Wade, Frank Finley, Johnnie Tubbs, Gene Pruett and Bart Clennon split fourth; third go-round, Bart Clennon, Bill McMackin, Manuel Enos and Doff Aber split third and fourth; fourth go-round, Lewis Brooks, Nick Knight, Bud Linderman and Bart Clennon split third and fourth; finals, Bart Clennon, Jack Wade, Fritz Truan and Johnnie Tubbs.

Calf Roping—First go-round, Tom Coleman, Clyde Burk, Pat Parker, Dan Taylor; second go-round, Homer Pettigrew, Roy Matthews, Shorty Matlock, Dan Taylor; third go-round, Tom Coleman, Jim Snively, Roy Matthews, Dee Burk; fourth go-round, Everett Shaw, Homer Pettigrew, Ike Rude, Dan Taylor; finals, Dan Taylor, Jim Snively, Dick Truitt, Pat Parker.

Barback Bronk Riding—First go-round, Gerald Roberts, Larry Finley, Buck Wyatt and Fred Badsky split third and fourth; second go-round, Fred Badsky, Jimmy Sloan, Paul Gould, Frank Finley; third go-round, Jimmy Sloan, Carl Dossey and Buck Wyatt split second and third, C. J. Shellenberger; finals, Fred Badsky, Buck Wyatt and Jimmy Sloan split second and third, Frank Finley.

Steer Wrestling—First Go-round, Louis Brooks, George Yardley, Earl Blevins, Carl Dossey; second go-round, Bill McMackin, George Yardley, Charles Colbert, Dick Truitt; third go-round, Howard McCrorey, Steve Heacock, Dee Hinton, Dick Truitt; finals, Howard McCrorey, Bill McMackin, Louis Brooks and Steve Heacock split third and fourth.

Brahma Bull Riding—First go-round, Jake Williams, Dick Griffith, Frank Marion and Mitch Owens split third and fourth; second go-round, Frank Marshall, Dick Griffith, Gerald Roberts, Jake Williams; third go-round, Smoky Snyder, Bob Estes and Gerald Roberts, Jim Patch and Charles Colbert split third and fourth; finals, Dick Griffith, Gerald Roberts, Jake Williams, Buck Wyatt and Charles Colbert split fourth.

**CHICAGO, May 9.**—Gene Autry's Flying A Ranch Stampede will appear at Soldier Field here for one week. Contract between Autry and the WLS Artists Bureau was signed this week, with Dale Turney representing Autry. Deal has been hanging fire because of the efforts of another promoter to sign Autry. Smiley Burnet and other Hollywood features will be a part of the show.

**ROGER WESTCOTT** has completed plans for his second rodeo of the season at his Totem Ranch, near Maple Shade, N. J.

**T. E. ROBERTSON** is manager of All-American Rodeo, which got under way in Municipal Auditorium, Kansas City, Mo.,

under auspices of Kansas City Parent-Teachers May 9. Eight-day event offers \$8,000 in prizes. Fritz Truan, Tad Lucas, Alice Greenough, Vivian White, Edie Curtis, Cecil Cornish and his educated horse, Smoky, and Alice Sisty are included in the show's line-up.

**ABOUT 8,000** saw the annual rodeo at E. H. Marks's LH7 Ranch at Barker, Tex., May 2-3. Good time was reported by events open mainly to Texans, with first place in calf roping going to Clinton Booth. Buck Echols was second and Ward Moore third. In the five-man group event, in which three calves were roped and branded, winning teams were composed of Glen Wingo, Louis Miller, Bill Lange, Henry Sklar and Bob Henson. Officials included Mason Habermacher, announcer; Bill Storey, timekeeper, and W. C. Meyers, arena secretary.

**DEATH** of Herbert S. Maddy, vet rodeo and Wild West executive and columnist, at Col. Jim Eskew's JE Ranch, Waverly, N. Y., April 30 of heart disease, removes from the field one of the most picturesque exponents of the rodeo art. General agent and business manager for the JE show, Herb was an intimate of the late Pawnee Bill (Major Gordon W. Little), Buffalo Bill (Col. William F. Cody), Tom Mix, Gene Autry, Hoot Gibson and other "names." He was known as a "character" and "teller of tall tales," filling the mails and his fan column in various magazines with priceless examples of chatter about rodeo and its personalities. He carried on a voluminous correspondence, and his name was a familiar one in chuta circles.

**HAPPENINGS** in the rodeo field 10 years ago: Bill Pickett, 72-year-old Negro cowboy, died in Ponca City, Okla., April 2. . . . Zoe Bros.' Rodeo, with C. T. O'Neill in advance, was playing Australia. . . . Australian Walties and Chief Washington were with the Ringling-Barnum Circus. . . . Jack Pierce's Oklahoma Cowboys, ropers and whip-crackers, were playing Pennsylvania theaters. . . . Tex Chennette signed to handle the concert with Snyder Bros.' Circus. Line-up included Buck Lee, Lucky Roy Williams, Leona Ulay and Marguerite Chennette. . . . E. A. Ramey (Nebraska Slim), bronk rider and bulldogger, was released from a hospital after amputation of his leg as a result of being thrown from a horse in 1930. . . . Jim Eskew signed his Wild West Show with Model of America Shows. . . . G. C. Gossage closed as agent of Texas Ted Lewis's Wild West Show. . . . Victor F. Cody was in charge of the concert with Barnett Bros.' Circus. . . . Tex McLeod returned from abroad and was playing in vaudeville. . . . T. O. Markham acquired the stock and equipment of the J. P. Ranch Rodeo and renamed it Markham's Nevada Ranch Rodeo and Wild West Show. . . . Milt Hinkle's Texas Rangers Rodeo at Boston played to 37,600 people during the 11-day stand.

### UNDER THE MARQUEE

(Continued from page 49)

Cooper Top, letters from Washington: "Bumpy Anthony, now permanently located here, clowning evenings with Clyde Beatty Circus during its engagement with Johnny J. Jones Exposition in the Capital City. Business was good. Clyde and Harriet Beatty were widely entertained."

**CAREY C. EMRIE**, who saw opening of Cole Bros.' Circus, writes: "Had a fine time and in back yard visited Mrs. Ernie Clark, Ernestine and Aletha, also Paul Nelson. Jack Biggers is in charge of transportation, with Whitey Ross assistant. The old-timer, Tom Mathews, is still working as rigger."

**FRANK A. WILLIAMS** writes from Midland, Ont.: "Fire last week destroyed all my show collection from Barnum's time up. I got out with what was on my back and was taken to St. Andrew's Hospital here. Someone found my Lincoln Fans' Association certificate of February 12, 1907."

**REYNOLDS AND DONEGAN** skating act of six girls will make its second appearance of the year in Detroit this week. Act played the Orrin Davenport Shrine Circus in Detroit earlier in the season and is appearing at the Olympia Circus, which opened at the Olympia Arena Friday (8).

**DON'T** look now, but have you noticed that in every fiction circus story or movie the heroine falls in love with the lion tamer (no trainer) and no good ever comes of it?

## Ops Optimistic For Biggest Year; See Capacity Takes

CINCINNATI, May 9.—News during the past week has been heavy with announcements of openings of roller rinks for the spring and summer seasons. In almost every instance operators have expressed optimism for very good seasons. This optimism is not merely the usual hopes for better crowds, etc., because their feeling is based upon openings, with capacity crowds giving them best box-office figures ever experienced.

One reason for increased crowds advanced by managers is that youngsters are not being allowed the use of dad's car as much as in former years. Therefore they turn more than usual to those brands of entertainment in which use of a car is not involved. Another reason given is that many youngsters have part-time jobs and are spending more of their money for admission to rinks. A third reason is the "escapist" value of roller skating, allowing forgetfulness of war worries.

It appears that many records will be broken this year. Prospects have induced many rinks to add entertainment features as well as additional matinees and extra skating days.

## Priorities Hit Building Of Mass. Roller Rink

WEST SPRINGFIELD, Mass., May 9.—A priority rating for materials in connection with the construction of the \$25,000 roller-skating rink in this city is being sought from federal authorities, William Semaine, of Springfield, one of the sponsors, reports. He hoped to receive some consideration, as he had filed his building permit prior to the recent WPB ruling prohibiting the construction of all buildings except those considered essential.

The rink sponsors, Semaine and Stanley Burek, also of Springfield, recently received an amusement permit from the board of selectmen and had contemplated immediate construction only to be confronted with the federal ruling. The building is to be of the latest type, soundproof and with a brick veneer front.

FOUR ROLLER RINKS in the Philadelphia territory have re-opened for the summer season. In up-State Pennsylvania, Carsonia Rollerrome, in Reading's Carsonia Park, re-opened Saturday (2), operating afternoons and evenings for week-ends and on Wednesday evenings. At Easton, Pa., Bushkill Park Rink opened for Tuesday, Friday and Sunday sessions with Harry Reichard engaged to provide special organ music. In New Jersey, Palace Roller Drome, at Woodbine, opened for Sundays, with special door prizes for those attending early. Opened for daily operations is the Lake Worth Park Roller Rink, Watsonstown, Pa.

# Rinks and Skaters

By C. H. STARK (Cincinnati Office)

## "RSROA Vindicated By Facts"—Sefferino

Cincinnati.

Editors *The Billboard*:

After studying the letter of W. Schmitz, general manager of America on Wheels, in *The Billboard* of May 9, I find myself in accord with him on only two points. First is that the Roller Skating Rink Operators' Association is composed of only a small minority of all the roller rinks in the United States and second is that *The Billboard* is read by everyone interested in roller skating. Permit me to add that I have always found your publication absolutely fair to all and that it would print anything that could be termed skating news, regardless of who the author might be.

Ordinarily I do not pay much attention to the prattle of some individual who is certain that he is being persecuted, for I know that as long as everyone cannot have his or her own way at all times there will always be letters to the editor. This one, however, is so completely out of line that I feel it warrants an honest contradiction.

I am a member of the RSROA and exceedingly proud to be referred to as the small minority—a part of the small minority of all rink operators willing to make a sincere effort to lift a despised orphan out of the gutter and succeeding to a degree where the efforts of some persons to blast their way into its membership is an open admission of the great advancement roller skating has made under its supervision.

For the information of every rink owner in the nation, the RSROA is not a closed corporation as this letter designates it. On the contrary, any man or woman with a sincere desire to put forth a real effort, mentally, physically and financially, may file an application for membership. These applications are thoroughly considered and a great majority accepted. However, this is America (thank the Lord!) and in America one is privileged to choose one's associates at his own discretion. Some time ago the board of control of the RSROA paid a visit en masse to a neighborhood rink in this area and extended the owner a personal invitation to become associated with their organization and this rink, Mr. Schmitz, definitely is opposition to the Rollerrome, which has held an affiliation for a period of years. This incident alone should discredit for all time the charge that any rink offering opposition to an RSROA affiliate has no chance to become associated.

The letter further states that because the application of Mr. Schmitz did not meet with instant approval of the board of the RSROA his skaters were automatically barred from RSROA competitions. Had Mr. Schmitz taken the trouble to digest our rules for competitions this statement would probably not have been forthcoming. However, if it should need clarification, our rules for competitions state very understandably that any qualified amateur athlete, whether affiliated or unaffiliated, may compete in all RSROA competitions and, as chairman of the speed-skating committee of the RSROA, with the power to accept or deny entries to competitions, I defy Mr. Schmitz or anyone else to present evidence of one case where a qualified amateur has been denied the right to compete in either our State or national competitions.

The letter also states that a few years ago the RSROA obtained in "some manner" the blessings of the Amateur Skating Union and thru this august body received the control over roller skating in America, but it failed to state that the RSROA thru its tremendous effort had also achieved all international affiliations and recognition. The phrase "some manner" needs enlightenment, however, and can be easily explained. The AAU wanted nothing to do with such a headache as roller skating. The ASU either would not or could not support it. Leading newspapers felt that it was a children's pastime, and everybody else thought it was a foolish impossibility to try to control a bunch of hoodlums, so everyone concerned was glad to palm it off on a few maniacs who called themselves the RSROA. And now that the dream of these 17 "damned fools" has become a reality and the advancement of roller skating under their jurisdiction is the talk of the sporting world, the AAU, ASU and a lead-

ing New York newspaper have suddenly decided that perhaps the spending of \$72,000 and many thousands of valuable working hours on the illegitimate child of the sporting fraternity constituted discrimination against a group of individuals who possibly never gave the advancement of roller skating a second thought until it became very apparent that their establishments would undoubtedly suffer unless the prestige of the RSROA hallowed their precious institutions.

The one and most important factor that the opposition to the RSROA did overlook, I believe, is how the amateur himself would feel about this so-called controversy. In an open meeting in Philadelphia on April 17 of this year and after being advised of the big club which Mr. Schmitz so gallantly glorifies in his letter, called suspension, waving over their heads, the competing amateurs voted to a person, 100 per cent, mind you, to approve the past work and the future plans of the RSROA. This alone is a definite vindication and something for the AAU, ASU and a leading New York newspaper to think about, for, as I have said before, this is America.

CAP SEFFERINO.

ARENA ROLLER RINK, Tulsa, Okla., has added a second weekly morning skating session. Rink is operated by Johnny Mullins at the fairgrounds pavillion. Because Wednesday sessions from 10 to 11:30 a.m. proved popular, Thursday sessions at the same hour have been started. At these sessions free instruction is given women.

R. W. HAYNES, manager of the Hyland Gardens rink at Grand Haven, Mich., reports optimism for a good season. It is expected that the tourist trade frequenting the city will be as heavy this year as usual. Haynes, absent from the resort last year because of auto accident injuries, will welcome the same personnel as was on hand last year except Walter Stacey, who operated the rink. Stacey is remaining at Diamond Lake, where he has been operating a rink thru the winter.

RAMON L. KERR opened the Skateland Roller Rink at Tulsa, Okla., on May 1 with a capacity crowd. Kerr's experience in the rink field extends back 14 years. Promotion for the rink includes spots over two radio stations as well as in Tulsa newspapers. Interior lighting is of neon. Floor space is 75 by 100 feet, with spectator seats for 300. Skating sessions are held every afternoon and night. The personnel includes O. D. Harvey, floor manager; Wally Marshall, assistant; Tom Bonnell, skate mechanic; C. E. Marshall, doorman; Millie Kerr, tickets, and Wanda Tinker and Juanita Caskey, hostesses.

ARMAND J. SCHAUB, manager of River Garden Rollerrome, Healdsburg, Calif., was a visitor at the rinks desk on April 27. Besides managing the rink he is employed as a machinist on the day shift at the Mare Island (Calif.) Navy Yard. He flew to Cincinnati to attend funeral services for his mother.

PULLMAN'S ROLLER RINK, Dallas, Tex., opened Friday night (24). Despite rainy weather more than 1,000 skate fans turned out for the opening. On Sunday

## The Field for Teachers

By FRED H. FREEMAN

### LOOK

For This Feature in The Billboard Summer Number

Dated May 30

night more than 100 skaters from Fort Worth, Tex., attended in a body headed by A. B. Ham, former manager of the Pullman Roller Rink in Fort Worth.

The new rink's skating sessions are scheduled for every night from 8 to 11 p.m. with matinee sessions 2:30 to 4 p.m. on Saturdays and Sundays. Admissions and skates are 40 cents including tax and general admission.

Rink's executive staff, besides Mr. and Mrs. Bill Pullman, includes Tex Reynolds, floor manager, assisted by Jack Wilson and Clarence Wallace; W. E. Campbell, in charge of tickets; Johnny Isbell, manager of skateroom; Rosaloe Ondra, manager of foods and drinks, and Johnnie Walker at the Hammond console.

GROTTO ROLLERCADE, Elmira, N. Y., was recently reopened under ownership of Harry B. Sloan, owner of Funcrest Rink, Wellsville, N. Y., and C. J. Fisher, owner of Keuka Park (N. Y.) Rink. C. J. Fisher will manage the Grotto Roller-CADE. The new owners have installed new floors and completely modernized the rink. A completely equipped soda fountain has been installed and a new stock of skates has been purchased. A roller dance club has been formed with membership of over 100. Personnel includes Earl Waldick, floor manager; Percy Brown, instructor; Mrs. C. J. Fisher, dance instructor; Paul Knarr, organist; Edward Flynn, skateroom; Robert Allen, checkroom; Joseph Waters, Robert Ryan, Edward Force, skate boys; Helen Tript, cashier; Mrs. C. J. Fisher, Jack Oslas, fountain; Walter Tunison, correspondent.

FRITZ HUBER, former professional skater at Arcadia Gardens, Chicago, is now with the United States armed forces in Australia.



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# Business Rosy in Deep South

## Pontchartrain's Bow Best Ever; Sets 1-Day Mark

NEW ORLEANS, May 9.—Under clear skies and jammed with servicemen, Pontchartrain Beach had its greatest opening-day crowd May 2 and had a follow-up of 60,000 or more the following day to establish a new all-time daily attendance. Manager Harry Batt has the resort in its greatest shape ever for the start of its 14th season under his direction.

"I look for the greatest season in the history of the beach," says Batt, "and feel that the same will hold good all over the country where operators stand ready to give the people what they desire in entertainment. Work first and then have fun at the beach will be our slogan for 1942."

The beach has added a No. 16 giant Ferris Wheel, bought from Ely Bridge (See Pontchartrain's Best on page 55)

## Thielen Continues Operation of Expo Park, Aurora, Ill.

AURORA, Ill., May 9.—Exposition Park will open its season May 24, with Frank Thielen as general manager. The set-up will be the same as in the past, the recent court sale of the property having made no change in the park management. Workmen are busy overhauling and redecorating the rides, concessions and buildings, and landscaping the park's spacious picnic grounds. In addition to the many rides and games, the park has a swimming pool, a 130-room hotel, Log Cabin ballroom, and an attractive aviary.

Exposition Park is one of the most popular picnic spots in the Chicagoland area. Many commercial and industrial concerns located in Chicago's suburbs hold their annual picnics at the park, bringing tens of thousands of people on Saturdays and Sundays.

The management of the Illinois State Fair has asked for a proposal to locate the fair at Aurora for a year or perhaps for the duration of the war. If the proposal is accepted the State will be given a straight lease for the race track and the park, and Thielen will operate the park on a percentage during the summer and also thru the fair.

## Jefferson, Detroit, Adopts Night Policy

DETROIT, May 9.—Formal opening of Jefferson Beach, last major Detroit park to unshutter, was held yesterday, with publicity and new equipment keyed to the airplane theme this year.

Carrying out the patriotic service theme of all local parks, Jefferson Beach is opening with two recruiting office booths, one to be operated by the navy and another by the army. Major park improvement this season is a marked increase in the number of attractions in Kiddieland.

Jefferson Beach this season will operate as an evening park, with the exception of week-ends, with the park slated to remain closed all day otherwise. Concentration upon defense work will operate against the big daytime labor picnics that have been booked here in recent seasons.

## Selden Act Atop Building

CHICAGO, May 9.—A. E. Selden, the Stratosphere Man, who recently completed an indoor date at the St. Louis Police Circus, opens at Eastwood Park, Detroit, week of Memorial Day and will present his high act in a novel manner. Selden's rigging will be located on the roof of one of the park buildings, and at the conclusion of the act Selden will make his slide for life to a building at the other end of the park. It is said that this will be the first time a high act such as Selden's has ever been presented on top of a building.



FRANK THIELEN, veteran showman and amusement park executive, who this season will again handle the general management of Exposition Park, Aurora, Ill., one of the most popular picnic spots in the Chicago area.

## Chandler Manager Of Ohio Resort

STEUENVILLE, O., May 9.—Al Curtis, owner of Curtis Park at Broad Acres, near here, has engaged Harry Chandler to manage the play spot this season. Chandler was formerly at Idora Park, Revere Beach, Mass.

According to Curtis, the park, which opens for week-ends May 17 and full weeks starting May 30, will have 25 modern concessions and 6 rides this season. Located in the hub of the busy steel industry, Curtis looks for a banner year, with much of the draw coming from Wheeling and Weirton, across the line in West Virginia, and from Steubenville.

Curtis is putting out plenty of paper on the resort, and two radio stations are being used daily to exploit the park. Radio and band names will be featured regularly thruout the season, Curtis says.

NORWALK, O.—Directors of Huron County Agricultural Society at a recent meeting signed contracts with C. A. Klein's Attractions to present two days of grandstand entertainment. WLW's Boone County Jamboree will be the attraction the third day.

## Galveston Enjoys Bang-Up Start

GALVESTON, Tex., May 9.—With selection of Miss Glamburger of 1942 from 36 competing "car hops" of South Texas cities, Galveston inaugurated its season May 3 with a Splash Day attendance of approximately 50,000. Cars from many States jammed travel lanes over bay bridges, and clear skies brought good returns at all concessions and hotels. W. D. McMillan, president of the Galveston Beach Association, called it one of the most successful openings in the history of the beach and credited good weather, an outstanding program and the influx of soldiers and sailors from near-by encampments for the betterment.

With the opening of its second season, Stewart Beach showed several improvements and innovations. Donald Boyce, superintendent of the resort located on the east end of Galveston Island, announces special rates on rides and concessions for service men. There is no admish to beach, but \$1.50 pays for full season parking of cars, membership in beach club and admish to dance floor and skating rink. New sound system and rides have been installed, while entire plant has been renovated.

Issuance of time warrants not to exceed \$55,000 for purchase of equipment (See Galveston Bang Up on page 55)

## Coney, Cincinnati, Makes Preview Bow

CINCINNATI, May 9.—Coney Island swings open its gates for the season's preview today and tomorrow. The up-the-river playground this season sports a new fast ride in the Moon Rocket.

Other rides and fun devices which will be in operation at the pre-season opening are Lost River, Wild Cat, Laff-in-the-Dark, Tumble Bug, Merry-Go-Round, Clipper, Rocket Ships, Flying Skooter, Cuddle-Up, Dodgem and Penny Arcade.

Edward L. Schott continues as president and general manager.

Moonlite Gardens inaugurates its 1942 dance season at the same time, with Russ Morgan and his orchestra the feature for the two nights. Coney will operate week-ends until the formal opening May 29.

A free patriotic and military exhibit has been arranged for the midway's spacious exhibit building, with Alvin R. Plough in charge.

## Amusement Parks and the War

(Continued from last issue)

What leaders in the field promise in connection with the war effort, and how they expect to carry it out:

Forest Park, Hanover, Pa.—"The Blimp, only advertising car of its kind, has been repainted and is being used to advertise the sale of War Bonds and Stamps, as well as the free attractions. Park is co-operating with the Defense Council, and entire park can be blacked out at a moment's notice."

Harry Cooke, Rocky Springs Park, Lancaster, Pa.—"Amateur shows in amphitheater, bonds and stamps as prizes, gross receipts to Red Cross. . . Offered use of amphitheater to OGD, Red Cross, USO, Navy Relief and city officials for public meetings or rallies at no cost. . . Red Cross Day once a month. . . Part of salary in stamps."

A. Joseph Geist, Rockaways' Playland, Rockaway Beach, N. Y.—"The writer is local chairman of Defense Savings Staff, which is co-operating with U. S. Treasury to promote sale of War Bonds and Stamps. This committee is a very substantial sized one for our territory and is co-operating in every respect with chairman of county committee."

"Every member of staff in park is purchasing bonds. We purchase the bonds in advance and permit employees to pay us the cost thereof, without any charge for interest. This stimulates the sale of bonds."

"We will maintain a well-located booth on our midway for the sale of bonds and stamps thruout operating season. Every community project which has to do with the promotion of our present war effort receives our co-operation in some form or other. One of our staff is on every fund-raising committee and in no case do we fail to contribute something to the fund—Red Cross, USO, Greater New York Fund, Salvation Army, YMCA, and Protestant, Catholic and Hebrew organized charities."

"We believe everyone connected with the amusement industry should react as we have. If the amusement industry is doing something in a large way to help our country win the war, this may inspire and stimulate other industries to do equally as well, if not better, for the good of the old U. S. A."

## This Chimp's No Chump

BALTIMORE, May 9.—Peggy, trained chimpanzee currently appearing at Carlin's Park, gave a free exhibition of her technique to policemen in the Western District Police Court, where she came this week with her manager to claim bicycles stolen from her and recovered by the police. No sooner had Peggy and her manager stepped into the police station when she recognized her bicycles. She righted one, hopped to its seat and went into her act. The police scurried atop the bench to view the demonstration. Outside of a bent fender, Peggy found the bicycles okay. She straightened the fender herself. Peggy, after her bicycle demonstration, sat down to chat with the police, smoke a cigarette and do a few imitations.

## Repair Parts Pile Advocated By Chief Dunphy

NEW YORK, May 9.—The amusement park industry "and all outdoor agencies" should obtain materials from "abandoned" ventures and thus organize a "common repair parts pile." This could be done regionally or, if it serves the industry better, to have each individual operator make up his own repair parts pile. These suggestions were advanced from Washington on Thursday by Christopher J. Dunphy, chief of the amusements section of the War Production Board, in an official communication to Leonard Traube, of the New York office of *The Billboard*. Correspondence was based on Traube's role in connection with the Outdoor Amusement Congress, particularly the OAC's 10 objectives, adopted by the executive council in Chicago two months ago today.

Chief Dunphy wrote: "Thank you for your letter and a copy of your very interesting 'objectives' of the Outdoor Amusement Congress." This co-operation (See Parts Pile Advocated on page 55)

## Many Improvements At Lakeside, Denver

DENVER, May 9.—Opening date for Lakeside Park has been set by Manager Ben Krasner at May 16. Extensive alterations are still in progress and, according to Krasner, are running slightly behind schedule because of the shortage of labor and materials. However, all will be in readiness for the opening, he says.

Extensive changes are being made in the rides and a new Merry-Go-Round house has been constructed. As usual, the park will have its College Night Dance the night before the official opening. The event is well plugged at all colleges in the territory and attracts many undergrads.

The first band to open at the El Patio Ballroom will be Henry Busse.

## Gravatt Outlines Steel Pier Plans

ATLANTIC CITY, May 9.—Altho no plans have been announced as yet by Hamid's Million Dollar Pier, Frank P. Gravatt, Steel Pier generalissimo, has prepared an ambitious program for the summer. Gravatt says he has worked out a lighting plan that won't be visible more than three-quarters of a mile at sea, has constructed a special power building costing several thousand dollars (See STEEL PIER PLANS on page 55)

## Illions Ready in Belmont

MONTREAL, May 9.—Harry A. Illions had his attractions, including a new Eldee-O, ready for the preview opening in Belmont Park here this week-end. General Manager Rex D. Billings took advantage of good weather to rush preparations for the season's bow May 16. Illions expects to have his Bozo and Rapids rides removed from the Toronto grounds of the Canadian National Exhibition by May 30, deadline set by officials of the canceled 1942 fair.

## American Recreational Equipment Association

By R. S. UZZELL

Sunday, May 3, saw Coney Island, N. Y., and Playland, Rye, N. Y., close at sundown. Lights were not tuned on at all. This has not been made a permanent order as yet and may not be issued at all. But a lot of dimming will have to be done to permit night operation. Nothing has been definitely determined; operators have no official plan of requirements, so they must experiment. Safety from U-boats and bombing at night must be our first consideration. All operators seem willing to comply with any orders promulgated for the safety of our people. Rye had a good pre-season Sunday for the time it operated.

Edward Tilyou closed at sundown, altho Steeplechase had a good crowd. He shows a fine spirit of co-operation.

Norman Alexander was in from Woodside Park, Philadelphia, reporting satisfactory results from his early opening.

### MOTORDROME RIDERS AND TALKER

Pleasant Season's Work. Top Salaries.

**S. W. THOMSON**

Riverview Park CHICAGO, ILL.

### MEADOWBROOK PARK

BASCUM, OHIO  
(Between Tiffin and Fosterla)

**WANT**

Ferris Wheel, Merry-Go-Round and Dodgem. Also Legitimate Concessions. Season: Decoration Day to Labor Day. Write **H. L. WALTER**, Monroeville, Ohio

### WANTED!!

LOCATION FOR PENNY ARCADE!

BOX NO. 315, Care of The Billboard, 1564 Broadway, New York City.

### FOR RENT AT ROCKAWAY

BOTTLE BALL GAME equipped and ready to operate; also another fine location suitable for Soft Drink Stand; also one for Penny Arcade. FOR SALE—One Paddle Wheel, perfect condition.

**H. GORDON**

101-02 Boulevard Rockaway Beach, N. Y.

### WANTED

Experienced Girl Ball Game Operators. Steady summer job at amusement park near Rochester. Good salary, plus commission. Write or wire experience and reference.

**C. B. ROSS**

120 Walsford Road ROCHESTER, N. Y.

### SUMMIT BEACH PARK

AKRON, OHIO

Wants to buy three first-class Turnstiles. Must be in good condition. Address:

**FRANK RAFUL, Manager**

Summit Beach Park AKRON, O.

### WANT TO BOOK

In park, or sell both together, one 12-horse Merry-Go-Round and Parker Ferris Wheel, in good condition.

**W. T. YOUNT**

ROUTE 4 NORFOLK, VA.

### WANTED

FROZEN CUSTARD EXPERIENCED OPERATOR

Good Pay to Reliable Man.

**JOS. GUILLANO**

520 Beach Street WEST HAVEN, CONN.

### FOR SALE

3 Row "Dentzel" stationary type "Carrousel," complete with Motors, Organ and special Tent (10 oz. top), 8 Figure "Walking Charlie," complete with Semi Portable Building (28'x20'). For further information write

**CLARENCE M. GERHART**

129 E. Pomona Terrace, Gtn., Philadelphia, Pa.

### WANT

Reliable Man, not over 55 years of age, to operate Shooting Gallery. Good wages, steady job.

**SPORTLAND**

254 Asylum St. HARTFORD, CONN.

### OAC Members

NAMES of supply firms, circus-carnival, concessionaires and other members who have officially joined the Outdoor Amusement Congress appear in the Carnival Department.

He says the National Plan of Parks for Army and Navy Relief days has not yet been definitely formulated. It's a big undertaking to get a plan that will work on a definite system for all amusement parks.

At Mountain Park, Holyoke, Mass., it has been decided to pass the amusement tax along to the patrons. Henry Martinelli, a large operator at Mountain Park, Springfield, Mass., tells us of the plan. He is also a director of the New England Association of Park Men and is in close touch with New England procedure.

The warm weather and increased amount of money in circulation is helping to make a good beginning for the season. Baseball crowds, the 32-day run of the Ringling circus at Madison Square Garden and the volume of business at the movies are an index of what we may expect from the amusement parks if the war does not invade our shores. Working men and boys are spending their money just as they did during the last World War.

William H. Conboy, who managed Erie Beach in Canada, across from Buffalo, about 18 years ago, went from there to Luna Park, Hull, near Ottawa. He put in about 12 years at Hull. He was a great lover of animals and always put in a zoo at his parks. For more than two years he talked over the radio weekly on the habits and characteristics of wild animals by which he prolonged the life of the Hull park for about five years. Conboy made a heroic struggle to save (See AREA on page 56)

### Balto's Gwynn Oak Cracks 47th Season

BALTIMORE, May 9.—Gwynn Oak Amusement Park began its 47th season May 1, its seventh under the general management of Arthur B. Price, who will again be assisted on the managerial end by his brother, Edward P. Price.

The ballroom will be under direction of Floyd Anderson, and the new restaurant will be under management of George Johnson, who formerly had a similar operation at Bay Shore Park. J. Walters, associated with Gwynn Oak the past 40 years, will again have charge of rides. S. Stein will have charge of the new steam-driven miniature railroad.

Music will be provided by Rudy Killian's orchestra, here the last six seasons. Prof. Joshua T. Cockey will direct dancing, which begins nightly at 9 and runs to 11. Bo-Bo the clown, host and laughmaker to children, is again on hand.

Arthur B. Price also operates Lakewood Swimming Pool, on North Charles Street at 26th Street, which opens Decoration Day; the Aurora Theater, movie house on East North Avenue, and the Amusement Centre, coin machine arcade on East North Avenue. He looks for the best season Gwynn Oak has ever enjoyed, due to the tremendous increase in Baltimore's population and the ready money the defense workers and their families will have for amusement and entertainment.

Price plans to publicize Gwynn Oak more than ever and a sound truck will circulate the city to rally the play spot.

### Park Briefs

CLEAR LAKE, In.—Bayside Park at Clear Lake will have a new \$30,000 Roller Coaster this year. Jack Shea will operate it.

SPRINGFIELD, Mass.—Eddie Carroll, owner-manager of Riverside Park, Agawan, has commissioned Adolph Aldrich, well-known artist, to paint four scenes in three-dimensional manner in the new World Cruise ride. The scenes will be *Incident at Pearl Harbor*, *Under the Big Top*, *Largest City in the World* and *The Sport of Kings*. Tommie Morrissey, assistant treasurer of the Carroll (See PARK BRIEFS on page 67)

THE GREAT KNOLL has been set by Barnes-Carruthers for Jefferson Beach, St. Clair Shores, Detroit, May 7-17. From there Knoll goes to Winchester, Ind., for a week's family reunion. Knolletta, who suffered a mashed hand in March, is again working out and conditioning for a string of dates set by Charles Zemater, Chicago.

### War Restrictions Expected To Help Canadian Resorts

ST. JOHN, N. B., May 9.—Business for parks and beaches in this area should react favorably this season as a result of the prevailing restrictions on gasoline and tires in the Eastern provinces. Motorists are expected to devote more attention to these resorts than previously and discard the aimless motoring. The outlook is for more parking at the amusement resorts and beaches for full days or nights, instead of driving from one fun spot to another.

Improved conditions are predicted for Francklyn Park, Northwest Arm, Silver Sands, Bedford Park and Dartmouth Lakes, all catering to Halifax and Dartmouth, booming with war operations. (See WAR RESTRICTIONS on page 55)

### Holyoke Resort Gets Away To Good Weather, Fine Biz

HOLYOKE, Mass., May 9.—Mountain Park, this city, launches the new season Friday (1), with warm breezes and clear skies helping to draw the crowds. Good week-end business was recorded. This season the fun spot will have two daily programs over WHYN.

Ray Bellair and His Southernaires opened the park ballroom, with the admission set at 33 cents, tax included. Men in uniform are admitted free. Midway has the following rides and concessions: Roller Coaster, Dodgem, Loop-the-Loop, Skee Ball, X-Ray Ball Game, Penny Arcade, Airplane Swing, Walking Charley, roller skating, Whip, Ferris Wheel, archery, Fantastic Ride, Carrousel, Goof Castle and shooting gallery.

### With the Zoos

CLEVELAND.—City will bring action in Common Pleas Court to learn if it legally can continue paying the Cleveland Museum of Natural History \$50,000 a year for the maintenance of the zoo at Brookside Park. Law Director Thomas A. Burke Jr. announces that he has acceded to the request of a taxpayer, Frank E. Hancy, who asked Burke to (See WITH THE ZOOS on page 66)

### War's Effect on Park Ballrooms

By LEW PLATT  
**LOOK**

For This Feature in  
**The Billboard**  
Summer Number  
Dated May 30

### Midsouth Pool Ops Look for Boom Year

MEMPHIS, May 9.—With many new workers on defense projects in the territory and a tremendous increase in pay rolls, Midsouth pool operators look forward to the biggest season in years. Priorities have been secured by all pools in the area, assuring them of chlorine for the season's needs, and prices have been standardized at 25 cents for children and 40 cents for adults.

An extensive modernization and beautification program has been undertaken by Harris Scheuner, president of the East End Corporation, at its East End pool, including much shrubbery, new swings, beach umbrellas and games. Scheuner is introducing the "Goal High" game to Memphis year year and expects it to become as popular as it has proved in the North. Louis F. Bosdorf is pool manager.

Much painting and cleaning up are also in evidence at Rainbow Lake, managed by E. Bellanti. At Clearpool, managed by J. Garvill, extensive improvements were made to the pavilion during the winter.

East End pool is scheduled to open May 22, weather permitting. Rainbow Lake will open May 27, and Clearpool on the 30th. Other pools in the area will not open until June.

### BRYDON'S BEACH

OPENING SUNDAY, MAY 24,  
UNDER PERSONAL SUPERVISION OF PIERRE VENER

—WANTED—

**RIDES**— Couple more Rides that do not conflict with what we already have. Specially interested in Miniature Railway, set of Kiddy Rides. Have concrete tract for Gustar Car Ride, Fun House or Glass House, Motordrome. Must be in A-1 condition, none others need apply.

**CONCESSIONS**— Penny Arcade, have new modern building for same. Popcorn, Scales, Photo Gallery, Novelties, Archery and two more Merchandise Games, also Frozen Custard. Want to hear from sensational Free Acts. This is a seven-day park with 2,500,000 people to draw from within a radius of 75 miles.

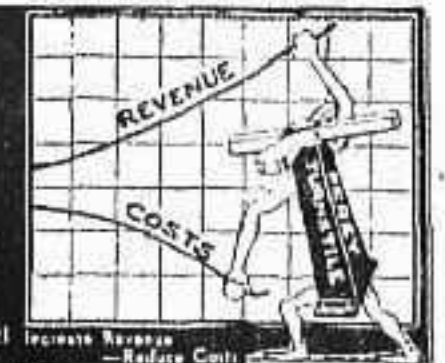
Write or Wire **PIERRE VENER, Mgr., Brydon's Beach, Bass Lake, Knox, Ind.**

### Control Your Entrances and Exits Scientifically

Write **PEREY TURNSTILES**

101 PARK AVE.

NEW YORK



### OPENING MAY 17

Playing Nationally Known Radio Acts

**WANTED—RIDES—WANTED**

*Ohio's Fastest Growing Park*

Have opening for Merry-Go-Round, Ferris Wheel, Hey-Day, Octopus, Loop-a-Plane. Hot spot for good Roller Rink. Following concessions are open: Grab, Juice, Darts, Pan, Bingo, Scales, Age, Ball Game, Ice Cream. A swell spot to get real money. In the heart of the steel industry. Draws from Wheeling, Steubenville, Weirton and surrounding towns.

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Includes Bath House, modern Rest Room with pay Toilets, Boats, Parking Lots, Shooting Gallery, Penny Arcade, Pony Track, very fine Merry-Go-Round, Bingo Building, Lunch Stand, Ice Cream Stand, row Concession Buildings, Trailer Court and numerous other Concessions, Rides and Attractions. Promotion outings and picnics. Park is all neonized, repainted and ready to open. Property in first-class shape. Two thousand feet of natural sand beach, shaded picnic grove. Deal can be handled on reasonable rental basis, part now, balance during season. To those with money who are interested, come up and look deal over. No time to write, wire or dicker on phone. My reason for leasing, time will be occupied by operating of night club and interest at Riverview Park in Chicago. Address:

**BRYDON'S BEACH, Knox, Indiana**

# Minn., Ionia To Carry On

## St. Paul Site Nixed by Army

CHICAGO, May 9.—Fear that Minnesota State Fair could not be held this year was dispelled when it was learned this week that the grounds will not be taken over by the Army Air Corps. Army officers made a survey of the grounds some time ago with a view to use them for the air corps but no decision was reached at that time.

Douglas Baldwin, representative of the fair, conferred with air corps officials this week at headquarters in Dayton, O., and on his return Wednesday (6) it was stated that the army had decided it will not use the grounds.

## Little Rock Votes To Retain '42 Expo

NORTH LITTLE ROCK, May 9.—Arkansas Livestock Show and Rodeo will be retained here in 1942 despite loss of facilities by the fire which swept several buildings just after the 1941 event closed. Hearing of offers to transfer the fair to Hot Springs and Pine Bluff, Ark., resulted in the decision to stay here after the merchants of Greater Little Rock guaranteed \$13,000 in advance ticket sales.

Prospects are that the 1943 Legislature will be asked to provide a permanent plant for the show. Association voted to insure livestock on the way to and from the fair and while on display. Much stock was lost in 1941 when fire struck hardest at rodeo arena and pens.

## Strong Talent Fare Set for Flemington

FLEMINGTON, N. J., May 9.—Flemington Fair Association last week completed plans for a strong entertainment program and a Victory Day celebration for this year's annual. E. B. Allen, president, announced last week. George A. Hamid has been contracted to provide the grandstand acts, with Joe Basile's Madison Square Garden Band handling the music. Date will make Basile's 10th consecutive year here.

Bantly's All-American Shows will provide the midway, marking their third year here. Sulcide Hayes is scheduled for afternoon and night performances on a Sunday, with Ralph A. Hankinson's Speedways presenting auto races on two days for the 13th consecutive year.

Agriculture department, always a feature here, will be given more space this year as the farming element will make a special effort along these lines. Boys and girls' band of Frenchtown High School is set to lead the 4-H Club and Cavalcade parade this year. Premium book, which has been issued by the association for a number of years, will be printed in *The Hunterdon County Democrat* and distributed thru that medium. Premiums in the various departments will be similar to those offered last year. Fair management decided to do away with the 4-for-\$1 and weekly tickets this year, and straight admission prices will be charged at the gate.

## International Livestock Show in Chi Is Canceled

CHICAGO, May 9.—Directors of International Livestock Exposition at a meeting Wednesday (6) decided that the show will not be held this year. Principal reason for calling the 1942 show off was the anticipated curtailment of transportation facilities.

The thousands of animals exhibited at the show come from all parts of the United States and Canada, and it was feared that the railroads would not be able to handle shipments. The International has been held for 42 years.

NORTHAMPTON, Mass.—Tri-County Fair Association is drawing up tentative plans to present harness racing at the driving park here, under direction of Co-Chairman William H. Dickinson.

## OAC Members

NAMES of attraction, booking and other members who have officially joined the Outdoor Amusement Congress appear in the Carnival Department.

## Five-Day Program Planned for Iowa

DES MOINES, May 9.—Abbreviated 1942 Iowa State Fair probably will open with two preparation days as originally scheduled and then run for five days instead of eight, the fair board has indicated. War Department has taken over the southern half of the fairground, leaving only the north half for the fair.

Secretary Lloyd Cunningham disclosed that the budget probably will be around \$150,000 or half of the usual figure. It is planned to hold a 4-H livestock show, quartering the animals in a large tent. Executive committee will meet next week to set up final plans.

## Annual on Plane With Other Yrs.

IONIA, Mich., May 9.—Ionia Free Fair will be conducted this fall despite the war, it was revealed this week. While some restrictions are anticipated, Howard C. Lawrence, fair president, promised "a program as close to past years' standards as possible."

Decision to continue the annual was announced at a dinner for fair departmental executives here. "We feel that this is a patriotic decision as well as one owed the fair-going public," said Lawrence. Mayor Clarence Johnson praised the fair's effort as "heartening and displaying a type of courage we need at this time."

CINCINNATI.—A story in last week's issue concerning attendance at Wisconsin's 77 county and district fairs in 1941 erroneously credited Ashland with a gate of 46,455. It should have read, Oshkosh, 46,455.

## Fairs and the War

(Continued from last issue)

What leaders in the field promise in connection with the war effort and how they expect to carry it out:

Lem Carmin, Wyoming State Fair, Douglas.—"Our organization is pledged to buy a certain amount of War Bonds and Stamps on a monthly basis. . . . In conjunction with local American Legion post, we are staging a night show during the fair and turning over all of the net proceeds to the Red Cross and similar organizations."

E. L. Vincent, Kossuth County Fair, Algona, Ia.—"It is imperative that we all do our part. While our plans for 1942 are not definitely set, we are, for one thing, sponsoring an essay contest that is open to all pupils in the county. Subject is 'The Value of Our Fair to the Community,' first prize being a \$25 War Bond, second prize a \$10 War Stamp and third prize a \$5 stamp. Other ideas, stressing the need of stimulated production, will be incorporated into our publicity later on. By carrying on during this serious period, I am convinced that the fairs will be a great help in keeping up morale of the community; this also applies to all branches of the amusement industry."

Ralph T. Hemphill, Oklahoma State Fair, Oklahoma City, Okla.—"Last year we had quite a number of locations on our grounds at which bonds and stamps were offered for sale. We publicized it as much as we could during the fair. You may be sure that we will use every advantage possible to co-operate with the government, not only in the sale of War Stamps and Bonds but are re-arranging a part of our premium list to conform to the food and production program as carried on by government agencies. For instance, the government is putting on quite a campaign for increased acreage of peanuts because of their oil value, and we will co-operate in this program. Likewise, in our culinary department a number of substitutes for sugar in cakes, cookies, etc., have been added, as well as stimulation for the use of honey and various types of molasses."

## Around the Grounds

TARBORO, N. C.—Edgecombe County Fair will replace the Coastal Plain Fair held here for a number of years. Plans are under way to make it an annual in Municipal Ball Park, which has a grandstand seating capacity of 4,000. Shows, rides and concessions are booked for the midway, and grandstand attractions are contemplated.

LANSING, Mich.—Disposition of the 4-H Club exhibition, annual attraction at the war-canceled Michigan State Fair, remains a mystery. John A. Hannah, president Michigan State College, says that no solution has yet been reached. Saginaw and Ionia County fairs have been mentioned for the exhibition, but some doubt has been expressed concerning their facilities.

DOVER, O.—Directors of Tuscarawas County Agricultural Society here voted their approval of three days of harness racing in the four days of this year's annual.

HOUSTON.—Following opposition to the granting of a long-term lease on the Coliseum here by a group of business men planning installation of a year-round skating rink, city council now has under consideration a counter-proposal from a local attorney to lease for a five-year period at \$10,000 a year rental fee. New proposal will be voted on soon. Local Chamber of Com-

merce and a group of citizens have opposed leasing of the Coliseum, site of Houston Fat Stock Show and other fairs, to private interests.

MEMPHIS.—Rodeo and animal acts will feature grandstand entertainment at MidSouth Fair, with Barnes-Carruthers Agency bringing in Christy's Circus Cavalcade for the event, Martin Zook, gates and program committee chairman, announces.

STATE COLLEGE, Miss.—Ways of improving livestock shows in 1942 highlighted discussions at the 17th annual Mississippi Livestock Association meeting here April 30. Importance of commercial stock in competition with pure bred and fancy cattle was stressed in addition to the suggestion that feeder calves be given more attention at fall events. Junior participation in increasing volume was advised by putting emphasis on the barrow classes and developing programs for use of more homebred calves.

GREENFIELD, Mass.—Despite the war and the probabilities of some features being curtailed, the annual three-day Franklin County Fair will be held this year as usual, it was announced at a recent meeting of officers and trustees of the Agricultural Society here. The usual fireworks display will be eliminated, but no other drastic changes in the program are expected. Government

## Value of Sectional Meetings

By JAMES F. MALONE

LOOK

For This Feature in  
The Billboard  
Summer Number

Dated May 30

## Mich. Premium Lists To County Annuals

LANSING, Mich., May 9.—While Michigan State Fair Board has signed an agreement giving the U. S. Army control of the fairgrounds, Detroit, for \$1 annually, a committee of State and county fair managers is now allocating its livestock and 4-H Club premium lists, amounting to \$35,000, to county annuals in the State.

Leo V. Card, State Commissioner of Agriculture, expressed the opinion that signing the agreement with outspoken misgivings would give the State opportunity to attempt to collect after the war. Card expressed dissatisfaction with the \$1 rental, altho he conceded that Indiana, Illinois and Ohio have leased their fairgrounds under the same arrangement.

Bernard J. Youngblood, fair manager, told the State fair board that he does not intend to resign his position and was given a vote of confidence by the board. Youngblood objected to criticism which has been published locally claiming extravagance in operating the State Fair during his administration.

Shortage of money in the premium fund for fairs will necessitate the canceling of premium lists for fruits, grain and vegetables, the board decided. The commissioner said the \$35,000 is only 55 per cent of last year's sum, which comes from a legislative appropriation.

## Midget Auto Races Set for Wisconsin

CHICAGO, May 9.—There will be two days of midget auto races at Wisconsin State Fair, Milwaukee, this year, it was announced this week. Ralph E. Ammon, fair manager, said at the annual Wisconsin Association of Fairs meeting that auto racing would not be held at the fair because of the probable unfavorable reaction of the public in the face of auto and tire restrictions.

Since then, however, there has been a growing sentiment favoring the races and Ammon decided to put the midgets in.

taxes will be levied on admissions for the first time in history, but there will be no change in the basic price of tickets. Society voted to use \$500 from its \$1,000 reserve fund to purchase War Bonds.

BLUE HILL, Me.—Directors of Hancock County Agricultural Society voted to discontinue operation of Blue Hill Fair here for the duration, E. G. Williams, secretary, announced last week.

TULSA, Okla.—For the first time in years local school children will not get a holiday during Tulsa State Fair. School Superintendent Harry Gowans told the board of education that neither city nor county schools plan exhibits at the fair. Move is attributed to the wartime tendency to reduce school holidays.

SPRINGFIELD, Mass.—Feature of the 26th annual Eastern States Exposition will be a Victory Food Show, with "Foods for Victory" being the show's theme. General Manager Charles A. Nash said as he announced preliminary plans last week. Samuel Neusser is chairman of the advisory board. Some 50,000 square feet of booth space will be devoted to (See *Around the Grounds* on opp. page)

### Fair Elections

**STATE COLLEGE, Miss.**—Re-elected at 17th annual Mississippi Livestock Association meeting here were Ransom E. Aldrich, president; Frank D. Barlow, first vice-president; W. N. Cook, second vice-president, and Paul Newell, secretary-treasurer. A new board was also elected.

**FORT WORTH.**—John B. Davis last week was elected secretary-manager for the seventh consecutive year of the Southwestern Exposition and Fat Stock Show. John C. Burns was re-elected president; Amon Carter, vice-president, and H. H. Wilkinson, treasurer.

**GREENFIELD, Mass.**—At its recent annual meeting, Franklin County Fair Association reappointed these superintendents: grounds, Patrick Clancy; midway, Arthur E. Gleason; racing, Roger Rourke; attractions, Jacob E. Schuler; hall, Ralph E. Blackmer, and racing committee, Roger B. Ladd, Raymond Carpenter and Timothy C. Kelleher.

**NORTHAMPTON, Mass.**—William H. Dickinson, Hatfield, and Briceland Nash have been appointed co-chairmen of Tri-County Fair Association, succeeding President Charles A. De Rose, who has been called to the army.

**DOVER, O.**—Tuscarawas County Agricultural Society elected Homer Hostetler custodian of the fairgrounds to succeed Herman Wolfe, who resigned recently after six years' service. Helen Gefeller was elected to the board of directors.

**RUTLAND, Vt.**—Arthur W. Porter last week was appointed secretary of Rutland County Fair Association, succeeding the late Carl W. Olney.

### AROUND THE GROUNDS

(Continued from opposite page) the food show, which will be held in the Industrial Arts Building, which has

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120 FEET NO NETS

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NOW PLAYING FOR AL MARTIN

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Outstanding Outdoor and Indoor Attractions

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**LORAIN COUNTY FAIR**  
Dates: August 25, 26, 27, Inc.  
SHOWS — GAMES — CONCESSIONS  
Must be licensed by the State of Ohio.  
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**WANTED**  
CARNIVAL FOR FAIR, JULY 2-3-4-5  
One of the nearest fairs to Chicago. Write—wire  
**C. J. O'NEILL, Sec., Monee, Ill.**

**CLAY COUNTY FAIR**  
OCT. 1-2-3, 1942  
WANT Rides, Shows, Concessions. Eleventh consecutive year. Twelve to fifteen thousand paid admissions. Write  
**V. C. WRIGHT or B. O. DALTON, Piggott, Ark.**

been renamed Victory Food Show and Industrial Arts Building.

**OSHKOSH, Wis.**—Winnebago County Fair Association is working out plans for the 1942 event, with most of the exhibits slated to blend with the war effort, Taylor G. Brown, secretary, announces. He said a strong horse-racing program has been arranged and this year's bill of 10 grandstand acts will be headed by Hanneford Family Riding act.

**BOSTON.**—A special commission, composed of three State officials, to study horse and dog racing to determine whether additional revenue may be obtained for the State, has been organized. It has authority to hold public hearings, administer oaths and compel production of all books and papers used by racing operators, except those conducted by State and county fairs.

**LOS ANGELES.**—Orders for evacuation of an estimated 2,370 Japanese to the newly completed assembly center on Los Angeles County Fairgrounds, Pomona, have been issued by Lieut. Gen. John L. DeWitt. To take care of the Japs, 420 prefabricated buildings have been constructed in the last 30 days on the big west parking lot of the fairgrounds.

**SPRINGFIELD, Ill.**—Members of Illinois Association of Fairs have proposed a plan to divide the fairs of the State into three separate sections or districts for the administration of business separately in each district. This plan would make Northern, Central and Southern districts with separate officers for each department. Plan will come before Illinois fair managers at the next regular meeting for their approval.

**JEFFERSON, Wis.**—Jefferson County Board has appropriated \$4,700 to take care of necessary repairs at the fairgrounds, which are now owned by the county.

**FORT WORTH.**—Dates for the 1943 Southwestern Exposition and Fat Stock Show were set at the annual meeting May 5. John B. Davis, secretary-manager, reported attendance at the show last March passed 300,000 and livestock sales reached \$300,077. Executive committee was instructed to take action toward repairing exhibit buildings and the structure that housed the Silver Spur night club, which were damaged by recent floods.

**LINCOLN, Neb.**—Secretary E. J. Mille, Nebraska State Fair, announced the annual will go on as scheduled this year "as far as we know. We're going right ahead with a full program and it will be as good a fair as ever," Mille said.

**TIPTON, Ia.**—Cedar County Fair Association has fixed dates for its 1942 annual, and harness races will be featured on two days, with automobile racing one day.

### PONTCHARTRAIN'S BEST

(Continued from page 52) Company, and Batt is now neonizing it. In addition, the new quarter-million dollar bathhouse has been opened and a number of new concessions added to bring the number on the boardwalk to near the half-century mark. The Beach Terrace has been enlarged.

Half price for all servicemen will be in order for the week except Sunday. There are nearly 10,000 servicemen in encampments or recreational centers within a two-mile radius of Pontchartrain. To be sure the servicemen see the free outdoor acts, the first night show has been stepped up to 7 p.m. A 10-cent fee for use of the bathhouse is also in order.

With acts again booked by Pops LeVan, the beach opened with a two weeks' stay of the Flying Meteors, including Tim Wilson, Oran Fouin and Robert (Bones) Brown. Maximo, slack rope, moves in May 10 to make a double billing with the Meteors. After that it will be a new act alternating every two weeks, with two performances nightly and three on Sunday. Early bookings include Skylarks, May 17-24; Gregoresko, May 31-June 7, and Royal Rockets, skaters, May 24-31.

With the opening called Army Day. Art Breze, of Thearle-Duffield, directed pyros featuring huge display of General Douglas MacArthur. Sunday was Navy Day.

Pontchartrain personnel includes Batt, president and general manager; Richard Batt, secretary-treasurer; Frank Kramer, ride manager and superintendent of maintenance; Lester Achee and C. F.

McCarthy, accountants; Emmett Jones, emcee; Jim Doffy, storeroom; Mrs. Carrie O'Keefe, secretary to Batt; Gar Moore, publicity; Max Rubel, bathhouse; William Wagnon and Frank Steppe, maintenance shop; Nagel Smith, Penny Arcade; Bob Smith, Coin Playland; Louis Costanza, Fly-o-Plane; Jim Olsen, Zephyr; Jimmy Chambers, Ferris Wheel; A. J. Stortz, Cockeye Circus (Funhouse); Joe Somerfield, Rid-n'-Laugh; Raymond Delatte, Bug; August Santos, Octopus; John Lannon, Strat-o-Ship; Roy Laurent, Skooter; Roy Irvine, Carousel; R. H. Patience, Beach Terrace; Al Willis, head beach guard; Pat Pendergrast, parking chief.

Harry Batt Jr. is still attending Riverside School in Georgia, but will take over some of the concessions when term ends in June. Joe C. Donnelly, head of the National Talent and Beauty Scouting Corporation, now in local army air camp, was an opening-week visitor.

### STEEL PIER PLANS

(Continued from page 52) lars, and has booked the usual number of big-time acts and attractions.

For Memorial Day week-end, the accepted debut of the seashore season, Gravatt has lined up two top dance bands, bringing in Tommy Dorsey Sunday, May 31, with Alvino Rey and the King Sisters to do the honors Memorial Day. Alex Bartha's band will be on hand for the relief rhythms. The pier's outdoor water circus, featuring Rex, the aquaplaning dog, and the Steel Pier Diving Horses are also included in the program. Vaude and photoplays will round out the holiday program, which also marks the start of week-end operations for the pier.

All the educational exhibits and fun-houses will open, and the pier's new attraction, the diving bell transporting patrons to the bottom of the ocean, will be in operation. The Florida National Exhibit is also set to return to the pier this year. Earl D. Brown, manager of the exhibit, has already arrived here to get the exhibit in order.

### GALVESTON BANG-UP

(Continued from page 52) for the \$1,500,000 recreational pier now under construction over 1,500 feet of Gulf was authorized this week by the city commission. The commission voted recently to finish new pier patterned after Steel Pier at Atlantic City after it had been revealed that material had been contracted for in time and that government would not press for priorities.

### PARTS PILE ADVOCATED

(Continued from page 52) of this important industry will be of great help to the War Production Board towards the winning of the war. Your No. 6 objective can be enlarged or all the objectives supplemented by the following (already quoted in first paragraph):

"This is especially true of any steel parts, as this department cannot too forcibly bring to the attention of the industry the needs of all steel for war. Steel production at the present time is not enough for the needs of the army, the navy and lend-lease agencies for the prosecution of the war.

"I will also pass this information on to the accredited representative of the Outdoor Amusement Congress when he communicates with me."

(Editor's Note—Chief Dunphy afterward conferred with Irish Horan, executive director of the OAC, whose interview forms the basis of an article which appears on page 3.)

The No. 6 objective of the OAC mentioned in Chief Dunphy's letter is as follows: "To establish and maintain a system of contacts and communications whereby practical information may be gathered with respect to movements, electric power, tires, necessary articles and the like."

### WAR RESTRICTIONS

(Continued from page 53) and populations almost trebled. Dominion Park, Rockwood Park, MacLaren's Beach, catering to St. John; Sheldiac and Point de Chene beaches, catering to Moncton and suburbs; Youghall Beach catering to Bathurst; Brackley Beach, catering to Charlottetown; Evangeline Park, catering to Wolfville, Kentville, Windsor, Middleton, Bridgetown and tourists, and located at Grand Pre; Halburton Park and Museum, at Winsor; White Point Beach, catering to Liverpool; Pictou Beach, catering to New Glasgow, Westville, Stellarton and Trenton; Louisburg Park, catering to Cape Breton and tourists; North Sydney Beach, catering to Sydney and Sydney Mines; Lido, catering to Glace Bay; Pugwash Beach, catering to Amherst and Sackville.

The dance facilities at the parks and beaches are likely to be more heavily patronized than ever before. There is a pronounced scarcity of musicians, however, due to their enlistment in army, navy and air force bands. However, orchestras will be continued for the dance nights where possible. Where flesh funds are unavailable music machines will be used.

## FIREWORKS

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Write today for your free copy of The Billboard's 5th Annual Outdoor Attractions Section featuring photographs of some of the nation's leading Acts and Attractions for Fairs, Parks, Celebrations and Shows. Every outdoor talent buyer will be interested in these pictures as well as the special articles pertaining to this year's operating problems, budgets, publicity, etc.

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Reprint Editor, The Billboard, 25 Opera Place, Cincinnati, Ohio. 5-16

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Claude Ellis's

# The Editor's Desk

CINCINNATI

WITH rail and truck shows moving satisfactorily so far, considering conditions, contracting agents and transport traffic officials appear to be working in a degree of harmony that is encouraging. Long before the season opened it was generally agreed that certain fixed policies would be essential as well as advantageous. These include many extensions of dates by a day or more for the rail and motorized circuses, shorter jumps and more engagements under auspices for truck shows and selection of lots on transportation lines wherever possible. The trend in rail contracting, as advised by the lines and reported by show agents, is to make every effort to keep off of main lines, to make one-system and one-division moves whenever possible and to book towns that are situated on more than one railroad.

SOME latter-day showmen, after hearing old-timers talk about them, are about to learn what palms and needles are.

SETTING 'em straight, W. R. Patterson, Springfield, O., takes issue with *The Springfield Daily News*, which in a recent Sunday article, "Behind the Scenes," by Cal Carter, stated that Springfield had seen its last major circus and gave the impression that "the circus was dead and buried except for the Ringling-Barnum show and that that show would appear only in the larger cities." Doc Waddell transmits the Patterson letter, which reads, in part: "Yesterday there appeared on the Pennsylvania Railroad siding advance car No. 1 of Cole Bros. Circus and on Union Street there were lined up five auto trucks belonging to the show that are used to advertise its coming. I want to correct the impression given by the article that the Cole show is not a 'major' outfit. . . . At its head is Zack Terrell, who started his circus career as a peanut boy. He is the man who put Tom Mix and Ken Maynard in the circus business. He had Jack Dempsey in the sawdust arena and hauled him around the country in the palatial private car that Charles M. Schwab, steel magnate, once owned. . . . I believe the circus, Ringling-Barnum, Cole Bros. and the 20 or more 'truck' circuses on tour this season, will be a big help in keeping up the morale of our nation at war. So take your kids or your grand-kids or the neighbors' kids, load up with peanuts for the monkeys and elephants and take in the cleanest, liveliest and best entertainment available today."

DON'T delude yourself that there is a showman in this world who has a beautiful midway and doesn't know it!

WE were once told by a graybeard in the biz that anyone who wrote under a by-line for *The Billboard* had the most critical reading public in America. He was right. We are chided for not having included the name of J. L. Landes in a recent list of deceased showmen in this pillar. While we referred more to those with whom we were intimately acquainted and who shed an aura of that indefinable thing known as color, he was a fine man and a real showman. We can also mention Robert A. Josselyn and Billie Owens. And sadly now—L. S. (Larry) Hogan.

PEANUT eating, considered by some showmen a jinx that can cause horrible calamities, is remindful of the old saw, "What is one man's food is another man's poison." Some awesome things have been blamed upon the lowly nut. There has been the superstitious showman who worried when he found peanut shells on his bally platform. He has shuddered while making an opening when he saw some native eating peanuts in his tip. He has even fired employees for eating them while driving a tractor or while sitting under a marquee or in a dressing room. But all this aside, fortunes have been made from peanuts, circuses figure them a big revenue producer, some fairgrounds and midway concessionaires make a living off them and some smaller tent-show operators depend heavily upon seat sales of them. Localities in various communities have different names for them, including

ponders, ground peas and goobers. They eat 'em roasted, boiled, raw and salted. Regardless of any superstitions, some managers eat bags of 'em on the sly and like 'em.

YOU can't always tell a gal's age by the number of candles on a cake—or the number of annual tours by a show's letterheads.

HARRY A. ILLIONS is rushing his ride work in Belmont Park, Montreal, so that he can get to Toronto to remove his Bozo and Rapids rides before the deadline, set at May 30 by officials of the canceled CNE. Intimates that Dallas Fair will have his big rides this year. . . . "On behalf of the organization," writes Mike Krekos, prexy of the Pacific Coast Showmen's Association, "I have attended many meetings of civic bodies, sitting in on many conferences that affected outdoor show business, and I am glad to report that in all instances I have been able to do my share in aiding clarification of most difficult situations. So to date every show operating in the Pacific slope has moved on schedule and without interference." . . . Since cessation of his activities with the Dodgem Corporation for the duration, C. D. (Cy) Bond infers he is doing some special work for Willow Grove (Pa.) Park. . . . When Jack Hamilton (The Great Knoll) goes to Winchester, Ind., for a family reunion this month it will be the second in 30 years, he remarks. Other was in 1940, first time he had been in his home town in 28 years. . . . Harry J. Burke, former special events promoter and general agent, now editor in chief of *The Muscle Shoals Advertiser*, Tusculumbia, Ala., shares with us the kick he got out of a news head in a small teachers' college sheet down yonder. "It's a challenge to all phrase corners and cryptic headline writers as well as to *The Billboard* and Winchell," he writes. Seems two young women's schools had a table-tennis tourney. Result reported: "Pinging CLS Lasses Pong Morgan Gals." . . . Exchange clippings indicate Robert North has been stepping fast as space grabber for Mighty Sheesley Midway.

SIDE-SHOW Actor—"There's something lacking in my pitch that keeps me from getting money." Manager—"Maybe it's the tin cup."

Nat Green's

# The Crossroads

CHICAGO

INSTEAD of blasting priorities, restricted quotas and like annoyances to the prosecution of the war, the wise lads are willingly going along with arrangements to abide by all regulations and to lend their aid to the various war efforts. They are quietly outduging their noodles for ideas that can be worked out in spite of handicaps. There are such ideas, and those who work them out will not find the going so tough. The season ahead will test the mettle of the showman as it has never been tested before, and we predict he'll come thru with flying colors.

THE boys of the Ringling publicity department made a gallant try for the prize on Dr. Harry Hagen's *True or False* program Monday (4) night and it was interesting even tho we were sorry to see the lads go down to defeat to six pulchritudinous opponents among whom was Alice Marble, noted tennis champ. One statement made by Dr. Hagen and answered incorrectly, according to Hagen's ruling, by Allen Lester, was unfair and should have been protested. Hagen's statement was: "Elephants live to the age of 150 years." Lester answered "false," and according to some of the best authorities he was correct. Francis G. Benedict, of the Carnegie Institute of Washington, in his book, *The Psychology of the Elephant*, says: "Reports on the ages of elephants have been exaggerated as much as have statements regarding their heights and weights. . . . Many

Leonard Traube's

# Out in the Open

NEW YORK

## The War Whirl

IT WAS mentioned first by *The Billboard* two months ago thru the Outdoor Amusement Congress when it met in Chicago. At that time Irish Horan, OAO executive director or field agent, disclosed that Maj. William Hart was in charge of framing a war spectacle to be sponsored by the government and sent around the country to pep up the people on the war effort.

It appears great preparations have been made, and the patriotic pageant is scheduled to open in the Baltimore Stadium next month for a four-day run. Frank P. Duffield, the pyrotechnician, is on the production staff, along with other "practical" showmen of the dollar-a-year and other varieties whose names are not revealed. Logical towns for the show are Pittsburgh, Chicago, Philadelphia, Cleveland, Detroit, Buffalo and other spots which have big arenas. The South and Pacific Coast will be skipped, 'tis said.

THE new regulation calling for blackouts of sectors which are within 15 miles of the Atlantic Coast (and the other Coast, for that matter) is making inroads on show grosses, not to mention amusement parks which lie within the ban. A few carnivals had their early-season dates messed up as a result of being obliged to work in the dark. All exterior lighting is out. This includes light towers, Ferris Wheel illumination, etc. Midways are skipping out of the forbidden territory pronto.

It's an ill wind . . . one way of saying that the emergency will provide general agents opportunity to display the prowess they are in the habit of boasting about. Last-minute changes in routes figure to up newspaper and radio ad schedules and to cause a decline in other forms of advertising such as posting.

WHAT'S this about that truck and trailer company catering to showbiz which is sending out transports with faulty motors, gears, etc.? Several shows' owners are doing a burn-up. The situation bears watching.

WORLD OF MIRTH SHOWS had a colossal take in Philadelphia; Art Lewis Shows in Norfolk, Va.; Lawrence Greater Shows in Hagerstown, Md. . . . and so it goes. But early bookings are some-

what on the imperfect side. This week finds WM in South River and Lewis a stone's throw away in New Brunswick, N. J. . . . Two railroad outfits competing in practically the same area of drawing population. Sam Lawrence, hurt by the electric edict in Port Reading, N. J., "threatens" to go deep into Pennsy territory or maybe up thru Westchester County. . . . By the way, Ross Manning, making his debut as a show owner under his own name, did better than fair at the opening stand, Poughkeepsie, N. Y.

TO HEAR Ed Reicher tell it, concession operation will be "revolutionized" at Sandy Beach Park, Russells Point, O., this season. . . . All games strictly of the merchandise variety. . . . Run in the interest of amusement and fair play. . . . Winners to get either merchandise or War Stamps. . . . It's a program that should not only benefit Reicher but the customers. . . . And that means it won't hurt Lou Greiner, who owns the park. . . . We're for it, even if it isn't as revolutionary as it sounds.

BACK to the war . . . the situation frankly looks gloomy for resorts on the ocean. . . . Coney Island, for instance, will be as black as the ace of spades. . . . Several operators say they will shut down completely after 9 o'clock or so. . . . Yet Pallsades Park across the Hudson, with blackouts and all, scars into high box office. . . . It takes more than war, tires, petrol, etc., to stop Lucky Teter. He gets started at his Langhorne (Pa.) Speedway on May 10 in a "competition open to the world." Which means that racers from practically every accredited sanctioning org will be on hand. That policy comes as a result of the AAA Contest Board bowing out as a sanctioning body for this year, but releasing its drivers for other events. The chauffeurs should have a field day at Lucky's track.

gether the successful Arthur Wirtz ice shows, has developed into a full-fledged ice-show producer. Sole production responsibility for the new ice show that goes into the Center Theater in New York rests upon Burke's shoulders. Burke's insistence that showmanship rather than technical expertness counts most in an ice show has been amply demonstrated as correct.

Clayton Behee, aerialist, likes thrills, but he doesn't care to again go thru his Pearl Harbor experience. The Behee Troupe was with the E. K. Fernandez show when the Japs attacked the islands. He relates that before hostilities had been announced the troupe was idly watching some planes flying over their vicinity. Suddenly from the planes came a shower of bombs, some of which struck uncomfortably close. That was the end of the Fernandez show. Behee and his troupe were glad to catch a boat for the mainland a short time later.

IOWA State Fair board was in Chi last week conferring on plans for what will be a somewhat emasculated fair due to the Air Corps taking over a part of the grounds. . . . We don't mind the WPB order barring the manufacture of lawn sprinklers, marquees, book ends and cake cutters, but what are we going to do without asparagus tongs, croquet sets, lobster forks and finger bowls? . . . George Graf, noted circus-model wagon builder, of Peru, Ind., doubtless took some ideas home with him from the Stadium show. . . . W. E. Rumbley, "bug" man, is working the Olympia Circus in Detroit this week.

## AREA

(Continued from page 55)

Luna Park and remained faithful to his employers but he just could not stem the tide that was occasioned by matters beyond his control. He was an orator of no mean ability and wielded a fluent pen but just landed in a place where his talents were wasted. He lost his wife there and lived a solitary life at a place where he just could not leave the old memories. His health and eyesight gradually failed. His poor vision may have accounted for his getting hit by a street car which brought his end. He was a grand and interesting character.



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Week's Issue

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Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

**AGENTS & DISTRIBUTORS**

AMERICA'S FASTEST SELLERS — TRICKS, jokes and all kinds of Novelties. LA FRANCE NOVELTY CO., 55 Hanover St., Boston, Mass. my16

BEAUTIFUL FOUR COLOR 8x10 PICTURES OF famous General MacArthur. Remember the day, June 13. Get your stock ready now. Samples and low wholesale prices, 10 cents. WILLIAM PALASH, 809 Mehan Ave., Far Rockaway, N. Y.

BUTTONS — MacARTHURS, PATRIOTICS, Naughties, 90c to \$1.00 hundred, including giants. Samples 25, all different, prepaid \$1.00. BEDFORD, 541 S. Dearborn, Chicago.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. my16x

MEDICINAL ITEM — \$1.98 HEALTH BOOK Deal. No investment. Receipts free. FLORADEX CO., P. O. Box 973, Columbus, O. my23x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20. INCREASED CIRCULATION — NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MEDICINE AGENTS — SELL \$1.00 SYSTEM Tonic. Costs you 10c; 25c Corn Cure, 5c; 35c Household Salve, 81/3c; 25c Herblax Tablets, 81/3c. VERIBEST, 4250 Easton, St. Louis.

MEXICAN FEATHER, STRAW, PICTURES, Sandals, Tablecloths, etc. Quick sellers. 100%-300% profit. Free particulars. Samples 10c stamps. MARQUEZ-BA, Apartado 1176, Mexico City. x

SELL IMPROVED, ORIGINAL: 9x11 BLUE Signs. Religious and Changeables; cost 3c, retail 25c. Write now. KOEHLERS, 335 Goetz, St. Louis, Mo. my30x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. my30x

YOU WANT TO TRAVEL AND MAKE MONEY — New Spicy Set-Up offers you 400% profit. Send 25c for 10 different samples and information. Wholesale county distributors wanted. WILLIAM COLEMAN, 5387 Seminole St., Detroit, Mich.

**SALESMEN WANTED**

ATTENTION, CALENDAR MEN! — MAKE BIG money daily with Esquire's famous 1943 Varga Girl Calendar now. Can be specially imprinted with your customer's advertisement; sells instantly to prospects everywhere. Liberal daily cash earnings. Excellent exclusive side-line. Be first in field. Write today. ESQUIRE MAGAZINE, Varga Girl Calendar Division, 407 Palmolive Bldg., Chicago. x

SALESMEN — SELL NOVELTY NECKLACE LINE to department stores, gift shops, chains. Good commission. MISSION, 2328 W. Pico, Los Angeles, Calif. my30x

SEND FOR DETAILS TODAY ON PEARL Harbor Cluster Match Holder. New Patriotic Novelty containing 240 matches. Will sell for 10c. Large profit for specialty salesmen. ERMET PRODUCTS COMPANY, Indianapolis, Ind.

"UNCLE SAM SPANKS JAPANESE" — PICTURE that hits the spot; bare facts. Sells 35c; sample 15c. Vengeance with a smile. TUC-LAW ART, Stanhope, N. J.

**BUSINESS OPPORTUNITIES**

A-1 LOCATION FOR TRAILER, REFRESHMENT, Confectionery, Medicine Show, Novelties. Best corner lake town; opposite large amusement park entrance. Reasonable. BOX 85, Franklin, O.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 9) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

BEAUTIFUL CAFETERIA AND RESTAURANT IN heart of thriving city for sale. Army camp, two aviation fields, large armory located here. Three story building, fire proof, elevator, long lease. Must be seen to be appreciated. Selling because of draft. Address ROOM 1406-7, S. F. C. Bldg., Augusta, Ga. x

FOR SALE OR LEASE — WACO ON WAWASEE. Bargain for quick action. One of the best known spots in the Central States. Ballroom, cafe, cottages, cabins. Address BOX 417, Fort Wayne, Ind. x

INCREASE YOUR INCOME — SEVERAL PROFIT-able propositions to select from. Send for free details. GEO. G. TALBOT, Norwood, Mass.

MAILING LISTS FOR SALE CHEAP — 2,000 names, less than three months old, cross section entire United States. Every one a proven buyer. DU MONT, Box 806, Plant City, Fla.

MUST SELL LEASE ON THEATRE — GOING South. Excellent opportunity. Theatre completely equipped. Located in Ohio. Population 3,000. No competition. Write BOX C-366, Billboard, Cincinnati.

OVER 50,000 NAMES — GUARANTEED ALL tax payers. For prices and information write DEPUTY COLLECTOR, Box 1094, Harrisburg, Pa.

SELL THE USED COMMON EVERYDAY POST-ages Stamps. Addresses of 60 buyers paying cash for used stamps, 25c. MUELLER, Cambridge, Alliance, O.

**INSTRUCTIONS BOOKS & CARTOONS**

BOOKS, PHOTOS, EXCITING NOVELTIES — Samples 25c; large assortment, \$1.00. New Comic Cartoon Books, \$1.00 dozen. BONA-GURA, 545 Bushwick, Brooklyn, N. Y. my16x

YOU NEED RAG PICTURES AND TRICK DRAW-ings for rapid-fire entertaining. Send 10c for catalog. BALDA ART SERVICE, Oshkosh, Wis. my23x

**PERSONALS**

PHOTOSTAMPS REPRODUCED FROM YOUR favorite photo or snapshot. Glossy finish, gummied perforated; 100 for \$1.00. Actual samples free. CAREY SALES, Box 46-C, Station S, Brooklyn, N. Y.

**MISCELLANEOUS**

"OLIVER" PENNY EMBOSSEING MACHINE — Complete outfit, ready to work. Also Miniature License Plate Machine (Numberall), works like and can be used for name plates, etc. BOX 343, Billboard, 1564 Broadway, New York.

**PRINTING**

EXCELLENT SPECIAL PRINTED ROLL TICKETS, 1"x2", 20,000, \$6.10; 100,000, \$14.90. KANSAS CITY TICKET CO., Dept. C, 1819 Central, Kansas City, Mo.

FLASHY WINDOW CARDS — TWO, THREE Colors, 14x22, \$3.00 hundred. Heralds, Tickets, Letterheads, Coupons. Prices right. HUBBARD SHOPPRINT, Mountain Grove, Mo. my23

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

\$1.00 EAST POSTPAID — 200 8 1/2 x 11 LETTER-heads or 6 3/4 Envelopes; 250 Statements or Billheads; 300 Cards. BENNEVILLE, 907 W. Roosevelt, Philadelphia.

100 LARGE ENVELOPES AND 100 LETTER-heads, \$1.00; 500 6x9 Handbills, \$1.25; 100 Cards, 40c. Stamp samples. CROWN PRINT, Adelphi, O. x

125 FLASHY, TWO-COLOR BOND LETTER-heads, \$1.00. Postpaid. 125 Two-Color Business Cards, \$1.00. Samples free. RICCS PRESS, Vevay, Ind.

**COIN-OPERATED MACHINES, SECOND-HAND**

**NOTICE**

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-jal3x

AUTOMATIC ORANGE DRINK MACHINES — Refrigerated, no carbonation. Write for price. IMPERIAL VENDORS, 2022 Market St., Philadelphia, Pa.

BUREL 3-COLUMN 1c PEANUT, \$6.95; VIC-tor Specials, \$3.95; Casino Golf, \$15.00. Wanted, cash waiting: Challengers, Big Game Hunters, Target Skill, Bingos, Roll-a-Packs, Criss Cross. LINCOLN, 501 W. 41st, New York. x

CLOSE OUT SMALL ROUTE — PINBALL, Counter Games, Phonographs. Sell as a whole or by the piece. Send for list. BOX C-407, Billboard, Cincinnati.

COLUMBIA DOUBLE JACKPOT, \$45.00; CO-lumbia Chrome Double Jackpot, \$70.00; Q.T., 5c, new style, \$80.00; Watling one cent Slot, \$50.00; Sugar King, Groetchen, \$75.00; Groetchen Metal Stamper, \$100.00; Watling Big Game, free play, \$100.00; Mills Scale, \$30.00; Watling Scales, \$75.00; Jennings Scale Junior, \$45.00; Electro Hoist, \$50.00; Mu-to-scope Digger, \$50.00; Panco Bell, Deluxe Con-sole, \$35.00; Red Head Track Time, \$35.00; Stewart-McGuire Cigarette Machine, 9 column, \$35.00; Rays Tracks, \$30.00; Keeney's 1938 Track Time, \$40.00. O'BRIEN, 89 Thamos, Newport, R. I. x

FOR SALE — SHOOT-THE-JAP RAY-O-LITE Guns, legal and tax free, reconditioned See-burg Chicken Sam Guns. These machines are made into a Shoot-the-Jap Gun, cabinets are refinished in a solid blue with black trim. Interior back and center board hand painted realistic battle scene entire inside of machine. Oriental doll, entire changeover done by well known artist. Amplifier, cables and all parts inspected, \$89.50. One-third deposit with order, balance C. O. D. Special offer, 5% discount for cash, certified check, \$85.00, will start one of these machines on the road with-in 24 hours with best investment you ever made. CHICAGO NOVELTY CO., INC., 1348 Newport Ave., Chicago, Ill.

FOR SALE — 15 MODEL E IRON CLAW DIG-gers. MRS. KENNETH MAGGEE, Palacios, Tex. x

FOR SALE — 8 MILLS PANORAMS, \$450.00 each, or \$3,200.00 for the eight. Terms: Serials all above 5,000. Purchased in January, 1942. PALMANTIER SALES CO., Canton, O.

FOR SALE — SCIENTIFIC BATTING PRACTICE. \$125.00; Western DeLuxe Baseball, \$87.50; Vest Pocket Bells, \$29.50. Large assortment late model Bell Machines. BUCKLEY TRADING POST, 4227 W. Lake, Chicago.

KEENEY ANTI-AIRCRAFT, BLACK CABINET, \$32.50. Free Play Games: Genco Lucky Strike, \$15.75; Circus, \$8.50; Topper, \$10.50; Ali-Baba, \$13.50; Beauty, \$24.50; Dude Ranch, \$24.50; 90 Columbus Match Machines, vends books or boxes, \$4.85. THE ATLAS SUPPLY, Wells, Minn.

MILLS 5c MELON BELL, \$100.00 — SHIPPED express or freight, C. O. D.; inspection al-lowed. Deposit to cover charges. JOHN M. STUART, Paris, Ky.

ROCK-OLA WALL AND BAR BOXES, \$19.95 each; Keeney Wall Boxes, \$14.95 each; Wur-litzer 24 with Keeney Adapter in steel cabinet, \$199.50; Wurlitzer Twin Twelve with Keeney Adapter in steel cabinet, \$179.50. CENTRAL DISTRIBUTING CO., 916 Scioto, Indianapolis, Ind. my16x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20. INCREASED CIRCULATION — NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

"SPECIAL" — 25 1c HOME RUN (VICTOR) Games, \$11.95; 20 1c Playball-Poker Games, \$9.00; 10 1c Gum Venders, \$3.00; 100 1c-5c Stewart McGuire Nut, \$3.33. Wanted! Chal-lenger Guns, Counter Games. CAMEO VEND-ING, 432 W. 42d, New York.

WANTED TO BUY — LATE MODEL PHONO-graphs and Arcade Equipment. Highest prices paid. BADGER SALES COMPANY, 1612 W. Pico, Los Angeles, Calif. my23x

WANTED — EVANS TEN STRIKES. STATE prices for high and low dials. Will trade Wurlitzer Skeeballs. UNITED COIN MACHINE EXCHANGE, 3101 Brooklyn Ave., Detroit, Mich. my16

WANTED — WE PAY \$50.00 CASH, F. O. B., your city, for run down Chicken Sams. Ap-pearance of cabinet and condition doesn't mat-ter. If you want real service and action try us. Ray Guns only. CHICAGO NOVELTY COMPANY, INC., 1348 Newport Ave., Chicago, Ill. x

**LAST CALL**  
Classified Advertising Copy for the  
**SUMMER SPECIAL**

issue

must be in our hands by  
**WEDNESDAY MAY 20**  
4:30 P.M.  
Prepare your copy below and mail today

The Billboard Pub. Co.  
25 Opera Pl., Cincinnati, O.

Insert the Following Advertisement in the SUMMER SPECIAL Under the  
Heading of .....


5-16-42

(Name and Address Must Be Included in Copy)

Remittance of \$..... is enclosed to cover the cost of  
..... words at 10c each.

From .....

Address .....

City and State .....

WANTED TO BUY — LATE MODEL WURLITZER Phonographs, Penny Scales, different makes; also Buckley Track Odds. BUCKLEY TRADING POST, 4227 W. Lake, Chicago.

WANTED — USED BOTTLE VENDING MACHINES. Give us following information: How many, make, model number or type, electric current specifications, size bottle handled, capacity, when purchased, condition, price wanted. Turn your idle equipment into cash. POWERS EQUIPMENT CO., West Ave., Jenkintown, Pa.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. **tfn**

WESTERN BASEBALL NOVELTY, \$52.00; Pacific Play Ball, \$35.00; Advance Peanut, Master Ball Gum, \$3.00 each; International Punching Bag, like new, \$150.00; International Love Toller, like new, \$150.00; Grandmother, Cleveland make, good as new, \$200.00. LEOPOLD, Box 12, Devon, Conn. **x**

WILL SELL OR EXCHANGE FOR MUSIC OR Arcade Machines Twelve Rotor Tables. Make offer. SUPREME VENDING, 557 Rogers Ave., Brooklyn, N. Y. **x**

29 PANORAM SOUNDIES MACHINES SACRIFICED — Excellent operating condition, serviced by union motion picture operator; average meter reading 10,344. Cash price, one to four machines at \$400.00. Cash, lots of five or more at \$350.00, or will arrange transfer of eight, balance due payments at \$23.52 per machine per month from May 30, with down payment at \$187.00 on delivery. If preferred, make \$175.00 per machine payment on delivery with notes of \$100.00 each dated May 29 and June 29. All prices F. O. B. Dayton, O. PANORAM DAYTON, INC., 236 Wayne Ave., Dayton, O. **x**

## FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettle, \$14.50; All Electric Popper, \$65.00; CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, \$15.00; Eight-Quart, \$7.50; Portable Gasoline Poppers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianapolis, Iowa. **my30x**

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. **ma30x**

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. **my30**

FOR SALE — COMPLETE PORTABLE ROLLER Rink. New Top, 54x134, A-1 condition. Approximately 400 pair Skates. Will sell for cash only. RAY J. AREND, P. O. Box 574, Rochester, Minn.

FOR SALE — COMPLETE PORTABLE ROLLER Rink, set up and going good. Has been in use only 10 months. W. KERSHNER, East Main St., Chillicothe, O.

FOR SALE — 115 PAIRS CHICAGO SKATES, in fair condition, \$125.00. CHAS. FOSTER, Livingston, Mont. **x**

PORTABLE RINKS — STORED CENTRAL ILLINOIS. 40x80, \$1,400.00; 40x88, \$800.00; Sound System with each; 90 pairs Chicago Skates. BOX 222, Connerville, Ind.

PORTABLE ROLLER SKATING RINK FLOOR, 110x50; Tent, Sander, Music, 260 pairs Skates; all equipment. LAKE CITY ROLLER RINK, Lake City, Minn.

8 INCH AMERICAN SANDER, 50 PAIRS Chicago Skates, like new, A-1 condition; Prairie Schooner House trailer. Priced \$550.00 cash or will sell separate. BOX C-366, Billboard, Cincinnati.

40x100 PORTABLE MAPLE FLOOR, USED 4 months; 175 pairs Chicago Skates, Sound System, Sander, etc., \$1,300. O. F. BUMP, Bowen, Ill.

## FOR SALE—SECOND-HAND SHOW PROPERTY

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. **my30**

FOR SALE, CHEAP FOR CASH — LARGE Dramatic Outfit, complete except chairs. Stored in Topeka. Address "TED" NORTH, Throop Hotel, Topeka, Kan. **my16**

FOR SALE — 3,000 FT. USED SIDEWALL, ALL colors; 7 ft., 35c per ft.; 8 ft., 40c per ft.; 15 Khaki Used Concession Tops, in good condition, 10x12 or 10x14, \$39.50. MAIN AWNING & TENT CO., 230 Main St., Cincinnati, O.

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NEW LAUGHING MIRRORS — GREATLY REDUCED prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O. **my23**

PENNY PITCH BOARD — NEVER USED. COST \$60.00. First \$30.00 gets it. BENJAMINE GOOD, 2674 W. Ninth St., Los Angeles, Calif.

SACRIFICE COMPLETE EXPENSIVE OUTFIT AT fraction of the original cost. 60x100 Round End, 5 Piece Top, new 7' Sidewall, Riggings, Curtains, Stage, Seats, Jacks, all Poles, Stakes, Switchboard, Cable, Light, Bulbs, Tools, Reflectors, everything necessary, five trucks full, only \$200.00. Wire \$200.00 to First National Bank, Beaumont, Texas, with instructions to pay when bill of lading is presented showing outfit already shipped, or come and get it. E. F. GOODRICH, 2040 Park St., Beaumont, Tex. **x**

TENTS — GOOD STOCK, SLIGHTLY USED Tents. Many sizes, from 8x10 to 50x80 for concessions, carnival shows. Also Sidewall. Prices reasonable. Write KERR MFG. CO., 1954 Grand, Chicago. **my23**

## PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. **my30x**

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. **my30x**

DIRECT POSITIVE SUPPLIES AND EQUIPMENT—Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. **my23x**

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. **my30**

MARKS & FULLER KNOCKDOWN 1 1/2x2 PHOTO Booth, like new. Sacrifice \$100.00 complete with Camera. F. O. B. Rochester, 1/2 down, the balance C. O. D. O. BACHMANN, 80 Mohawk St., Rochester, N. Y.

PHOTO MACHINES — MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan. **my23x**

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. **my23x**

## COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS — EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York.

COSTUMES — 1,000. PRICED 25c UP. CHORUS, Strip, Burlesque, Clown, Spanish, Band. Send postage for catalogue. STUDIO, 6017 Hollywood, Hollywood, Calif. **my23**

RUMBA COSTUMES, ORCHESTRA COATS, Cellophane Hulas, beautiful Silk Traveler (17x50), \$100.00. Flash Band Coats, Caps, Minstrel's, Clowns. WALLACE, 2416 N. Halsted, Chicago.

## MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. **my23x**

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa.

SAMPLES 40 DIFFERENT LATEST TRICKS, Jokes and Novelties, \$1.00 postpaid. Wholesale catalog 10c. (Magic for Pitchmen), ARLANE, 4462 Germantown, Philadelphia.

## ANIMALS, BIRDS, REPTILES

A BIG SHIPMENT JUST ARRIVED — SLOTHS, Tayras, Kinkajous, Rhesus Monkeys, Baboons, Chimpanzee, Snakes, Reptiles and Birds. SNAKE KING, Brownsville, Tex. **je13**

ALLIGATORS, TURTLES, SNAKE DENS READY for shipment to shows. Write for special offer list. ROSS ALLEN, Ocala, Fla. **my16**

ANIMALS — MEXICAN HONEY BEARS, \$30.00; Black Spider Monkeys, \$25.00; Coati Mundis, collar and chain, \$19.00; Kangaroo Rats, tame, \$4.00 pair; Armadillos, tame, \$5.00 pair; Chipmunks, tame, \$4.00 pair; Donkeys (Burros), tame for children to ride on, \$20.00; Horned Owls, \$8.00; Agoutis, rare, \$15.00; Kinkajous, tame, \$30.00. WORLD'S REPTILE IMPORTER, Laredo, Tex. **x**

BLACK BEAR, \$50.00; GOLDEN BABOON, \$75.00; Lion Slaying Baboons, \$75.00; Peccaries, \$20.00; Pig Tail Apes, \$75.00 pair; Giant Alligators, Snakes, Turtles on hand. WHIPPOORWILL GAME FARM, Rockville, Md.

BACK AND ARAB SOMERSAULT DOGS; OTHER Trained Dogs. Any dog broke to your order. WICK LEONARD, 3209 Sullivant, Columbus, O.

CHINESE DRAGONS — REAL GIANTS FROM Nicaragua. Great flash. Leopard and Black Iguanas, Agoutis, Pacas, Coati mundis, Badgers, Spider Monkeys, Rhesus Monkeys, Giant Lion Slaying Baboons. SNAKE KING, Brownsville, Tex. **je13x**

FRESH REPTILES — DENS DIAMOND BACK Rattlesnakes, \$10.00; Harmless Snakes, mix, \$10.00; Mexican Imperial Boas, 4', \$4.00; 5', \$5.00; beautiful Mexican Green Rattlesnakes, 5', \$5.00; Mexican King Cobras, large, \$5.00; Horned Toads, \$1.50 dozen. Wire WORLD'S REPTILE IMPORTER, Laredo, Tex.

PARRAKEETS, \$20.00 DOZEN; FEMALE CANARIES, \$12.00 dozen; Small Pups, \$12.00 dozen; Japanese Waltzing Mice, pair, \$2.00. DETROIT PET SHOP, 3330 W. Lafayette, Detroit, Mich.

PLENTY HEALTHY SNAKES, ALL KINDS — Also Boas, Iguanas, Gila Monsters, Dragons, Armadillos, Horned Toads, Alligators, Racing Terrapins, Owls, Parrakeets, Peafowl, Talking Parrots, Prairie Dogs, Porcupines, Agoutis, Pacas, Kinkajous, Coati mundis, Monkeys, Lions, Ring-tail Cats, Squirrels, Dingos, Guinea Pigs, Rats, Mice, Pigeons, Bantams, White Doves, Rabbits. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. **my16x**

## HELP WANTED

ATTRACTIVE GIRLS — BALLROOM DANCERS. Earn \$25.00-\$50.00 weekly. ORPHEUM, 1553 Broadway (46), New York, 8:30 p.m. **x**

FIVE OR SIX PIECE HILLBILLY CORN BAND — play and act. Steady work in Boston for right outfit. BOX 344, Billboard, 1564 Broadway, New York.

GIRL TUMBLERS AND ACROBATS — GOOD amateurs considered. BOBBY ALLEN, General Delivery, Bridgewater, Mass.

GIRLS FOR POSING SHOW — GOOD SALARY or commission. Please write fully. CHARLIE HOWE, Art B. Thomas Shows, Lennox, S. D.

HIGH DIVER, FIRE JUMPER, CLOWN, DIVING Girls for Free Act. BOBBY ALLEN, General Delivery, Bridgewater, Mass.

MECHANIC FOR SMALL ARCADE ON SHOW — Also experienced Assistant. Top wages. A. HOWARD, 11658 Wyoming, Detroit, Mich.

MED TEAM, PIANO PLAYER, HILLBILLY Musicians and Singers, Accordion Player that can cut it, Hot Fiddle, etc. Tell all, state salary for prompt reply. No wires. T. C. JACOBS, Russells Point, O.

PIANO MAN, TENOR SAX AND TRUMPET — Steady, easy summer location; no long hours or grind. LEADER, General Delivery, Cambridge, O.

TRUMPET, TROMBONE, TENOR SAX AND Bass wanted for Virginia Beach job. Join organized band. BERK MOTLEY, Dude Ranch, Norfolk, Va.

TUBA AND DRUMMER — OTHER MUSICIANS write. Salary \$58.00 per month and all, including laundry. JOS. ENGLISH, State Hospital, Danville, Va.

WANT MAN FOR FLYOPLANE, \$35.00; ALSO man for Rolloplane, \$30.00. PLAYLAND PARK, Seattle, Wash. **x**

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WANTED — RIDE HELP. DRAFT EXEMPT. Must be sober. Top wages. DEALING'S RIDES, 2680 Falls Blvd., Tonawanda, N. Y. **my16**

WANTED — VAUDEVILLE AND SPECIALTY People, Hillbilly Acts, Personality Singers, Dancers, Novelty Acts. (No talk.) Write L. VERNE SLOUT, 564 Capital Ave., Battle Creek, Mich.

WANTED FOR INDOOR STATIONARY MUSEUM — Freaks, Magician, Impalement, Talkers and Working Acts. EUGENE, 71 W. 46th St., New York, N. Y.

WANTED — COOK HOUSE HELP. ALSO HELP for juice and grab. No booze hounds need to apply. Address JACK KENYON, care Beckmann and Carey Shows, as per route.

WANTED — SMALL AND LARGE GIRL ENTERTAINERS, all lines and specialties. CLIFF SHAW, 409 N. State St., Chicago. Delaware 1215.

WANTED — SEVERAL FIRST CLASS PINTABLE, Phonograph, Slot Machine Combination Service Men, not subject to draft, for work in large army camp in South. Prefer men with radio experience. Give full particulars and references in first letter. Give your age and state whether married and how many children. No alcoholics tolerated. Good pay. BOX C-408, Billboard, Cincinnati.

WANTED — HAMMOND ORGANIST. NON-union with skating rink experience. Address BISCAYNE ROLLER SKATING PALACE, 1220 Biscayne Blvd., Miami, Fla.

## WANTED TO BUY

GALLERY AMMUNITION — WILL PAY \$36.50 per case for Kantsplash, Spatterless, Spatter-proof; \$35.00 per case for regular 22s. Any quantity. MT. ROYAL NOVELTY, 306 E. Baltimore St., Baltimore, Md.

CASH FOR AUTOMATIC FISH POND — MUST be in good condition. A. LITVIN, Tivoli Shows, Nesho, Mo., this week; then per route.

MAPLE FLOOR — 50'x110' OR MORE; SOUND System and Skates. Must be cheap for cash. A. BOULAVSKY, Hopewell, Va.

PORTABLE SKATING RINK — 50x113 FT., in A-1 condition. Cash only, \$2,500.00. VERNON Y. GUTHRIE, Selma, Ind.

SEVERAL MODERN PORTABLE RIDES — Carousel, Wheel, Whip preferred, or will purchase half interest in unit. OTTO EHRLING, 307 Rhodes, Akron, O.

USED ELECTRIC CABLE FOR WIRING SMALL carnival. Give amount, condition, price for cash. GLENN H. BARR, Redmon, Ill.

## At Liberty Advertisements

6¢ 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 BANDS AND ORCHESTRAS

SMART FIVE PIECE BAND AND VERY FINE Girl Vocalist available May 15. Uniforms, experienced, sober, reliable. Hotels, agents, contact BOBBY JAMES, General Delivery, Charlotte, N. C. **my16**

WELL KNOWN TWELVE PIECE NAME BAND — Available through one of the major booking offices, but would prefer to book direct with hotels and resorts for the duration. We will gladly arrange an audition. Currently appearing at finest night club in the Midwest. Write BOX C-406, Billboard, Cincinnati, O.

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Attention, Agents, Managers — Bob Tomlinson's Three men versatile, union Dance Orchestra. Play nine different instruments, novelty floor show. Juggling, Clubs, Balls, Baton, Comedy, Trick Tossing, Singing, Eccentric Tap Dancing, Ventriloquism; other professional specialties. Okay for night clubs, cocktail lounges, dining rooms, parks and fairs. 3600 Addison St., Chicago, Ill. Phone Keystone 8491. Circular mailed. **my23**

Prince Alfonso and His Orchestra — Just completed road tour. Played Regal Theatre, Savoy Ballroom, Chicago, and Club Plantation. Have Singers and Dancers in band. The best little five piece band in the Middle West. Open for summer location. Prince Alfonso, 4432 Prairie Ave., Chicago, Ill.

Ten Piece College Band desires good summer location job in the South. Modern style. New P. A. stands and up-to-date library. Union. Would like to contact managers and agents. Write "Chief" Yoiser, Waynesboro, Tenn. **my39**

## AT LIBERTY CIRCUS AND CARNIVAL

### AT LIBERTY — SOUND

Truck, A-1, with forty lights, finest sound equipment. Appearance of a circus wagon. Forty years' experience, salary \$40.00 week. Can join at once. AL DAVINE, Mt. Holly, N. C. **my16**

At Liberty for Carnival, Celebration, Fair — Sound Car, Comedy Acrobatic Free Act, Concussion. Write Glenn and Ford, Billboard, Cincinnati, O.

Geo. Burkhardt — Comedy Magician, Original King of Coins and Illusionist, presenting Levitation, Lady in the Bowl, Blade Box, Doll House, Crystal Ladder, Electric Act, Puppet Show and Mind Reading, with attractive young lady assistant. A laughing riot, everything I present. Have my own Cadillac transportation. Have elaborate museum equipment complete, plush drops and decorations. Available for parks, theaters, night clubs, circuses or rail road carnivals. I am experienced Side Show Manager with R. R. and motorized circuses. Museum Operator and Performer in every branch of amusement. Only reliable shows reply. Address Geo. Burkhardt, 894 Grand St., Brooklyn, N. Y. Phone Evergreen 7-5825. **my16**

## AT LIBERTY COLORED PEOPLE

FAST JUMPIN' JIVE REVUE — 25 ALL COLORED Merry Makers. Just finished theatre tour. Open for all occasions. CLAUDE FARRINGTON, 1410 Fayetteville St., Durham, N. C. **my23**

"Jump" Jackson and His Orchestra is open for cocktail lounges, cafe, hotels, resort and night club.

GIRL TRUMPET — THOROUGHLY EXPERIENCED in all lines. Sweet, hot; also sing. Desire location, traveling if booking solid.

PURCELL'S STAGE CIRCUS

and Sensational High Aerial Act. Have a few open dates in Midwest and Southern territory.

FELIX MORALES — NOW BOOKING PARKS and fairs. For information address Halls, Tenn.

FOUR HIGH-CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act.

JAMES COGSWELL — CLOWN STILT WALKER, Uncle Sam, Cop, etc. For literature write 1433 Rose St., Lincoln, Neb.

JULES JACOT'S MONARCHS OF THE JUNGLE — Working Lions, Bears, Tigers. Nevada, O.

REAL FAST THRILLING HIGH-WIRE ACT — Book direct, save money. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y.

Aerial Cowboys—Standard attractions of merit. Fast Double Trapeze, Comedy Revolving Ladder, Flashy appearance, outstanding acts.

Four Acts—Muscle control and strong man act: 1,000-pound horse supported by a 150-pound man.

Dixie Dandy Dog and Monkey Circus—Five Dogs, one large Baboon, one Rheem Monkey presented by man and woman.

Panamasika's Attractions — Featuring the world's greatest Acting Tropical Birds, Dog, Pony, Monkey Circus.

Three Free Acts at Liberty — Slack Wire Act, Comedy Juggling and Balancing Act, Comedy Trapeze Act.

Zoo Zoo — The Comedy Boomerang Hat Juggling Acrobatic, Musical Clown, Original outfit clothes stripping.

2 Platform Acts — Rolling Globe, Tight Wire. Will accept full salary in Defense Bonds.

AT LIBERTY PIANO PLAYERS

PIANIST — EXPERIENCED, AGE 24, CLASSIFIED 3A. JOHN SLATER, 515 Kennedy St., Perth Amboy, N. J.

JOE SCHULKEN — PIANO, PARTS, BITS, ACTS. Will be with and for it. General Delivery, Jacksonville Beach, Fla.

PIANIST AVAILABLE MAY 27 — LOCATION, hotel, etc. Reader, union. BOX 1424, Alexandria, La.

PIANOMAN, ARRANGER — WHITE, YOUNG, member of Local 10, Chicago. Experience. TOM SCOTT, 524 Hillside Ave., Glen Ellyn, Ill.

Pianist — Any line. Draft exempt, sober, dependable. Lounge, hotel. All requests. Go anywhere if steady; shows, orchestra, alone.

Solid Rhythm, Modern Takes-Off — Young, dependable, experienced. Draft exempt. Give details. Consider all. Write Jimmie Moore, care Fire Chief, W. W. Giddens, Avon Park, Fla.

AT LIBERTY SINGERS

VOCALIST — INDIVIDUAL STYLE, SWEET, also swing. Band and club experience. Would like to work with cocktail unit.

Male Vocalist would like to team up with an up and coming band. Tall, dark and handsome.

AT LIBERTY VAUDEVILLE ARTISTS

HIGH TYPE MAGIC ACT

—Feature Specialties. Change nightly. Play Parts, Bits, etc. Wife also does A-1 Singing Specialties.

At Liberty—Pat, stout Girls Entertainers Revue. Chorus Line of 8 girls. 5-Piece Comedy Orchestra.

Novelty Act — Man and wife, featuring "Isle O'Capri" Dance, Pandango and Sword Dancing in their native costumes.

AT LIBERTY MISCELLANEOUS

A-1 MEDICINE LECTURE AND OFFICE. DR. JOHN E. FOYE, General Delivery, St. Louis, Mo.

Man, 40 — Unfortunately lost everything. Well educated. Possess good qualifications. Previously had own girl show on road.

AT LIBERTY MUSICIANS

A-1 TRUMPETER WISHES TO LOCATE IN town where there is municipal or industrial band and can obtain other employment.

AT LIBERTY — EXPERIENCED UNION TRAP Drummer. Circus or anything considered. Single, sober, reliable.

AT LIBERTY — TRUMPET. TONE, RANGE, experience. Age 28. 522 Penn St., Camden, N. J.

BAND DIRECTOR, TEACHER, VIOLINIST — Experienced all lines. AL PALING, Lake City, S. C.

BAND DIRECTOR AND INSTRUCTOR JUNE 11 for summer. Fourteenth year band director public schools here.

BANDMASTER — EXPERIENCED, CAPABLE. W. K. SCHOFIELD, Webster, S. D.

BARNET STYLE TENOR SAX AVAILABLE JUNE 10. Double hot Clarinet. Experienced name bands.

DRUMMER — GOOD BEAT. SOLID. WILL travel. State details. Age 19, draft exempt.

DRUMMER—3A, AGE 23. ALL AROUND Experience, including style bands and shows.

TRUMPET — NO LEAD, JAM, READ, CLUB, band or show. Available June 1. Can bring another Trumpet.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MAY 30. CLASSIFIED FORMS CLOSE IN CINCINNATI MAY 20.

Drummer — Thoroughly experienced. Really sober and reliable. Beautiful equipment.

Hammond Organist Available Now — Exceptional ability, best of references. Age 39. Do not own instrument.

Trombone — Good reader, excellent range. Play straight and hot the way it should be played!

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS

Parachute jumping for fairs, parks and celebrations. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind.

BALLOON ASCENSIONS

for all occasions. JACKSONVILLE BALLOON CO., 4546 Archer Ave., Chicago.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place Parcel Post

- List of names and addresses for mail delivery, including Lambert, C. I., Manning, Ross, Martlowe, Frank, Nelson, Vick C., etc.



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.

- Large list of names and addresses, including BURQUIN, JOS., BURT, FRANCIS, BUTLER, W. H., BURTO, LEON, BUSH, ROBT., etc.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

CRETE, ROMEO  
CREWS, ELMER  
CREWS, HARRY  
CREWS, HARRY  
Crickhoff, Wm.  
Crook, Linwood  
Crooks, Noah & K. O.  
Crouch, Jimmy  
Crouse, Mrs. Earl  
Crow, Frank  
Crow, Ned  
Crowe, Bill  
Crowley, G. C.  
Crown, Frances  
Crum, Mr. Jess  
Crumbs, Elizabeth  
Crummell, Ellsworth  
Culbert, Dan  
CUMBLIDGE, CON GALE  
CUMMINGS, JUSTIN  
CUNNINGHAM, BERNARD  
CUNNINGHAM, CHAS. OTTO  
Curl, Dr. A. M.  
Current, J. R.  
Curtis, John  
Curtis, Geo. H.  
Cushing, Rita  
CUSTER, ROBT. P.  
Cutler, Lou  
Cutler, Mrs. Rose  
DAILEY, EUGENE J.  
Dales, Mr. & Mrs. Mickey  
Damron, Barney W.  
Dannally, Whitey  
Danforth, Lucille  
Daley, J. Frank  
DANIEL, NORMAN L.  
DANIELS, GROVER  
DANIELSON, PATTERSON  
Darling, Mr. Jean  
Darrington, Si  
DARRAH, ALBERT FRANK  
Dass, Wm.  
DAUCHY, HOMER ALLEN  
DAUGHERTY, DANIEL E.  
Davies, Austin  
Davies, Henry  
DAVIS, ARTHUR R.  
Davis, Arthur R.  
Davis, Ches  
DAVIS, EARL W.  
Davis, Ed  
(Cowboy)  
DAVIS, EVERETTE  
DAVIS, JESSIE  
Davis, F.  
(Ited Skin)  
Davis, Harvey  
Davis, Sherwood  
DAVIS, HENRY  
DAVIS, EVETTER  
DAVIS, JOE  
Davis, Mrs. Louise  
DAVIS, MAJOR  
DAVIS, STANLEY  
Davis, Steve  
Davis, Miss Sunny  
Davis, Texas Jay  
Davis, Wm. Hale  
DAVIS, WM. R.  
DAVIS, WILLIAM  
DAVIS, WILLIAM  
DE FRANZO, ANGELO R.  
De Kohl, Perry  
DeLand, Philip  
James  
De La Wezzy, Z.  
DeLong, Sonny W.  
DeMore, Louis  
Del Monaco, Ted  
DeWitt, Miss  
DeWitt, Bobbie  
DE WITT, LOUIS  
DENHURST, HENRI  
DeWitt, Mrs. Rosy  
Lee  
Decko, Chief  
Delmore, Lou C.  
Delvine, Harry C.  
Delph, Gladys  
Denber, Barney  
DEMKO, MICHAEL  
Denard Bros.  
Dennis, Theodore  
DENNIS, JACK  
DENNIS, BERNER  
Dennis, Frank  
Denopolis, Brenda  
DENSMORE, GORDON K.  
DENTON, ROBT.  
Dersic, F.  
Desmond, Miss  
Holly  
DIAL, EDWARD  
Diamonds, Jack O.  
Dicarno, Puss  
DICKSON, PAUL  
D. DIES, RICHARD  
DILL, ELMER  
DILL, FREDRICK  
Dillig, Elwood  
Dillinger, Otis  
Dimitri & Frances  
DIXON, ROBT.  
DOBBS, WM.  
Dodson, E. L.  
DODSON, PHILIP  
Dolan, Battie  
Leola  
Dolphus, Mary  
DONALDSON, WALTER  
EUGENE  
Donevant, Willis  
Donohue & LaSalle  
Donohue, Rodger  
Dora, R. L.  
Dorsey, Peet  
Dorsey, Al  
Dottie & Shorty  
Dotoli, Chas. W.  
DOUCHERTY, SAMUEL THOS.  
DOWN, JAMES  
DOYLE, JOHN  
DOYLE, LAWRENCE  
Doyle & O'Donnell

Francis, John  
(Francis Shows)  
FRANK, EPHRIAM  
FRANK, JOHN  
Frank, Geo.  
Frank, Capt. A. J.  
Frentus, Alvin  
FREDERICK, EDMUND  
FREDRICK, ALONZO  
FREE, WM.  
BYRD  
FREEMAN, RALPH CLARK  
Frick, Mrs. Goldie  
Friend, Orris  
FULKNER, ROBT. WM.  
FULLER, CLARENCE  
Fullmer, Bob  
Fulmer, James  
Fulton, Gale E.  
FYLE, JOHN DEWEY  
GALBRETH, JOS. L.  
Gale, Betty  
Gallagher, Jim & Jane  
GALLAMORE, WM. SCHULER  
GALLANT, GEO. B.  
Galloway, James  
GAMBLE, EDW. NOAH  
Gant, Joe  
GANVREAU, DELPHUS  
GARDNER, ED M.  
GARDNER, RUSSELL GEO.  
GARDNER, ANDREW  
Garner, L. M.  
Garrett, Peggy  
Garson, Green  
GATES, AUSTIN JOHN  
Gaunt, Wm.  
GAUVREAN, DELPHUS  
Gaylon, Roy  
GEB, JAMES  
GEE, JAMES  
GELSTER, A. A.  
Gentry, J. H.  
GEORGE, MIKE  
GEORGE, THOMAS  
Gerani, Mrs. Roelyn  
Gerber, Ray L.  
Gerlach, Roy  
Geyers, Billie  
GIBBONS, JAMES  
GIBSON, WM.  
GILES, RONALD  
Gill, Mrs. George  
Gilmore, J. C. & Holley  
Gilmore, Mrs. Violet  
Giroux, Mrs. Fred  
L.  
Givens, Geo. E.  
Gladon, Chas.  
GLEASON, FRANK S.  
Gleason & Sanborn  
Glenny & Ford  
GLIDDEN, FLOYD  
EVERETT  
GLORISO, CARMELO  
Glover, Don  
GOBLE, WM.  
HAROLD  
GODING, WARREN F.  
Goff, B. M.  
Guforth, Bill  
Golub, A. A.  
GOINS, MERRIT WM.  
Goldberg, Bro. Arthur  
Goldsborough, P. H.  
GOLDING, CHAS. WM.  
Golub, Meyer  
Gonder, Mrs. Cora  
Gonzales, Blackie  
Goodwin, Mr. Mickey  
Googens, B. W.  
Gornick, Sam  
GORDON, CHAS. L.  
Gordon, John  
GORE, PAUL  
MACK  
Gordon, L.  
Gossidente, Jos.  
Gottberg, Clifford  
Gotts, Norman E.  
GOURLEY, ARCHIE  
GRABERT, JAMES E.  
GRADDER, CLARENCE  
SHIOWS  
GRABERT, JOS. LEWIS  
Graham, David  
Graham, Mrs. Ollie  
Grant, Gloria  
Grapewin, Charlie  
Gratiot, Mrs. Frances  
Graves, Cleo & John  
GRAVES, CLINTON H.  
Graves, J. R.  
GRAY, LELAND  
RICHARD  
GRAVES, ROY  
Gray, Roy  
Gray, Wm. M.  
Gray, Wilbur N.  
GREEN, CHAS. D.  
Green, Doc  
(Minstrels)  
Green, Harold  
Green, Harry A.  
Green, Nick  
Green, Relford  
Green, Robt.  
Green, Sammy

Hendricks, Mrs. Bobby  
Hendricks, James  
HENDERICKS, MACK  
HENDRICKS, ROBT.  
HENDRIX, CECIL WM.  
HENDRIX, EUGENE W.  
HENLEY, ARVIL FRANKLIN  
Hennese, John A.  
Henry, Lewis  
Henry, Patrick  
Henry, Pin Head  
Henry, Vickie  
Henshaw, D. N.  
HERMAN, EDWARD  
HERR, EDWARD  
HESKETH, MERTON ROBT.  
Hester, Pansy F.  
HESTER, WM.  
HARVEY  
Heth, Louis E.  
HICKLE, ARTHUR P.  
Hicks, Hampton  
Hiestand, Frank  
Hiler, Ed Agt.  
Hill, Tex (Hall)  
Hill, Mrs. Thos. W.  
Hilton, Daisy  
Hilton, Reaves  
(Whitey)  
Hinds, Alton G.  
Hines, Al  
Hinnant, Dianna  
HINZMAN, CHAS. HARTZEL  
HOCKADAY, LONNIE  
HODGES, JACK  
HUBERT  
HOESCHEN, GEO. H.  
Hoff, Stephen  
Hoffman, Frank  
HOFFMAN, HARRY N.  
Hoffman, Pecky  
Hogo, Mack  
Holden, John  
Holland, E. S.  
Holiday, Ben  
Holiday, Jack  
HOLMAN, THEODORE  
Holowith, Tom  
Holt, Clayton  
Holtkamp, L. B.  
Holton, Lillian  
Hook, Mrs. C. S.  
Hooper, Mrs. Flossie R.  
Hope, Jack  
Hooley, E. R.  
HORN, JOHN T.  
HORTON, WM.  
ROBT.  
HOUCHE, KENNETH D.  
Houston, John  
Houston, Lee  
Howard, Bert A.  
HOWARD, CHARLIE  
(Col.)  
Howard, J. M.  
(Slim)  
Mrs. Howell, E. J. & Mrs. Ruby  
Howell, Wm.  
Howlett, Beryl  
Howey, Wm.  
(Curley)  
Hoxie, Jack  
Hubbard, Charlie  
HUBER, FRITZ  
HUBERT, FREDRICK  
HAMILTON H.  
Hubert, Joe  
Huddle, Mrs. Pearl  
Hudson, Helen  
Hill, S. A.  
Humes, Prof. L. F.  
Humphreys, Tommy  
Hunfredo, Tommy  
HUNT, DANIEL P.  
HUNT, JOHN THOS.  
HUNT, WM. SAMPSON  
HUNTER, EDW. MARTIN  
HUNTER, ROY  
HURD, HENRY M.  
HURLEY, ALFRED DANIEL  
Hurley, Ed  
(Smoker)  
HUTCHENS, WM. EARL  
Hutchinson, Mr. Jesse  
IGON, ELWOOD WILSON  
INGALS, JAMES FLOYD  
Ingram, John Shelby  
INGRAM, WM. ALEXANDER  
Irene & Her Pets  
Irving, Martin  
ISON, EARL EUGENE  
IVEY, GROVER  
Jacklell, Miss Jolly  
JACKSON, JIMMIE B.  
JACKSON, MOSE  
KACHET, HERMAN ALTON  
Kadel, Melvin L.  
Kahookano, John K.  
KAIRN, CLIFFORD M.  
Kane, Malie  
Kane, Maxwell  
KANERVO, HENRY I.  
Kaplan, Ben  
Kardova, Victor  
KARNES, WALTER  
Karsten, Louis  
Kay, J. E.  
Keawe, Charles  
Keefer, Geo. W.  
KEEN, POSTER  
KEENE, CLYDE  
Keener, Opal L.  
Kehee, Lawrence  
Keilman, Mrs. Bennie  
Keith, F. C.  
KEITH, PERRELL EDW.  
Kellens, Happy  
KELLER, MENDEL N.  
KELLEY, DON HERMAN  
Kelly, Andy  
Kelly, Elizabeth  
Kelly, Fanny  
Kelly, Grace  
Kelly, Jack M.  
Kelly, Mrs. J. L.  
Kelly, Mrs. Lela  
(Toots)  
Kelsey, Allan  
Kelsier, Emma  
Kennedy, Jacque  
Kerlong, J. B.  
(Blackie)  
KETRING, EZRA ELMO  
Ketrow, Frank  
KETT, JOHN  
Keystone, Lillian  
Kidder, Mrs. Bob  
King, Mrs. Blanch  
(Col.)  
King, Byron  
King, Mrs. Gladys T.  
King, Happy  
King, Hazel  
KING, L. P.  
KING, MATT  
ARTHUR  
King, Terry  
Kingsbury, Edison  
Kirby, Jessi J.  
Kirk, Dowitt

JACKSON, ROBT. N. D.  
Jacob, Jules  
JAESCHKE, OSCAR  
James, Everette  
JAMES, FRANCIS MANGANELLE  
JANECEK, JOHN S.  
Jasper, O. L.  
(Red)  
Jenkins, Ben  
JENNINGS, GROVER L.  
JENSEN, RALPH PALMER  
Jerome, Major  
Jerome, Grace  
Joanne, Madam  
JOHN, EPHRIAM  
JOHN, NICHOLAS  
Johnson, Alfred Roy  
JOHNSON, BERNARD  
JOHNSON, KENT  
JOHNSON, ALBERT JOHN  
Johnson, Miss Cleo  
Johnson, Cody  
Johnson, Lee  
JOHNSON, RO- LAND CARL E.  
Johnson, R. K.  
Johnson, Robt.  
(Skating Director)  
JOHNSON, THOMAS F.  
Johnson, Woodrow H.  
JOHNSTON, ENNIS STEELE  
JOHNSTON, FRANK BURL  
Johnston, Lloyd G.  
Johnston, Earl V.  
Jones, Arthur  
JONES, CHAS.  
JONES, DOUGLAS ARNOLD  
Jones, Edith  
JONES, GARLAND PRESLEY  
JONES, JESSIE G.  
Jones, Mrs. Lillian Joy  
Jones, Retha  
Jones, Russ  
JONES, SHIELDS ELDEN  
Jones, Sparkplug  
Jones, Stanley  
Jones, Mrs. Stella  
Jones, Mrs. Wamma D.  
Joyce, Mrs. Harry  
Joyce, Miss Pat  
JUAREZ, FRANCISCO S.  
Kachel, Jack  
Kirk, Wayne & Doris  
Kiser, Jeff  
Kitchen, Mrs. Ethel  
KITCHEN, JOHN  
Kitchens, Josh  
Klingbille, Laredo  
Klug, John J.  
Kuapp, Gordon B.  
Knight, Richard J.  
Knight, Mrs. Roy  
Knight, Stanley C.  
KNOX, FORREST DALE  
Knutson, Squeakio  
Kongee, Leo  
Koch, Wm. P.  
KOHLER, ALBERT NORMAN  
Koppleman, Ray  
Kramer, Grace V.  
Kramer, Paul  
Kreiger, Eddie  
Kreko, Harry  
Kreko, Henry  
KRISZCZLO, KAITIS  
BERNARD E.  
KULP, CHAS. J.  
Kunat, Mrs. Stanley  
KURTZ, ELLWOOD  
Stanley  
Kyle's Ace Amuse.  
KYLE, BEE  
LwAra, George  
Tony  
LaBELLE, JOS. ADRIN  
LaBlanc, Conrad G.  
LaChappelle, Mrs. Robt.  
LaFond & LaVoie  
LaLiberty, Dinah  
Lamarr, Margueritta  
LaMonte, Terry  
LAMOTTE, JOS. JAMES  
LaPage, Paul  
LaPorte, Sargent Al  
LAROCCA, PHILIP JOS.  
LaRose, Orville  
Larue, Corliss  
Larue, Earle  
Larue, Frenchy  
Larvine, Harry  
Larvine & Mao  
Ladd, Chas. H.  
Lafayette, Art E.  
Lagasse, EH  
Laine, Norman  
Lakeson, Perry  
Stanley  
LAMB, EUGENE LESLIE  
Lambert, W. U.  
LAMB, LEWIS FLOYD  
Lambert, Zorita  
Lamont, Geo. A.  
Lane, A. A.  
Lane, Harold R.  
LANIGAN, JAS. NEAL  
Larence, B. E.  
Larkin, B. W.  
Larkin, Ruby  
Larvis, Paul  
LASLEY, BENJ. VERNON  
LASLEY, CHAS. DONALD  
LAWRENCE, WALTER INMAN  
Lawson, Everett  
Lawson, Willie  
Lawton, Mrs. Matilda E.  
Lawton, James  
Lazaro, Larry E.  
LeVance, Cal  
Leach, Fred  
LEACH, JOHN M.  
Ledbetter, Floyd  
Lee, Cuppy  
Lee, Dixie  
Lee, Curley  
LEE, EDWIN OWEN  
LEFEBRE, JOS. A.  
Lehr, Raynor  
Lemish, Wendel  
LENDERMAN, CARL BOSWELL  
Lenzine, Bob  
Leo, Mr. Ivan  
Leon, N. K.  
Leonard, Bettie  
LEPore, MATTHEW JOS.  
Leslie, Bert  
Lesson, Lew  
Lester, The Great  
Lester, Great Noel  
Levin, Ben)  
LEVY, SAMUEL  
LEWIS, HANSON HARLOW  
Lewis, Jos. B.  
LEWIS, ISAAC  
LEWIS, LAWTON  
LEWIS, NEWTON PAUL  
Lewis, R. V.  
Libby, Eugene C.  
LIEDKE, LESTER NICHOLAS  
Lilly, Geo. W.  
Limico, Paul  
Linan, Mrs. D. W.  
Lincoln, Margo  
Linder, Elizabeth

**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.

PARKS, PERRYVIN
Paroff Trio
PARSONS, A. G.
PARSONS, FRED SKILLINGER
Paton, Louisville
PATMORE, ERNEST
Patrick, Mrs. Gladys
PATRICK, ROBT. WILSON
PATRICK, RYAN
PATRICK, THEO. ROOSEVELT
PATTERSON, SAM
PATTISON, JAS. RUDOLPH
PATTON, JAS. CUMFORTH
Paul & Quita
PAUL, RAYMOND
PAULI, ALBERT
PAULI, ALBERT
PAYETTE, RAYMOND
PAYNE, WM. GREER
Payton, Charles
PEARLMAN, JOS. ALLEN
Peasley, Frances
Peasley, James (Sweden)
PEGUES, JESS LEONARD
PENCKE, FRANKLIN RIO
Penderton, C. T.
PENDLETON, FLOYD WM.
Pengoili, Dr. H. B.
Pena, Mildred
PENNINGAN, THOS. P.
Perell, Alex
PERKINS, JOHNNY B.
Perry, Frank
Perry, Ernest
Perry, Frank A.
PERRY, GENE
PERRY, ROBERT
Pessano, Joe
Peters, Mrs. Juanita G.
Peters, Mary Ellen
PETERSON, GLENN F.
Peterson, Lara
Petrella, Louisa
PETTY, JOHN
PETTY, JOS.
Petty, Robt. Lee
Phelan, Herman
PHILLIPS, CHAS. MERL
Phillips, Leroy & Corina
PHILLIPS, RAYMOND R.
Phillips, Mrs. Jerry
Pialot, Alexander
Pickert, Rolly & Verma
Pike, Bluelin
Pine, Philip
Pitman, Smokey
Pizzo, Mrs. John F.
Pizzo, John K.
PLEASANT, OTIS TROY
Plunkett, Priscilla
Pockery, Jos.
POLING, CHAS. HOWARD
Pollock, Bud
Pompanini, Mrs. Nell
POMPONENI, ANTHONY
PONTIUS, KENNETH WM.
POORE, ROSCOE
Poplin, Mrs. Chas.
PORACK, JOS. STANLEY
Porter, Chas. S.
PORTER, JOHN HOWARD
Pony, Bob
Potete, Peewee
Pottler, Gordon
Potts, Helen
Powell, Art
POWELL, FRED WM.
Powell, Mrs. Irene Voss
Powell, Leo
POWELL, LOUIS O.
POWERS, HARVEY
PRESHNELL, ALEXANDER
Preston, Happy
PRIOR, ARCHIBALD S.
PRICE, JAS. ELLIS
Price, Joa.
PRIEST, HUBERT THOS.
Pruitt-Jones Jr., Michael
Puckett, Mrs. Jean
Pugh, George
Qualls, Knox
Quinn, E. J.
Quinn, Frank
Quinn, Edna
QUINN, CYRIL E.
RAMEY, HARRY E.
RANA, BILL
RAPER, ARNOLD
Rawley, Lloyd Dick
Rawson, Perry B.
Ray, Earl G.
Ray, Madeline
RAYBURN, HAROLD
Rayette, Miss Ray
Raymond, Capt. Johnnie
Rea, Russell E.

Read, Clyde
Reed, Russell Roy
REAVES JR., JESSE D.
RECTOR, Kenneth
REDD, WM. ROBERT
Redinger, Buddy
Redwood, Chief
Reed, Dan
REECE, LAWRENCE PRESTON
Reece, Mrs. Vera
Reid, Stan
Reid, Wm.
Reid, Deborah
REES, JAS. ALFRED
Rees, Mathew A.
REESE, WM. REEVES, JAS. LEBLANC (Leon Act)
Reeves, John
Reid, Laura
Reilly, Barney
REILLY, CHARLES
REILLY, RAY CASPER
Restorick, John W.
Revall, Paul
Rey, Ricardo
Reyes, Maree
Reynolds, Duke
Rhyme, Frankie
RIBBONS, ALBERT E.
Ribeau, V. Keith
Rice, Al
Rice, Warren
Rich, Marylin & Betty
Richey, F. S.
RIEDER, LAWRENCE D.
Rife, Blackie
RIGSBY, GERALD DOUGLAS H.
Rilee, Buddy
Riley, Harry
Rinehart Family.
RINEHART, JAS. CLARENCE
RINEHART, JAKE EDW.
RING, BOB
RIPLEY SHOWS
Ristow, Robt.
Ritchie, Eljah
RITCHIEY, VERNON DEAN
ROACH, CYRUS MARTIN
Roach, Jack
Robbins, Brownie
Robbins, Lee
Roberts, Chas. Red
ROBERTS, STEVE
ROBERTS, EARL THOS.
ROBERTS, EMERY THAYER
ROBERTS, GERALD H.
ROBERTS, Mrs.
ROBERTSON, RICHARD CHAS.
ROBINSON JR., ALBERT
ROBINSON, GH
ROBINSON, LEON
Robinson, Rita
Robinson, Noah
Robison, Joe
Rockhold, Frances
Roe, Jack
Rogan, Stella
Rogers, Chas.
Rogers, Frank
Rogers, H. H.
Rogers, Kenneth
Rogers, Peggy
ROSENBERG, ROSALIE
ROGERS, ROY EDW.
Roland, Oliver A.
ROLLINS, HARRY
Romano, Charlie
Rooks, Viola E.
Rose, Bert
Rose, Herb
Rose, Ida
Rose, Mexican
Roschrook, Bob
Rosen, Herb
Rosen, H. B.
Rosen, Mike
ROSENBERG, BENNY
ROSENFIELD, ABRAHAM
ROSENTHAL, SAMMY
Rosier, Roy
Ross, Buddy
Ross, Hal J.
Ross, Jack L.
Ross, Maximo
Rossi Bros.
ROTH, CLARK H.
Roth, Edwin
Rowland, Oliver A.
Rowley, Alice
RUCKER, JOHN H.
Rulson, Darsha & Barto
RUMBELL, ERNEST JOHN
RUMSOWER, ARTIE T.
Rupp, Mrs. Lily
RUSINSKY, JOE
Russell, Dick
Russell, Harmonica
Russell, Jessie
RUSSELL, PAUL
RUTHERLEDGE, PETER
Rutler, Mrs. R. F.
Ryan, Faith
RYAN, KATHRYN
RYAN, JAMES
RYAN, JOS. JOHN
RYDEL, HARRY THOS.
SADLER, ELLIS D.
Saenz, E.
Sager, Harold
Sakobis Sr., Jas.
SALTZER, ALBERT W.

Sanders, C. L.
SALYERS, JIMMIE SAMUELSON.
CHAS. ELMO
Sandra, the
Championa Girl
Sapp, Francis H.
Sarah, Madam
Saronacki, John
Saunders, Mabel
SAWYER, BILL
Scandin, Maria
Schaaf, Jack
Schad, J. P.
SCHAEFFER, JAS. L.
SCHALASKY JR., JOE
Schaufler, Mbe
Scherry, Mildred
Schille, Fred
Schmidt, Walwyn
SCHMITT, FERDINAND G.
Schnenn, Harold
SCHNEPPER, GEO. G.
Schraudenbach, Arthur
Schnulz, Hazel
SCHULTZ, STANLEY
Schworm, Oliver
Scott, Dorothy (Pat)
Scott Jr., Earl H.
Scott, Mrs. Elaine
Scott, Eugene
Scott, Homer
Scott, John G.
SCOTT, LEWALLYN RAY
Scottie, Frank
SEABROOK, THAD
SEBREE, EARL WM.
Seilmer, Geo.
Sowell, Dave
SEYFERT, RICHARD J.
Shaboo, Edw.
Shaffer, Mrs.
Shank, Dewitt
SHANKWELER, IRVIN L.
Shannon, Frank
Shannon Jr., Harry
SHAPIRO, HAROLD H.
Sharkey, Tattoor
Sharon, Mrs. Margaret
Sharp, Bettie
Sharp, Curtis
Sharpe, Max
SHAW, CHAS. M.
SHAW, FRANK WEST
Shaw, Wm.
Addison
SHEA, JOHN PATRICK
Shea, Peter J.
Shoaff, Army
SHEEHAN, THOS. HENRY
Sheerhan, Roy
Shel, Frank
SHELLETT, STERLING D.
Shepard, Frank & Pearl
Sheppley, Clarence
Shopra, Dave
Sherie, Patti
Sheridan, James
Shew, Carl
Shields, Sarah
Shields, P. A.
Shinn, Nellie
SHIRKEY, RUSSELL P.
SHIRKEY, WILBUR J.
Shoemaker, Mrs. Ruelah
Shoemaker, Caryl
Shoemaker, Mrs. M. E.
SHOMAN, CLARENCE ARTHUR
Shone, Mrs. Inez
SHOVER, JAS. RICHARD
SHUBY, WM. D.
Shuman, Billy
Shicks, Bob
Shebrand, P. W.
SIGAL, Mrs. Ruth
SIGMAN, EDD. REANO
SIME JR., SIMMONS, John M.
GORDON P.
SIMONS, LEON J.
Simpson, Art
Simpson, Jimmie
Sims, Jim
Singer, R.
Snik, Lera
Sivalla, H. J.
SKEHAM, JAS. JOS.
Skoken, Geo.
Slater, Wm. G.
Slayer, Irene
Slyter, Clarence
SMITH, Mrs. A. T.
SMITH, ANDREW
Smith, Bert
Smith, C. O.
SMITH, CLARENCE
SMITH, ED ANDER
Smith, Fannie
SMITH, FRANK CARL
Smith, Fred
SMITH, GLEN EDW.
Smith, Gordon
Smith, H. B.
SMITH, HORACE H.
Smith, Hugh
SMITH, JACK OSCAR
SMITH, JOHN
SMITH, Joseph
SMITH, LOUIS
SMITH, Mena
Smith, Mrs. Nell

Smith, Prevast
Smith, Rastus
Smith, Robt. Guy
Smith, Sidney S.
Smith, Signey S.
SMITH, URRIL CHESTER
Smith, Viclan
Snaddon, Robert
Snied, Beacie
SNELL, LAWRENCE R.
Snider, E. P.
Snoderly, Ray
SNYDER JR., FRANK J.
Snyder, Gus (Spike)
SOBEL, HAROLD
Somonka, Jon. Felix
Sonny, John
Soret, Jos. A.
SORJOR, LOUIS G.
Sothorn, Georgia
Sousar, Kathleen
South, Earl
SPARKS, CHAS. ADDISON
Spear, Barney B.
Spencer, Rodney
Spencer, Shirley
Speck, Joe
SPERRY, CHAS. HERBERT
Spillman, A. A.
SPINNEY, ALVIN Sproull, Albert
SPURLOCK, JAS. C.
St. Clair, Carmen
St. Clair, Seymour
St. Claire, Jerome
St. Claire, Tyler
STACK, PORTER GRAY
STALLARD, CHAS. FAYETTE
Stanczak, Franca G.
STANLEY, DEWEY GEORGE
Stanley, Edw. S.
Stanley, Inez (Frenchy)
Stanley, Mrs. Joan
Stanley, Jos.
Stanley, Stephen
Stark, Bernard J.
Stark, Mrs. Josephine
Stark, Miles H.
Starr, Judy
STEEL, STARR
Steinberg, Vernon
Stete, Frank
Steve, Miller
Stevens, Geo.
Stevens, John
Stevens, Big
Stevens, Joseph
STEVENS, LLOYD
STEVENS, RAYMOND EDWIN T.
Stevenson, Curley
Stewart, Arthur (Escape Artist)
Stewart, Mrs. Maud
STEWART, PATRICK STEWART
STEWART, VINCENT DAVID
STIMSON, JACK
Stiver, Lawrence A.
Stoddard, Doc
Stolz, L. F. Peggy
STONE, WM. FRANCIS
STOUT, MINER KENNEDY
STRATTON, WM. H.
STRATAKOS, LOUIS
Stroud, Mrs. Sarah P.
Strom, Robt. J.
Strom, P.
Struble, O. P.
Stuart, John H.
Student, Wm.
Stumm, Leo
STURDIVANT, CHAS. WILLIS
Sugerman, A. J.
Sullivan, Mrs. Rosalind
Sutherland, Tex
SUTTON, KENNETH WILHEM
SWAIN, SAM LEE
Sweet, Al G.
Swift, Larry
SWISHER, GERALD E.
SWORD, BOOTS W.
Sword, Jack
Sykes, Vera
SYLOW, JAMES
Synak, Louis
Tabor, Herman
Tailor, Joe (Shortie)
Talshoff, Sol
TALLIE, GEO. MANUEL
Talaman, Jack
Tan, Alex
Tan, Guo
TANNER, ANDREW
TARNOWSKI, JOHN H.
TATE, MELVIN S.
TAUBER, SIDNEY
Taylor, Mrs. Albert
Taylor, Chas. A.
TAYLOR, CLARENCE HENRY
TAYLOR, CLARENCE L.
TAYLOR, JACK ROBT.
Taylor, Jas. Y. (Tex.)
TAYLOR, WM. EUGENE

Taylor, Victor
Taylor, W. E.
Telford, Ted
TEMPLE, ARTHUR
Temple, Johnny
Templeton, Pat
Terrill, Mary
TERRY, CHESTER
Teuscher, Kathryn R.
Thacher, Adean
Thomas, Mrs. B. T.
Thomas, Evelyn
THOMAS, JAMES
Thomas, L. I.
Thomas, Patricia
Thompson, Cherrington
THOMAS, PETE
Thomas, Red
THOMAS, RICHMOND HOBSON
Thomas, Robt. T.
Thompson, Mrs. Bettie Naomi
Thompkins, Rich-
THOMPSON, and D. DEWEY
THOMPSON, RUSSELL
THOMPSON, GARLAND R.
Thompson Gr. Show, Omar
Thompson, Mabel
THORNE, WILLARD WESLEY
Thumdercloud, Chief
TIDMORE, NAT CLARK
Thilwell, Mrs. Mary
Thiner, Harry
Timmer, Robt. MURPHY
Tinney, Alberta
Tinsch, Frank
Tinton, Clarence
TIPTON, GEO. EDW.
Titur, Fred
TOMB, JOHN
Tomlin, W. F.
Tomas, Wm. E.
Tomas, Bruno
Topping, E. W.
Toronto Red
TORNOWSKI, JOHN R.
Tornansue, Clarence
TRANSDUE, LORAIN
Traversa, George
Travis, Ronald
Trent, James
TRIGOMES, NICHOLAS C.
TRUSTEE, LOU LOYD
Turner, Redello
TURNER, CHAS. LEWIS
Turner, E. B.
TURNER, WALLIE
Turosh, Julius Geo.
Tyler, Mrs. C. A.
Tyler, Carl & Ruby
Tyree, O. H.
Uetzen, Ferdinand
Underwood, W. R.
Ulrich, Joseph
Valentine, Jimmy
Vallance, Walter
VanBurch, Reginald
VAN CAMP, ARTHUR JOHN
Van Liddle, Mrs. Helen
Van, Freddie
Van Horn, Mrs. Vivian
Van Orman, Ray
VAN ROSSUM, JACOBUS H.
VANDE WALL, ERIC
Vandiver, Bob
Vantine, A. A.
Vanco, Louis
VANN, DANIEL ALLEN
VARNER, GRANT EUGENE
VASCO, BERNARD CARROLL
VAUGHN, ROBERT G.
VEALE, WM. HARDY
Velez, Dottie
Venable, Bill
Verfaska, Mrs. Mike
VERNON, FRANK EUGENE
VERNON, LLOYD GEOFFREY
Vickers, Vernon
Vigus, Clarence
Vincent, Romo
Viola, Rooka
Viveros, Guillermo
VOGSTEAD, KENNETH
VOPSTEAD, KENNETH
Wacaster, Smith
Wade, Earl H.
Wade, Viola
WAGGERS, JOHN WESLEY
Waite, Floyd
Waite, Kenneth
Walden, Silas
Walk, Orlo
WALKER, JAKE
Walker, Stella
Wall, Ted
WALLACE, CECIL EUGENE
Walkers, Guy
Waltman, Lloyd
WALTON, LOUIS JOS.
Wanderer, Joe
Ward, Clarence
Ward, Helen
Ward, Sam L.
WARFIELD, FRANK WM.
WARNER, BILL J.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway

Alberla, Albert
Anderson, Edith
Anderson, Manfred R.
Blake, Arthur
Blander, Greta
Berger, Seymour
BOISONEAU, CHARLES JOHN C.
Brady, Mary
Blake, Sid
Bohan, Clay
Brenen, Toot
BURKE, STANLEY
Burns, Charley
BURNS, LAWRENCE
BURTON, ROBERT
Burtis, Wm. F.
Buzze, Cowboy
CANTWELL, PETER
CAREY, WILLIAM P.
Carroll, Dave
Charbonneau, E. N.
Chuby, J.
CARR, NEAL
Carria, Scortia
CLANCY, THOMAS HENRY
Cody, Terry
Cole, Charles
Conway, Rose
Covey, Edid
CORTEZ, GENE PEPPER
Cushman, A. D.
Davenport, Kate
Davis, E. J.
Davis, George
Dayton, Marclena
DeGrey, Bill
DODDY, ARTHUR
Dowdy, James
Dunning, Vivan
Eckels, Lewis G.
Edin Twina
EMERLING, ALEX
EVANO, NICK
Fern, Pararie
FIUMARA, RINALDO L.
Florida, Georgia
Foran, Frank
Forshua, Hal
FLASER, PETER O.
Fricman, Harry
Gots, George
Getty, Betty
GOODWIN, MICHAEL ROBERT
GOODWALT, ROBERT
GRANT, LOUIS JOHN
GUTHRIE, JOHN J.
Harris, Kay
Hardenbrook, Bart
Higgenbotham, Agnes
HORN, JAMES OTH
Hunter, R. C. (Bob)
Illiana, Harry
Janlin, Leo
JOHNS, ANDREW JUSTAIN
Kemper, Charles (Cupid)
Kenny, Dorothy
KING, ROBERT M.
Kinsbury, Jack
Lafleur, Arthur
LA MOTTE, JOHN C.
LA MOTTE, JOHN P.
LAND, CHARLES LE DUC, VINCENT
Lee, Ana
Lemonds, Miss G.
Lewis, Myrtle
Lightner, Betty
McCConnell & Moore
Maier, Mildred
Manas, Mr.
Martino, Eddie
Maclure, Don
Martin, Jack & Adele
Merman, Jerry
Miller, Irving & Co.
Minor, Ted
Montgomery, Paul
Murphy, Edward
Natalis, Cliff
Nolter, Richard Tex
O'Brien, Eddie
O'NEIL, THOMAS P.
PADRONE, SAM PAUL
PAPCO, BILLY PATRICK, PAUL PA.
PATTY, THOMAS G.
Pattyes, James
PHILLIPS, THOMAS P.
Proner, Russell
Rette, Wm. H.
Rayolds, James
ROMANO, ERNEST (DE TROTTO & MIMI)
RUSH, CARL REESE
Russell, Jane
Russell, John C.
Santos, Edward
SCHENKMAN, JULIUS MCG.
Schultz, Charlie
Sham, Nick
Shunglari, Mchey
Sheldon, Ray
Sherry, Bob
SHERRY, WM. MCG.
Simons, Robert
Smith, Bert
Sullivan, Edward
Sylvia & Clarence
Taylor, Mrs. Stata
Thomas, Clifton
Thomas, Mrs. E.
Trahan, Al
Van Hill, Robert
Wagner & Adler Co.
West, Al (Rigger)
Wetherington, Ora
White, Arthur J.
White, Bill
White, Reggie
Wilson, Jack
Williams, Pat
Wolf, Tom
Wolfe, Art
ZARYCHTA, EDWARD

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.

Parcel Post
Gerlach, Roy (Duke), 7c
Miller, B. E., 5c
Frye, James G., 22c
Hutcherson, Mrs. Jack
JOHNSON, KALIXTUS KATE
BERNARD KAYE
KRUG, C. H.
Kyle, Miss Bee
Langano, Harvey
LEE, HOSIE
Lewis, Joe C.
Litta, G. E.
Littlefield, George
LOPEZ, CELESTINO JOSE
Lucas, Mrs. Earl
Lucas, Harry
McAlister, Roy
McCoyle, T. P.
McNeil, Mrs. T.
McPherson, Bob
Mack, Mrs. Alberta
Manning, Ross, & L. Harvey Cann
Mettis, Andrew J.
Miller, Carroll B.
Miller, Fred
Miller, LeRoy
Morgan, E. H.
Morgan, Clayton N.
Moss, Martha
MOYLAN, ROGER FREDRICK
Nash, Raymond
NETT, MERLIN
Nelson, Jackie
O'Day, Jackie
O'Neill, Philip
O'Neill, Bob
Okem, Leonard
OLIVER, CLARENCE J.
Parker, J. L.
Patterson, Sam
Patton, Eugene (Pat)
Perez, Capt. James J.
PETTY, ROY BRADLEY
Rooney, Mrs. Jack
Rae, Miss Mildred
Rawlings, Wallace R.
Ray, Ralph (Ky.)
RAYE, JACK LORINE
Raye, J. L.
REDMAN, ACE
REED, ALBERT LAWRENCE
Reeves, Leon
REEVES, STANLEY H.
ROHN, THEODORE WILLIAM
ROSE NEWBILL EUGENE
Rucker, B. H.
Sanbruno, Frank
Scott, Billie
Scribner, William
Servis, Edw.
Servis, E. F. Jr.
Sewell, O. M.
Shaffer, Oscar
SHERWOOD, NEAL G.
Shores, Edgar
Shufelt, Fred
SMITH, DAVID ANDREW
Smith, H. Norman
Smith, W. D.
SPRADLIN, WILLIAM WASHINGTON
Stanley, L.
Stanley, Dorothy
STARK, MIKE
Steffen, J. E.
STEPHENSON, RALPH T.
Stevens, J. C.
STOLTZ, LLOYD POSTER
Strable, Mrs. Edie
Thompson, E. L.
TYLER, FINIS DAVID
Clear, Joseph
VELIE, GORDON
Vani, Julienne
Ware, Jerry
Webster, J. H.
Wecker, W. B.
Williams, Louis
WILSON, ROY OLIVER
WOMACK, DOUGLAS
Wanack, D.
Wray, Ross

# Merchandise

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## Officials Move For MacArthur Day in Nation

NEW YORK, May 9.—The MacArthur boom in banners, pennants, badges, buttons and other items is on in full swing and there's no stopping it seems. Workers are garnering in the cash handling items bearing the likeness of America's hero. Latest move has been the advocating of a special holiday in June in honor of General Douglas MacArthur. Senator Robert M. LaFollette, of Wisconsin, proposed a joint resolution in the U. S. Senate to make June 11 MacArthur Day since he graduated from West Point on that day.

The New York State Senate unanimously passed a resolution sponsored by Senator Joseph R. Hanley, Republican majority leader, proposing June 13 as MacArthur Day, the date he was appointed to West Point 43 years ago. It does look as if the MacArthur boom will hit new highs this summer.

## Housewares Show Is Scheduled for Atlantic City Spot

NEW YORK, May 9.—The 1942 New York Housewares Show will hold its annual exhibition in the Atlantic City Auditorium, according to an announcement released by the New York Housewares Manufacturers' Association, Inc. The show will begin Sunday, July 12, and will run thru Friday, July 17.

The auditorium, said to be the largest and most complete exposition hall in America, will have 385 booths of housewares exhibits, according to the association. Already nearly 200 manufacturers have signed for exhibits and many more are expected before the show opens. A very heavy attendance turnout is anticipated.

This year the china and glassware show will be held concurrently with the housewares show in Atlantic City. The china and glassware show will be housed in the Hotel Ambassador. While priorities have affected their production, electric appliance manufacturers have reserved space and will exhibit at the show, it was stated. Many of the manufacturers of housewares will show items made of substitute and replacement materials.

## Bust, Plaque Trend Seen

CHICAGO, May 9.—The latest trend in the patriotic merchandise field appears to be veering to busts and plaques, according to the opinion of industry observers. A number of items of this type have appeared in the market and sales to the public have been encouraging. While it is impossible to be definite at this point, industry officials feel that additional bust and plaque numbers may be expected.

The most outstanding bust at this time is a reproduction of General MacArthur. Made of plastic composition with lustrous bronze finish the bust has the general's words inscribed on the base: "We Shall Win or We Shall Die." A second bust going well shows President Roosevelt, and includes a pertinent quotation from one of his speeches.

Plaques have always been popular and a number of new ones with patriotic themes have been introduced. One item reproduces the American flag in red, white and blue colors. It is claimed to be an original reproduction of a genuine wood carving, and to have all the originality of a hand-carved plaque.

## Dance Hall Space Used as Canadian Bingo Booms

# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Operators who are quick to notice new trends, and who play along with deals that take advantage of these trends, seldom go into the red doing so. Getting in on the ground floor when the excitement starts is the surest way of pocketing folding money in any business and doubly so in the salesboard game.

Remember what happened when Charlie McCarthy clicked on the radio and his prototype hit the street some years ago? He started a merchandise trend which soon turned into a bonanza for salesboard operators. In practically nothing flat Charlie and his sister and brother dummy dolls were going like hot cakes on deals everywhere and the boys had their hands full raking in the coin. The same thing happened when electric shavers and portable battery radios began to burn up the country and the same thing will always happen when John Public makes up his mind that he likes a particular item or group of items. When he does it's smart to hit that item immediately and keep on hitting while the popularity lasts. The operator who complains that he never gets a break is the one who is, so slow warming up to a new trend that when he finally wakes up it's too late to do anything about it.

Of course we understand that many items which we would ordinarily have to play with will not now be available because of priorities and shortages. However premium manufacturers are attempting to put to new uses the materials still on the unrestricted list, such as wood, glass, plaster, some plastics, paper, certain fibers, clay and silver. Items suitable for a card or board promotion will in all probability still come on the market from time to time. The thing to do is to watch for these items and when any one of them seems to be going, go right along with it.

The salesboard business is built on such strong foundations, has such terrific consumer appeal, that it has always been able to weather all storms which have come its way. It should continue to do so.

The World Globe Victory Lamp offered by Crown Novelty Company looks good for a run on a small take deal. Lamp is 22" overall, has 6" revolving world-globe set in between base and bulb socket, 13½" parchment tilt-top shade with V for Victory emblem on it and crystal base. It apparently has flash and consumer appeal and should move to a better than fair take.

And talking of trends, as we did at the beginning of this column, it may not be a bad idea to try to cash in on the MacArthur trend which has been so strong in the nation the past few months. There are a number of plastic composition statuettes of General MacArthur available and these may go well on a small card. It's worth a try anyway.

HAPPY LANDING.

ST. JOHN, N. B., May 9.—Operators of dance halls, in suburbs as well as in cities and towns, are cashing in on the record demand for bingo by offering dance space for bingo parties. Games and dancing sponsored by organizations one to three nights a week help fill in the weekly calendar of the dance halls so that they are in use five or six nights each week. There has been little difficulty in getting sponsors as they are eager to participate in the revenue from bingo or house, as it is still known at many spots in the Eastern provinces.

Bingo has caught on not only in the wholly English-speaking districts but in the bilingual (French and English) areas. It is also strong in entirely French-speaking areas. People travel up to 50 miles just to enjoy the bingo and have a chance at the merchandise offered as prizes. In addition to standard merchandise awards, many local products are given as prizes.

It is nothing unusual for a bingo devotee to walk many miles just to attend a bingo party. Because of the restrictions on gasoline and tires there has been more walking to and from entertainments. In the rural areas the bingo socials aid greatly in keeping the people in contact with each other, serving as reunions for sections, organizations and parishes.

## Identification Items Meet Heavy Demand

CHICAGO, May 9. — Identification items are sweeping the nation, according to reports coming in from key cities. Neckchains and bracelets are equally popular with the public, it is said, and workers are all reporting heavy sales. While the items do have a utility purpose their chief selling point is their novelty appeal.

The identification bracelets and neckchains make attractive novelties for men, women and children. While there is a difference of opinion as to the possibilities of actual bombardment of American cities, the jewelry does offer emergency protection. It is reported that all these factors have combined to contribute to the steady demand for these novelties.

A number of attractive bracelet styles are offered for women and finishes offered include white and yellow, as well as sterling. For men the neckchains are favored, it is reported, and these are also offered in different styles and finishes, including sterling silver. The latter are offered in medium and heavy-weights. Brisk business has been reported by novelty workers specializing in these items.

Closely allied with identification items, including rings, brooches, lockets, signet pins, etc. Jewelry workers report that these items, suitable for engraving, are being well received everywhere. Usually the jewelry is personalized with name of wearer, altho in some cases special sentiments are engraved.

With identification items doing so well, and thus equally heavy call for personalized jewelry items, novelty and jewelry workers anticipate a gala season. In addition to these items workers in this field also handle military jewelry—and this is a triple combination that is making money for energetic workers, according to their reports. Additional merchandise with eye appeal and practical value is being offered so that workers can have a wide variety of items to offer.

# BINGO BUSINESS

By JOHN CARY

THE INTEREST in bingo games is hitting new peak levels and with the outdoor season not far off, operators anticipate one of the best seasons of recent years. It is apparent that operators have been quick not to miss the sure-fire possibilities of the war effort. Bingo has always been known as a fund raising medium, and now there are many new calls for funds that can be raised thru the game. This is in addition to the need for raising money for charity and welfare organizations.

In the all out war effort now going smoothly in high gear many civilian organizations are doing worth-while work. Sponsored bingo games are providing funds and at the same time offering genuine entertainment and fun to bingo addicts thruout the country.

In the past it was hard to convince organizations that in order to successfully raise required funds professional assistance is required. Bingo operators now report that their services are increasingly in demand since they have proved time and time again that they can run efficient games. The professional touch not only increased amount of funds raised, but also gives the audience a smooth evening at their favorite pastime, with things moving as efficiently as clockwork.

Bingo operators are thoroly familiar with promotional and exploitation details so necessary to assure a successful game, and this fact has carried weight with organizations seeking funds. Facts and figures don't lie and it is reliably reported that an operator running a sponsored game invariably produces more funds than it an attempt was made by members to run the game privately. The professional bingo operator is also a showman and, therefore, he is able to add to the pleasures of the evening thru stunt ideas that please the audience—and most important of all, these ideas increase repeat business.

BINGO PLAYERS are showing an interest in extra-entertainment features being put on by some operators. There's nothing new in this idea but now, with the war on the public is eagerly seeking entertainment—and bingo operators have been quick to realize that they can cash in by furnishing some sort of entertainment.

(See BINGO BUSINESS on page 64)

## Banners and Buttons in Patriotic Picture

By CHARLES A. LOMAS  
and EMIL ZUBRYN

LOOK

For This Feature in  
The Billboard  
Summer Number  
Dated May 30

### Carnival Specials



- BB/20—Dice and Dog China Head Canes. Per Hundred . . . \$5.50
- BB/21—Men's Swagger Canes with Tassels. Per Gr. . . . 5.00
- BB/22—Dart Balloons #4. Per Gr. . . . 1.25
- BB/23—Rubber Covered Bounder Balls. Per Gr. . . . 1.15
- BB/24—American Slum. Per Gr. . . . 1.00
- BB/25—Tinsel Head Batons. Per Gr. . . . 8.00
- BB/26—Round Fancy Balloons #8. Per Gr. . . . 3.25
- BB/27—Patriotic Banners, 9x12. Per Dz. . . . 1.65
- BB/28—Patriotic Jewelry. Per Gr. . . . 9.00
- BB/29—American-Hawaiian Lels. Per Gr. . . . 3.00
- BB/30—50 Ligno Slogan War Buttons. Per Thousand . . . 12.50
- BB/31—American Made Loaded Darts. Per Gr. . . . 7.20
- BB/32—Wiggling Paper Snakes, Made in China. Per Gr. . . . 3.50
- BB/33—Military Necklaces and Crosses in Plush Display Boxes. Per Dz. . . . 1.80
- BB/34—Red, White and Blue Canes. Per Hundred . . . 3.50
- BB/35—Military Rings. Per Gr. . . . 1.00
- BB/36—American Made Pennant Canes. Per Hundred . . . 1.25

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**M. GERBER, INC.**  
"Underselling Streetmen's Supply House"  
505 Market St. Philadelphia, Pa.

## Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose address and stamped envelope for prompt reply.

### Shell Novelties

Sea shell novelties have been selling like wildfire, according to reports received from novelty and souvenir workers who handle the items. J. A. Whyte & Son, manufacturers and importers of West Indies and Cuban novelties, offer a diversified variety of sea shell numbers that are timely and have flash. One of their items is the tropical swan electric lamp, made of white angel wing sea shell and presenting an attractive appearance. The swan ornament is also available without light. Another number is the Duchess of Windsor golden shell necklace. It is claimed the golden shell is the queen of all sea shells and has been worn by the Duchess in lei, choker and bracelet styles. Other novelties produced by this firm include a U. S. army plane made entirely of tropical shells, a sunset shell butterfly bracelet, zombie jungle jewelry and assorted West Indies shell necklaces on plastic chains. It is claimed all items have made a tremendous hit wherever shown.

### Varga-Girl Calendar

Salesmen are offered a money-making item in the famous Esquire Varga-Girl 1943 Calendar, especially imprinted with the customer's advertisement. It is said this is the first time this offer has been made directly to salesmen, and energetic men have a chance to clean up with this widely publicized calendar this season. Merchants, manufacturers, insurance companies and other concerns interested in buying calendars are logical prospects, it is stated. Calendar has plenty of selling flash and plenty of eye appeal to make selling easy.

### MacArthur Ring

A new item introduced by Red Chief Industries is the MacArthur Good Luck Ring. Ring has silver finish and features a hand-engraved portrait of the fighting general, hand decorated with genuine jeweler's high-gloss enamel in red, white and blue. Manufacturer states ring is made in a universal size adapted to fit everybody's finger. It is expected that this item will be a hot seller at this time, and agents have a chance to cash in, the manufacturer concludes. In addition this firm offers free details of its line of patriotic emblems, service banners, pins, buttons, tabs, decals, etc.

### God Bless America Plaque

The God Bless America plaque offered by Emanuel Maltz Company is said to be an original reproduction of a genuine wood carving. Item has a reproduction of the American flag in red, white and blue with the slogan appearing directly

### GENERAL MacARTHUR BUTTONS

ONE ON EVERY LAPEL



General MacArthur Buttons. Actual size as illustrated.  
No. 3N562—Per 1000, \$9.50.  
Per 100, \$1.00.

GENERAL MacARTHUR TAB  
Made of metal lithographed in colors. The metal tab can be attached to any part of the clothing. Illustration exact size.  
No. 3N563—Per 1,000, \$7.50

### FLUORESCENT FIXTURES

BANNED AFTER JUNE 2, 1942. WE HAVE A LARGE STOCK AND CAN MAKE IMMEDIATE DELIVERIES



**FLUORESCENT DESK LAMP**  
Writes for special circular showing complete line of these modern lighting units.  
Uses 15-watt T-8 bulb. Durable Morocco brown finish bases measures 10x5 1/4 inches. Height 14 1/2 inches. Parabolic 18-inch shade has chip-proof white enameled reflector. Instantaneous on-off switch. Packed each in carton.  
No. 20303—Each (bulb not included) . . . \$4.52  
In Lots of 6. Each . . . . . 4.17  
Fluorescent Bulbs for above, 18 in., T-8, 15 watt. Each 65¢. In Lots of 6 52¢.

**FLUORESCENT KITCHEN UNIT**  
Revolutionary type construction, cool, high-intensity daylight. Uses two T-12 20-watt 24-inch fluorescent bulbs. Has ceiling holder and ceiling strap to fit standard 4-inch outlet box. Canopy has knockout for switch. Reflector white enamel. Approved ballasts, starters, sockets. Operates on 110 to 120 volts, 60 cycle, A.C.  
No. 20371—Each (bulbs not included) . . . \$5.17  
In Lots of 6. Each . . . . . 4.77

**BULBS FOR KITCHEN UNIT**  
2098—24 inch, 7-12, 20 Watt. Each . . . . . 80¢  
In Lots of 6 . . . . . 64¢

We Have a Complete Line of  
**Patriotic Goods and Jewelry for Engraving**

**N. SHURE COMPANY** 200 WEST ADAMS STREET CHICAGO, ILL.

### ELGIN - GRUEN \$2.95 BULOVA

Start at

Take advantage of these re-conditioned nationally-advised 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.

### SEA SHELL BROOCH

IT'S NEW IT'S BEAUTIFUL  
Price \$2.00 Per Doz. 12 Styles to Dozen.  
Money Refunded if Not Satisfactory.  
Sample 50c.

Also a Complete Line of Shell Necklaces and Bracelets.

**E. DIAMOND & SON**  
Manufacturers  
513 N. MIAMI AVE. MIAMI, FLA.

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.

### 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**

### WHOLESALE CATALOG FREE

For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

**SPORS CO., 542 Lamont, Le Center, Minn.**

**SPORS**  
Your KEY TO SUCCESS  
4000 MONEY-MAKING OPPORTUNITIES

### BIG MONEY MAKER



8-Color Pan-American Rayon Satin Banner with 20 flags and outstanding American unit flags. Size 12"x10"—\$1.10 Doz.; \$12.00 Gross. Post Cards, same illustration, \$3.00 per thousand, 1/3 deposit, Bal. C.O.D., F.O.B. N. Y.

**Reifer Novelty Co., 1141 Broadway, N. Y. C.**

### READY—AS ALWAYS! TO SERVE YOU

with GENERAL MacARTHUR BUTTONS and MANY OTHERS!

**NEW CATALOG NOW READY**  
PLEASE STATE YOUR BUSINESS

Established 1886  
**TERRE HAUTE, INDIANA**

### LEVIN BROTHERS



U. S. Army U. S. Navy U. S. Air Corps U. S. Marine Corps

**FAST SELLING PILLOW TOPS!**

All pillow tops embossed in raised velvet on pure rayon satin front and back. Size 20"x20", including fringes. Assorted colors. Packed in individual mailing containers. 1/3 deposit with order, balance C. O. D. Individual samples 50¢.

**\$4.00 Dz.**

Gen. MacArthur  
Special Designs and Insignias Created To Order on Grass Lots  
JOBBER—Write For Our Special Jobber Deal!

**MILITARY PROMOTIONS, 1133 Broadway, N. Y. C.**

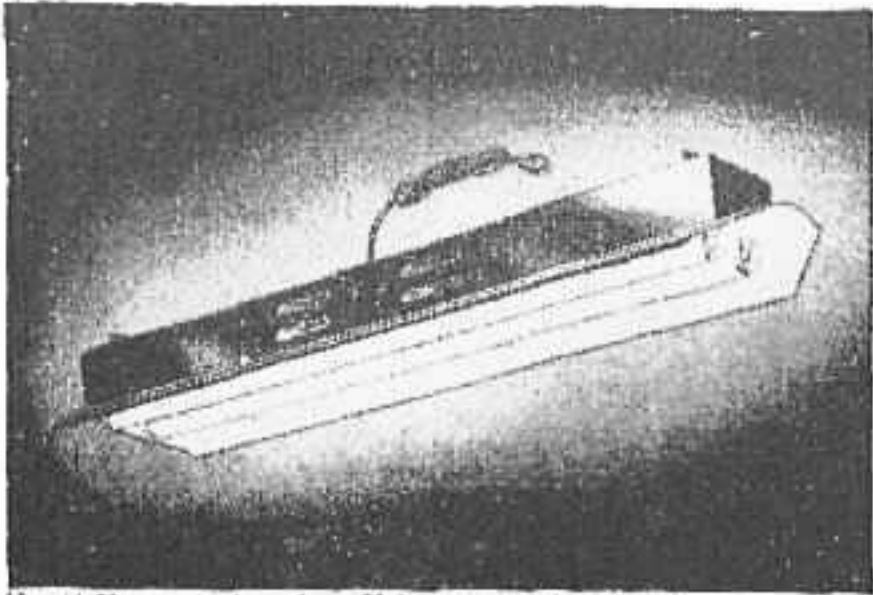
### TABLE LIGHTER ★ PATRIOTIC

Dunhill "HOT SPOT" Special \$1.10 ea. (Stock Limited)

and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.

- ★ FLAG SETS FOR AUTO, BICYCLE, WINDOW—With Suction Cup, 3 Flags, \$1.60 Doz. Sets, 3 Flags with Metal Holder, \$2 Doz. Sets, With 5 Flags, \$2.50 Doz. Sets.
- Jackmaster—1 Blade Knives. Reg. 8 Midget, 12 to Display, Doz. \$1.80.
- PENCIL FLASH LITE—\$2 doz.
- SUN GLASSES—Moth Cakes—Fly Swatters—Glass and Furniture Cleaners. Big variety of reasonable items for Wagon Jobbers, House Canvasers, Premium and Salesboard Operators. Free Catalog. Write

Include Dep. & Postage on all Mail Orders.  
**CHAMPION SPECIALTY CO., 814-X CENTRAL ST., KANSAS CITY, MO.**



**SALE OF FLUORESCENT FIXTURES BANNED AFTER JUNE 2nd, 1942 SELLING OUR STOCK WHILE IT LASTS AT LOWEST WHOLESALE PRICES—ORDER NOW**

**PORTABLE INDUSTRIALITE MODEL**

Used extensively for Carnival Stands, Shows, Displays, the Industrialite is completely wired, ready to install. Latest fluorescent equipment: high power factor corrected ballasts, starting compensators and replaceable automatic lamp-starters. Equipped with

G.E. control units, U.L. approved. Supplied complete with 6-ft. rubber-covered cord and plug, screw-eyes, 6-ft. chain, "Glaz-namel" reflectors. For two 48-in., 40 W. bulbs, 110-125 V., 40 Cy., A.C. only. Reflector, 13 1/2 x 5 1/4 in. Ship, wt., 35 lbs without tubes. No. B9E38—Retail \$21.95. Your Cost Net, Each \$12.90. In Lots of 6 or More, Each \$11.60  
40-Watt Tubes. Each \$1.72  
25% Deposit, Balance C. O. D. Catalog of Other Kitchen, Desk, Store, Etc., Models on Request.

**JOSEPH HAGN CO. 217 W. MADISON STREET, CHICAGO, ILL.**

beneath the flag. The item is made of wood fiber plastic and presents a very attractive appearance. Size of plaque is 6 1/2 by 6 1/2 inches. Manufacturer reports a big demand for this number and states workers have been making easy sales. It is claimed the item has all the originality of a hand-carved plaque.

**Roosevelt-MacArthur Busts**

Henry J. Handelsman Jr., Inc., is offered two items said to be excellent money-makers, according to reports received from workers. The offering is a plastic composition bust of President Roosevelt and of General MacArthur. Both busts have a lustrous bronze finish. President Roosevelt's bust has the following inscription on the base: There Is a Mysterious Cycle in Human Events. To Some Generations Much Is Given, of Others Much Is Expected. This Generation of Americans Has a Rendezvous With Destiny. Height of the Roosevelt bust is 8 inches, width 3 inches at the base. Bust is individually boxed. The MacArthur bust, mentioned in this column previously, is 8 1/2 inches high and 5 1/4 inches wide.

**BINGO BUSINESS**

(Continued from page 62)  
entertainment prior to the bingo game itself.

The important point, of course, is not to drag out the entertainment too long. An expert operator knows that bingo is the big drawing card. Usually the pre-bingo entertainment runs from 15 to 45 minutes, and latter time is never exceeded. Some operators find amateur performances popular, others use professional entertainers, while still others have found showing of 16mm. films effective. It all depends on the locality and the audience—and the operator can quickly find out type of entertainment desired by inviting suggestions from the audience.

**Live Baby Turtles**

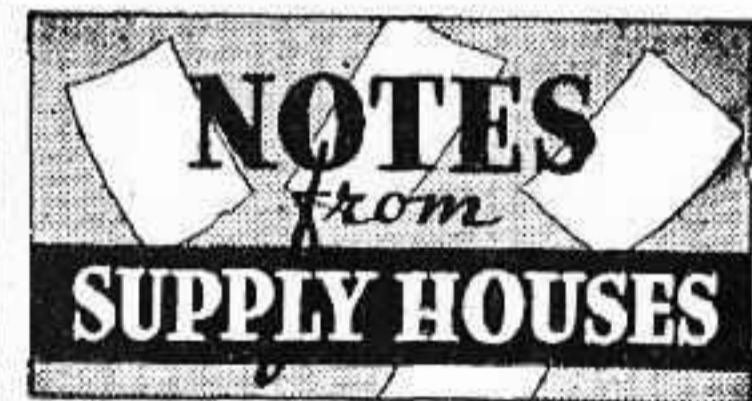
Live baby turtles are reported to be naturals for fairs, parks, carnivals, circuses, resorts, etc. H. Flehove & Company offer everything necessary to set up this business. Each turtle is less than 2 inches long and is decorated with waterproof designs. Turtles can be hand-lettered with town-name or attraction at no charge. Workers handling the turtle concessions report strong sales, the firm announces. Designs include special Walt Disney characters licensed exclusively for turtles by Walt Disney Enterprises. Floral designs, scottie, etc., are also available. The firm also offers turtle food and mailing boxes.

**Remember Lapel Pin**

Remember Pearl Harbor items are selling just as strong as ever, according to reports. One of the latest numbers on the market is the lapel pin offered by Apex Novelty Company. Item has an intricate, attractive design with the slogan appearing in a semi-circular layout, flanked by a pair of wings. The reproduction below the slogan shows a bomber in action. Attached to the pin by a link chain is a U. S. Flag. Item comes in 14k gold finish and flag is in three colors, manufacturer states. Firm reports the item has plenty of sales appeal.

**Plaster Products Popular**

MILWAUKEE, May 9.—Popularity of plaster products for carnivals, fairs, concessionaire stands, resorts, etc., is unabated, it is reported. The war has stimulated the production of items with a patriotic and military motif including reproductions of members of the armed forces, Uncle Sam, Soldier Girl, etc. Religious plaster items are also holding their own with crucifix and grotto plaster leading demand in this division.



Levin Bros., in the past, has grouped all of its merchandise into one general catalog, according to T. P. Anderson. This year, however, he reports, the firm is issuing two separate catalogs. The first, now ready, contains only merchandise suitable for the concessionaire, specialty man, street worker, etc. Anderson pointed out that in spite of the trying times, and the difficulty in maintaining set prices for any great period, the firm decided that its customers are entitled to a catalog to aid them in making a selection. The firm's new Summer Novelty Catalog, showing a complete line of American made novelties, premiums, specialties, etc., for every outdoor worker, is offered without cost. Information about the second catalog will be released at a later date.

Military Promotions, offering a line of patriotic pillow tops, reports that its line showing insignia of all branches of the armed forces has met with im-

\*\*\*\*\*

**NEW**

**A BUST OF THE NATION'S HERO! COAST TO COAST APPEAL!**

**GEN'L DOUGLAS MAC ARTHUR**

Thousands of patriotic citizens will want to display this exact reproduction of America's fighting hero in homes, offices and stores. The General Douglas MacArthur bust is constructed throughout of plastic composition with a lustrous bronze finish. Base is inscribed "We Shall Win or We Shall Die: MacArthur." Size overall: height, 8 1/2 in.; width, 5 1/4 in. Ind. boxed. Ship. wt. per dozen, 38 lbs. No. B942X17—Sample postpaid, \$1.00. Per dozen, \$8.00.

**JOSEPH HAGN COMPANY**  
217-223 W. Madison St. CHICAGO

\*\*\*\*\*

**New! P. D. Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!**

Takes and Finishes Black & White, or Sepia Photographs **IN ONE MINUTE.**

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information.

**P. D. Q. CAMERA CO.**  
109 E. 35th St., Dept. BB-5, Chicago, Ill.

**NOW!**

Smash hits for "MUGGERS." Snappy, smart, colorful post-cards for mounting. 1 1/2 x 2 in. and 2 1/2 x 3 1/2 in. photos. Send \$1.00 for liberal supply.

**FORE-GROUNDS**  
7 "HOT" numbers. Comic billboards. 36x48 in. Adds \$ \$ \$ to your profits. DETAILS FREE.

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

**TROPICAL 'BATAAN' HELMETS**

Finely finished woven straw, feather weight, made to fit any head-size. Red, White or Blue, with inscription "Remember Pearl Harbor." A timely, useful concession prize—a wonderful patriotic flash.

**\$3.00 DOZ.**

Assorted Colors

Agents, Roadmen! Here's a winner for beaches and summer resorts.

1/3 Deposit With Order, Balance C. O. D.

**Greene-Baum Nov. Co.** 401 Lafayette St. NEW YORK CITY

**AMERICA! KEEP 'EM FLYING!**

NO. 5563 RUBBER SUCTION CUP FLAG HOLDER SETS \$10.50 PER 100 SETS

New type suction cup holder attaches quickly to headlights, windshield or other smooth surface on any car. No bolts or other attachments required. Made of black rubber with three evenly spaced holes holding flags as illustrated. Complete with three 4x6 inch cotton flags mounted on sticks with gilt spear-heads.

Our new 1942 GENERAL CATALOG will be ready about May 1st. SEND FOR YOUR FREE COPY TODAY!

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**Park, Carnival, Beach, Resort Concessioners**

MAKE "ACME" YOUR HEADQUARTERS. EVERYTHING YOU NEED—WHEN YOU NEED IT—PRICED RIGHT

Now Bingo Novelties—New Plaster Items—Blankets—Clocks—Chrome—Lamps—Dolls—Enamelware—Glassware—Silverware—Tinware.

**A BIG VARIETY OF PATRIOTIC ITEMS**

BANNERS—PILLOWS—TAPESTRY—WALL DECORATIONS—BUTTONS—PINS—PLASTER ITEMS—PENNANTS—JEWELRY. WRITE TODAY FOR FULL INFORMATION AND LISTINGS. State Your Business or What Concession You Operate.

**1 day Service**

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD. ST. LOUIS, MO.

The Best Investment in the World Today Is  
U. S. War Savings Bonds and Stamps

**CONCESSIONAIRES YOU NEED US!**

We Deliver Immediately at the Lowest Prices in the Country.

#2—WOODEN HEAD SWAGGER CANES, Gross	\$5.50
#16—BALL-HEAD SWAGGER, Red, White & Blue, Gross	6.00
#8—SILVER TINSELED HEAD BATONS, Gross	8.50
#9548—SWISS YODELER HAT with Feather, Gross	8.50
HAWAIIAN LEIS, Made in U. S. A. Gross	3.50
#301—AMERICAN MADE JEWELRY SLUM THROWOUTS, consisting of Army Eagle, Victory, Airplane, Cross Gun Pins, Rings, etc. Gross	1.25

Orders shipped the same day received. 25% deposit must accompany order.

**IMPERIAL MERCHANDISE CO.**  
893 Broadway, New York City

**CORN GAME SPECIALS**

BB1—Silox Coffee Maker	\$1.63
BB2—Wall Brackets (Pair)	.85
BB3—Traveling Sets	2.50
BB4—Traveling Bag	4.15
BB5—Tablecloth-Napkin Set	1.50
BB6—Large Coaster Wagon	2.80
BB7—Field Glasses	1.70
BB8—Bathroom Hamper	3.12
BB9—Poker Chips in Rack	1.00
BB10—Chrome Plated Tray	1.47
BB11—3-Pc. Dresser Set	1.88
BB12—Menicure Set	1.10

Send for New Catalog.

**ROHDE-SPENCER CO.**  
223 W. MADISON CHICAGO, ILL.

**NEW JAP HUNTING LICENSE** (It's Open Season)

THEY SELL LIKE HOT CAKES AT 5 or 10c Each. BIG PROFIT. Rush your order now. \$1.50 a 100, \$10.00—1000. New COMIC HITLER'S LAST WILL. Per 100—\$1.00. Per 1000—\$6.50. Still Going Strong: 5 Pig Hitler Puzzle. Per 100—60c. What the Japs can do to every American (comic fold). Per 100—80c. SAMPLES OF ALL THE ABOVE AND CATALOG 10c.

**JOEKERR NOVELTIES**, 136 Park Row, New York.



She'll

SWEEP THE MARKET... PAY YOU BIG PROFITS ESQUIRE'S 1943 VARGA GIRL CALENDAR

- \$ 12 pages of Vivacious Varga femininity... \$ Can be imprinted with your customer's advertisement... \$ Nationally famous... \$ Full-time or side-line... \$ Start today... Write for free details.

Esquire Magazine, Varga Calendar Div., 417 Palmolive Bldg., Chicago

Identification Neckchains "Dog Chains"

Glass Dog Chains, Crystal and Assorted Colors.



Sterling Silver Dog Chains, 25 1/2" Length, Medium Weight. Also Heavy Weight.

Write for Illustrated Circular.

Bieler-Levine, Inc.

37 South Wabash Ave., CHICAGO, ILL.

SPECIALTY SALESMEN

WANTED

Sell Price Ceiling Tags. Every grocery must display 28 numbers each from 5¢ to 60¢. Meat display card included. Prices \$3.00—salesman's price \$1.50. Send check or money order for sample kit.

R. J. THOMPSON SPECIALTY CO.

1511 Bagley St., SAGINAW, MICHIGAN

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.

CHEWING GUM 28¢ BOX

RETAILS FOR \$1.00 Each box holds 20 Cellophaned 5¢ Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 50% to 100% profits.

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

DISTRIBUTORS-SALESMEN

Subscriptions... "THIRD DIMENSION" Framed AMERICAN FLAGS (made of YARLON) in connection with Legion Posts, Clubs, Churches, Fairs, Carnivals, etc.

PIPES FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

DOC GEORGE M. REED... pipes from Columbus, O., about numerous pitch folk and reports that his wife, Mollie, who was in Grant Hospital, Columbus, from February 28 until March 18, is recovering slowly.

JAMES F. (JIMMY) MULHOLLAND... was the subject of a feature story in the April 11 issue of The Columbus Dispatch, according to word from Doc Reed.

PIPES DEPENDS... ON ITS FRIENDS

EARL WILSON... of auto polish fame, is now in his 35th season of cleaning wall paper around Columbus, O. He has a gang of about 15 men working for him.

WALTER BYERS... has joined a carnival and will stay until the fair season opens.

COLUMBUS, O.... has the usual coterie of flower peddlers on High Street. There are also a few blade workers there.

BOBBY (CURLEY) PESEK... in Muskogee, Okla., scribbles in that he is working blades and blocks. Says he would like to read pipes from Charley Kief, Jimmie Teel, Russell Long and Jerry (Mann) Stringfellow.

H. H. BELL... pipes from St. Paul that he has been confined in Anker Hospital there since the first of the year. He worked for years with knife sharpeners.

A note to the Pipes Desk reports that reliable mad show performers are scarce and that most of the shows need comics and musicians.

BOB SMITH... writes from Enterprise, Ala., that the Little Big Pic Show is still clicking down in Alabama among the strawberry shortcakes and fried chicken.

Mary Smith are putting over the sales of med and candy. Bob reports he enjoyed the pipes of Doc Ed Graham and Harry Hurbert in a recent issue, as he tramped with them years ago.

UNCLE DUDLEY... in Lansing, Mich., reports that he is starting for Oregon this summer—working on the way. He says: "This is sure a new one for me, as the East is my stamping grounds."

RICHARD RICTON... says he is doing well with his wonder dog show in Georgia schools at 10 cents per. "So Billyboy is now two bits," comments Ricton.

NEWS NOTES: Several legislators are beating the skins for a General MacArthur Day. Keep your eyes open—it'd mean a real day for MacArthur items.

PITCHING FOR UNCLE SAM... these days are Jack King, Harry Edelstein and Thomas Degar, reports Carl Herron from New York, who adds that they are proud of their uniforms.

THE JARETTTS... are on their way back to their seashore spot after a lucrative tour of Alabama, Tennessee, Arkansas and Mississippi.

The warm weather is bringing out the crowds in Northern climes. Remember that non-essential riding in autos is banned.

JEFF DAVIS... scribbles in from Alma, Ark., that he ran into a small convention of trade paper men in Hot Springs.

JOHNNY HICKS... writes in from Canadian, Tex., that he is leaving the Lone Star State after two months of big business with Dailey Bros. Circus.

Guilty or Not Guilty By E. L. KIEHL LOOK For This Feature in The Billboard Summer Number Dated May 30

The Most Complete Line of Engraving Jewelry Orders Shipped Same Day Received! We have all the "big selling styles" in Engraving Jewelry...

ENGRAVING AND WIRE-WORKERS PEARLS Imported and Domestic Shells, Largest Producers, Lowest Prices, Same-Day Service. SEND \$1.00 for WIRE WORK ASSORTMENT...

AMERICA'S LATEST CRAZE Fast Selling SEA-SHELL JEWELRY NOVELTIES ELECTRIC LAMPS 1942 Price List on Request. J. A. WHYTE & SON

FOUNTAIN PENS NOW! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and DEMONSTRATORS. Write for new PRICE LIST.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 Wholesale Only 7 Jewel, 18 Size, in 6. H. Engraved Cases, at Send for Price List.

REX HONES Now \$5.25 a Gross Send \$1.00, Bal. C. O. D., Plus Postage. Each Home in shiny silver box, priced 60¢.

MacARTHUR BANNER AMAZING SELLER Beautiful, attractive Satin Banner... TWO SIZES 9"x12"—Doz. \$2.00—Gr. \$20.00 12"x18"—Doz. 3.00—Gr. 30.00

and then will hit back for the old home-stead up Oregon way. He reports: "Hear that Harry Cory and Morris Kahntroff were working gummy and glass cutters to big takes in Dallas." Johnny concludes with the remark that we can quote him to the fact that Texas is a great State and a pitchman's paradise.

FVT. THEODORE SCHWARTZ . . . now at Camp Berkeley, Tex., would like to see pipes from old friends. He is a former novelty man and was called Zippy or Whitey by his friends of pitch days. He would especially like to hear from Eddie Cantrell, Jack DeVoe and W. W. Horton Jr. Schwartz reports that he is in Uncle Sam's Anti-Suicide Squad (anti-tank company).

"TUMBLING BLOCK" SLIM . . . and his co-worker, Willie Owens, are sporting fancy clothes and everything that goes with them now that the long green is plentiful in New York, reports Carl Herron.

PIPES DEPENDS . . . ON ITS FRIENDS

SAM JONES . . . was elected councilman from the Eighth Ward in Salt Lake City, according to a

**WE ARE NEVER UNDERSOLD—**

MacARTHUR BUTTONS or now war slogan buttons with pins. The better kind. None better. Red, White and Blue. All size of half a dollar. 100 Buttons complete \$1.20

RED, WHITE & BLUE INSIGNIA, on card. Lends itself to different designs. All can wear them. 100 Cards .80

PATRIOTIC INSIGNIA, as above, 3 on an attractive card. 100 Cards. 1.40

WAR SLOGAN BANNERS, blazing colors, on fine material. Double gilt spear point stick with cord and tassels. Big stock. In two sizes. What a flash! Display many of them and you'll sell them in quantity.

5x8 In.—Doz. 60c. Gross 6.50

12x15 In.—Doz. 1.20. Gross 12.00

IDENTIFICATION NECK CHAINS, flexible glass, in crystal and assorted colors. Quality gilt ring and attachment. Dozen 2.75

SINGER RAZOR BLADES, world's finest. Still at the old price. 100 Blades .85

All orders must be accompanied by deposit or full payment. 28 years of value giving in Novelties, Notions, Gifts, Premiums and Sideline Merchandise. 182-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 WHOLESALE

**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



**FREE** this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

**REPRINT EDITOR, THE BILLBOARD,**  
25 OPERA PL. CINCINNATI

Reprint Editor, The Billboard  
25 Opera Place, Cincinnati

Please send me my free copy of Salesboard A B C's. You may send it to—

Name .....

Address .....

City..... State.....

5-16

note from Johnny Hicks. Sam is said to have won by a majority of 6,000 votes. Sam has added two more rooming houses to his chain, making it a total of six. Marie still runs the Elite Jewelry Company, leading jewelry house in Salt Lake City, and business is reported great.

ED FRINK . . . an old-timer, sends in a welcome piece from Arlington, Tex. Here's Ed's interesting part: "Well, Bill, the world does move ahead. Old age, combined with financial conditions, forced me to quit the road in 1936, so I landed here in the Home for Aged Masons in 1939. I have a wonderful home and want for nothing. We have nice rooms, good eats with medical, dental and optometry service furnished free. The widows are here with us also, which makes life more sociable. We have a four-piece orchestra, of which I am a member. It is composed of aged Masons and is the only one of its kind in the U. S. In fact, the only one in captivity. We are taken all over the State to play Masonic functions, schools, churches, clubs, etc. We have a nice auditorium equipped with moving picture machines and have plenty of shows and entertainments. The Swor Brothers, of Dallas, recently entertained us. Fred Gassaway and Joe and Emily Abbott visited me recently and we had a great fanning bee. Our home is situated midway between Dallas and Fort Worth on Highway 80. A trouper is always welcome—so, come and visit me and hear our little four-piece orchestra, the combined age of which is 267 years."

Photos  
By E. F. HANNAN

AS SOON as tintype pictures appeared in America the photo gallery was installed at amusement resorts, with traveling shows, even on street corners. There has been no let-up in their popularity.

In many instances the photo concessioner has wound up owning the traveling show. If the photographer's flight to bigger things ended in a flop, he could always depend on his camera for board and room.

Man's vanity has never changed and while there may be individuals here and there who shun the idea of being lens-shot, such folks are rarities. Sailors and actors are not the only fall guys for the camera man. I knew of a well outfitted small circus, costing \$24,000, after playing 11 weeks with every performer and workingman being owned salaries, closing up; a supposedly insignificant operator of a photo wagon stepped up, bought everything but the livestock at the sheriff's sale. He trucked the stuff to his home town and the next year sold it over for a \$4,000 profit. The photo man had been getting a good day's pay long before the tents were up with the show, no matter what the rest of the show's business had been. When the years begin to apply the brakes to active med showmen and pitchmen, it's not a bad idea to fool around some with a camera, remembering that few small towns have a photo gallery in steady operation.

TRADE SERVICE FEATURE  
Events for Two Weeks

- May 11-16
- CALIF.—Fresno. Raisin Festival, 16. Oakland. Horse Show, 16. San Francisco. Dog Show, 16-17. KAN.—Dodge City. Round-Up, 14-17. MICH.—Detroit. Olympia Circus at Stadium, 8-17.
  - N. Y.—Cedarhurst. L. I. Dog Show, 17. Garden City. L. I. Dog Show, 15-16.
  - OKLA.—Oklahoma City. Dog Show, 17.
  - ORE.—Culter City. Rhododendron Festival, 9-17.
  - PA.—Holsopple. Firemen's Street Fair, 9-16. TEX.—Waco. Cavalcade of Huacos, 14-17. CAN.—Montreal. Que. Shrine Circus, 9-16. Winnipeg, Man. Shrine Circus, 9-10.
- May 18-23
- CALIF.—Hayward. Rodeo, 24. Visalia. Rodeo, 22-24.
  - MICH.—Holland. Tulip Time, 16-23.
  - NEV.—Las Vegas. Rodeo, 23-26.
  - N. J.—Morristown. Dog Show, 22.
  - N. Y.—Port Chester. Dog Show, 24.
  - N. C.—Greensboro. Dog Show, 23.
  - OKLA.—Tulsa. Stampede, 20-24.
  - PA.—Philadelphia. Builders' Show, 20-28. Somerset. Firemen's Jubilee, 18-23.
  - TEX.—Houston. Nat'l Defense Expo., 18-24.
  - WASH.—Spokane. Legion Thrill Circus, 19-23. Waitsburg. Days of Sport, 23-24.

**Experiences in Chi**  
By Abe Gilstrap

Maxwell Street Market in Chicago is one of the best of pitch locations, especially on Sundays. On this day there are usually about 25 to 50 pitchmen working there. The Market is about six blocks long and there is plenty of room for everybody to work. To work the Market all a pitchman must do is find a spot, open up, and when "Red the Market Master" comes along he will collect a small fee—say about 25 cents. A pitchman can work all day from 9 a.m. to 6 p.m. and hold as big a crowd as he can attract.

Red is king of Maxwell Street—and, may I add, a swell guy. Maxwell Street is one of Chicago's famous sight-seeing spots. Strangers come from other towns as well as Chicago citizens to buy bargains. It is said that more than 100,000 people have been seen on Maxwell Street in a single Sunday.

Collar Button Slim can be seen there Sundays working Buddha for 10 cents all dressed up like a Hindu from India. Slim has been working the Market for years and never plays out. Every pitchman in Chicago and most of those who have worked the city know Collar Button Slim.

Other spots worked by Slim and myself in Chicago are 63d at Halsted, Lincoln-Belmont, Milwaukee Avenue, Chicago-Ashland, 7300 Grand Avenue, Crawford-Madison and Green-Madison. All are good on Saturday only.

In towns around Chicago, Gary, Ind., is about the best for a Saturday pitch.

Times have changed since I was in Chicago last November, but from what I hear, the above-mentioned spots are still workable.

Photo Workers Set for Season

NEW YORK, May 9.—The one-minute photo men are all set for the outdoor season as the result of quiet preparations during the past few weeks. A better than average take is anticipated at carnivals, fairs, picnics, parks, beaches, street corners, back yards and other locations where people gather. Some of the men who have been working Southern spots report that business has been excellent, particularly near army camps and in industrial defense areas.

It is reported that one-minute men are doing a good business with "muggers." These are snappy, colorful post cards, ready for mounting. They are available in two sizes, 1½ by 2 inches and 2½ by 3½ inches. Another innovation, very popular with soldier boys and defense workers, are comic foregrounds. Photo men report the comic numbers add to their profits.

The automatic photo machine taking the pictures finishes in black and white or sepia within 60 seconds. The appeal of these pictures, which come in 2½ by 3½ inches size, is universal since they are not tintypes but good photos. The equipment is said to be foolproof and very easy to operate.

This summer, with record throngs expected at beaches, mountains and country resorts, the minute photo men look forward to a profitable season.

CIRCUS FANS

(Continued from page 49)

tie Shipley and Billy and Conchita Pape. He witnessed the performance with Edna Curtis and Noel Van Tilburg.

Dr. William E. Mann and Melvin D. Hildreth have arranged to supply the personnel of Ringling-Barnum circus with an illustrated guide book to the nation's capital. They have supplied each member with a supplementary guide, giving information about street cars, stores, and endeavoring to briefly give the sort of information needed by a stranger in the wartime capital.

George H. Barlow III, Binghamton, N. Y., returned home from a three weeks' trip. He saw the circus rehearsals in the Garden and renewed many acquaintances, including Pat Valdo, Fred Bradna, Merie Evans, Emmett Kelly, the Wal-

lendas, Buddy North and others. At the night show he met Dr. and Mrs. Tom Tormey, Madison, Wis.; also Father Sullivan, chaplain of the CFA. Other members of the Pat Valdo Tent, Binghamton, N. Y., visiting the circus at the Garden, were Mr. and Mrs. George Scholderer. George Dann, of the Valdo Tent, was with them.

Don S. Howland, Columbus, O., caught the Chicago Stadium Circus on closing day. Had a nice visit with Harry Atwell and gang at the Atwell Luncheon Club. Howland said he recently picked up some items for his circus collection, among them being a menu of the Barnum & Bailey Circus at Glasgow, Scotland, on July 4, 1898. This menu was dedicated to two very special occasions, the Barnum & Bailey Circus, an American institution on English soil, and the birthday of James A. Bailey. Mr. and Mrs. Leslie Ulrich, New Haven, Conn., have been vacationing in Florida, doing some deep-water fishing.

Tom Gregory, Frederick Work and Murry Powers, CFA's, Akron, visited Mills Bros. Circus at Cuyahoga Falls, O. Mr. and Mrs. Gregory were also on the lot again in Mogadoc, O., where he took many pictures in the back yard.

WITH THE ZOOS

(Continued from page 53)

bring action to restrain the city from paying any sums whatever to the Cleveland Museum of Natural History and, in said action, test the validity of a contract entered into by the city and the Cleveland Museum of Natural History about October 1, 1940. Burke instructed Assistant Law Director Robert J. Selzer to prepare a petition for injunction in Common Pleas Court. Meanwhile there is a request before city council for a \$10,000 increase in the city's contribution to the zoo for this year.

OKLAHOMA CITY.—Leo Blondin, veteran showman and now keeper of the Oklahoma City Zoo, held his annual party May 9, honoring the school children of the State. At the party each year some member of the zoo's animal colony is accorded special honors. This year it was Lund, the elephant. Music was furnished by a high-school band under the direction of Kenneth Smith, of Sentinel, Okla. Blondin was assisted in the party arrangements by his nephew; L. H. Griffith, of Buffalo, Okla.

BALTIMORE.—Druid Hill Park Zoo will soon have a new elephant to replace the famed Mary Ann that died recently. Purchasing price is reported to be \$3,500, raised thru anonymous contributors.

PHILADELPHIA.—A new record for an April Sunday was set at the Philadelphia Zoo April 26, when 11,500 paid admissions entered the grounds. Roger Conant, zoo curator, anticipates capacity crowds this summer. The season officially got under way Sunday (3). Three performing elephants were brought down from Nyack, N. Y., for the day. Other features included performances by Haines's Marionette Circus, tribal dances by a group of Navajo Indians, a roller-skating animal act and band concerts by the Girard College Band. Lowell Thomas, radio commentator, was featured guest, and added attractions included an incendiary bomb demonstration, a civilian defense exhibit and a photographic exhibition of prizewinners in the zoo's photo contest.

PHILADELPHIA.—An exact count of 32,885 persons flocked to the Philadelphia Zoo last Sunday (3) to make it the "biggest and best" May-Day-at-the-Zoo program ever presented at the local gardens. Paid attendance was nearly 1,000 more than last year's May Day record. Haines's Marionette Circus; three guest elephants from Nyack, N. Y.; a group of Pueblo Indians and the zoo's own acting chimpanzees performed. Lowell Thomas was special guest for the day, and the various quiz shows conducted at various points in the gardens were handled by LeRoy Miller, of Station KYW here. In addition, concerts were presented by the Girard College Band.

Dorney, Allentown, Bows In

ALLENTOWN, Pa., May 9.—Dorney Park ushered in the new season Sunday, April 26. It will operate Sundays until the official opening of the season May 23. Practically all rides, including the new streamlined Whip cars, were in operation, as were the roller skating rink, concession stands and Penny Arcade. At the same time the park ushered in midget auto racing season on its speedway strip.

# Des Moines Funspot Gets Going May 29

DES MOINES, May 9.—Riverview Park opens its season May 29, with Robert Reichardt again in as manager of the spot. Harry Ryder will handle promotion work, with Howard Thompson to serve as ground superintendent; R. Ed Dietz, concession superintendent, and Blanche Maxwell, refreshment manager. A ballroom manager will be named to handle one of the duties previously carried out by Reichardt.

The park will have free admission again this year and prices on all rides will be the same, except for the train and Roller Coaster, plus the new federal taxes. Coaster prices will be 15 cents for the first ride and 10 cents for repeats. It previously was 10 cents. The train will be 6 cents for children and 7 cents for adults. Previously the train was 5 and 10.

The Pretzel ride has been changed to the Ghost Train, with a new modern front. The ballroom and all fronts have been given a coat of white and green paint.

Ballroom will use traveling bands for two-week stands, with Charles Fisk getting the first two weeks.

## Clementon Cracks Season

CLEMENTON, N. J., May 9.—Clementon Lake Park opened the 1942 season last Saturday (2), operating week-ends until the daily schedule starts May 23. All the rides are in operation, and for the second season R. B. St. Maur will manage the Dansorium, park ballroom. Free circus and thrill acts will be booked in again this season.

**MacARTHUR SPECIALS**  
**BANNERS (G.B.M.), Lustrous**  
 Satin, 9"x12", 1" Gold Fringe, Speardheads and Tassels, 5 Beautiful Colors.  
 Doz. \$2.00. Gross \$19.50  
 (Sample 25¢)  
 Same as Above, 12"x18".  
 Doz. \$3.00. Gross 30.00  
 (Sample 50¢)  
**WINDOW DISPLAY PICTURE (S.T.M.), "A Salute to General MacArthur"**—an artistic 4-color drawing on heavy stock, 10"x13".  
 Doz. \$1.00. Per 100 7.50  
 (Sample 15¢)  
**GEN. MacARTHUR PORTRAITS (C.G.L.), suitable for framing, 5"x7".**  
 Per 100 \$1.00. Per 1,000 7.00  
 Same as Above, 8"x10".  
 Per 100 \$1.50. Per 1,000 10.00  
**PRESIDENT ROOSEVELT PORTRAITS**  
 (Same as Above—Same Prices)  
 1/3 deposit with order, balance C. O. D. Many other patriotic banners and pennants—write for circular.  
**LIBERTY PRODUCTS**  
 Dept. M, 277 Broadway, New York, N. Y.

**R. L. WADE WANTS**  
 Agents, Ride Help and Workingmen in all departments, Ball Game, Penny Pitch, Percentage and Stock Store Agents. Address, Care of  
**ZACCHINI BROS.' SHOWS,**  
 Carlisle, Pa.

**FOR SALE**  
 Allan Herschell Carousel, 32-ft. 2-abreast Little Beauty, 5 h.p. electric motor, Double tracker; bar Wuritzer-style 150 organ with 4 h.p. motor, complete with tools, crates, price \$2200. LH #5 Ferris Wheel, 4 cyl. LeRoi V-belt drive, complete, \$2200. Smith & Smith 24-seat Charoplane, LeRoi motor, lighting all recessed, 225 globes, \$1000. Allan Herschell Kiddie Auto Ride, crates and 1 1/2 h.p. electric motor, price \$500. Transformer Truck, 100 k.w., mounted on 1935 Dodge van job, switchboard, high line, cut outs, 1000 ft. 2.0 rubber super cable, price \$1500. Office Trailer, 22 ft., price \$400. One Ring, 20x40; two Milk Bottle, 16x16; 10 Exit Concessions. Now playing lots in Milwaukee.  
**HENKE BROS., 2314 W. State, Milwaukee, Wis.**

**AGENTS**  
 Capable Agents for Pill Pool, Chuck Over and Under.  
**ZACCHINI BROS.' SHOWS**  
 Carlisle, Pa., this week.

## AC Biz Continues Big; False Rumors Harmful

ATLANTIC CITY, May 9.—A week-end crowd of near midsummer proportions strolled the beach and Boardwalk last week-end. Boardwalk shops and beach chair and Boardwalk rolling chair concessionaires also reported heavy business.

False rumors that are affecting Atlantic City and other Jersey coast resorts were further attacked here last week at the New Jersey Greeting Association convention, representing the hotel interests. H. Franklin Miller, international president of the Greetingers, urged that Atlantic City take the lead in quieting the false rumors. He said that reports of ship sinkings, troop movements and blackouts were exaggerated and distorted and may do irreparable damage.

## Pay Gate for Summit Beach

AKRON, May 9.—Unable to obtain wire, due to priorities, the management of Summit Beach Park here has let a contract for an eight-foot picket fence to enclose the play spot. Pay-gate policy of 10 cents plus 1 cent tax will be inaugurated with the opening of the park May 23. Summit Beach had a pay gate several years ago, but the policy was not retained when Summit Beach, Inc., assumed control of the amusement center several years ago. Manager Frank Rafal announces that he is boosting his free-act budget considerably for the new season.

## LeSourdsville Opens May 17

MIDDLETOWN, O., May 9.—LeSourdsville Lake, near here, opens its 21st season Sunday, May 17. Improvements this season include additions to the concrete midway, new landscaping, a new entrance and enlarged picnic facilities. There will be dancing in the open-air pavilion on opening day and Saturday and Sunday, May 23 and 24, and dancing each Tuesday, Thursday, Saturday and Sunday evenings thruout the season, beginning May 30. Bands already booked are Carl Taylor, Eddie Kadel, Johnny Gilbert, Little Joe Hart and Lloyd Labric.

## Williams Racing Opens Big

MECHANICSBURG, Pa., May 9.—Williams Grove Speedway, operated by Roy E. Richwine in conjunction with Williams Grove Park, opened the 1942 dirt-track racing season under Central States Racing Association sponsorship last Sunday with a record attendance of 31,347. Admish range, 50 cents to \$1.25. In a scramble to beat gas rationing, Pennsylvania race promoters are pushing schedules heavily. Richwine will run another contest tomorrow, while Hankinson Speedways has scheduled a race for Reading Fairgrounds May 17.

## Riverside Stages Raid Test

SPRINGFIELD, Mass., May 9.—Edward J. Carroll, owner-manager of Riverside Park, Agawam, staged a test air raid at the park Sunday (26). The test was a complete success, park officials said. At a "skull" session earlier in the day employees were given their raid instructions. Officials emphasized the fact that this section has a collection of war factories humming 24 hours. It is an important railroad junction and the home of the United States Armory where Garand rifles are made, and this is an ideal enemy target.

## Russell Takes AC Pageant

ATLANTIC CITY, May 9.—Bob Russell, New York showman, will produce the show for this year's Miss America Beauty Pageant to be held in Municipal Auditorium September 7 to 12, it was announced by Howard Buzby, president of the pageant board of directors. Russell will work with Lenore Slaughter, director of the 1942 pageant. Russell emceed the pageant shows the past two years.

## Detroit's Week-End Off

DETROIT, May 9.—Reports from Detroit's two major parks, Eastwood and Edgewater, showed a slump in business over last week-end, but considerably above the corresponding week a year ago. Last Saturday's business was excellent, with ideal weather, but Sunday was

handicapped by a cloudy afternoon, followed by a rain and windstorm that reached violent proportions early in the evening. Anticipation of a city-wide blackout ordered at 10 p.m. also did its part in killing off trade in the evening.

## PARK BRIEFS

(Continued from page 53)  
organization, is the first member of the staff to be drafted. He reported at Fort Devens, Mass., Wednesday (6).

BALTIMORE.—Sam McCallister, former manager of Iceland, has been appointed athletic director of New Bay Shore Park, it has been announced by George Mahoney, president, and Charles F. Keller Jr., manager. Park plans to promote large-scale athletic events, such as boxing, swimming, bowling, rifle shooting and field events.

CANTON, O.—Howard Peters, freak show operator and pony track concessionaire, will not take out his show this season due to ill health, but will devote his time to his concessions at Meyers Lake Park here, where he has had attractions on the midway for several years. In addition to his pony track

and high striker, he will operate the miniature railroad which he purchased recently. His wife will again assist him.

DETROIT.—Novelty attraction at Edgewater Amusement Park Sunday, May 3, was Kite Day, designed for small fry. Management awarded gold, silver and bronze medals to winners. Edgewater has adopted a rule of two-for-one admission policy for uniformed men on all rides and attractions.

CHIPPEWA LAKE, O.—Starlight Ballroom in Chippewa Lake Park began its new season May 2, with Willard and his orchestra. Dances will operate Saturday nights thru May 7, and the park officially opens Memorial Day.

APPLETON, Wis.—Waverly Beach opened May 3. Spot offers dancing, a Penny Arcade, a shooting gallery and roller skating every Tuesday, Thursday and Saturday nights.

DETROIT.—New pool, using salt water thru deep piping, is planned for Birmingham, 20 miles north of Detroit. Promoter is Edward A. Buehler. A similar pool is already in operation in this section.

**DELUXE PLASTER**



No. 014 Crucifix    No. 041 Soldier Girl    No. 054 Uncle Sam    No. 040 Soldier Boy    No. 082 Majorette    No. 018 Grotto

Above items all packed 12 of a number to a carton, 20 cents each. Write for list and catalog. Can make immediate shipments of American made slum, consisting of 14 different Subjects (Dogs, Cats, Elephants, etc.). Packed one gross of a number at \$1.25 per gross. 15 Numbers American made Plaster Items, \$1.00 per gross.

**WISCONSIN DELUXE CORP.**    1902 NORTH THIRD ST. MILWAUKEE, WIS.

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**GEN. MacARTHUR CLIP BUTTONS**

Individually Mounted on a Beautiful Red, White and Blue 2"x2" Card

Cash in now on the patriotic demand for GEN. MacARTHUR CLIP BUTTONS. The greatest and most sensational seller in history. Marvelous appeal! Everybody wants one—young and old.

**\$5.90**  
 Per 1000 Individually Carded

50 (5c Retail) Buttons on Counter Display Card 20 Cards (1,000 Buttons) **\$5.80**

TERMS: 25% with order, balance C. O. D. Prices F. O. B. Chicago. ORDERS SHIPPED DAY RECEIVED.

**LEE WHOLESALE COMPANY**  
 740 W. Madison St., Dept. 200, CHICAGO, ILL.

**CONCESSIONAIRES**  
 HERE IS THE GREATEST ITEM FOR MASS APPEAL

**SUNBURST EXPOSITION SHOWS WANT**

Agents for Pans, Pitch-Till-You-Win, Duck Pond; wire or write Danny Corr. Girl Show Manager, Talker, also Girls. Major O'Satyrdae can use Side Show People, Pony Boy Roberts, Seal and Bobie, Beatrice Griffin, Meddusa and Prince Charles and wife and acts that have been with me before, write or wire. Ride and Working Men, come on.  
**AL BERESOFF, THIS WEEK, CORTLAND, NEW YORK**

**KAUS EXPOSITION SHOWS WANT**

Legitimate Concessions of all kind. Arcade. Single Pit Attractions with own outfits. J. J. Burns wants Penny Pitch Agents. J. E. Kaus wants Men for Long Range Gallery and Concession Agents. Frank Steele wants to buy good used Roll-o-Plane. Can place sober Ride Help in all departments.  
 Address: **A. J. KAUS, Manager, Burlington, New Jersey, this week.**

**L. J. HETH SHOWS WANT**

Straight Rider, man or woman, for Drome; salary out of office. Trumpet, Saxophone, two fast-stepping Chorus Girls for Minstrel Show. Musicians, salary out of office. Manager with talent for Athletic Show. Place organized Girl Revue at once; have complete outfit. Annex Attraction, Acts for Sideshow. Place few more Wheels, Grind Stones, Lead Gallery, Custard, Ball Game, Penny Pitch Agents, come on. Want Ride Help that can drive Semis. Address all replies:  
**L. J. HETH, MANAGER, DANVILLE, KY., THIS WEEK.**

# Outdoor Biz Is Facing "Great Sacrifices," Word From Horan After Huddle With Chief Dunphy

WASHINGTON, May 9.—In the interest of their existence, outdoor amusements will have to call on every ounce of their ingenuity to survive in the face of the emergency that is day by day growing more serious, it was stated by Irish Horan, executive director of the Outdoor Amusement Congress, after conferring here on Thursday with Christopher J. Dunphy, chief of the amusements section of the War Production Board. Horan said that Dunphy advised him to make that "suggestion" to the outdoor industry after huddling with him for about an hour on various phases of operation affecting the business this year. Horan, field representative of the Amusement Congress, released the following statement:

"The war effort will require all the steel, all the cotton, rubber and the greater part of petroleum products, as well as almost the limit of available transportation. Chief Dunphy declared

that his office will do everything within its power to help the line of supply to the show business, provided it does not interfere with the war effort. There will be no special consideration.

"Mr. Dunphy was high in the praise of the Outdoor Amusement Congress and advised that a competent, capable and experienced man will soon be named as his assistant in charge of outdoors. He suggested that in the interest of survival the industry should make every effort to secure repair and replacement requirements thru salvage or other sources that will not interfere with the war program.

"The task of supplying the greatest army in the history of our nation is a problem of unprecedented proportions. Showmen who have earned their place in this respected profession are looked upon as a group that will find ways and means of survival. The optimistic outlook that has come to the aid of showmen on so many occasions, in good times and in depression, in war and in peace, in good weather and in bad, should be exercised to the fullest extent.

"Do not use anything that is unnecessary. Double the loads on your cars, autos and trucks. Cut all corners. Encourage the salvaging of all present cast-off materials—and buy bonds. It takes money to win this fight and the fight has now started in earnest."

Horan said later that the gas and transportation situation "is very, very serious, more serious than the average person can imagine." He called on the business to be prepared for "great sacrifices."

(Editor's Note—Chief Dunphy's statement on amusement parks appears on page 52 in the Park Department.)

## Omaha Shrine Show Opens With Good Biz

OMAHA, May 9.—Tangler Temple's annual sawdust Shrine circus got off to a good start for the 13th annual sawdust carnival at the Ak-Sar-Ben coliseum here this week under the able direction of Rink Wright, who has assembled a clever show with his accustomed skill.

Buddy, sea lion, Walter Jennier's all-but-human salt water comedian, added to his last year's repertory. Jim Wong troupe, five Chinese athletes; Two Saxons, defiers of gravity; Don Francisco, Don Bernardo and Eddie Shilling, wire walkers; three rings of elephants; Brannocks, teeterboard; Joan Spalding, aerialist; Zetta Loyal, Justine Loyal and Mlle. Repenski, equestrians; a pony drill; Hubert Dyer and his troupe of funmakers; Dick Clemens, lion act; Hustrel, high wire, and the Fearless Flyers. Circus band was under direction of Frank Elias, maestro of Tangier Shrine musicians.

## Memphis Called Off; Grounds Go to Army

MEMPHIS, May 9.—Midsouth Fair here is a war casualty by army action. Lieutenant General Ben Lear requested fair officials to make available for use of his Second Army five of the six exhibition buildings which would have housed the exhibits and National Dairy and Polled Hereford shows. Midway, where Johnny J. Jones Exposition would have set up, will be used to review troops, General Lear said. Army already occupies three National Guard armories adjacent to the grounds and may make use of the sixth building later.

Approval of Lear's request was voted at a special meeting of fair officials called by President C. C. Cartwright at Gayoso Hotel yesterday. Army occupation only awaits formal War Department approval, which is regarded as certain.

Permanent rides and other amusement devices will not be affected by the move, Fair Secretary Henry W. Beaudoin said. These are located in a separate part of the grounds and will be fenced off from the army encampment and operated as usual. Beaudoin said the fair would continue whenever the army was thru with the grounds. A skeleton staff is being maintained. When asked if the board had given any thought to staging the annual at another location, Beaudoin said it was a possibility.

## British Government Planning Big Entertainment Programs

LONDON, May 2.—As part of a scheme endorsed by the government to encourage people to spend their vacations at home and avoid travel, local authorities are planning large scale entertainment programs with particular attention to outdoor possibilities. For this city the County Council is booking concert parties and bands and encouraging the presentation of fun fairs on grounds under their control. Provincial centers plan fests with fairs, bands and stage entertainments.

At Luton, where a month has been allotted for the scheme, plans are under way for a comprehensive program under direction of factories' recreation committees. These include engagement of Harry Benet's Royal Court Circus to give two shows a day for the full period; a fun fair with rides and games; concert party, entertainment for children by magicians and Punch and Judy, and the hiring of a large theater for vaude and musical comedy shows.

In most cases the fun fairs will be provided by members of the Showmen's Guild paying a rental for privilege of occupying the ground.

## Jamison Rigger Is Injured

MIAMI, Okla., May 9.—Eddie (Tex) Posner, rigger for Capt. Jimmy Jamison's high act, sustained a broken back in a truck accident while en route with Jamison to join World of Today Shows, L. V. Miller reported. Jamison had been driving the truck and parked well off the highway about four miles north of Hillsboro, Tex., to allow Posner to take over. While standing at the side of the truck Posner was struck by another truck southbound. He was taken to Dr. Boyd's Hospital, Hillsboro.

## No NY Return Date, Says Official of RB

NEW YORK, May 9.—An official of the Ringling show characterized as "fantastic" a rumor that a return engagement will be played here next fall following the stand in Chicago. Anticipated transportation difficulty and the possible reduction in the number of flat cars are tied up with the report, which is being circulated among personnel at the Garden.

Show continued to do excellent business, altho there was a slight decline today due to rain. Tomorrow's performances, final ones, are expected to be near capacity. Show opens in Boston Garden Tuesday.

Roberto De Vasconcellos, star horseman, suffered severe injuries about the head during an altercation, allegedly with Arthur Konyot, featured horseman, and is not expected back in the ring for some time. Skirmish is linked with the fact that Konyot's son was given the center ring position recently.

Allen Lester, Frank Morrissey, Eddie Callahan, Gardner Wilson and Baba Boudnot appeared on True or False radio program Monday and scored a hit.

## Dyer's Does Business at 2 Missouri Engagements

CARUTHERSVILLE, Mo., May 9.—Dyer's Greater Shows' engagement at Second and Ward streets proved a winner, with good business prevailing thru-out. Victory Day, with two parades, resulted in satisfactory takes. Committee gave good co-operation.

Stand in Gideon, Mo., April 27-May 2 was fair, despite strong winds and threatening weather. Saturday proved the best day and plenty of money was in circulation. Midway crowds were good spenders, and a Friday pay day at the local plants gave shows a good week-end. Floyd Mattar and family jumped north to join another show.

**ARCADE MAN WANTED**  
Salary and percentage of gross. James M. Anderson, get in touch.  
**E. C. EVANS**  
Care O. C. Buck Shows.  
Monands, N. Y., this week; Glens Falls to follow.

**JAMES M. COLE CIRCUS**  
Can place at once Side Show Manager with People, Clowns, Mechanic, Seat Men, Property Men, Ushers, Door-men, Pit Show, Ball Game, Pony Track, Wild West Concert, Kokomo Andres, wire, Dansville, 13; Mt. Morris, 14; Price, 15; Genesee, 16; Aron, 18; all New York. Best of sleeping accommodations.

**WANTED**  
For 4 Big Days Celebration at Morristown, Ind. Sponsored by American Legion.  
May 20-23.  
Concessions of all kinds: Bingo, Candy Floss, Mouse Game, Kelly Pool. Can use three Rides, two clean Shows. Address:  
**DOC STODDARD, Morristown, Ind. Phone 159.**

**FORREST C. SWISHER WANTS**  
Side Show Acts and Concession Agents, Girl for Sword Box, Mentalist, Pin Cushion, Opener, Boss Canvasser to handle 20x80, two 16x24 Amex Tops and 125 Ft. Bannermine. Concession Agents for Cigarette Gallery, Pitch-Till-You-Win, Hoop-La, Penny Pitch, Mouse Game and Man to take charge of Stock. Address: **F. C. SWISHER, Care Parade Shows, Chetopa, Kans., May 9-21, or per route.**

**WANTED**  
**FOR SUMMIT BEACH PARK**  
Experienced Ball Game, Balloon Dart, Scales and High Striker Operators. Address: **J. V. "TOM" SAWYER, Summit Beach Park, Akron, Ohio.**

**HUTCHENS MODERN MUSEUM**  
Wants to join at once, Lecturer that can sell Feature Acts, Blade Box, Ticket Seller and Girl for Blade Box and Ladder Man and Wife; preferred Tattoo Artist.  
**JOHN T. HUTCHENS**  
Galena, Kan., this week; Webb City, Mo., follows.

**WANT BALL GAME GIRLS**  
\$25.00 Per Week  
To Work the New "HIT HITLER" Ball Games.  
**HIT HITLER AMUSEMENT CO.**  
811 Washington Ave. ST. LOUIS, MO.

**Sunset Amusement Co. Wants**  
Managers with People for Geek and Dope Shows. PHOTO exclusive open. Harry Lamson can use two Wheels and two Grind Stores. Other Concessions open. Second Men on Rides.  
Atchison, Kan., this week; Leavenworth next.

**Crescent Amusement Co. WANTS**  
Merry-Go-Round Foreman, capable handling Three-Abreast. Ride entirely rebuilt, like new, new organ. Must be capable and sober. Good salary. Long season. No brass or metal tickets. Also Help for Tilt and Chairplane. Preference those driving Semi Trailers. Ray Smith, wired you; wire and come on. Want Grab, other Concessions write. Greensboro, N. C., Macadoo Heights, this week; Randleman, N. C., May 18th, State and Church Sts.

**BLUE HILL FAIR**  
BLUE HILL, MAINE,  
Cancels Its  
1942 Dates.

**B AND V SHOWS**  
Butler, N. J., May 11-16  
**WANT**  
Side Show, Monkey, Snake, Posing Shows with own outfits. Fifteen per cent. Want Ride Foreman and Help. Address:  
5 Westminister Pl., Garfield, New Jersey.

**WANTED FOR CASH**  
Swords for Sword Swallowing. Must be good. Will buy set complete or part.  
**HOPPIE WANDER**  
Care Cole Bros' Circus per route.

**RIDE HELP WANTED**  
Foreman for Chairplane, Ferris Wheel, new Kids' Auto Ride. Salary, bonus and commission paid for wages. Also Second Men needed on all Rides. Write  
**THOMPSON BROTHERS**  
2908 Fourth Avenue Altoona, Pa.

**CONCESSIONS WANTED**  
Duck Pond, Fish Pond, Deril's Bowling Alley, Dart Balloon, Long Range Gallery, Small Bingo Outfit, Hoop-La. Earl Dutney, get in touch with me.  
**MIKE ZEIGLER**  
HOTEL MILNER PHILADELPHIA, PA.

**GOLDEN GATE SHOWS WANT**  
Stock and Grind Concessions of all kinds. Have outfit for Hawaiian, Geek and Jig Shows that can get money. Ride Help that can drive Trucks. Office wants Concession Agents. Scottsville, Ky.; Tompkinsville, Ky.; Burkesville, Ky., to follow. Come on, we'll place you. **FRANK OWENS, Mgr., Golden Gate Shows, Scottsville, Ky., week of May 11.**

**BARKER SHOWS**  
Can place Stock Concessions; Custard, Ball Game, Hoop-La and other 10c Grind Concessions. Need Grind and Bally Shows. Place good Ride Help on all Rides. Jack Thompson wants Help on Athletic Show. Carlinville, Ill.

**RIDE HELP**  
Want Chairplane Man that can put up and take down. Second Man on Wheel and other experienced Ride Help. Those driving Seals given preference.  
**LEW HENRY**  
Buena Vista, Va., this week; Waynesboro, Va., May 19-23.

## Mad Cody Fleming Is 20% Below 1941 Valdosta Bow

VALDOSTA, Ga., May 9.—Altho good weather prevailed, Mad Cody Fleming Shows' business at the opener here April 13-25 was 20 per cent below last year's figure for the same period, Ola Harrington said. Shows came in from Waycross, Ga., in time for opening. Equipment was renovated and repainted in quarters. Lonzo Wilson is Merry-Go-Round foreman and Jim Daniels Ferris Wheel foreman.

Chairplane has Louis Porter as foreman and Bill Black second man. Art Barnes has the pony ride. Show line-up include Bill Goll's Midget Mule and Wrestling Alligators.

Concessions: Jack and Mrs. Allen, Tex and Goldie Dow, Dave and Mayme Davidson, Clyde Dowdy, Grace Mack, Marge Daniels and George Fisher, 1 each; H. W. Thomas and Henry Morey, 2 each; Mary Porter, Bill Davis, Shorty Baker and Mrs. Barnes, 1 each.

Staff has Mad Cody Fleming, owner; Dave Davidson, general agent; Louis Porter, electrician; Hobart Thomas, master builder; Fletcher Puzzell, billposter, and Ola Harrington, secretary and press agent.

## Arizona Goes Ahead With Prelim Details for 1942

PHOENIX, Ariz., May 9.—Proceeding with tentative plans so that all may be ready for this year's Arizona State Fair in the event that war exigencies do not compel its cancellation, the fair commission has selected department heads and is working out preliminary details for the annual. Definite announcement as to whether the army will require use of the grounds is expected by June 15, Harry L. Nace, fair commission vice-chairman, said.

An innovation planned this year is a horse and mule show. Officials thus far selected are M. C. Anderson, chief superintendent; Ben F. Ridge, dairy cattle division; H. J. Shouse, dairy products; Charles Sanford, sheep and goats; W. F. Fetterly, poultry; Emil Rovey, boys and girls' club work; H. J. Horst, apitary; Mrs. D. W. Downey, domestic arts; Mrs. C. P. Evans, domestic science; Walter P. Strong, agriculture and horticulture; Mrs. J. W. Currie, rural women's work; W. J. Graham, minerals; Lloyd Henri, Indian arts and crafts; Mrs. Byron J. Showers, floral; L. D. Klemmedson, vocational education, and W. C. Sharp, swine. Negotiations for midway and grandstand attractions are still in progress.

# Hamid Is Given Support Pledge At Rally for Army-Navy Relief

NEW YORK, May 9.—A rally to swell support from the carnival industry for the national Army and Navy Relief Fund drive was held in the clubrooms of the National Showmen's Association on Thursday (7) to a packed house which voted a blanket pledge of unqualified co-operation. George A. Hamid called the meeting in his capacity as national chairman of the Outdoor Amusement Division of the campaign. He functions under the Special Events groupings of the National Citizens' Committee of the Navy Relief Society, and up to \$300,000 there will be a split between the two armed forces. Moneys received above that amount will be divided on an arrangement made between the two service relief organizations.

Total goal from outdoor show business is \$600,000. Over-all goal from committees and subcommittees in all types of industries is \$5,000,000, so that the participation by outdoors represents 12 per cent of the total. This will give open-air showbiz opportunity to show what it can do toward at least one important feature of the war program.

Idea is simple in that carnivals turn back 10 per cent of their gross receipts, after deducting federal and local taxes, to the fund. They pledge themselves to benefit shows every Wednesday thruout the season and are authorized to exploit the charity feature to the hilt, using the names of Navy Relief Society and Army Emergency Relief. Pledges are followed by certifications made out to midway orgs and signed by officials of the two funds as well as civilian chairmen. Hamid's name, for instance, will appear on the "diplomas" of the Outdoor Amusement Division. One-sheets, window cards and attractive easels have been printed, these to be ordered by operators in all branches of the business, with space left for inserting the name of their enterprise. Printer voluntarily

turns back minimum of 10 per cent of his sales to the twin fund.

### Leaders Are Present

Show owners or managers who attended the rally were Max Linderman, World of Mirth Shows; O. C. Buck, O. C. Buck Exposition; Dave Endy, Endy Bros.' Shows; Harry Heller, Heller's Acme Shows; Dick Gilsdorf, Dick's Paramount Shows; P. S. McLaughlin, M. & M. Shows; Jack Wilson, Cetlin & Wilson Shows; Sammy Lawrence, Lawrence Greater Shows; Jack Perry, W. C. Kaus Shows; Ross Manning, Ross Manning Shows, and Art Lewis, Art Lewis Shows. Lewis opened the meeting as president of the NSA, thru whose courtesy the facilities were thrown open. Park chiefs present were Jack Rosenthal, of Palisades, N. J., and Bill Miller, of Luna, Coney Island, and, of course, Hamid, who owns White City Park, Worcester, Mass. Lucky Teter, of Lucky Teter's Hell Drivers, came in with his general representative, J. H. Powell. Jake Shapiro represented Triangle Poster Printing Company.

Headliners were trotted out and they all made stirring pleas for support. Commander Gene Tunney, the retired undefeated heavyweight champ, who heads the committee on boxing of Navy Relief and is in the muscle-building and recreational brackets of naval affairs, made an eloquent address. He described the plight of families who lose their income thru death or capture of sailors and said the raising of money to assist them is an obligation that he felt sure the business would carry out successfully. He was greeted by a pandemonium of applause at the finish.

Dorothy Lamour, who "works" for the Treasury Department on War Bond sales, also scored a hit. She was brought over by Stanton Griffis, chairman of the special events committee, who boosted the outdoor industry and called upon it to help in the cause. Several army and navy officials attended, including Colonel John Thomas Taylor, assistant to the director of Army Relief; Col. Neal O'Brien, who operated concessions years ago; Major A. G. Rudd, once connected with photomaton operations; Captain Smith and others. Bert Lytell, president of Actors' Equity Association and first-line actor, praised carnivals, circuses, etc., for their great work and the next night, at a meeting of the United Theatrical War Activities Committee, described the enthusiasm displayed in the NSA rooms, stressing the every-Wednesday feature and the 10 per cent slice.

### To Sell Relief Buttons

Chairman Hamid introduced a new feature, Navy Relief buttons, and asked operators to pledge themselves for sales. Buttons are distributed by Navy Relief for 1 1/2 cents and are generally sold for 15 cents. Salesmen can either keep the profit or turn over the entire 15 cents to NRS. Army Relief doesn't cut in on this. Pledges were made by Max Linderman, Art Lewis, 5,000 buttons; Jack Wilson, P. S. McLaughlin, Oscar Buck, Dave Endy, Dick Gilsdorf, 2,500; Jack Perry, 1,500; Sammy Lawrence, 1,000; Ross Manning, 500.

Later in the evening, when the subject was revived, Linderman said he would pledge 50,000 buttons "if Miss Lamour would take a picture with me." The World of Mirth head made the statement half-jokingly, but the Hollywood star picked him up on it pronto and came down from the stage to accept the challenge. A snag developed when it was discovered that the photographers had left the rooms. They were unearthed in the offices of The Billboard next door, where they were engaged in writing captions for pictures they had shot all evening, and rushed into the club to make the picture.

After uniformed and other guests and speakers had left, Hamid continued with the meeting for operators, concessionaires, etc., but just prior to this a speech was made by License Commissioner Paul Moss, who remarked in a jovial vein that granting of next year's local licenses will be conditioned by what applicants have accomplished for army-navy relief. It was brought out by Colonel Taylor that Legion posts, auxiliary groups and other war vet societies thruout the country will co-operate with and assist carnivals, amusement parks and other branches in their service campaigns.

### Credit To Be Given

Hamid said that money taken in from

Wednesday benefits on the 10 per cent basis is to be sent to Stanton Griffis, National Citizens' Committee, Navy Relief Society, 730 Fifth Avenue, New York, checks or money orders to be made out to the NRS and a notation made on a letter or on the check that it is part of the "Outdoor Amusement Division" drive. This will help the society to determine quotas and to give proper credit to the outdoor industry. If there is a rainout on Wednesday or the benefit is not given on that day for some other reason, the show should be held on Thursday, it was stated.

Carnival drive is in effect "right now." Hamid said, but the amusement park campaign does not begin officially until June 3, running to September 9. Chairman Hamid claimed 68 pledges from parks, increased to about 120 from the trade association list, and about 250 swimming pools either at parks or by themselves. Other pledges have come in since the rally, however. Among letters received were those from Clay Mantley, Convention Shows; Thomas J. Coleman, Coleman Bros.' Shows; Barkoot Shows; Neil Burke, Great Lakes Shows; Jacob Pryor, Pryor Shows; Ralph Harris, Victory Shows; Joe Skerbeck, Skerbeck Great Northern Shows; John Gecoma, Bright Lights Exposition; D. Stack Hubbard, Hubbard Midway; J. J. Carr, Victory Shows; Mighty Monarch Shows and others.

### Notes

Ensign George A. Hamid Jr. attended and shook hands vigorously with Commander Tunney. Abe Lastvogel, of the William Morris Agency, got a special introduction from Hamid, being unusually active in war work. A full complement of members of NSA's Ladies' Auxiliary was present, headed by President Blanche Henderson. Ted Deglin attended as vice-chairman of special events of Navy Relief. Jack Lichter and Sam Rothstein, NSA, came with their Legion hats. Red Crise, midget auto race promoter, said he has been running benefit shows in Philadelphia Gardens.

# Cole Circus Has Good Cincy Dates

CINCINNATI, May 11.—Zack Terrell's Cole Bros.' Circus played here for three days instead of the customary two and did okay on the whole. Show was on the Cumminsville lot. Opening on May 8, it concluded its engagement yesterday. Weather on first day was rather cool and biz was a little off, matinee attendance very light and better than a half house at night.

Weather conditions were much better on May 9 and May 10 and business picked up. Matinee attendance on May 9 was a two-thirds house and at night the top was almost filled; on May 10 a three-quarter house in the afternoon and full house at night.

This year's show has an excellent straight circus program, running time about two hours, and the Queen City populace enjoyed it. Equestrian Director H. J. McFarlan has it going smoothly and rapidly, and Vic Robbins' band is one of the best. Col. Harry Thomas does an excellent job of announcing, and Ora Parks, who handled press, landed solidly.

Program, staff, etc., was published when the show opened in Louisville, but the following were not included. Clown alley includes that pantomime artist, Otto Griebing; Freddie Freeman, Jack Klippel, Roy Barrett, Harold Hall, Horace Laird, Lawrence Cross, Huffy Hoffman, Karyl DeMotte, Mickey O'Brien, Alva Evans, Dennis Stevens, Albert White, Leo Smith, Leonard Pearson, Bill Bailey, Arthur Borella Trio and Danny McFried. In Vic Robbins' band are Joe Brown-ing, Jack Carroll, Guy Warren, trumpets; William Priff, horn; Robert Banky, Nick Alroth, clarinets; Max Ring, piccolo; John Horak, baritone; Marty O'Connor, bass; Tommy Constock, callope; Amos Thompson, snare drum; Albert Yoder, bass drum; Carl Hug, Hills Hunter, trombones.

J. D. Newman, g. a., was on the lot here conferring with officials.

## GREAT LAKES EXPOSITION CAN PLACE

Concessions all kinds, Side Show Acts, write Doc Clingman. Mrs. Wagner can use one Reader for Mitt Camp. Grind Store Men, write Harry Smiley. Sammy Lewis can use Musicians for Minstrel Show. Capable Operator for Girl Show. Everybody wire: AL WAGNER, Peru, Illinois, this week; then as per route.

## WANTED

Dansville, N. Y., Carnival for week July 4. COUNTY FIREMEN'S CONVENTION Big defense payrolls. Communicate: JOHN W. KELLY Kelly Bros.' Nurseries Dansville, N. Y.

## Merry-Go-Round For Lease

Stored fairgrounds, Jackson, Miss. Large, flashy 2-Abreast Allan Herschell Carousel. All horses, crescents, etc., crated. Gas engine, organ, good top. Past eight years been on Wallace Bros.' Shows, replaced by new one. Ask them about good condition this side. Parks, O. K. Terms: 25% to me, you pay all. Wire or write TOM HUGHES, P. O. Box 302, Hollywood, Calif. P.S.: \$100 deposit required unless I know you.

## Harrisonburg, Va., Firemen's Celebration

All Next Week Want Shows, Rides not conflicting. Concessions, no racket. Minstrel Show People. All celebrations, conventions and fairs till last of Oct. Write or wire BRITE LIGHTS EXPO. SHOWS, Danville, Va., this week.

## L. I. THOMAS WANTS

Men and Wives for Ball Games, Penny Pitches, Pan Game, also Arcade Help. Counter Man for Bingo. Wire.

This week, Clinton, Indiana

## First Firemen's Carnival

May 23-30, Defense Center All Concessions open, including Bingo. Following with best spot in New Jersey. All Rides booked. Can place Shows. Address: JOHN DEL, 232 Market St., Newark, N. J.

## WANTED

Legitimate Concessions working for stock at all times for FIREMEN'S CARNIVAL. One unit opening May 15 at Warrminster, north of Hatboro, Pa. Short jumps, Sava rubber. Working around Philadelphia and Camden, N. J., all summer. Want small Organ. JOHN KEELER, 427 Market St., Philadelphia, Pa.

# ENDY BROS.' SHOWS, INC.

WANT MONKEY SHOW MANAGER THAT CAN FURNISH MONKEYS AND CHIMP. Also place Dog, Pony and Monkey Act. We have all Equipment for same.

Want Chorus Girls, also Side Show Acts. Want Second Man for Rocket. Semi Drivers. Useful Show People, come on. Top salaries. Want Long-Range Shooting Gallery. This week, WILMINGTON, DELA.

# BAKER'S UNITED ATTRACTIONS

FRANKLIN, IND., New Camp Aftterbury, MAY 18-23; CLAY COUNTY POST NO. 2, BRAZIL, INDIANA, MAY 25-30. Want Concessions not conflicting. Want Sno Cone, Candy Apples, American Palmistry, Mouse Game, Grab, Cook House, Duck Pond, Short Range or any legitimate 10c Concession. BEST PROPOSITION FOR SHOWS WITH OWN OUTFITS—ATHLETIC, SNAKE, FAT GIRL, MINSTREL, MOTOR DROME. WANT HIGH ACT TO FEATURE AT ONCE. Want A-1 Second Men for Tilt-a-Whirl and Wheel, and Merry-Go-Round Foreman. Address all communications to TOM L. BAKER, BAKER'S UNITED ATTRACTIONS, Wayne Post American Legion, Indianapolis, Indiana, all this week.

# Keystone Modern Shows Want

Legitimate Concessions, Side Show Act, 5 Talkers and Ride Help, Ferris Wheel and Roll-o-Plane Foreman. Address Radford, Va., this week.

# DICK'S PARAMOUNT SHOWS, INC., WANTS

Side Show Acts. Sure salary. Also Act to Feature. John Hans and Mecho, wire. Griddle Man and Cook House Help, top salaries. Grind Shows with own outfit. Liberal percentage. Have complete Ice Show for right party.

DICK GILSDORF, Manager, Bristol, Conn.

# JOHN R. WARD SHOWS

Have beautiful Silo Drome, complete. Want Manager and Riders for same. Want Manager and People for Athletic Show. Performers and Musicians for office Minstrel Show. Bill and Helen Basham, wire. Want Talker for 10-In-1. Doc Cowan, answer to Bessie Rameau. Have complete outfit for Girl Show. Want Man to work educated Chimpanzee. Andy Anderson, wire. Want Grind Store and Noll Joint Agents. Corn Game and Ball Game Agents. Place Concessions and Penny Arcade. Want sober and reliable Ride Help who can drive Semis. Want Secretary. Baton Rouge, La., this week; Monroe, La., next week.

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

# Jimmie Chanos Ind. Bow Is Successful

PORTLAND, Ind., May 9.—Jimmie Chanos's Shows got away to a sound start on their 1942 tour here April 26 by playing to one of their best opening nights in their history. B. E. Spencer reported. Business on the week's engagement, which ended last Saturday, was above par. All rides and concessions reported good results.

Merry-Go-Round foreman is Elver Van Lich, with Jimmy Titus as second man; Ferris Wheel, B. E. Spencer, foreman; Chairplane, Bill Spencer and Chuck Hahn. Kenneth Gasper and family have their pony and Kiddle rides here.

Louis Bechtel, electrician, has two concessions, and Chick Wagner has two ball games with it. John Monroe joined with new bingo stand and ball game, and Pete Kretchas has the cookhouse, candy apples, snowball and peanut and popcorn stands. Other concessionaires included Bernard Shaffer, H. E. Moffitt, Slim Harris, James Gill, Max Gloth; Esther Shaffer, hoop-la, and Ronny King, photo gallery. Eddie Herman has a few concessions and the Oriental Revue booked.

## ROUTES

(Continued from page 17)

Scott, Libby (Royale Frolics) Chi, nc.  
Sergio, Alberto (Patio) Cincinnati, nc.  
Sharon, Nita (Belvedere) Baltimore, h.  
Shaw, Wini (19th Hole) NYC, nc.  
Sherman & Seckler (Hoxy) NYC, t.  
Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
Sloan, Estelle (Beverly Hills) Newport, Ky., cc.  
Smith, Betty Jane (Copacabana) NYC, nc.  
Smith, G. Ray (Royal) Detroit 8-21, nc.  
Southern Sisters (Royale Frolics) Chi, nc.  
Snoftod, Lynn (Park Central) NYC, h.  
Stauder, Meta (Book-Cadillac) Detroit, h.  
Stevens, Gary (Pennsylvania) NYC, h.  
Stirling & Rubin (Dudley) Salamanca, N.Y., h.  
Stone, Al (Band Box) Hollywood, nc.  
Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.  
Strong, Johnny (Paddock) Wheeling, W. Va., nc.  
Summer, Helen (Ivanhoe) Chi, re.  
Suns, Three (Pleasantly) NYC, h.  
Swann, Russell (Plaza) NYC, h.  
Swift, Jack (Riverside) Milwaukee, t.  
Swifts, Three (Palace) Cleveland, t.  
Sybil & Sandra (Park Central) NYC, h.

## T

Tannen, Dave (Harry's New Yorker) Chi, nc.  
Tannen, Don (Buffalo) Buffalo, t.  
Taranova, Nina (Casino Russel) NYC, nc.  
Taylor, Edna "Yack" (Kelly's Stable) NYC, nc.  
Tell, Gladys (McAlpin) NYC, h.  
Thomas, Danny (1100 Club) Chi, nc.  
Three Guesses (Hurricane) NYC, nc.  
Three Sons of Jive (Hickory House) NYC, re.  
Towne, Lester (Harry's New Yorker) Chi, nc.

Towne & Knott (La Cough) NYC, nc.  
Toy & Whig (Buffalo) Buffalo, t.

## CARL THORSON

Jesting Juggler  
Now playing Ohio and Pennsylvania Circuit.  
Direction: **BALDWIN-DAVIS AGENCY**  
Moose Bldg., Akron, Ohio.  
Pa. Branch: 402 Warner Bldg., Pittsburgh, Pa.

## V

Vallee, Edie (Jimmie Dwyer's Sawdust Trial) NYC, nc.  
Van Dae, Charlotte (Colosimo's) Chi, nc.  
Vincent, Romo (Earle) Washington, t.  
Von Dell, Cell (Royale Frolics) Chi, nc.

## W

Walker, Oscar (Fifth Avenue) NYC, h.  
Ware, Dick (Bismarck) Chi, h.  
Warner, Jack & Jill (Patio) Cincinnati, nc.  
Warren, Ann (Shelton Corner) NYC, h.  
Water Folks (RKO-Boston) Boston, t.  
Watkins, Frances (Music Hall) NYC, t.  
Wayne, Shirley (Palace) Cleveland, t.  
Weber Bros. & Chaita (Shrin Circus) Winnetonka, Minn., 11-18.  
Weston, Doris (Pierre) NYC, h.  
Whalen, Maurice & Betty (Leon & Eddie's) NYC, nc.  
White, Jack (18 Club) NYC, nc.  
White, Jerry (Bill's Gay 90s) NYC, nc.  
White, Thelma (Brown Derby) Chi, nc.  
White & Varno (Chateau) Rochester, N.Y., nc.  
Whitson, The (Riverside) Milwaukee, t.  
Williamson, Herb (Log Cabin) Sault Ste. Marie, Mich., c.  
Windell, Mona (Queen's Terrace) Woodside, L. I., N. Y., nc.  
Winters, June (No. 1 Bar) NYC, nc.  
Wonder, Tom & Betty (Paramount) NYC, t.  
Wood, Napu (Lexington) NYC, h.  
Woods & Bray (Dinky's Terrace Gardens) Cohoes, N. Y., 4-16.  
Wyse, Ross (Orpheum) Minneapolis, t.

## Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.  
Young, Helen (New Yorker) NYC, h.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Paris, Tex.  
All-American Expo.: Mattoon, Ill.  
Allen, Fred: East Syracuse, N. Y.  
American Expo.: Clinton, Ind.  
Anderson-Strader: Junction City, Kan.  
Arthur's American: Eureka, Calif., 11-17; North Bend, Ore., 19-23.  
H. & H.: Pendleton, S. C.; Westminster 18-23.  
Baker, Tom, Attrs.: Indianapolis, Ind.; Franklin 18-23.  
Bantly's All-American: Arnold, Pa.  
Barker: Carlinville, Ill.  
Barkot Bros.: Monroe, Mich.  
Baskinger, Al: Steger, Ill.  
Beckmann & Gerefy: Wichita, Kan.  
Bee's Old Reliable: Cynthia, Ky.; Morehead 18-23.  
Bill Joy: Summerville, Ga.  
Blue Ribbon: Columbus, Ind.; Peru 18-23.  
Boswell Am.: Hampton, Newport News, Va.  
Bremer: Pleasant Hill, Mo.

Bright Lights Expo.: Danville, Va.; Harrisonburg 18-23.  
Brodbeck: McPherson, Kan.; Kingman 18-23.  
Buck, O. C.: Menands, N. Y.; Glens Falls 18-23.  
Buckeye State: Princeton, Ky.; Marion 18-23.  
Bullock Am. Co.: Newton, N. C.  
Burke, Frank: Tucuman, N. M.  
Bunting: East Peoria, Ill.  
Byers Bros.: Jacksonville, Ill.  
Central States: Russell, Kan.; Hoistington 18-23.  
Cedlin & Wilson: Baltimore, Md.  
Chanos, Jimmy: Muncie, Ind.  
Coleman Bros.: Norwich, Conn.  
Colley, J. J.: Cushing, Okla.  
Conklin: Hamilton, Ont., Can.  
Convention: Minersville, Pa.  
Cote-Wolverine: Holly, Mich.  
Cotton States: Kevill, Ky.  
Crafts 20 Big: Fresno, Calif.  
Crafts Fiesta: San Diego, Calif.  
Crescent Am. Co.: Greensboro, N. C.; Randleman 18-23.  
Crystal Expo.: Lenoir, N. C.  
Cumberland Valley: South Pittsburg, Tenn.  
Cunningham's Expo.: New Martinsville, W. Va.  
Curl, W. S.: Lancaster, O.  
Denton, Johnny J.: Sweetwater, Tenn.  
Diek's Paramount: Bristol, Conn.  
Dubson's United: Blooming Prairie, Minn.  
Dodson's World's Fair: Lima, O.; Richmond, Ind., 18-23.  
Douglas Greater: Pendleton, Ore.  
Dumont Am.: Coatesville, Pa.  
Dyer's Greater: Chateau, Mo.; Perryville 18-23.  
Eberole's: Fulton, Mo.  
Edwards, J. R.: Wooster, O., 18-23.  
Elite Expo.: Manhattan, Kan.; Topeka 18-23.  
Elman: (35th & Lincoln) Milwaukee, Wis., 11-17; (18th & Cleveland) Milwaukee 18-24.  
Endy Bros.: Wilmington, Del.  
Elue Am. Co.: Albany, N. Y.; Schenectady 18-23.  
Fleming, Mad Cody: Fitzgerald, Ga.  
Four Star Expo.: Beloit, Ill.  
Fuzzell's: Moberly, Mo.  
Garden State: Coplay, Pa.; Phillipsburg, N. J., 18-23.  
Geren's United Attrs.: Osgood, Ind.; Edinburg 18-23.  
Gold Medal: Washington, Ind.  
Golden Arrow: Glenwood, Ark.  
Golden Bell: Versailles, Mo.  
Golden Gate: Scottsville, Ky.; Tompkinsville 18-23.  
Golden State: Hanford, Calif.  
Gooding Am. Co.: Nelsonville, O.  
Gooding Greater: Logan, W. Va.  
Grady, Kelle: Shufield, Ala.; Haleyville 10-23.  
Great Lakes Expo.: Peru, Ill.  
Great Sutton: Herrin, Ill.  
Greater United: San Angelo, Tex.  
Groves Greater: Dresden, Tenn.  
Happy Attrs.: Crestline, O.  
Happyland: Lincoln Park, Mich.  
Hartsock Bros.: Brasher, Mo., 10-23.  
Henke Bros.: (S. 6th & Okla. sts.) Milwaukee, Wis.  
Hennies Bros.: Evansville, Ind.  
Henry, Lew: Buena Vista, Va.; Waynesboro 18-23.  
Heth, L. J.: Danville, Ky.  
Hubbard's Midway: Tiffin, O.  
Hughes & Gentsch: Ripley, Tenn.  
Ideal Expo.: (Eastern & Coeller Ave.) Baltimore, Md.  
Jones, Johnny J., Expo.: Uniontown, Pa.; Pittsburgh 18-23.  
Jones Greater: Nitro, W. Va.  
Joyland: Angels Camp, Calif.  
Kans Expo.: Burlington, N. J.  
Kats, W. C.: Silver Springs, Md.; Trainor, Pa., 18-23.  
Keystone Modern: Radford, Va.  
Lang's, Dee: Aiton, Ill.; Conanche, Ia., 18-23.  
Large, H. P.: Colterville, Ill.  
Lawrence Greater: Norristown, Pa.  
Lewis, Art: New Brunswick, N. J.  
Liberty United: Charleston, S. C.  
McKee, John: Elvins, Mo.  
McMahon: Marysville, Kan.  
M. & M.: Mechanicsville, N. Y.  
Magic Empire: (Strawberry Festival) Bald Knob, Ark., 11-23.  
Marks, John H.: Hampton, Va.  
Merit: E. Providence, R. I.  
Midway of Mirth: St. Charles, Mo.  
Midwest: Dighton, Kan., 10-12; Leoti 13-15.  
Molly's Greater: Westbrook, Me.  
Moore's Modern: Illiopolis, Ill.; Mount Pleasant 18-23.  
Motor City: Newcastle, Ind.; Muncie 18-23.  
Nall, C. W.: Cotton Valley, La.  
Ozark: Greenwood, Ark.; Booneville 18-23.  
Page, J. J., Expo.: Pikeville, Ky.  
Page, W. E., Am. Co.: Gainesboro, Tenn.  
Pan-American: Sullivan, Ind.  
Parade: Chetopa, Kan., 11-21.  
Pearson: Marshall, Ill.  
Penn Premier: Phillipsburg, N. J.  
Pike Am.: Mountain Grove, Mo.  
Proll's World's Fair: Baltimore, Md.  
Pryor's All-State: Eskdale, W. Va.  
R. & S. Am.: Fayetteville, N. C.  
Reading's: Portland, Tenn., 11-16.  
Reid, King: Gloversville, N. Y.  
Reynolds & Wells: Quincy, Ill.  
Rogers Greater: Paris, Ill.  
Rogers Bros.: Herman, Minn., 20-23.  
Royal American: East St. Louis, Ill.  
Rubin & Cherry Expo.: Rock Island, Ill.  
Scott Expo.: Vivian, W. Va.  
Scottie's Attrs.: Karnack, Tex.  
Shesley Midway: Clarksville, Tenn.; Dayton, O., 18-23.  
Shugart, Doc: Maud, Tex.  
Siebrand: Fallon, Nev.; Reno 18-23.  
Sims Greater: Trenton, Ont., Can.; Belleville 18-23.  
Skerbeck: Escanaba, Mich.  
Smith, George Clyde: Ramey, Pa.  
Snapp Greater: Galena, Kan.  
So's Liberty: Ottawa, Ill.; Kewanee 18-23.  
Southern: Vicksburg, Miss.  
Sunburst Expo.: Cortland, N. Y.  
Sunset Am. Co.: Aitchison, Kan.; Leavenworth 18-23.  
Stritch, Ed: San Benito, Tex.  
Sweeney Am. Co.: Shadyside, O.  
Tassell: Bowling Green, Va.  
Texas Kidd: Stephenville, Tex.  
Tidwell, T. J.: Ahlens, Tex.  
Tivoli Expo.: Neosho, Mo.; Fort Scott, Kan., 18-23.  
Tower Am. Co.: York, S. C.  
Victory: Edinburg, Ind.  
Virginia Greater: Bel Air, Md.  
Wade, W. G.: (Michigan Ave. & Wyoming) Dearborn, Mich.; Kalamazoo 18-23.  
Wallace Bros.: Hazard, Ky.  
Wallace Bros. of Canada: Windsor, Ont., Can.

Ward, John R.: Baton Rouge, La.; Monroe 18-23.  
West Bros.: Okmwa, Ia.  
West Coast Circus Shows: San Jose, Calif., 13-17; Sunnydale 18-24.  
Wilson's: Bushnell, Ill.  
Wonder Shows of America: (Kingshighway & Natural Bridge) St. Louis, Mo.  
World of Fun: Lumberport, W. Va.  
World of Mirth: South River, N. J.  
World of Pleasure: River Rouge, Mich.  
World of Today: Kansas City, Kan.  
World's Victory Expo.: Little Ferry, N. J.  
Zacchini Bros.: Carlisle, Pa.  
Zeiger, C. P., United: La Junta, Colo.

## CIRCUS

Cole Bros.: Dayton, O., 12-13; Lima 14; Canton 15; Akron 16; Youngstown 18; Wheeling, W. Va., 19; Athens, O., 20; Portsmouth 21; Parkersburg, W. Va., 22; Huntington 23.  
Cole, James M.: Hornell, N. Y., 12; Dansville 13; Mount Morris 14; Perry 15; Geneseo 16; Avon 18.  
Hamid-Morton: Montreal, Que., Can., 11-16; Three Rivers 18-23.  
Kelly, Al G., & Miller Bros.: Howard, Kan., 12; Eureka 13; Florence 14; Marion 15; Peabody 16.  
King Bros.: Bowling Green, O., 12; Fosteria 13; Findlay 14; Tiffin 15; Bucyrus 16.  
Mills Bros.: Newark, O., 13-14; Westerville 15; Marysville 16; Bellefontaine 18; Richwood 19; Bucyrus 20; Bluffton 21; Delphos 22; Hicksville 23.  
Polack Bros.: Oakland, Calif., 15-23.  
Ringling Bros. and Barnum & Bailey: (Garden) Boston, Mass., 12-17; Baltimore, Md., 19-23.  
Russell Bros.: San Pedro, Calif., 12; Redondo Beach 13; Van Nuys 14; Oxnard 15; Santa Barbara 16.  
Wallace Bros.: New Brighton, Pa., 12; Greensburg 13; Vandergrift 14; Kittanning 16; Punxsutawney 16.

## MISCELLANEOUS

Campbell, Loring, Magician: Canton, O., 12; Lima 13; Bucyrus 14; Springfield 15; Detroit 16-23.  
Daniel, B. A., Magician: Three Mile Bay, N. Y., 11-16.  
Ginnivan Dramatic Co.: Pioneer, O., 11-16.  
Hermes & Marlene, Magicians: Windsor, Ont., Can., 11-16; St. Catharines 18-23.  
Hutchens Modern Museum: Galena, Kan., 11-16; Webb City, Mo., 18-23.  
James, Glenn J., & Bailey Bros.' Horse Show: Prairie du Chien, Wis., 15-17.  
Long, Leon, Magician, also Lee's Colored Minstrels: Mobile, Ala., 11-31.  
Marquis, Magician: Washington 11-21; Baltimore 22; Alexandria, Va., 23.  
Neff, Magician, & Wonder Workers: Corry, Pa., 13; Laurence Park 14; Lakewood, O., 15; Struthers 18.  
Rieton's Dogs (school show): Rome, Ga., until June 1.  
Schufner Players: Wapello, Ia., 11-16.

## ADDITIONAL ROUTES

(Received Too Late for Classification)

Doss, Texas Benny: Russell's Point, O., 11-17.  
Glover & LaMac (Mt. Royal Hotel) Montreal 11-23.  
Howard, Ralph, & Rainbow Rhythm (Club Lido) Texarkana, Tex., 11-16.  
Roberts, Lucille & Eddie (Club Continental) Chesapeake, O., 11-18.  
Reynolds Pyramid Skating Girls (Olympia Circus, Olympia) Detroit 11-18.  
Rams, Flying: St. Leger, Ill., 11-18.  
Three Guesses (Hurricane) NYC.

# CARNIVAL SPECIALS

	Per Doz.	Per Gro.
Lafex Dipped Base Balls . . . . .	.90	\$1.25
Dart Balloons, Feather Darts . . . . .	.40	4.50
Assorted Imp Slum . . . . .		.90
10 Gro. Lots . . . . .		.85
China Ash Trays, Vases, Pin Cushions, etc. . . . .	.40	4.50
Swagger Sticks . . . . .	.55	5.75
Med. Bamboo Canes . . . . .	.55	5.75
Heavy Bamboo Canes . . . . .	.95	10.75
Tomahawk Canes . . . . .	.80	9.50
Large Spanish Hats . . . . .	1.95	22.50
Small Spanish Hats . . . . .	.80	9.00
Med. Mexican Hats . . . . .	1.75	19.50
Large Cowboy Hats . . . . .	2.00	22.80
Miniature Feathered Hats . . . . .	.40	4.50
U. S. Made Leis (bright, fast colors) . . . . .		3.25
While 200 Gro. China Made Paper Snakes on Sticks last . . . . .		3.50

We carry a large line of Bingo Specials, Celebration Goods, Park Merchandise, etc. Order directly from this ad. 25% deposit with C. O. D. orders or no shipment.

LEON LEVIN, Mgr.

# KIPP BROS.

117-119 S. Meridian St. Indianapolis, Ind.

# HUGHEY & GENTSCH SHOWS WANT

Sober, experienced Ride Help and Concession Agents. Also have a few Concessions open, legitimate only. Have a Kiddie Ride for sale, will give terms and book same on show, or you can purchase for cash and move the ride. Address: Ripley, Tennessee, this week.

**Ready—**  
**Spring Flyer and Price List**  
Send for your copy now

# CONTINENTAL

DISTRIBUTING COMPANY

## 3600 Items

- lamps ● clocks
- smoking stands
- stools ● blankets
- glass ● novelties
- patriotic items
- jewelry ● canes
- plaster ● balloons

Order Today—  
It May Be Gone Tomorrow!

822 NORTH THIRD STREET  
MILWAUKEE, WIS.

## FLAGSHIP SENSATIONAL CANDY PKG.

13 inches long, 3 inches high, 4 colors. Filled with a full cargo of candy chews. Packed 100 to Carton.

**100 Pkgs. \$4.50**

Free Catalog of all Our Candy Pkgs.

DELIGHT SWEETS, INC., 50 East 11th St., N. Y. C. 20% Dep. on All Orders.

## WORLD OF FUN SHOWS WANT

Want Rides: Roll-o-Plane, Octopus, Tilt-a-Whirl, Whip, Kiddle Rides. Have complete outfit for Side Show, Minstrel Show, Grind Show. Will book Shows not conflicting. Concessions: Cook House, Bingo, Custard, Concessions of all kinds. Committees in Pennsylvania, West Virginia, Maryland, have few open weeks. Want Agents for Percentage. Address all mail and wires to J. E. STEBLAR or NORTON RED, Lumberport, W. Va., this week.

## ATTENTION, CARNIVAL MANAGERS

I am in a position to secure equipment and manage a show that cannot be duplicated. Have option on same. This frame-up has proven in the past to outgross and net more money than any show. Today time and worldly conditions are right to produce tremendous grosses. Due to owner's retirement can buy and frame for \$2,000, plus 30 or 40x100 top. I will repurchase same during season. My experience, ability and results with this type show on Royal American and others in former years unquestionable. Railroad show preferred. Write or wire BOX D-217, care *The Billboard*, Cincinnati, O. P.S.: Will contact you personally.

Friends Pay Last Respects to Hogan

CHICAGO, May 9.—Friends of I. S. Hogan, carnival general agent who passed away Wednesday, paid him their last respects at services held today.

Because of the short notice there were only a few out-of-town showmen present, but there were many floral offerings from shows throughout the country and from friends unable to attend.

Palbearers were Pat Purcell, Charles Goss, Sunny Bernet, Ned Torti, Bernard Mendelson and George Crowder.

Among those at the funeral were Tom Allen, William Blencoe, Mr. and Mrs. Sunny Bernet, Max E. Brantman, Ida E. Cohen, John Courtney, George Crowder, Bert Clinton, Frank H. Davis, John M. Duffield, J. A. Darnaby, Walter P. Driver, Charles G. Driver, M. J. Doolan, P. V. Driscoll, G. R. Fisher, Mr. and Mrs. George Flint, Charles Goss, George A. Golden, Harry Hancock, Harry W. Hennies, Mrs. Minnie Delgarian Hoffman, Nate Hirsch, Maurice Huff, Charles Hall, George W. Johnson, Frances and Lou Keller, Al Kamin, John Lorman, J. C. McCaffery, Esther Meyers, C. Meyers, William Meyers, Irving Multz, Larry O'Keefe, Mrs. F. J. Owens, Mr. and Mrs. Pat Purcell, Mr. and Mrs. George Parks, Ralph Pacini, Jack Pritchard, Petey Pivos, Larry Rother, C. B. Rice, Sam Solomon, Al Rossman, Mr. and Mrs. Joseph E. Strelbich, Mr. and Mrs. Al Sweeney, Frank Sweeney, Phil and Mike Shepard, William E. Snyder, Louis Schlossburg, Ned Torti, Rellie Vaughn, Frank M. Vaughn, Charles G. Vogt, Mrs. G. L. Wright, Toby Wells and Eunie A. Young.

United Shows' Business Tops Results Registered Last Year

SEATTLE, May 9.—United Shows, directed by O. H. Allen, are reported to be chalking even better business this year than for the same period in 1941.

Organization added a number of new attractions this year and free act is presented by Three Voleras. Shows are transported on 30 trucks.

PAN AMERICAN SHOWS WANT

SHOWS—Will furnish outfits for Athletic, Revue. CONCESSIONS—Place any Concession that does not conflict. Want experienced Help for Bingo, also Man with car for Cookhouse. S. J. Cantara, wire. Answer this week, Sullivan, Ind.

WANTED

Free Act. Can place Popcorn. Want Ride Help and Semi Drivers. Louis Long, wire.

R & S AMUSEMENTS

Fayetteville, N. C.

FOR SALE

BARNER 3-ABREAST MERRY GO ROUND, A-1 condition. No top or sidewalk. Has never been used on. Under cover of roof in park at all times. Original paint. 7 1/2 H.P. Electric Motor. Bell wire. DANDY BUY AT \$1200.00 F. O. B. ST. LOUIS. JOHNNY BALE, 2615 Victor St., St. Louis, Mo.

McMAHON SHOWS WANT

Ferris Wheel Foreman. Top salary. Alabama, wire. Marysville, Kansas.

Buck Registers Strong Date at Newburgh, N. Y.

NEWBURGH, N. Y., May 9.—Altho hampered by some rain, O. C. Buck Shows registered good results at their stand on the Armory showgrounds under American Legion Post auspices.

The Newburgh News was liberal with space. Station WGNV gave the show 15-minute spots free daily, with Joe Rakem, morning commentator, devoting his half-hour morning spots to the shows.

Mr. and Mrs. O. C. Buck journeyed to New York, where they attended a meeting of the National Showmen's Association's drive for War Bonds.

Blackpool Tower Circus Is Successful in England LONDON, May 2.—Blackpool Tower Circus closed a successful two-week run on April 11 with this program:

Blackpool Tower Circus Is Successful in England

1. Overture, Tower Circus Imperial Orchestra, Director Oscar Naylor. 2. Valento. 3. Entree, Coco (late of Bertram Mills Circus) and Michael.

Latest addition to the list of tented circus directors is Harry Benet, pantomime and revue producer, who inaugurated the circus at Bournemouth Winter Gardens in the year the war broke out.

Initial Three for Alamo In Hike Over '41 Results MINERAL WELLS, Tex., May 9.—Business for the first three dates played by Alamo Exposition Shows this year is showing a slight increase over the same period in 1941.

Initial Three for Alamo In Hike Over '41 Results

Livestock and Dairy Show at Plainview, Tex., proved profitable. Shows are featuring a new front arch, new canvas and more illumination.

Albert Wright, after a year's absence, is back again as general manager, with Tommy Stevens as special agent.

Wanted to Book Ferris Wheel in big money area and defense center. Opening May 15th.

Arlington Amusement Co. 12 Westwood MOBILE, ALABAMA

Bach Gets Winner At Hoosick Falls

HOOSICK FALLS, N. Y., May 9.—With good weather, O. J. Bach Shows scored an impressive opening stand here April 23, Jack Woelfle, mail man and lot superintendent, reported. Staff includes O. J. Bach, owner-manager; Mrs. Olive Becker, advance agent; Ed Ebson, electrician, and Woelfle.

Ma and Pa Chevier have the cookhouse. Jimmy Devito has the milk game and cat rack; Ray Williams, two penny pitches; Bob Coleman, bingo, bowling alley, hoop-la and ball game; Dave Kakal, darts; Jack Woelfle, two cigarette shooting galleries; Miller's palmistry booth.

Shows include Life, Carroll Miller; Athletic, Pat Kelley; Girl Show, Rose Gurney; Ten-in-One, Horace Rose.

Ebensburg, Pa., Fair Is Off

EBENSBURG, Pa., May 9.—Fred G. Barker, assistant manager Cambria County Fair Association, said here today that the 1942 Cambria County Fair has been canceled for the duration.

Jersey Coast Lights Doused

ATLANTIC CITY, May 9.—Pending further orders, Boardwalk lights here and at all resorts in South Jersey were blacked out entirely last week. While there is no immediate prospect of total blackouts nightly along the coast, they may be so ordered unless there is complete compliance with dim-out regulations.

Chi Riverview Readying

CHICAGO, May 9.—Riverview Park is readying for the opening of its season May 20. No new building is contemplated this year but the annual brightening-up job is in progress.

W. G. WADE SHOWS WANT

FOR KALAMAZOO, MICHIGAN, WEEK OF MAY 18

Modern Cookhouse to join on wire, reasonable rates, with half in tickets. Can also place one or two more Shows and a few legitimate Concessions.

Address: W. G. WADE SHOWS, Dearborn, Michigan, this week.

PENN PREMIER SHOWS

CAN PLACE MANAGER FOR TEN-IN-ONE. Have top and banner line complete. Want Popcorn, Cigarette Gallery, Arcade, Fish Pond and other legitimate Concessions.

LLOYD SERFASS, Phillipsburg, N. J., this week; then heading into Western Pennsylvania steel cities.

J. J. PAGE SHOWS

Want HIGH AERIAL FREE ACT to join at once. Must be reasonable. Wire, no time to write. Can place few more LEGITIMATE CONCESSIONS.

Address J. J. PAGE SHOWS, Pikeville, Ky., this week; Appalachia, Va., next week; then Harlan, Ky.

AT LIBERTY

GENERAL AGENT, BUSINESS MANAGER OR PRESS

Ability and appearance positively A-1. Capable meeting officials of the highest. Results unquestionable. Have car. Desires of making new connection. Can join after May 16th. Write or wire BOX D-218. CARE THE BILLBOARD, CINCINNATI, O.

CONVENTION SHOWS

10 DAYS — TONAWANDA, N. Y. — MAY 21-30

Can place Shows and Concessions. Will furnish front and canvas for worth-while attractions. Will sell exclusive on American Palmistry, Gustard and Long Range Gallery.

LONE STAR STATE SHOWS WANT

Ride Help on all Rides. On account of disappointment can place GRAB, BINGO, POPCORN and PHOTOS. Ex. on same. Can also place few other LEGITIMATE CONCESSIONS and SHOWS OF MERIT with own transportation.

SCOTT EXPOSITION SHOWS WANT Ride Help and Foremen, Mechanics for ten Rides, Side Show Manager.

Have four Monkeys and outfit. Want Grind Shows and Stock Concessions. Kimball, W. Va., this week; War, W. Va., follows.



# 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.

## Peace Offensive

Every loyal American should make it his business this summer to help offset the peace offensive which the Axis powers already seem to have under way. Every American is being called upon to do many things to help win the war, but he can help fight the peace offensive without making any great sacrifice.

The first thing, of course, is not to be taken in by the peace propaganda. Due warning has been given to everybody that propaganda plays a major part in this present war and it will continue to be a powerful weapon for the Axis powers. It is likely that the peace propaganda campaign is the greatest single play that the enemy can make this summer, and for that reason we all need to be on guard against it personally.

The peace propaganda originating with the Axis powers is well calculated to give people in the democracies an overdose of optimism. Already people are talking that the war will be over in 90 days, or that it will end before the year is over, and so on. The peace talk was evidently started to give people just that kind of over-confidence while the Axis powers make ready for their heaviest military drives this summer.

It is natural to hope that the war will be over this year, and yet it is dangerous to be lulled by peace propaganda into over-confidence. If Russia and England hold against any offensive move by Hitler this summer, then it will be safe to feel that victory is in sight for the United Nations. But even when Hitler is defeated, it should be kept in mind that the Japs have already made such gains that it will take considerable fighting to put them back in their place. The sensible view to take is that there will be a lot of fighting to do yet.

The peace offensive is also intended to slow up American production of war materials. The United States is really just getting started on turning out war materials in full swing, and that start is beginning to show up on all battle fronts. If the Axis powers can start any propaganda move that will slow up that production, they will have gained a real victory. The peace offensive is very dangerous to the Allies from the very fact that it may slow up our production pace. In order to maintain our production pace,

it will be necessary for every citizen to make a lot of sacrifices. But if we become over-confident, it is to be expected there will be a general letting down all along the line.

The American public is upset in many ways at the present time, due to the many shifts and changes that have been made recently in order to get the production of war materials going at a high rate. At such times there is naturally a lot of complaining, and a good many people get an uneven break in the changes that are made. The Axis powers know this all too well, they know the American and English habit of complaining and criticizing leaders, and their peace campaign is well timed to capitalize on this.

The most dangerous point about the peace offensive is that it will again arouse those with pacifist or isolationist hopes, so that the democratic nations will again be subjected to division and strife right at home. The peace offensive is well calculated to appeal to the partisan opposition in the United States, Canada and England, and to thus stir up all the obstacles that the political parties can put in the way of those leaders now in office. The Axis powers are not fools when it comes to putting their finger on the real danger spot in the United States and England. They

know full well that too many people still love their party more than their country, and this peace offensive is intended to stir up as much party strife as possible.

Unfortunately, the peace offensive is also well aimed at millions of people in the churches who have dreams of a world at peace and would almost be willing to give Hitler what he wants for his promise not to disturb them any more.

The militarists stopped the war before when they wanted to. Probably 80 per cent of us who were in France felt it would be necessary to fight again. And sure enough, in our lifetime, the militarists are at it again. There is only one peace this time—complete defeat of the Axis powers and the swift execution of thousands of the leaders in those countries that have a militarist cult.

We as American are being called upon to make many sacrifices to help win the war. We can help fight the peace offensive without much sacrifice. Don't be taken in by it, and try to keep your neighbor from being taken in by it.



America's vaunted production machine is being tested to the limit by the war. (Cartoon from *The Chicago Tribune*.)



NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

The American Nickeloid Company, Peru, Ill., says that savings of critical metals up to 98 per cent are possible by using the preplated metals made by the firm as alternates for the critical metals.

Tire saving is held to be vital to victory in this war. A hard-hitting national program to get truck and passenger car operators materially to reduce speeds and otherwise care for existing tires is a vital necessity for the success of the defense effort.

Office of Price Administration May 7 clarified typewriter rationing regulations which went into effect April 20 by announcing that any person or business needing a typewriter is entitled to rent a used office machine or new portable directly from any dealer.

Manufacturers were warned May 7 by the WPB that they cannot escape their responsibility for scheduling deliveries in accordance with preference ratings by leasing their plants or making their products under a toll agreement.

Auto rationing: OPA has ruled that a convertible passenger car may be withdrawn from the government pool for sale this year if a steel-topped model is substituted for it.

Phonos and amusement machines: Manufacturers of automatic phonographs and other amusement machines who have on hand inventories of raw materials and semi-processed and finished parts now frozen are permitted to dispose of such inventories to fill orders bearing preference ratings higher than A-2, WPB has announced.

Organization of a service branch within the WPB Division of Industry Operations to act as a clearing house for problems confronting the more than 2,000,000 service institutions in the country has been announced.

Some 25,000 business corporations, with over \$250,000 assets each, engaged in manufacturing, mining, construction, wholesale trade, retail trade and related fields will receive a questionnaire from the OPA some time after May 10.

WPB has announced sharp restrictions on the use of copper and its alloys, including brass and bronze. Effective May 7 the board prohibited the use of these metals in more than 100 civilian products.

Rubber industry representatives are to meet with OPA officials to discuss mutual problems growing out of the nation's rubber shortage.

BREVITIES.—American Rolling Mills has

received \$1,500,000 from the U. S. Export-Import Bank as first portion of \$6,000,000 loan for construction of plating mill in North Mexico. . . . Unwilling to accept 100 per cent of parity prices for their products, as recommended by the President, the nation's farmers do not think the existing basic 110 per cent price ceiling is high enough. . . . The Treasury in counter move against a war sales tax proposes that all personal income tax exemptions be cut—from \$750 to \$600 for single persons, from \$1,500 to \$1,200 for married couples, and from \$400 to \$300 for each dependent. . . . The government plans to buy all extra tires—those in excess of five—on private autos to help meet mounting rubber requirements for war purposes. . . . Governors of every State will be asked to meet soon to determine what specific emergency action they can take to erase interstate trade laws which impede the war effort. . . . While no definite commitments have been made by the government or the insurance industry, it appears that negotiations toward a uniform program of underwriting bombing losses have progressed to the point where first war-damage policies might be on sale by mid-June. . . . The Securities and Exchange Commission amended its rules to permit manufacturing plants with their own generating systems to sell their excess electricity for war emergency purposes without coming within SEC jurisdiction under the public utility holding company act. . . . Hand trucks for transporting materials in and around factories have virtually been eliminated from use of rubber tires, of which they required more than 500,000 last year. . . . Conservation of private and public transportation facilities is being aided by a federal manual describing in detail methods for setting up systems of staggered hours and group riding in every sizable community. . . . Production of metal-working machinery has reached a rate approximating \$1,300,000,000 a year and is increasing steadily—this represents an increase of 55 per cent over output of last year. . . . Spectacular gains in government war construction lifted heavy engineering construction awards in the week of May 3 to highest level recorded at an increase of 138 per cent over preceding week and of 502 per cent over a year ago. . . . The Stanley Plan for directory listing of war subcontracting opportunities—now being tested in the Chicago industrial area—virtually has been proved practicable and probably will be installed on a decentralized basis in most of the 13 regional areas of the WPB. . . . In the first action of its kind, the OPA May 7 ordered licensing of all scrap dealers selling to industrial consumers before June 20. This order becomes effective May 20 and covers sale of all scrap materials for which maximum prices have been established. . . .

Milwaukee Gets License By Big Council Majority

Vote of 18 to 8 cancels veto—licenses may be ready by June 1—see demand for 5,000 licenses—expect \$200,000 revenue for city

MILWAUKEE, May 9.—The long newspaper crusade against pinball games that at times reached State-wide proportions was given a heavy blow on May 4, when the city council voted 18 to 8 to pass a license ordinance over the veto of the recently retired mayor.

Two-Fisted Article

To the Editor: "Again it is my great pleasure to compliment you, this time on your stirring two-fisted article in the May 9 issue of The Billboard, titled 'An Editor Tries to Understand the War.'"

Baltimore Firms Report Summer Prospects Good

BALTIMORE, May 9.—The early advent of warm weather has advanced the outdoor season and coin machine operators are benefiting. This seasonal development has resulted in heavy demands on coin machine distributors for used machines.

Former Mayor Zeidler in his veto message, one of his last official acts before leaving for service as a lieutenant in the navy, called the pinball machines "glorified slot machines" and said he had "full confidence" that the council would not enact the licensing ordinance.

Little Debate Heard

There was little debate as proponents of the ordinance mustered just enough votes to upset the veto. A large crowd of tavern keepers and others interested in the machines filled the council chamber and had to be rapped to order occasionally by Acting Mayor Bohm, council president, because of applause after every vote for the ordinance.

Declines To Comment

When the chief was informed of the veto upset, he declined to comment on whether he will permit the machines to return to service prior to their going thru the formal machinery of licensing.

Stanley J. Witkowski, city clerk, and Emil Alice, license committee clerk, reported they are unready, because of the pressure of raffle bicycles, taverns, bartenders, dance halls and soft drink stands at this season, to act at once on the amusement machine licenses.

Alice said it will be at least June 1 and possibly another two weeks or more before the amusement machine licensing will be functioning. The licenses for the machines run from July 1 to July 1 each year.

See 5,000 Demand

About 5,000 such licenses are expected to be issued and the city's revenue will be an estimated \$175,000 to \$200,000.

License application blanks will have to be drafted and printed, then distributed. Police reports will have to be returned on the records of the applicant and the council license committee will have to pass on each applicant and the type of machine involved.

The ordinance itself becomes effective on publication. Several of the aldermen who voted for the ordinance said they were doing so only because a majority of their constituents want the machines. They warned, however, the ordinance has sharp teeth and will be rigidly enforced. Immediately before the veto was taken up the council placed on file police demands for the revocation of the licenses of four tavernkeepers and a bartender involved in pinball payoff cases.

Licenses Are Set

The ordinance also provides for the licensing of juke boxes and movie-sound machines. It licenses operators of these machines at \$25 a year and operators of the pinball and similar machines at \$200 a year. Every premises having the juke type machines must be licensed at \$5 per machine and for pin games \$10 per machine. Licenses may not be transferred and neither may the machines. Both types of licenses may be revoked for cause, and when a license is revoked there cannot be a reapplication for a year. The pin games may not be harbored where minors are permitted.



BRIEFS OF THE WEEK

Deaths

H. K. (Bud) Beck, operator of Fred-eric, Wis., on May 3. Death came after 16 months' hospitalization. Anthony A. (Pete) Brasseur, operator of Thief River Falls, Minn., was killed in a freak accident when bell machine resting on back seat of car was dislodged, hitting him on the head and breaking his neck.

Marriages

M. M. (Doc) Berenson, Minnesota Automatic Machines Company, Minneapolis, to Dorothy Pearl Connor on May 5. Wally Shaar, Elmo, Wis., on May 2. Bride's name not given.

Births

A daughter, Mary Anne, to Mr. and Mrs. Bruno Kosek on May 4. Father is a department head at National Coin Machine Exchange, Chicago.

In Military Service

John Healy, Arrowhead Novelty Company, Hibbing, Minn., to the army. Robert Brink Jr., Roycraft Company, Minneapolis, enlisted in the Marines. Ted Potivinski, Mayflower Novelty Company, St. Paul, to the army. Louis Froman, Roycraft Company, Minneapolis, to the army.

New Addresses

Minoco Studios, 2826 Decatur Avenue, New York.

Firm Changes

Frank Engel and Mike Spector have taken over the Fairmore Music Company, Philadelphia, formerly owned by George and Emma Fairchild. The latter named retain an interest in the firm. Partnership of Dave Margolin and Joe Eisen in Manhattan Distributing Company and Penn-Coin-o-Matic Company, New York, has been dissolved. Moseley Vending Machine Exchange, Richmond, Va., has taken over distribution of Rock-Ola phonographs. D. M. Wertz, Wertz Sales Company, relinquished the distribution.

New Firms

Michigan Vending Company, Detroit. Firm personnel composed of I. Finkelstein, P. Chover and P. Gold. Acme Moulded Plastics Company, 625 Tenth Avenue, New York. Irving Sachs heads the firm. Consolidated Manufacturing Company, 2001 Calumet Avenue, Chicago. Personnel composed of M. (Bud) Bronson, general manager, and Morris Moutag, sales manager.

LEW LONDON'S "TRUE-VALUE" BUYS!

CLOSEOUT SPECIALS!! BRAND NEW, IN ORIGINAL FACTORY SEALED CRATES!! SPECIAL QUANTITY PRICES!

EVERY FREE PLAY GAME PERFECTLY CHECKED, CLEANED, CONDITIONED, REBUILT LIKE NEW, PACKED RIGHT WITH COMPLETE F. P. ATTACHMENT, SCORE CARDS, ETC., ETC.

Table listing various game models and their prices, such as ABC Bowler, Anabel, Argentine, and others.

NEW FREE PLAY GAMES IN ORIGINAL FACTORY SEALED CRATES AIR CIRCUS—\$129.50 • GENCO DEFENSE—\$129.50 • HOME RUN '42—\$129.50

BRAND NEW CONSOLES, F. P. & P. O., WITH AND WITHOUT MINT VENDORS, IN ORIGINAL FACTORY SEALED CRATES!!

Table listing console models like Bally High Hand, Bally Club Bells, and others with prices.

BRAND NEW ARCADE EQUIPMENT, IN ORIGINAL FACTORY SEALED CRATES

Table listing arcade equipment like Exhibit Vitalizer and Keeney Texas Leaguer.

WRITE FOR SPECIAL PRICES ON KEENEY SUBMARINE GUN CHICAGO COIN ALL STAR HOCKEY SCIENTIFIC BATTING PRACTICE SCIENTIFIC X-RAY POKER GENCO PLAY BALL

USED CONSOLES—REBUILT LIKE NEW!!!

Table listing used console models and prices, such as High Hands, Jumbo Parade, and others.

USED ARCADE EQUIPMENT

Table listing used arcade equipment like Keeney Submarine Gun and Pace Cards.

USED PAY TABLES—READY FOR LOCATION!!

Table listing pay table models like CAROM, GOLD MEDAL, and others.

SPECIAL — VEST POCKETS, P.O. — New Bells of All Denominations on Hand—Write for List!

LEW LONDON'S SPECIAL FOR P. O. CONSOLE BUYERS! BRAND NEW—"MONTE CARLO"—LIST PRICE \$1,000.00 SPECIAL PRICE! ONLY \$279.50

500 COUNTER GAMES AT LESS THAN 1/2 ORIGINAL PRICES! WRITE FOR LIST! IMPORTANT: All Machines Advertised Above in Stock Ready for Immediate Delivery! No 2nd or 3rd Choice Necessary! Enclose 1/3 Deposit, Balance C. O. D. Full Cash Orders of \$25.00 or Less.

LEADER SALES COMPANY

141 NO. FIFTH ST., READING, PA. (All Phones, 4-3131)

NEW GAMES—GRAB THEM FAST

Table listing new game models and prices, such as Genco Playball, Bally Torpedo Gun, and others.

USED EQUIPMENT—RECONDITIONED

Table listing used equipment models and prices, such as Rapid Fire, Keeney Submarines, and others.

Write for Complete List of Free Play Pin Games. Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 MARKET ST. MARKET 4641, MAIN 4514 PHILADELPHIA, PA.

BUSINESS OPPORTUNITY

FOR SALE—Established Phonograph and Pinball Route in Texas near army camps and defense projects. Operator's part now \$1000.00 per week and getting better, 80% of this from music. Owner going to army. Someone will have to act fast to get this golden opportunity, because it is priced to sell quick at \$40,000 cash. Don't answer unless you mean business and have the money.

BOX D-216, Care of The Billboard, Cincinnati, O.

Operators Alert To Opportunities

INDIANAPOLIS, May 9.—Speaking for all offices of the Southern Automatic Music Company, Sam Weinberger says that the results the firm has obtained since the recent announcement of its all-out sale on all types of coin machines have been surprising in all the territories covered by the organization. Weinberger said the firm has received

reports from all its other offices and that sales were as high in all of them as they were in the Indianapolis office.

The big demand for the machines offered, he commented, indicates that operators are very much alive to these day opportunities and that coin machine operators in general feel that future prospects are very encouraging.

He also said that the Southern Automatic organization is not discouraged by conditions today but is increasing its efforts in every conceivable manner and will continue to offer machines at the best prices possible.



Industry Mentions Magazines -- Newspapers -- Radio

Automatic music machines have been in the news and in photographs in newspapers, magazines and movies throughout the country almost daily in one form or another since the country's war program went into effect. Pictures of uniformed men are being taken constantly in camps and towns near camps, at work and during recreation periods and leave. Nearly every set of pictures contains one or more servicemen around a music box. Nothing known today could take the place of automatic phonographs, especially during the leisure hours of boys in service.

The radio column of Time, May 4, contains a paragraph typical of news mentions of the boxes. "Your Blind Date not only puts on a weekly show for service audience (no civilians admitted) but afterward turns Studio B of Hollywood's Radio City into a dance floor with a free juke box and a detachment of beautiful blondes." Recreation centers and USO rooms use automatic phonos with the coin chute removed, but when soldiers and sailors on leave get near phonos on location, they patronize them as freely as those which cost them nothing.

A photo taken in the aforementioned Studio B accompanies Time's story. The picture shows Connie Haines, songstress, in center of a group of soldiers huddled about the mike. Against the wall is the juke box.

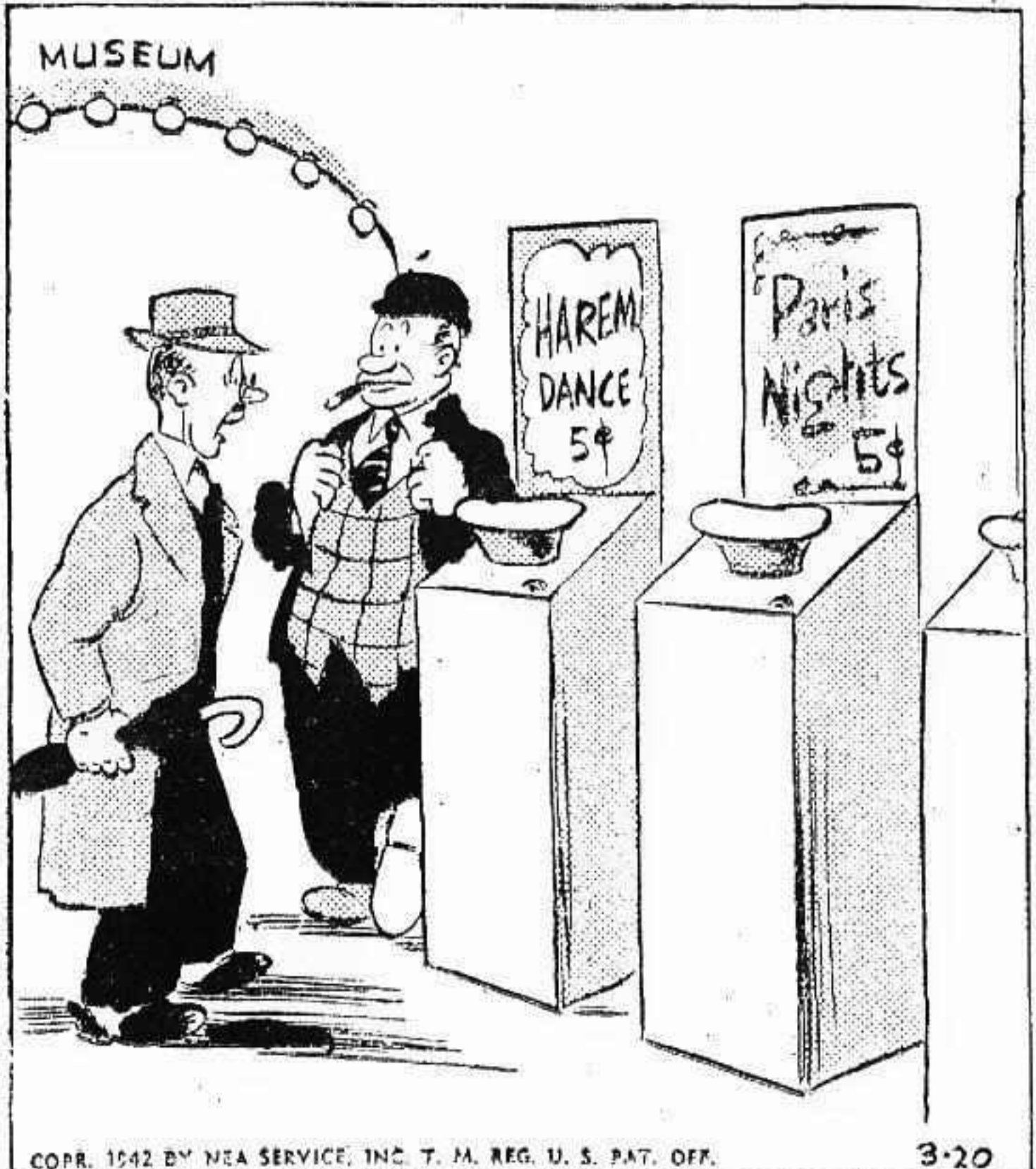
Butchers come in for a bit of ribbing and penny scales for a bit of public notice in a cartoon released by Consolidated News Features. The man weighing himself on the penny scale is stooped down pressing his thumb on the floor of the scale. A woman passing says: "That's our butcher."

In a News Syndicate Company, Inc., release, comment is made upon the the roundabout way city governments sometimes take to accomplish a thing and how often the thing they want to accomplish is frowned upon by the public. Appearing on the editorial page of a Washington (D. C.) newspaper, the article said, in part: "Police Commissioner Valentine of New York City has reduced 112 plainclothesmen to 'harness bull' status because of the allegedly shocking revelations that some plainclothesmen have been taking 'clean graft' from gamblers. We don't expect this to cut down gambling or improve anybody's morals.

Like the crusades against pinball machines and burlesque shows, it will not be popular. People in big cities don't like to have their elected public servants try to tell them how to live their private lives. They have a habit of gleefully tricking the moralists in every way they can and of bopping them at the polls at the earliest opportunity. The prohibition fiasco you would think would have driven this fact home to every politician who lived thru those shrieking years, but apparently some people never learn."

John McNulty, writing in The New Yorker, May 2, tells the story a bartender supposedly told him about records too, too popular in juke boxes. Deep in the Heart of Texas got the goat of the bartender because patrons played it over and over, one man buying a beer, tendering a dollar bill and asking for his change all in nickels, which he put in the music machine one by one, playing the Texas song every time. "I just thought I'd go nuts with the Record Grandy one, but I was sure of it with this 'The prairie sky is wide and high,' and then the — four claps," said the bartender. "Or is it three claps? One of the things that drive you crazy is that. Some give three claps and some give four and they're all clapping together at the bar. Only they're not clapping together. How can they, some giving three claps and some giving four? The hell of it is there's good tunes on there, too, and I wouldn't wait it said I'm a guy hates music." The tale ends when the operator comes around to change records and the bartender threatens to sabotage the machine, even if it costs him his job, unless the record is removed. After arguing back and forth about it, the operator replaces the record and the bartender "gets many a good piece of mind when some dame will be standing at the bar and yell to a guy, 'Hey, Eddie, put on Heart of Texas.' I don't say anything. I just think how she'll play hell getting the Heart of Texas in here."

Earl Carroll took some of the beautiful girls from his Hollywood cafe out into the country for publicity shots of the girls at a fox hunt (the fox being a fox fur coat) riding horses in the scantiest of riding habits... and whaddya think got into one of the photos? You guessed it—coin machines—a cigarette



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Don't you have anything by Rembrandt or Michelangelo? Hold Everything, NEA Service, Inc.

vender and a ball gum vender, surrounded by beautiful girls.

Texas Slim, hero of Ferd Johnson's comic strip, has caused telephone music to remain in the public eye for weeks thru his romance with Jessie, who works in the central studio and plays the record selections. Texas Slim says, "It's just as easy to talk to Jessie over the juke box where she works as to use the nickel in a phone and not get any music with it." First time Slim heard the voice of his beloved come out of the music box he thought she was inside it and tried to carry it out of the place.

The Community News, a Chicago newspaper, recently carried a picture of a local operator inserting a quarter into a juke box, for which he received five recorded selections and a 10-cent War Stamp as a free gift. Edwin J. Steffen, the operator, is said to have introduced this idea whereby the city's juke boxes could be recruited to help the government War Savings Stamp campaign.



KAY (TORCHY) PENTON LISTENING to a play back of her audition recording thru the Old Glory Model 510 Singing Picture, manufactured by Tri-Way Products Company, at the offices of Nat Cohn, Modern Vending Company. (MR)

Clarification on Toys

WASHINGTON, May 9.—The War Production Board today issued an interpretation to the toy limitation order (L-81) to clarify meaning of the term "raw material form."

The interpretation states that critical material, the use of which is restricted in the order, is considered to be in raw material form when it has not been fabricated or processed for use in toys or games or parts, but is in such form that it can be fabricated or processed for use in any other product.

**WANTED FOR CASH**  
USED  
**Personal Weighing Scales**  
Cash for Scale Routes in New England.  
**AUTOMATIC COIN MACHINE CORP.**  
338 Chestnut St., Springfield, Mass.

**WANTED TO BUY:**  
**PIN BALL GAMES**  
**—ALL TYPES**  
FOR SALE  
TEN STRIKE ..... \$ 60.00  
SEEBURG MAJOR RACES ..... 269.50  
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**BIG LEAGUE**  
15 2 4 5 3 1 10  
5' 5'

Operators, here is the most novel baseball salesboard ever designed. It is small, compact, colorful, round (10" diameter) and looks just like a baseball. Write for our unusually low price for this outstanding game. Good consolation payout.

**"BIG LEAGUE"**  
Board takes in 720 Holes @ 5c \$36.00  
Total Payout ..... \$16.65  
PROFIT (average) ..... \$19.35

ORDER TODAY!  
We will be happy to send information and prices upon request.

NOEL'S  
**Gay Games**  
INCORPORATED  
Muncie, Indiana

SALESBOARDS \* BASEBALL TALLY CARDS  
COUPON GAMES \* \* \* SPIN-N-WIN GAMES

**Gas Shortage Is Cause of 50 Pct. Cut in 17 States**

WASHINGTON, May 9.—Gasoline consumption in the East will be slashed 50 per cent below normal starting May 16, the War Production Board has announced. This means that many of the area's 10,000,000 motorists probably will get as little as five or six gallons a week. The reduction becomes effective the day the 17 States and District of Columbia which comprise the area begin using ration cards.

While the over-all curtailment will be one-half, informed sources explained that it would cut nonessential users of automobiles about 60 per cent, since necessary vehicles will continue to receive their full requirements.

**Autos "National Resources"**  
The WPB action, taken on recommendation of Petroleum Co-Ordinator Harold Ickes, came shortly after Joseph B. Eastman, defense transportation director, declared "every owner of a motor vehicle in public or private service should realize that he holds this vehicle in trust for the national war effort and that it should be used for purposes of necessity." He said this applied to the whole country, not merely to the East.

Eastman's statement, issued in connection with the creation of a division to administer sweeping new powers over all rubber-tired vehicles, warned that the rubber shortage is a "grave reality."

**See No Seizure of Cars**  
He did not amplify his remark that automobiles and tires are a "national and not a private resource," but other office of defense transportation spokesmen said it was "purely rhetorical" and did not imply federal requisitioning of vehicles, tires or tubes.

Simultaneously with the gasoline

order, WPB directed that deliveries of light fuel oil also be reduced by 50 per cent below last year, beginning May 16 in the same area. This was the first cut on fuel oil, used for house heating. The order applied to deliveries to suppliers.

Oregon and Washington, already cut one-third below normal, were not mentioned in order.

On May 16, WPB explained, the Office of Price Administration will place in effect a temporary emergency gasoline card rationing plan in the East, which will remain in effect until July 1, when a more elaborate rationing program will go into operation. Officials declined to give any hint as to the possible ration allowance for each motorist under the card system.

**IMPORTANT**

Complete Address of  
**MOSELEY VENDING MACHINE EXCHANGE, Inc.**  
is  
**800 BROAD ST., RICHMOND, VA.**  
Day Phone 3-4511 Night Phone 5-5328

The address in their half page ad on Page 97 of this issue is incomplete

**FOR SALE**  
**20 PANORAMS**  
Entire Lot or Any Part of Lot  
**\$500.00 Each**

Write BOX D-219, Care The Billboard, Cincinnati, O.

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

**NOTICE TO OPERATORS**

IN MISSOURI, KANSAS AND SOUTHERN ILLINOIS

**DON'T WAIT!**  
BUY NOW WHILE YOUR **SEEBURG DISTRIBUTOR**

HAS NEW EQUIPMENT AVAILABLE.

We have never stopped offering **LIBERAL TRADE-IN ALLOWANCES.**

**ORDER TODAY**  
**W. B. NOVELTY CO., INC.**

917 Broadway Kansas City, Mo. 1903 Washington Blvd. St. Louis, Mo.



**"TO HELL WITH THE JAPS"**

Complete changeover with 4 colors in really striking battle scene background with action. For all Seeburg **CHICKEN SAMS — JAILBIRDS — SHOOT THE OHUTES.** Install on location in 5 minutes with no parts to remove and mail to us. Hundreds of satisfied users attest the profits derived are immediate instantly when changeover is made. Volume production permits this.

**SPECIAL OFFER**  
SAMPLE \$5.00 — ADDITIONAL SET \$1.00  
BOTH FOR ONLY \$6.00 (Specify Machine)

TERMS — CASH WITH ORDER. OFFER EXPIRES JUNE 1.

**THE BEVERATOR COMPANY**  
CAMBRIDGE, OHIO, U. S. A.

**THERE'S ALWAYS A BETTER BUY AT "LEHIGH"**

HI HAND ..... \$125.00 | 1940 I-2-3 ..... \$79.50  
SUPER BELL ..... 165.00 | OWL ..... 79.50  
WE WILL BUY HOCKEY, GUNS, TEN STRIKE, TEXAS LEAGUER AND WESTERN BASEBALL.  
1/3 Deposit, Balance C. O. D.

**LEHIGH SPECIALTY CO.** 2ND & GREEN STS., PHILADELPHIA, PA.

# MUSIC MERCHANDISING

## EASTERN MUSIC MERCHANTS

### Buy Bonds During Gala Celebration in Philadelphia

**More than 300 guests attend fifth annual dinner for Pa. and N. J. group**

PHILADELPHIA, May 9.—With approximately 300 grouped around the dinner tables, the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey created another memorable evening last Sunday (3) at the Club Ball to mark its fifth annual banquet. Apart from being a huge social and financial success, the affair was unquestionably a morale-raiser for the local music industry. In view of all the problems confronting the operators at this time, all gloried in the opportunity to forget all business woes and worries and it justified the earlier expressed opinions that the banquet should not be canceled. If nothing else, it signified the spirit of the association and its members to stick together and mount all the obstacles in its path during the present emergency.

That determination to forge ahead in face of present conditions was sounded ably by William L. King, Quaker Vending Company, president of the association, in his message of greetings to the assemblage.

"To the members of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, to our friends in this industry, to our many friends in the coin machine industry and to our honored guests, I wish to take this opportunity to bid you welcome," said King. "It is gratifying to me to be able to greet so many of you personally at this time. I appreciate the spirit of co-operation and fellowship which this splendid gathering portrays.

"These are trying times; we are forced to use every bit of ingenuity which we possess to survive and continue our business. I am deeply conscious of the obligation which this situation forces on me. Only with the splendid co-operation which is evidenced here tonight can I possibly hope to lead this organization thru the dark days ahead.

"May I, at this time, thank my fellow officers and the board of directors for their splendid support. I am grateful to the various committee chairmen who have so wholeheartedly carried out their duties. I hope that everyone here will put aside all thoughts and worries of the present and future, and concentrate his mind and energy in channels of fun and entertainment just for tonight."

From 6:30 p.m. until well past the midnight hour, it was all fun and frivolity, with the only pause in the midst of this to give fitting thought and reverence to those members of the association "with us in memory tonight." In memoriam was sounded in honor of three members who had "crossed the great divide" in recent years, including Harry (Reds) Scherdtorf (June 21, 1939), Charles G. Moye (January 15, 1940) and Frank (Commodore) Visaldi (February 3, 1940).

#### Emphasis on Bonds

In keeping with the national war effort and to place emphasis on the role the music machine operators are playing in that effort, the banquet theme was tied in with the sale of War Bonds and Stamps. Several thousands of dollars for War Bonds were pledged by association members attending the banquet, each plate containing an application blank, with the association receiving credit for the sale. In addition, each person attending the affair was given a War Stamp savings book, which was already on its way toward the purchase of a \$25 bond in that it already included \$1 worth of stamps.

Also in keeping with a demand to reduce waste as much as possible, the year book was designed to fit into the same cover that was used to accommodate the 1940 and 1941 year books. However, there was no reduction in the entertainment provided by Sam Stern, Ben Hankin and Herman Scott. Stern was also chairman of the ad book committee, which comprised Phil Frank, Herbert Sheward, Harold Reese, Harry Elkins, Ben Freeman, Herman Scott and Ben Hankin.

#### Splendid Floor Show

The floorshow, including acts appearing regularly at the Club Ball and Kaliner's Little Rathskeller, was headlined by Helen Kane and Dan Healy and included Ann Howard as mistress of ceremonies, the Four Blues, Richards and Carson, Mary Jane Brown, a dancing chorus and the music of Alan Fielding's CBS orchestra and the Los Caballeros rumba band.

Jack (C. L.) Cade, business manager of the association, served as toastmaster. In keeping with the spirit of the affair, speech-making was held down to an absolute minimum and the guests were called upon by Cade to merely take bows. The guests included Joe Ash, Active Amusement Machines Corporation; Jack Brandt and William Rodstein, officers of the Amusement Machines Association of Philadelphia; Al Rodstein, Arco Sales Company; Frank Engel and Mike Spector, Automatic Amusement Company; Archie Berger, Bully Manufacturing Company; Maurie Crodenker, *The Billboard*; James Gilmore, secretary of Coin Machine Industries; Paul E. Southard and Rudy Tolney, Columbia Recording Company; J. Gordon Thornton and Harry Kruse, Decca Distributing Corporation; P. J. Bonoman, Delaware County Tobacco Company; Everett Masterson and Robert Sifer, East Coast Phonograph Distributors; Philip Greenspan and Samuel Mickelberg, Exhibit Sales Company; Edward Cassanoff, General Coin Machine Company; Private Eddie Heller, former record promotion head for Raymond Rosen Company; Frank Hammond, former business manager of the association; Sol Kesselman, attorney representing the New Jersey operators' association; William Helreigel Jr., Keystone Novelty & Manufacturing Company.

J. D. Lazar and M. J. Spiegel, B. D. Lazar Company; Arthur Shilkret, Majestic Music Company; William Vodges, Elliot Wexler, Rex Alexander, A. W. Weniger, Frank Epsey, Lefty Freedman and Carl Wylkening, Motor Parts Company; George Steffens and Marty Freedman, Permo Products Corporation; Herb Hender and Stephen Sholles, RCA Manufacturing Company; Gene Rothman, Radio Electric Service Company; Mike Carpin, Reading Novelty Company; Mort Gellard, Harry Bortnick, Nelson Verbit, Paul Knowles, Ed Pinsky, Lou Schall and Armand De Stefano, Raymond Rosen & Company; Sam Kresberg, J. P. Seeburg Corporation; Ken Shyvers, Shyvers & Shyvers, and M. Sidney Biron, Esq., Wiess, Syk & Biron, attorney for the association.

Officers, directors and committee heads of the association, all of whom joined forces in making the banquet a huge success under the general leadership of Business Manager Jack (C. L.) Cade, include William L. King, Quaker Vending Company, president; Charles Young, Delaware River Music Company, Haddonfield, N. J., vice-president; Raymond Bernhardt, Quaker City Music Company, secretary; Ben Hankin, trading under his own name, treasurer. Board of directors includes: Philip Frank, Automatic Vending Corporation, Chester, Pa.; Samuel Stern, Keystone Vending Company; Meyer Cowan, Major Amusement Com-

### Waring Okehs Use of His Disks On Coin Phonos

NEW YORK, May 9.—Fred Waring, who has been trying to decide whether to be a money-making disk artist or kill the sale of his platters by enforcing rules he helped formulate as chairman of the board of National Association of Performing Artists, has resolved to make an exception in his own case. Speaking to *The Billboard* for Waring yesterday, his manager, Johnny O'Connor, said: "I have never had nor do I now have any intention of proceeding against coin phonograph operators for using my records in their machines, and I have so instructed counsel for NAPA."

This pronouncement in one stroke removes much of NAPA's sting and releases Waring's disks for use on the music boxes. It also represents bad news for the army of record users who have played Waring's recent Decca waxings on sponsored radio programs.

For 12 years, by Waring's count, he has been campaigning thru NAPA "to have the rights of the record performer given as much consideration as is accorded owners of music copyrights." When he finally broke his long anti-wax war and signed with Decca a few months ago, considerable interest was manifested as to what had become of NAPA. Last March Maurice J. Spelzer, NAPA attorney, threw light on the situation by telling *The Billboard* that Waring's contract with Decca embodied a clause providing that the disks must be sold for private use only, with the understanding that all licensing rights for other uses were assigned to NAPA. Spelzer elucidated by hinting that any coin automatic phono operator who played the records would be liable to suit.

In the interim, apparently, Waring has become impressed, as are all other orchestra leaders, with the power of the coin phono and the necessity of having disks heard by the largest possible audience. As star of a sponsored radio show, he is following the usual line in objecting to his records being played on disk programs sponsored by other products.

pany; Louis Sussman, Lyric Amusement Company; Herman Scott, trading under his own name; Joseph H. Stalbaum, Garden State Amusement Company, Camden, N. J., and Jack Budnick, Up-to-Date Amusement Company, Pleasantville, N. J.

Active association committees include: House committee—officers and board of directors; grievance committee—officers and board of directors; rules and regulations committee—officers and board of directors; legal committee—Philip Frank and Harry Elkins; entertainment committee—Samuel Stern and Harry Elkins; membership committee—Harry Elkins, and good and welfare committee—Harold Reese, Harry Stern, Joseph T. Mellwig, Samuel Weinstein and Maurice Pinkel.

### Cade Stresses Vital Role of Popular Music

PHILADELPHIA, May 9.—The vital need of music and the role played by the music machines in raising the spirit of the public, bolstering civilian morale and promoting unity—in fact, going arm-in-arm with the war effort, were emphasized by Jack (C. L.) Cade, business manager of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, in reviewing the association's progress during the 1941-'42 season at the fifth annual banquet held last Sunday (3) at the Club Ball here.

After reviewing the turbulent months and the support given by the association members to the civilian defense effort and the Defense Bonds and Stamps drive, Cade found much for the operators to hope for in the months and years to come.

"In this year of 1942," said Cade, "we stand upon the threshold of a new era in history. The future of the world and the lives of its people are about to be determined by the results of the vast conflict in which we are involved.

"This war is so gigantic that no man can readily grasp or easily conceive its every ramification. We are a part of a struggle that is being fought on three-quarters of the land area of the entire earth. Eighty per cent of the oceans of the world seethe with armed conflict. Two and a half billion people are engaged in a life and death struggle.

"In all this vast conflict, what can we, the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, do to help in the all-out effort to defeat the Axis?

"Free men down thru the ages have gone forth into battle with songs on their lips. Is it not significant to you that these United States of ours have had songs come out of every war that are still sung long after the battles have been over and the scars of conflict have been erased? The Revolutionary War gave us *Yankee Doodle*, the War of 1812 gave us *The Star-Spangled Banner*, the War of the Rebellion gave us *The Battle Hymn of the Republic*, the Spanish-American War gave us *On the Banks of the Wabash*. We still sing *Tipperary*, *Over There*, *My Buddy*, all of which came from the last great war.

"Music and conflict go arm in arm. Music raises spirit, helps morale and promotes unity.

"Our job is to keep America singing—for when we sing together we are thinking together, and when we think together we are working together, and when we work together we win together. Let us here and now take a solemn oath to pledge ourselves to do everything in our power to keep America happy, aggressive and united by keeping America singing.

"When the ultimate peace is won, sacrificially and far from home, we, the members of this association, can take great satisfaction in knowing that we, too, have contributed our small part in the greater measure of a well-earned victory.

## Phonograph Distributors:

We are urgently in need of the name and address of every distributor of automatic phonographs who maintains an established phonograph record department to sell records to operators. We are asking these distributors to please write us at once if they have such a department.

This information will be very helpful to us to use for the benefit of the industry as a whole. We would also like to have the name of the manager of the record department. Send information to W. W. Hurd, 155 North Clark Street, Chicago.

# AMERICAN FOLK RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money-making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1564 Broadway, New York City.

## News Notes

The National Folk Festival, which had been playing to big crowds in Constitution Hall, Washington, moved on to Madison Square Garden, New York, Monday (11). Many foreign folk groups are represented, but also much American folk music, including the offerings of a group of Texas cowboys, Pennsylvania miners, Michigan lumberjacks, Southern spiritual singers, blues singers and many more. The festival had played Washington for several seasons, but this was the first time it hit New York. . . . The Carter Family is being represented by Jolly Joyce, of Philadelphia, for personal appearances at parks and events in the East during the summer.

## Week's Best Releases

### Gene Autry (Columbia 36587)

*Take Me Back Into Your Heart and Tweedle-o-Twill*

A couple of nicely contrasted and excellently sung Autry numbers that should be highly popular. *Heart* is a sweet and appealing melody and, in Autry's fine delivery, emerges as an altogether lovely ballad—and one whose popularity will probably go beyond folk disks and into the pop field. *Flipover* is a rich, warm, homely country tune, taken at a faster clip and, in its own way, equally appealing. Fine string band accompaniment on both. A swell Autry coupling.

### Carson Robison (Bluebird B-11527)

*The Story of Jitterbug Joe and It's Just a Matter of Time*

An attempt by Robison to repeat the tremendous popularity of his 1942 *Turkey in the Straw*. Both sides are based on patriotic appeal, but take it from different angles. *Joe*, with nice delivery from Robison that ranges from country-accent to dramatic recitation, tells of a jitterbug lad who returns from the army as a hero, and should prove highly pleasing to the younger trade. B side, *Time*, hits the fast clip of *Turkey* for its enthusiastically flag-waving words, and ends on an unusual but excellent lyrical note—the necessity for seeing that wars don't recur. Neither side, probably, will reach the hit heights of *Turkey*, but each will be highly popular in its own way.

### Bill Monroe and His Blue Grass Boys (Bluebird B-8988)

*Back Up and Push and Honky Tonk Swing*

A top-notch instrumental coupling. *Back Up*, on the A side, is a breakdown in which the string crew does terrific work; while *Swing*, in a somewhat less delirious rhythm, is a bright and catchy tune that repeats the excellent impression. Terrific string plucking and fine bass slapping are featured. Both sides should go well, top being determined by local tastes.

## Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

**"OH! YOU PRETTY WOMAN":** Bob Wills and His Texas Playboys (Okeh 06640): A bright and fast novelty tune given excellent treatment by the Wills crew and Leon McAuliffe's vocal. Released several weeks ago, it has already shown signs of catching on strongly in many localities, particularly thru the South. Amusing words and hot-band treatment make it a natural for the tavern trade.

## Letter Box

The success of Bob Atcher's *I'm Thinking Tonight of My Blue Eyes* is being followed up by Atcher's *Don't Let Your Sweet Love Die*, which is a fast-rising disk all over the country, particularly thru the Midwest. According to the operators, it's extremely strong in many areas there. . . . Another version of the same tune, that by the Light Crust Doughboys, is also going very well, this one showing its strongest pull in the South. . . . Bob Wills is blanketing Dallas with his latest coupling, *Oh! You Pretty Woman* and *I Knew the Moment I Lost You*. Both are getting heavy play, according to operators in that territory, with the *Woman* side slightly in the lead. . . . Milwaukee machines are giving heaviest play to two tunes recently recommended in this column, Carson Robison's 1942 *Turkey in the Straw* and the Bee Gee Tavern Band's *Happy Hobo*, a polka. . . . Heavy play on 1942 *Turkey in the Straw* is also reported in the Wilkes-Barre area. . . . Ernest Tubbs is going very well around Indianapolis, operators there report, with two of his recordings getting heavy play. They are *Walking the Floor Over You* and *When the World Has Turned You Down*. . . . Speaking of Wilkes-Barre, other current favorites there are *There'll Never Be Another Pal Like You* (Gene Autry) and *I Wish I Had a Sweetheart* (Jimmie Davis). . . . Another Davis tune figuring in the reports is *You'll Be Sorry*, popular thru the Midwest. . . . Also thru the Midwest, another Autry recording, *Deep in the Heart of Texas*, is getting heavy play, along with the Shelton Brothers' version of *Linda May Polka*. . . . Minneapolis operators report their customers going for Spike Jones's *Behind the Swinging Doors*.

## New Firm Offers Plastic Parts

**NEW YORK, May 9.**—Acme Molded Plastics Company is a new firm, formed by Irving Sachs to manufacture and distribute a complete line of plastic replacement parts for phonographs. Headquarters of the company are at 625 10th Avenue. First item introduced by Sachs was a plastic corner cap which was well received by operators, he reports.

"We have enough material on hand to supply operators with plastic replacement parts on all phonos indefinitely," states Sachs.

"I personally am very optimistic about the future of the business, and I shall do my best to render a definite service to music machine operators. I believe our plastic replacement parts will help operators keep machines on locations which otherwise might have to be removed.

## Universal Title Strip Offered to Music Trade

**DETROIT, May 9.**—A new Universal Title Strip has been designed and placed on the market by Schub & Company, according to Max Schub.

Schub's Universal Strip is designed in cards holding 24 strips each and is unique in its special method of ruling and perforation. It has been constructed so that it may be used intact as a complete title sheet or easily torn along the perforated lines to fit any of the standard makes of music machines. Since each major manufacturer uses a different size title strip, it has hitherto always been necessary for an operator to get a number of different size strips or cut them to fit in tedious individual operations. Now this may be accomplished by simply tearing along the predetermined line for the type of machine he is servicing.

This new system enables the small operator to handle the title problem with maximum ease. Instead of the cumbersome methods formerly required, he can write all his titles on a single sheet for several different machines, and then cut them to size easily for the particular machine he wishes to service.

## Hughes Explains 100 Per Cent Plan

**CLEVELAND, May 9.**—Charles W. Hughes, president of the National Association of 100% for Defense Subscribers, Inc., addressed the Ohio State Automatic Phonograph Owners' Association at its third annual convention held at the Hotel Statler here April 27, 1942.

Hughes said: "Fellow Operators, Ladies and Gentlemen: I want to present to you the first practical plan that has been introduced to the phonograph industry to date. This organization is called the National Association of 100% for Defense Subscribers, Inc. It is a non-profit organization. It is of the operators, by the operators and for the operators. It has been enthusiastically received and is now successfully operating in four States at this time.

"This plan identifies the industry with the American war effort. It is the answer to a long-felt need between the operators, the location, the public and the government. Heretofore the industry has been badly misunderstood by the public due to the much-publicized 'Juke Box Crusade.'

"We have set our goal at \$1,000,000 worth of War Bonds per month to be purchased by the members of this organization. After investigating thoroughly we find the operators are already buying this amount of bonds, but are receiving no credit for their effort in behalf of this industry. When everyone else buys bonds today he shouts it to the rooftops. When we buy bonds nobody even knows it.

"Members are requested to report their bond purchases monthly to the National Association that we may compile and register these figures and bring them to the attention of the U. S. Treasury Department, that we of this industry are doing our part in the greatest of all campaigns. Members are urged to put all profits, after all expenses and salaries are deducted, into War Saving Bonds and use these bonds after the war is over to purchase the new equipment that they will need at that time.

"It is the duty of the Treasury Department to get the money. If operators will respond and be in a position to show the government that we, as an industry, are 100 per cent for the American War Effort in the purchase of War Saving Bonds, then we will be helping ourselves by holding back the possibility now before the Ways and Means Committee of a use tax on each phonograph unit in operation. If we don't subscribe they will tax, and instead of paying it out in taxes we as operators will own War Savings Bonds and still will have done our duty as asked of us.

"We want representation in Washington, D. C., and propose to hire an outstanding attorney to act for us there and secure for us the needed requirements for repair and maintenance and work with the government in such a manner as to not conflict with the War Effort.

"If the movie industry is entitled to priorities, it as a unit asked for it on the ground of civilian morale. Are not we, the music makers of this country, so entitled to be known as leaders of civilian morale? Without music the war spirit will die."

After Hughes spoke the plan was referred by the members of the Ohio association for consideration and discussion by its board of trustees. On April 28 the trustees asked Hughes and Alfred Byrd, treasurer, and C. A. Shry, secretary, to a luncheon at the Belmont Hotel and then to an executive session where Byrd, the originator of the plan, explained it in detail. The trustees voted to take the plan up with their members at the next meeting for approval.

## Fort Worth

**FORT WORTH, Tex., May 9.**—For several weeks the Northside business section known as Exchange Avenue has been under water from excessive rains and the breaking of a dam at Lake Worth. Operators have been shut out of this rich territory after losing a number of machines in the first flood some four weeks ago. It is now planned to eliminate all the business houses along the flood route in order to prevent damage from future high waters. This will eliminate several hundred rich coin machine spots.

Several distributors of this city have closed shop but almost every operating concern continues to do business and is even making plans for expansions during the rest of 1942. More coin-operated machines of all types are now on location in this city than there has been for the past four years.

### WURLITZER

#### 16 Record MARBLGLO



Complete, Ready to Operate, Money-Back Guarantee. **\$119.50**

700, 750, 800 . . . . . Write for Prices  
 61 Wurlitzer, Counter . . . . \$ 89.50  
 71 Wurlitzer, Counter Mod. 139.50  
 500 Wurlitzer . . . . . 199.50  
 Rookols Imperial 20s . . . . 89.50

#### MISCELLANEOUS

Batting Practice, Floor Sample \$139.50  
 Ace Bombers, Like New . . . \$ 89.50  
 Electro Hoists . . . . . 69.50  
 Merchantsmen . . . . . 79.50  
 Square Bells . . . . . 89.50  
 Buckley DeLuxe Diggers . . . 129.50  
 Drivemobiles, Like New . . . 189.50  
 World Series . . . . . 99.50

SEND FOR  
 PHOTOGRAPHIC ILLUSTRATION OF OUR RE-MODELED CHICKEN SAMS AND RAYOLITES.

1/3 Deposit With Order.

### GERBER & GLASS

914 Diversey Blvd., Chicago

### WALL BOXES

20 Keency 20 Record Units . . . . \$10.50  
 50 Keency 24 Record Units . . . . 12.50

### SCHUBB & CO.

2715 Webb Ave. DETROIT, MICH.

### FOR SALE

Wurlitzer 600 with Adapter . . . . \$175.00  
 Wurlitzer 800 with Adapter . . . . 335.00  
 Wurlitzer 700 . . . . . 300.00  
 Seaburg Crown . . . . . 150.00  
 Seaburg Rex with Adapter . . . . 135.00  
 Buckley Boxes, 20 Rec. . . . . 19.50  
 Seaburg Boxes Select-a-Matic . . . 15.50  
 1/3 Deposit, Balance C. O. D.

### AMERICAN COIN MACHINE CO.

557 Clinton Ave., N. ROCHESTER, N. Y.

## PERMO POINT



# POINT

### IN THE LAST TWELVE MONTHS WE HAVE SOLD MORE PERMO POINT NEEDLES THAN ANY SIMILAR PERIOD IN OUR HISTORY!

PERMO PRODUCTS CORP.  
 Manufacturing Metallurgists  
 6415 RAVENSWOOD AVENUE, CHICAGO, U.S.A.

To pay more is to waste money.  
**Miracle Point Needles**

MIRACLE POINT  
 W. A. GERETT CORP., 2947 NO. 30 ST. MILWAUKEE, WIS.



No. 39 MAY 16, 1942

DORSEY'S GANG COURTS "CUTIE"

Waxes "Daddy" Composer's New Novelty Hit On Victor



THE PIED PIPERS

"Snootie Little Cutie" A song by Bob Troup, who wrote "Daddy." Recorded in the inimitable novelty style of Tommy Dorsey's band. Vocal by Sinatra, Haines and the Pied Pipers in the fashion that made "Oh Look at Me Now" a song sensation as a result of the Dorsey record. In short, Tommy's repeating last year's performance on records—supplying a terrific batch of summer hits! On VICTOR 27876, with a swing coupling that features Tommy's trombone: "Moonlight on the Ganges"

VAUGHN MONROE AT BEST ON NETWORK PLUG TUNE

"Nightingale" This tune is already getting a round of airings, and it's scheduled for the top of the list. A hit ballad sung by Vaughn Monroe is top Coinograph material. When Vaughn gives the tune something extra, as he does on this one, watch that cash box! On VICTOR 27877, with a timely double: "A Soldier Dreams"

FOX PIX "MY GAL SAL" GETS RAVES; MARTIN DISCS FEATURED TUNES

"My Gal Sal" and "On the Banks of the Wabash" Both featured in the new movie musical that's been reaping reams of praise, Twentieth Century's "My Gal Sal." Great songs of yesteryear, they're now standards, and the movie revives them with a terrific flourish. Musical nostalgia of this sort deserves the best in sweet music—Freddie Martin's style! He couples them on a Coinograph "natural": VICTOR 27878. Freddie also did a terrific job on the two new tunes featured in the movie: "Here You Are" and "Oh the Pity of It All," released a few weeks ago on B-11509. The Billboard has already tabbed "Here You Are" as "one of the best ballads of the season!"

King In Oldtime Waltz Hit Groove

"Don't Tell a Lie About Me, Dear" A new tune in the old-time waltz style of "Maria Elena." Wayne King gives it the "stuff" to magnetize nickels on VICTOR 27871. The tune itself looks like a hit. The other side is a sentimental war ballad: "Be Brave, Beloved"

TO HELP YOUR CUSTOMERS TO KEEP GOING WITH MUSIC—

Order these hits from your VICTOR RECORD distributor today.

PUT AT LEAST 10% IN WAR BONDS

RECORD BUYING GUIDE--PART 1

Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

I DON'T WANT TO WALK WITHOUT YOU.. (10th week)	HARRY JAMES (Helen Forrest) ..... Columbia 36478 DINAH SHORE..... Bluebird 11423 BING CROSBY ..... Decca 4184 GUY LOMBARDO (Carmen Lombardo) . Decca 4104
MOONLIGHT COCKTAIL.. (9th week)	GLENN MILLER (Ray Eberle-Modernaires) ..... Bluebird 11401 HORACE HEIDT (Charles Goodman) .. Columbia 36512 TOMMY TUCKER (Don Brown-Voices Three) ..... Okeh 6526 BING CROSBY ..... Decca 4184
SOMEBODY ELSE IS TAKING MY PLACE..... (7th week)	BENNY GOODMAN (Peggy Lee)..... Okeh 6497 RUSS MORGAN (Morganairens)..... Decca 4098 VAUGHN MONROE (Vaughn Monroe) . Bluebird 11454
JERSEY BOUNCE ..... (4th week)	BENNY GOODMAN (No Vocal) ..... Okeh 6590
TANGERINE ..... (3d week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell) ..... Decca 4123
DON'T SIT UNDER THE APPLE TREE ..... (2d week)	GLENN MILLER (Tex Beneke-Modernaires) ..... Bluebird 11474

COMING UP

SKYLARK .....	GLENN MILLER (Ray Eberle) ..... Bluebird 11462 HARRY JAMES (Helen Forrest)..... Columbia 36533 DINAH SHORE ..... Bluebird 11473
---------------	---

All this beautiful song needs to move into Going Strong is a bit more support in New York and Chicago locations. Contrary to all precedents about tunes of this nature, it has made a big splash in smaller towns, but only a moderate stir in the big cities. Maybe this week will do the trick.

ONE DOZEN ROSES ....	DICK JURGENS (Buddy Moreno) .... Okeh 6636 ART KASSEL (Kassel Trio) ..... Bluebird 11486 GLEN GRAY (Pee Wee Hunt) ..... Decca 4299
----------------------	--

Jurgens' version of this peppy ditty grabbed a flock of new locations this week and paid good dividends in all of them. He is away out in front on the tune and looks as if he'll pull sufficient nickels to boost it into the charmed circle upstairs.

WHO WOULDN'T LOVE YOU? .....	KAY KYSER (Trudy-Harry) ..... Columbia 36526
------------------------------	--

Reports this week showed a marked slackening of speed on this novelty sleeper. Is a Going Strong number in many areas, but in others is still an unknown quantity. Something important will unquestionably take place within the next 10 days or thereabouts. Retail sales are sensational, which usually has a bearing on machine pull.

SLEEPY LAGOON .....	HARRY JAMES (No Vocal) ..... Columbia 36549 JIMMY DORSEY (Bob Eberly) ..... Decca 4304 VAUGHN MONROE (Vaughn Monroe) . Bluebird 11496
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Not much progress this week caused this adaptation from a semi-classic to drop down a slot. James's disk is doing most of the work on the boxes, with Dorsey in there pitching, too, but the song is not doing the job indicated for it a few weeks ago.

JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND .....	KAY KYSER (Glee Club) ..... Columbia 36558 GUY LOMBARDO (Kenny Gardner) .. Decca 4278 FREDDY MARTIN (Clyde Rogers) ... Bluebird 11503 TOMMY TUCKER (Don Brown) ..... Okeh 6620
---	---

Martin moved into the picture on this song and helped keep it in the running. Another week or more of radio plugging should give it the boost it requires to make Going Strong. Looks as if it will get that plugging and that high machine ranking.

I REMEMBER YOU .....	JIMMY DORSEY (Bob Eberly) ..... Decca 4132 HARRY JAMES (Helen Forrest) .... Columbia 36518
----------------------	---

This fine ballad, an ex-Possibility, from Dorsey's pic, *Fleet's In*, is making a strong bid for machine favor and figures to do right well. Both versions listed are doing a fine job, with Dorsey's the natural, because of the picture tie-up.

MISS YOU .....	DINAH SHORE ..... Bluebird 11322 BING CROSBY ..... Decca 4183 FREDDY MARTIN (Clyde Rogers) .. Bluebird 11286
----------------	--

Still earning plenty of money, but not showing any signs of new strength. Will probably linger a while longer.

A ZOOT SUIT..... (10th week)	KAY KYSER (Sully-Trudy-Jack-Max) .. Columbia 36517 ANDREWS SISTERS..... Decca 4182 BOB CROSBY (Nappy Lamare)..... Decca 4169
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Still shows a spark of life.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.



No. 39 MAY 16, 1942

"PUT-PUT-PUT" IS WOOD DEBUT HIT

Barry's First Bluebird Disc Will Be a Top Hit



BARRY WOOD

"Put-Put-Put (Your Arms Around Me)" It's a rollicking jingle. The vocal repetition of the title sounds like a motorboat, and the idea of the thing is one of those novel effects that captures public fancy instantly. Barry and his Wood Nymphs give this record the "extra" that should make both the disc and the song terrific hits. On B-11523 it's what the doctor ordered for Coinographs, with a candidate for all-time "going strong" prominence on the reverse: "Johnny Doughboy Found a Rose in Ireland"

Double Value For Ops Via Chester

"Moonlight Bay" and Swing Number Are Coinograph Tonic

Re: The Case of "Moonlight Bay"  
1. It's featured in the MGM film "Ship Ahoy!"  
2. It's a favorite standard (oldie)!  
3. (and this is the most important point) It gets a terrific arrangement on Bob Chester's latest disc. His new singer, Gene Howard, gives out slow and sweetly, then the new quartet, Elisse Cooper and her Rhythmites, come in for a socko, rhythm rundown, with Gene easing it out. It's the kindova record that just can't miss! On B-11521 ops are set for heavy collections from both sides. The coupling is powerfully driven, solid swing: "Tanning Dr. Jekyll's Hyde"

"DOC" WHEELER'S BAND MAKES NEW HIT PARADER

"Me and My Melinda" Irving Berlin's new ballad hit gets slow, jump treatment from the crew that was a sensation from its first disc. On B-11529 it yields to some driving swing on the coupling: "Sorghum Switch"

AYRES WAXES OLDIE AND JIVE-LINGO NOVELTY

"Oh, How I Miss You Tonight" "Barrelhouse Bessie From Basin Street" Mitchell Ayres' crew is at its best on novelties, and this coupling gives him a chance to really strut his stuff, with Meredith Blake, Johnny Bond and the Chorus "pointing" their vocal mixtures for the Coinograph trade. On B-11529.

TO HELP YOUR CUSTOMERS TO KEEP GOING WITH MUSIC—

Order these hits from your VICTOR-BLUEBIRD RECORD distributor today.

PUT AT LEAST 10% IN WAR BONDS

A SOCK HIT IF THERE EVER WAS ONE!



Kate Smith's  
**ONE DOZEN ROSES**

COLUMBIA 36577 backed by A SOLDIER DREAMS (OF YOU TONIGHT)

And here's another swell record by radio's songbird — COLUMBIA 36569 **WE'LL MEET AGAIN**

"... over a delight on the disks, her straight-forward style gives a most sympathetic rendition."—(The Billboard.) Backed by THERE ARE RIVERS TO CROSS.

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

Personal Management Ted Collins

**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**

Many coin phonograph operators have gone on a sort of "rationing of service" basis in recent weeks, especially in the Eastern States. Gasoline shortages, fire rationing and the current dislocation caused by the shellac conservation have all contributed to the operators' cutting down on the average number of service calls made

to each location. Few, if any, complaints have been forthcoming from location owners, operators say, because everyone understands the reason.

Harry James grabbed off the honor of being the last band on the Coca-Cola "Spotlight Bands" air show, which folded Saturday (2). He was awarded a special plaque because his band not only was the top winner for the week in disk sales but had also pulled down more Saturday prizes than any other. Seven in all. . . . Benny Goodman is conducting his own poll. Maestro sent out ballots last week to music and radio editors, asking them to vote their one-two-three choices for the most popular record programs on New York radio stations. Winner will win a "Benny Goodman Plaque." . . . Officials of the Scranton Record Company went to Washington early this month to see if they couldn't get the War Production Board to modify the shellac restrictions, but it was no go. . . . Recent recording sessions of Teddy Powell and Glenn Miller held at the RCA Victor studios had the maestri cutting just two tunes each. Four to six is usual. . . . Freddy Martin's first album will be coming out soon. It will contain eight sides, grooving all the movements of "The Nutcracker Suite." . . . The American Federation of Musicians is busy preparing for its annual convention, which is to be held next month in Dallas. Restrictive by-laws were being readied in resolution form concerning recordings, but with the disk industry in the throes of conversion it's felt the AFM may have to pass these up until better times.

**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:

**CHICAGO:**  
She Don't Wanna. Orrin Tucker.

A corny novelty that is starting to find plenty of tray space on coin phonographs around here. The Tucker band has a large following in these parts because of its long tenure here in various ballrooms and night spots. This current nickel-catcher is enjoying that local popularity no doubt.

**INDIANAPOLIS:**  
Little Bo Peep Lost Her Jeep. Horace Heidt.

In typical Heidt fashion, this novelty takes its thematic bearings from the army's jeep buggies. The topical subject, plus Heidt's popularity, has already sent the disk spinning in many machines in this Midwest city, so perhaps it is worth a test spin by operators in other sections of the country.

**SPOKANE:**  
If You Build a Better Mouse Trap. Jimmy Dorsey.

A picture tune from the film *The Fleet's In* and the James version is a juicy role, too. Number seems to be catching on a little more now, and in this town the operators of automatic phonographs report that it is definitely one of the more promising comers. The Dorsey name will give it a lift in the machines, too.

**BRIDGEPORT, CONN.:**  
I Remember You. Harry James.

Another ballad from the picture *The Fleet's In* and the James version is magnetizing the nickels for the operators here. James has arrived at the point where his name on the title strip is enough to garner plenty of play, and this particular tune should be good for many repeats.

**Note**

FOR a comparative listing of songs broadcast most often over the networks during the week ended May 9 and the week before, ended May 2, see the Music Popularity Chart in the Music Department in this issue.

COMING UP FAST!

**"HEAVEN IS MINE AGAIN"**

Exclusively on

DECCA No. 4157

by LAWRENCE

**WELK**

AND HIS ORCHESTRA

Coupled With

"POET and PEASANT OVERTURE" (Swing Tempo)

**NOW** ARAGON, Chicago  
WGN-MUTUAL

**NEW DECCA RELEASES NOW GOING STRONG!**

4287—"Barbara Polka" and "Tica Ti—Tica Ta" (Vocal: Bill Kaylor)

4286—"When the Roses Bloom Again" (Vocal: Bill Kaylor) and "Shrine of St. Cecilia" (Vocal: Jayne Walton)

4309—"Pennsylvania Polka" and "Lady, Play Your Mandolin"

Direction of


FREDERICK BROS.' MUSIC CORP.

**SMASH NOVELTY HIT**  
**THREE LITTLE SISTERS**

ANDREWS SISTERS—Decca  
HORACE HEIDT—Columbia  
WOODY HERMAN—Decca  
ART JARRETT—Victor  
VAUGHN MONROE—Bluebird  
MARTHA RAYE—Decca  
DINAH SHORE—Bluebird

SANTLY-JOY-SELECT, 1619 B'way, N.Y.C.

**Operators!**  
Step up and meet  
**"MY GAL SAL"**



She's bringing you the greatest collection of nickel-nabbing records in music machine history.

**Get them today!**

**HERE YOU ARE**  
and  
**OH THE PITY OF IT ALL**

Freddy Martin . . . 811509 . . . Victor  
Glen Gray . . . 4298 . . . Decca

**HERE YOU ARE**

Sammy Kaye . . . 27870 . . . Victor  
Tony Martin . . . 4310 . . . Decca

**OH THE PITY OF IT ALL**

Martha Raye . . . 18279 . . . Decca

**MY GAL SAL and ON THE BANKS OF THE WABASH**

Freddy Martin . . . 27878 . . . Victor  
Mills Bros . . . 3225 . . . Decca  
Dick Robinson . . . 1735 . . . Decca  
Guy Lombardo . . . 3799 . . . Decca

**MY GAL SAL**

Charloleers . . . 5025 . . . Okeh  
Chick Bullock . . . 4424 . . . Columbia  
Leonard's Rockets . . . 810625 . . . Victor  
Old Timers . . . 87346 . . . Victor

Have them in every one of your machines before, during and after your local theatres show the picture starring the tunes!

**"MY GAL SAL"**

20th Century-Fox's Great New Musical in **TECHNICOLOR**

starring

**RITA HAYWORTH and VICTOR MATURE**

**SEE** YOUR LOCAL MOVIE EXHIBITOR TODAY TO WORK OUT TIE-UPS THAT'LL MAKE MONEY FOR 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.

**DEAR OLD PAL OF MINE** SHEP FIELDS (Ken Curtis) . . . . . Bluebird 11477  
GLEN GRAY (Kenny Sargent-Ensemble) . . . . . Decca 18322  
DICK TODD . . . . . Bluebird 11482

Here is a sentimental lullaby that has its roots back in the first World War. The revival treatments given it by the above artists are all in the proper vein and well delivered. For those who love the nostalgic and pangs of loneliness, this song will ring the bell, and judging from past hits there are plenty of that type of music patron. So the operators can't go wrong on penciling it onto the title strips.

**I'M THINKING TONIGHT** BING CROSBY . . . . . Decca 18316  
**OF MY BLUE EYES** . . . . . LAWRENCE WELK (Jayne Walton) . . . Decca 4100  
DICK TODD . . . . . Bluebird 11494

A country tune with a country air, and it's got all the stops as played and sung by the boys and gal listed above. It isn't often that the popular bands and singers dip into the hayloft for a hunk of repertoire, but when they do, it usually spells shekels in the coin boxes for the operators. This number should be no exception to that rule, so the operators ought to be ready to cash in on the probable successor to *Be Honest With Me*.

**ON ECHO HILL** . . . . . DICK JURGENS (Harry Cool) . . . . . Columbia 36586

This new ballad makes for Jurgens' debut on the Columbia label, and from a spin on the turntable it sound like an auspicious one. Tune has been recorded by several bands, but this is the first platter to make its appearance. With all things being equal—air plugging, sheet sales, etc.—number should have no trouble including itself on the hit listings within the next few weeks. One to watch.

**WHEN YOU'RE A LONG, LONG WAY FROM HOME** HARRY JAMES (Jimmy Saunders) . . . Columbia 36579

A ballad number which has plenty of beauty and gets a swell treatment from James and the band. "There's no place like home" is the newest sentiment dictated by the lyrics, but nobody will pay much attention to the words because, as is the case with many popular ballads, the lyrics would sound very silly if read without a musical accompaniment. The tune coupled with James's name should do a job in the phonographs.

**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.

**AMERICAN PATROL** . . . . . GLENN MILLER . . . . . Victor 27873

This grand old march by Meacham, certainly familiar to young and old alike, gets a fine grade of Miller's rhythms and orchestral shadings and comes out as a lively swing version in the jump tempo. Moreover, its issue now gives it that timely patriotic flavor that should find much favor with the music machine fans. Plattermate gives the grand Miller ballad style on *Soldier, Let Me Read Your Letter*, with Ray Eberle and the Modernaires doing the vocals.

**OBEY YOUR AIR RAID TONY PASTOR (Tony Pastor and WARDEN** . . . . . Chorus) . . . . . Bluebird 11525

Considering that all the branches of the service enjoy an identifying theme song, it's about time that Tin Pan Alley paid some attention to the soldiers on the home front. And that's what this rhythmic ditty does for the civilian defenders. Written by two of the boys in the band, it's a swing version of the eight rules to be followed in case of a black-out with the added caution to obey the warden at all times. Pastor dresses the ditty up in jump rhythms that give it much appeal for the phonograph fans.

**AT SONYA'S CAFE** . . . . . ANDREWS SISTERS . . . . . Decca 18312

This is a cross between *Bei Mir Bist Du Schoen* and *Beer Barrel Polka*. The Andrews Sisters have meant much to the phonographs for these earlier songs, and the appeal for this hybrid should be almost as big. While the song is an adaptation of a Russian folk song, the girls give it a gay and lively polka treatment. It's all about the merry-making that goes on at "Sonya's Cafe."

**I THREW A KISS IN THE OCEAN** LANG THOMPSON (Peggy Nolan-The Boys) . . . . . Elite 5024

This Irving Berlin salute to the boys in navy blue has been around for some time. And in face of all its phonograph possibilities it still has to keep the meters clicking. Biggest fault has been in the slow and draggy treatment of the song by the earlier recorders. Now Lang Thompson comes along with a lively version that gives the song its best chance to create the impression it rates. Lending itself to a more rhythmic treatment, that's the application it gets here, with Miss Nolan and the band chorus topping it off.

**LALAPALUZA LU** . . . . . SAMMY KAYE (Glee Club) . . . . . Victor 27874

Bearing in mind the favor carried during the last war by *Mademoiselle From Armentieres*, this item presents a worthy candidate as the girl friend of the army. It's a marching song with an easy-to-rhyme verse, and Sammy Kaye's presentation is designed for contagion. Equally important is the other side of the disk, a rhythm ditty, *Do It Now*. Starts off as a war-scarred oration sound like a clip from the *March of Time* reels, but in short order it delves into the style Kaye employed for his *Daddy* record rage.

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.

The  
**No. 1 Tune**  
on  
Music Machines  
from  
Coast to Coast!

**WHO WOULDN'T LOVE YOU**

Get these

★ **3** ★

top recordings of this hit into your machines today!

**KAY KYSER**

ON

**COLUMBIA 36526**

**FREDDY MARTIN**

ON

**BLUEBIRD**

**GUY LOMBARDO**

ON

**DECCA**

The hottest **MONEY-MAKER** to hit the Machines in recent months. Stock up NOW!

**MAESTRO** MUSIC INC.

6425 Hollywood Boulevard, Hollywood, Calif.





**COLUMBIA'S**  
Best Selling  
Records . . . . .

They're all Smash Hits  
by  
**KAY KYSER**



**WHO WOULDN'T LOVE YOU?**  
backed by **HOW DO I KNOW IT'S REAL?**

COLUMBIA  
36526

**DON'T SIT UNDER THE APPLE TREE**  
(WITH ANYONE ELSE BUT ME)

★  
COLUMBIA  
36567

backed by **THERE WON'T BE A SHORTAGE OF LOVE**

**ME AND MY MELINDA** backed by  
**JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND**

★  
COLUMBIA  
36558

Here's a tip  
on a "sleeper" that may turn  
out to be a No. 1 Money-Maker.

**WE'LL MEET  
AGAIN**

by  
**Kay Kyser**  
and  
**HIS ORCHESTRA**

These new click records from the new RKO Kay Kyser Picture "My Favorite Spy" will be favorites with operators everywhere

**GOT THE MOON IN MY POCKET** backed by **JUST PLAIN LONESOME**

Featured in "Possibilities" and "Week's Best Releases" by The Billboard.

Kay Kyser and his orchestra are currently appearing at FRANK DAILEY'S MEADOWBROOK, Route 23, Pompton Turnpike, Singac, N. J.

**Minneapolis Report  
On Record Plight**

MINNEAPOLIS, May 9.—The record situation is slowly but surely coming to a head here, with distributors and operators working to straighten out the picture to a point where it is understandable.

Following the government order slashing the use of shellac on disks by 70 per cent, operators rushed to distributors in this territory and began buying up as many platters as they could. Before long jobbers who had had top-heavy stocks of merchandise found themselves almost cleaned out. Rush orders were hurried to the factories.

Gradually, however, the situation has straightened out and distributors are beginning to put into effect an exchange system for future purchases.

Record dealers in the Twin Cities met at luncheon meetings and have set up a fair trade schedule of trade-ins for records. Two cents will be paid for all 10-inch records and 3 cents for all 12-inchers.

The F. C. Hayer Company, Victor-Bluebird distributor, is now paying 6

cents a pound for all old records with the exception of laminated and old Edison platters. Effective May 1 the firm is requiring all operators to bring in one record for every three they buy. Already the firm has accumulated some 10 tons of old records.

At the Roycraft Company, Columbia-Okeh distributor, there is no compulsory deal on as yet with reference to trade-ins. The firm is paying 6 cents a pound for old records and on trade-ins is accepting one-third laminated stock along with two-thirds solid. The company started only 10 days ago to buy up all the old scrap records it can get and has about one and one-half tons of old platters on hand.

Effective May 15 the Decca Distributing Company requires its customers to bring in one record for every three they buy, allowing 2½ cents for 10-inch disks, 3 cents for 12-inchers or a straight price of 6 cents a pound. Even tho the compulsory deal is not yet in effect, Decca's office said it already has more than five tons of scrap on hand.

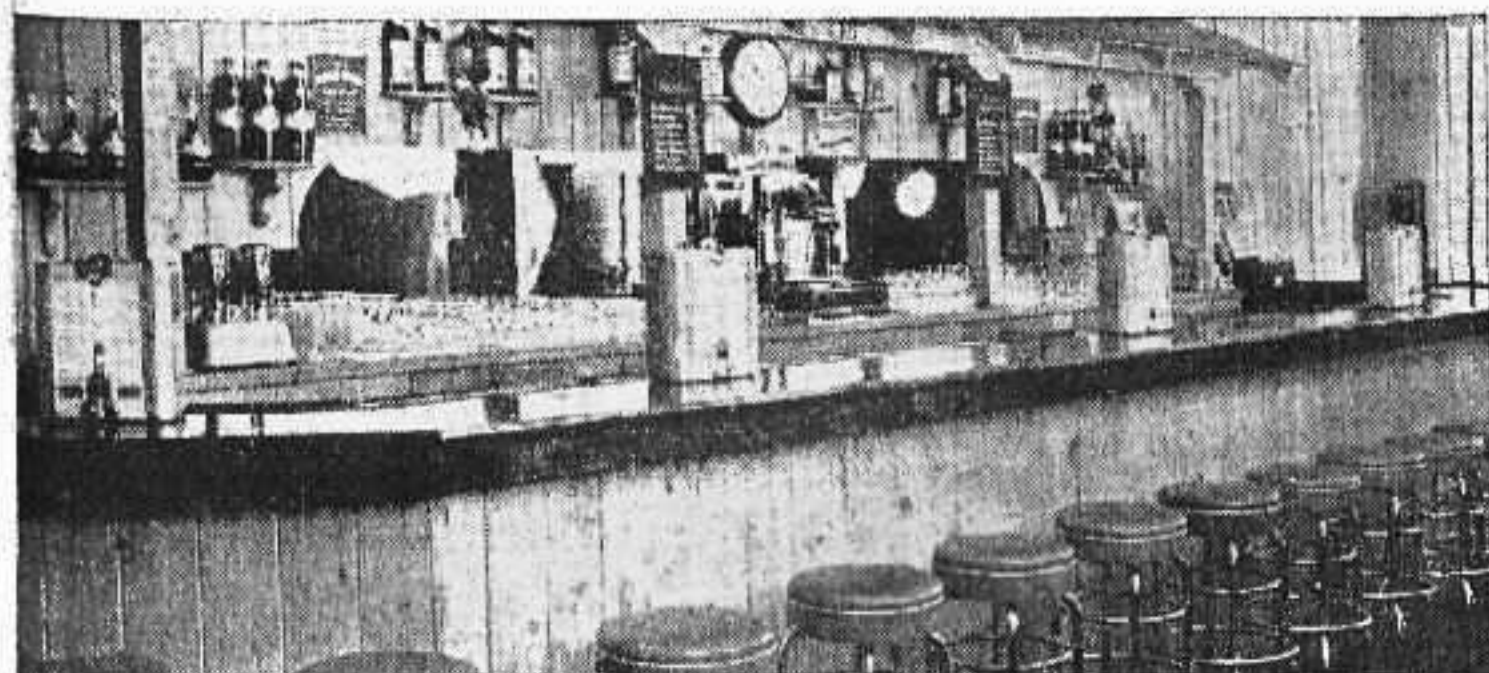
The effect which trade-ins will have on the policy of reselling old records, as some large music machine operators have been doing in the past, is regarded with mixed reactions by distributors.

**Manhattan Distributing  
Puts Stress on Service**

NEW YORK, May 9.—Manhattan Distributing Company plans to stress service from now on, according to Dave Margolin, who is now sole owner of the firm. The partnership between Dave Margolin and Joe Eisen in Manhattan and Penn

Coin-o-Matic has been dissolved.

Dave will retain Manhattan's distributor function for Rudolph Wurlitzer as heretofore, but will specialize in parts, supplies and service for music merchants, he said. "We will continue to co-operate to the best of our ability," Dave stated, "and I will be happy to confer with coinmen on any problem that may arise."



CITIZENS OF MADERA, CALIF., ARE FREQUENT VISITORS to the attractive Towne Club, favorite local rendezvous, where they enjoy good service, entertainment and music from a late model Wurlitzer phonograph. Note battery of Model 125 Wurlitzer bar boxes conveniently placed to stimulate phono play. Installation was made by music merchant Floyd Knudson, Fresno, Calif.

**Freddy Martin**  
and his orchestra



HERE'S A  
MACHINE  
THAT'S MAKING  
MONEY!

1 <b>HERE YOU ARE</b> B. No. 11509	5 <b>I REMEMBER YOU</b> B. No. 11426
2 <b>HOW DO I KNOW IT'S REAL?</b> B. No. 11453	6 <b>WHEN THERE'S A BREEZE ON LAKE LOUISE</b> B. No. 11437
3 <b>JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND</b> B. No. 11503	7 <b>I LOOK AT HEAVEN WHEN I LOOK AT YOU</b> B. No. 11487
4 <b>HEAVENLY, ISN'T IT?</b> B. No. 11437	8 <b>WHO WOULDN'T LOVE YOU?</b> Soon To Be Released

ON  
**BLUEBIRD RECORDS**

DIRECTION  
MUSIC CORPORATION OF AMERICA

**MILLS BROTHERS (Decca 18318)**  
I'll Be Around—FT; V. Paper Doll—FT; V.

Two new songs get an introduction on the waxes by the four voices and guitar for this twosome. *I'll Be Around*, Alec Wilder's torch ballad, carries a low melody content considering the musical capacities of the composer. Save for the simulated brasses to get a second chorus under way, it's all the solo singing of the baritone. More pleasing is Johnny S. Black's *Paper Doll* with its rollicking and tuneful melody. Solo voice carries the first chorus, picking it up in tempo for a second chorus, with the other voices blending in rhythmic style. Sing a third chorus rhythmically to take it out.

Little here save for Mills fans at particular locations.

**LANG THOMPSON (Elite 5024)**

I Threw a Kiss in the Ocean—FT; VC. Don't Sit Under the Apple Tree—FT; VC.

One of the truer interpretations of Irving Berlin's salute to the navy blue comes from the Lang Thompson bandstand. Instead of the slow and draggy treatment that so many others applied to *Kiss in the Ocean*, Thompson sets it off with a fast and lively tempo to which the song seems much more suited. And packing a rhythmic punch, Peggy Nolan starts it off with a bright vocal, with the band voices joining in to assist. Band hits it off smoothly for a second refrain, and for the out chorus glee club sings it in unison, with Miss Nolan returning

# 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 26)

at the bridge to sing it out with them. A *Sailing* intro and coda polish the side off expertly. The same rhythmic sock is imparted for the *Apple Tree* side. Trumpets and saxes split an opening half chorus. Miss Nolan and maestro Lang take over for a vocal chorus in excellent boy-belle style. Band picks it up again with sock figure effects, and the voices take over at the bridge to sing it out. Thompson's treatment for both sides leaves nothing to be desired. It's unquestionably one of the brightest coup-lets to come from this label.

Late in coming, Thompson's "*Don't Sit Under the Apple Tree*" has a long lap to overcome the phono lead piled up by others. However, his entry stacks up with the best of them. But the maestro does jump ahead in his diskling of "*I Threw a Kiss in the Ocean*," for the first time giving the patriotic ditty a styling that's designed for effective phono play. Song is still rich in possibilities, and it's worth starting all over again with Thompson's side.

**JOAN MERRILL (Bluebird 11526)**

You Can't Hold a Memory in Your Arms—FT; V. My Little Cousin—FT; V.

Miss Merrill holds attention with her throaty thrashing for *Memory in Your Arms*, from *What's Cookin'*. A nice enough ballad, and the radio songbird adapts it neatly to her intimate style. Taking it in the slow tempo, the accompanying orchestra bridges her two choruses. The tempo is picked up considerably for the fanciful *My Little Cousin* ditty, Miss Merrill taking the entire side to sing the story. However, the ditty isn't particularly fitting for either her voice or style. Nor does she provide it with the individual touch which such a ditty demands.

This couplet aims primarily at selling over the counters.

**WOODY HERMAN (Decca 18314 and 18315)**

We'll Meet Again—FT; VC. There Are Rivers to Cross—FT; VC. A Soldier Dreams of You Tonight—FT; VC. She'll Always Remember—FT; VC.

Two of the newer ballads of the day get a rhythmic boot in Woody's stylings for the first two sides (18314). Band gets *We'll Meet Again* off to a nice rhythmic start for a full chorus. Billie Rogers' sultry chanting carries the second strain. Trombone and tenor sax split the riding to start the all-out chorus, giving way to Miss Rogers' trumpeting at the bridge, with the full band joining to take it out. The same jump qualities are applied to *There Are Rivers to Cross*. The band rides right from the edge, with the maestro's clarinet on the releases.

Woody sings it straight for a second chorus against a heavy rhythm bank. Tenor sax picks it up at the bridge with ride figures, and Woody picks up the last half again to sing it out.

Other two sides (18315) are current war ballads. Most striking, and by far the best of the four sides, is Cliff Friend-Al Dubin's *A Soldier Dreams*. Song story is a tear-jerker but has benefit of a pretty melody. Taken in slow ballad tempo, it showcases the maestro's lyrical aptitudes. Starts singing the verse and chorus, which just about finishes the side save for a reprise, in which the band glee club gives vocal assist. Same tempo is set for the more familiar *She'll Always Remember*. Clarinet paces the band for a half chorus that gets a light rhythmic touch. Carolyn Grey, with the vocal ensemble on the assist, finishes the side out with a full chorus.

The song material for the most part is familiar, and all of the sides will go far in pleasing fans patronizing the phonos.

**FREDDY MARTIN (Bluebird 11524)**

Just Plain Lonesome—FT; VC. The Penny Arcade—FT; VC.

Dave Franklin's *Penny Arcade* is a timely issue with music to match the setting. Taking it at a lively tempo, band ensemble reads the opening chorus smoothly. Shouts of the barker and the usual midway bedlam set the stage for the vocal of Stuart Wade, assisted by the male quartet. At the bridge, passage is played in callope style, with the band ensemble taking it out in regular style. Suave orchestral treatment is applied to the *Lonesome* ballad, which Johnny Burke and James Van Heusen wrote for the *My Favorite Spy* movie. Stuart Wade sings it right from edge for the opening chorus. Ensemble starts a second refrain, giving way at the bridge to the vocal quartet, with Wade returning on the last half to sing it out.

The gay and carefree spirit conveyed by "*The Penny Arcade*" makes it likely material for the music boxes. Makes an effective bally, as well, for the countless pennylands dotting the land.

**DINAH SHORE (Victor 27875)**

Three Little Sisters—FT; V. Sleepy Lagoon—FT; V.

With varying song moods called for, Miss Dinah goes far in making each a lyrical delight. The punchy and humorous ditty of the *Three Little Sisters* is taken at a lively tempo. Giving full meaning to the verses, Miss Shore sings the opening chorus. Band opens a second refrain, and Miss Dinah is back at the bridge to sing it out. Accompanying

band, as ever, is excellent, topping the song's punch-line with a *To the Shores of Tripoli* finish that heighten the effect. Her more familiar and lush sentimental style of vocal dreaming caresses the ears no end for the Jack Lawrence lyrics set to the dreamy and tropical *Lagoon* music of Eric Coates. In slow tempo, Miss Shore sets the stage with the opening chorus. Solo piano opens the second refrain, and the songbird picks it up at the closing bars and gives it la-de-da flourishes to take it out.

With both songs finding favor increasing with phono fans, it's a double vocal dandy in these two lyrical delights.

**LEO REISMAN (Decca 18299)**

The Lamplighter's Serenade—FT; VC. I Look at Heaven—FT; VC.

The smartly styled dance rhythms of Leo Reisman dress up these current songs to make for dancing pleasure. Society tempos prevail for both sides. Strings and woodwinds carry the opening chorus for *Lamplighter's Serenade*. Adele Clark lends pleasant voice for the second chorus, and the band returns for another half chorus to carry it out. A more moderate beat is set for the *Heaven* music, Freddy Martin's transposition from Grieg's *Piano Concerto in A Minor*. The Steinway artist paces the band's opening chorus. Jack Kilty gives good baritone voice for a second refrain, and for another half chorus to take it out band ensemble gives it a heavy rhythmic boot, with piano cadenzas for the final windings.

For the smarter locations, where class rhythms are called for, Reisman's music will make for meter clicks. For such play, either side is effective.

**TONY PASTOR (Bluebird 11525)**

Full Moon—FT; VC. Obey Your Air Raid Warden—FT; VC.

Taking on an instrumental polish that makes for record gloss, Tony Pastor rhythms in the sweeter style for the *Full Moon* Latin lullaby. Taking it at a slow tempo, with a bolero beat prevailing thruout, muted brasses and flooding woodwinds in the background introduce the rich melody for a half chorus. Eugene Baird lends a lovely touch, singing a full chorus to complete the side. With all branches of the service having their own songs, pianist Les Burness and drummer Johnny Morris come up with a likely theme for the home front. It's a swiny version of the rules to follow in case of a blackout. Pastor offers it as a moderate jump tune, and his interpretation makes it catching. Band ensemble sings the eight air raid rules for the opening chorus. Band gets into a righteous jumpy groove for a second chorus. Vocal reprise with maestro Tony and the band chorus takes it out.

With the air raid wardens in the spotlight on the home front, "*Obey Your Air Raid Warden*" is sure-fire to attract attention.

**HITS THE MARK!**  
**SURE-FIRE! A NATURAL!**

Says **THE BILLBOARD**

April 25th Issue.

**LET'S GET THE GUY**  
**WHO**  
**BLOWS THE BUGLE**

Chorus:

**LET'S GET THE GUY WHO**  
**BLOWS THE BUGLE**

And pick him up and toss him in the river.

Five in the morning is too early;  
The breezes blow and Oh, the way we shiver.

He won't let up 'till we get up  
He won't let us alone.

**LET'S GET THE GUY WHO**  
**BLOWS THE BUGLE**

And we'll sleep 'till the cows come home.

(Copyright 1941  
Colonial Music Pub. Co., Inc.)

recorded by  
**HAROLD GRANT'S ORCH.**  
with

"**THE GOOD-FELLOWS**"

on  
**STANDARD RECORD**  
**T-2056**

**COLONIAL MUSIC PUB. CO., INC.**  
168 West 23rd St. New York, N. Y.

**THE NEW "COUNTRY TUNE"**  
**SENSATION—ERNEST TUBB'S**  
**WALKING THE FLOOR**  
**OVER YOU**

**DICK ROBERTSON**  
DECCA No. 4189

**BOB ATCHER**  
Okeh No. 6496

**ERNEST TUBB**  
Decca No. 5958

**AMERICAN MUSIC, INC.**  
1211 N. Poinsettia Dr. Hollywood, Calif.



*FULL SPEED AHEAD* is ordered in Mills Novelty Company War Production Drive. Left to right are Vince Shay, assistant general manager; Ralph Mills, vice-president and general sales manager, and James Mangun, director of advertising and promotions.



**The 4 KING Sisters**  
LATEST **BLUEBIRD** RELEASES

**B11522—JERSEY BOUNCE**  
**HEAVENLY**  
**HIDEAWAY**

*Jersey Bounce* is already making the Buffalo bands bounce merrily in the music boxes. And now that it comes up with a vocal by the expert King Sisters, it's bound to get added revenue. Moreover, the plattermate also is a song with much potential phono power. (—The Billboard, May 9 issue.)

**OH! HOW I MISS**  
**YOU TONIGHT**

**B11511—DON'T SIT**  
**UNDER THE**  
**APPLE TREE**

Personal Management JACK EGAN  
Direction **MUSIC CORP. OF AMERICA**

**Cleveland Music Officers Address Annual Messages**

As a special feature for the annual meetings and banquets of the Ohio Automatic Phonograph Owners' Association, ranking officers prepare special written messages and reports to the membership. The following messages were prepared for the 1942 annual meeting and banquet held at the Hotel Statler, Cleveland, April 27:

**WE MUST MAKE SACRIFICES**

By LEO DIXON, President, Ohio Automatic Phonograph Owners' Association

Our government has rationed cars, tires and tubes. Now it has ordered a drastic reduction in bulbs and records. Phonograph operators all over the country are faced with vital issues never before dreamed of. It is certainly high time we gave earnest consideration to the situation we are now facing.

We are all asking ourselves these vital questions: "How are we going to stay in business? How shall we prepare for the changes we will be forced to make? Will we survive?"

In order to conserve the above mentioned rationed material we will have to make many changes. We must further conserve manpower, for America needs men. Our business, as well as every other business, is faced with the necessity of sending its young men into the services. We must come to an understanding with our locations as to the type of service these trying times will permit us to give.

We can best help ourselves and our industry by full co-operation with our association, and by the determination to maintain this organization in full strength and at its highest efficiency regardless of the problems we must face. We must guard against all carelessness and laxity in the mechanics of our business and of our association.

There is no question that we will face very hard times in our business during the next few years. That is as it should be. When a nation carries a burden as great as ours now is, then every individual and every business must contribute its full share of the load. We, the Ohio Automatic Phonograph Owners' Association, pledge our full co-operation to our country. We are prepared to sacrifice as many things as this country needs to keep it forever free!

**AFTER FOUR YEARS**

By PETER LUKICH, President Phonograph Merchants' Association of Cleveland

After four years, I believe the time is ripe to re-emphasize the purpose of our association. Let me quote from our constitution the following excerpts:

(a) "To organize and bring together all persons, firms, corporations who are owners and operators of automatic controlled phonographs, in order to study each other's problems for their mutual welfare and well-being, and to achieve by organization and mutual endeavor, the improvement of the social and economic conditions identified with the automatic phonograph industry."

The association counts as its members about 90 per cent of the men engaged as phonograph operators. They co-operate with the organization to the fullest extent of their ability and understanding. To aid and abet this splendid effort, the association has inaugurated a plan. Each month, a member of the association is appointed to study a certain phase of the industry, and to present his individual viewpoint before members, at the monthly meeting.

These discussions, which vary in subject and speaker each month, have been both enlightening and beneficial to the membership, and have convinced them more firmly than ever that by giving the proper equipment and the proper service to their locations and to the public, they will have best served the interests of the industry.

Important, but little known, is a service which the association renders to location owners and the public. The board of trustees will hear the grievances of any location which has difficulties with any member of our industry, and will endeavor to settle the dispute in a just and impartial manner.

The association is justly proud of its record of War Bond sales which, under the able chairmanship of Harry Lief, has passed the \$200,000 mark. It is proud of its promotion of War Bonds to the public thru *Any Bonds Today* and its War Bond float which paraded thru



WITH LOU AND PHIL ADAMS LOOKING ON, Bill Adams signs order for new Wurlitzer Victory Model 950 phonographs. Music merchants of New Kensington, Pa., these coinmen are getting set for the duration with music equipment. Jackie Fields, manager of Mayflower's Pittsburgh office, shows Bill where to sign.

Cleveland streets. It is also proud of the assistance it gave the Infantile Paralysis Drive, the Red Cross Drive, Navy Relief and other civic projects.

We are indeed satisfied that we have carried out to the best of our ability the promise we made to ourselves when we began this association.

**PUBLIC RELATIONS IN CLEVELAND**

By JACK COHEN, Advertising Chairman Phonograph Merchants' Association of Cleveland

Now that we are in our second year of advertising, we feel that we have made great progress in the field of public relations. One of the outstanding accomplishments in the past year was our *Any Bonds Today* drive, using a patriotic float which paraded thru Cleveland streets for one week, distributing thousands of copies of this famous song.

Another accomplishment was the helping hand we gave in the promotion of the RCA Dance Caravan, which brought the largest attendance for dancing to the Public Auditorium in the history of Cleveland during its five-day engagement.

We are also proud of our amateur vocalist contest. The winner, Miss Elaine Beatty, has recently recorded with Sammy Kaye. The record, *Here You Are*, will be released soon. This contest was conducted on Burt's Big Broadcast of Sunday, March 8, 1942, which was dedi-

cated to the Phonograph Merchants' Association.

Our most recent step ahead in public relations was the Navy Dance at the Arena, April 25 and 26, one of the greatest benefit dances ever held in Cleveland.

We also gave publicity to the various recording artists who appeared at our local theaters by means of stickers on our phonographs. The latest promotion of this type was the Gene Autry show at the Arena.

Thru our Hit Tune of the Month campaign, we were months ahead of the nation on certain numbers such as *Yours, Maria Elena, I Don't Want To Set the World on Fire* and *This Love of Mine*, altho it is not our intention thru this campaign to choose the sure-fire hits. Rather, we choose new numbers which have not as yet become popular and with our advertising we build them into hits.

Proof of the success of our advertising program is the keen interest shown in it by operators thruout the country. We are always happy to share our experiences with others in this industry.

At this time I wish to express my sincere appreciation for the help of members of the Advertising Committee, the general membership of our association; Samuel Abrams, of the Ohio Advertising Agency, and James Kilvans, of Burts', Inc. Their wholehearted co-operation during this past year has helped make this our greatest phonograph year.



**PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS**

**The Filmusic Forum**

**Screen Songs Soar**

As a pronounced effect of the war, film tunes have moved to the top of the heap of recording candidates. Increased production of filmicals to meet an "escapist" market supplies the contributory cause. The war order curbing shellac consumption will find favor applied to the filmical tunes. Operators can understand the latter cause better when they realize that film tunes are published by the larger music houses, firms which will receive first waxing privileges on the grounds of best being able to exploit songs successfully. Recording executives, who may have to narrow down the field, will naturally look with favor on these tunes—they get double plugging—on the screen and thru the publisher's own media.

ALL OF WHICH MAKES PICTURE TIE-UPS A MUST FEATURE FOR THE BUSINESS-WISE OPERATOR.

**Record Round-Up**

From RKO's *My Favorite Spy* the tune *Just Plain Lonesome* has been recorded by Freddy Martin (Bluebird). Benny Goodman (Columbia) has re-

leased two sides featuring tunes from Paramount's *The Fleet's In*. They are *Not Mine* and *If You Build a Better Mousetrap*.

*Poor You* and *Last Call for Love* from MGM's *Ship Ahoy* have been waxed by Judy Garland (Decca).

*Here You Are*, from 20th Century-Fox's *My Gal Sal*, has been cut by Kate Smith and Kay Kyser (both Columbia).

*Heavenly Isn't It*, from RKO's *Mayor of 44th Street*, will be released by Tommy Tucker (Columbia).

**Three Little Sisters**

Tie-up hint for the future: *Three Little Sisters*, a clever ditty featured in Universal's forthcoming *Private Buckaroo*, bids fair to become another *Deep in Heart of Texas* without the applause. Might be just the whimsical sort of war song operators have been looking for.

Line-up on recordings: Andrews Sisters (Decca), Dinah Shore (Victor), Vaughn Monroe (Bluebird), Martha Raye (Decca), Horace Heidt (Columbia) and Art Jarrett (Victor).

**Yankee Doodle Dandy**

First of the recording companies to tie-in on the tremendous splash of pub-

licity accompanying Warners' release of *Yankee Doodle Dandy*, Decca has reacted a bunch of the George M. Cohan hits featured in the film. By song and title they are *Over There*, Dick Powell; *You're a Grand Old Flag*, Dick Robertson; *Mary's a Grand Old Name*, Bing Crosby; *Harrison*, Phil Regan; *Yankee Doodle Dandy Medley*, Dick Kuhn (two records); *Medley of Cohan Hits*, Leonard Stokes, Frank Luther and Vora Leyman.

For tie-up tips on this film picturization of Cohan's career, see next week's Picture Tie-Ups.

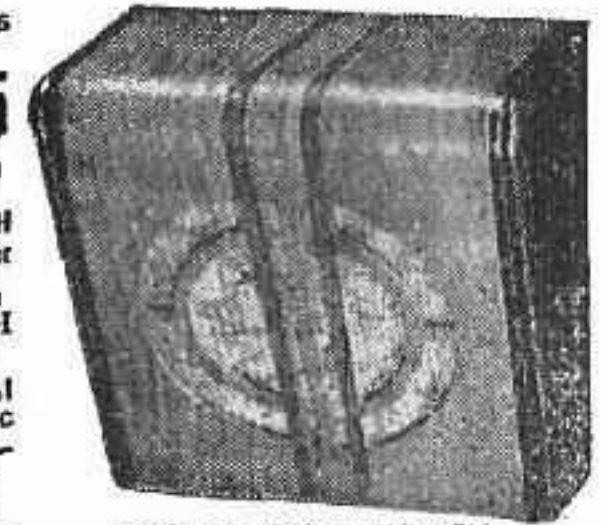
**Things To Come**

Film companies production schedules still chock-full of musicals. Paramount alone has *Lady in the Dark*, *Happy-Go-Lucky*, *Priorities of 1942*, *Road to Morocco* and *Holiday Inn* on the slate; Universal has *Private Buckaroo*. Fox has *Orchestra Wife* and *Ice Land* and Republic has *Lucyboness*; all are set for '42 release.

**EXTENSION SPEAKERS FOR INCREASED PROFITS**

**SELLING OUT** due to difficulty in obtaining materials... we are making drastic reductions. NOTE PRICES on these beautiful all wood tone walnut cabinets. Equipped with either 8" or 10" genuine UTAH permanent magnet speaker units. Volume control optional; operates off any automatic phonograph. Increase your collections 50%. Every spot needs one or more of these speakers.

Special Operator's Price  
**\$6.95** with 8" UTAH speaker  
**\$8.95** with 10" UTAH speaker  
 Vol. Control attached 60c



Cabinet 13 1/2 x 12 1/2 x 7 1/2

10 DAY TRIAL

SEND NO MONEY Just tell us how many you want, no deposit, no delay, immediate shipment, C. O. D. In lots of 3 or more. **10% DISCOUNT SAVE MONEY**

**VAUGHAN CO. 3010 CLARK STREET CHICAGO**

**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**

Seeburg Envoys, R.C.E.S. ....	\$319.50
Seeburg Vogue with Universal Receiver and Transmitter .....	229.50
1 Universal Receiver .....	39.50
1 Transmitter .....	16.50
Speaker Organs (Lafco Typo) .....	35.00

Wireless Wall-o-Matics. All of this Equipment is Very Clean and in Perfect Condition. 1/3 With Order.

**NORMAN MUSIC CO.**

412 Harding Way, East GALION, OHIO

**Buckley Title Sheets**

A new idea in Chicago Records Poster. Avoids Mistakes. UNIVERSAL TITLE SHEET Fits Every Make of Phonograph, Wall Box or Bar Box. COIN WRAPPERS—All Denominations. Lowest Prices in the Country. Samples and Prices Free on Request.

**SCHUBB & CO.**

2715 Webb Avenue Detroit, Mich.

**BOOST YOUR PHONO INCOME!**

If you are a "wide-awake" Phonograph Operator send \$1.00 at once for complete sample outfit for increasing your profits. Try it in one of your locations for two weeks. Your money refunded if our plan does not increase your collections. Not an experiment! A tried and proven success wherever used! Be FIRST in your territory!

**D. ROBBINS & CO.**

503 W. 41st St. New York City

### The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., May 9.—Stocks of farmers' grade peanuts in the Virginia area at the end of March totaled less than 92 million pounds, compared with 251 million pounds at the end of March, 1941, according to the Government Stocks Report. In view of the fact that there was no obvious carry-over into the 1941 season it can be seen that a shortage of Virginia-type peanuts can be expected before many weeks have passed.

Yet, at the present time, a feeling of weakness has developed in the market for Virginia-type peanuts and farmers' stocks are in less demand by shellers and cleaners than they were a few weeks ago. The market for best Jumbos rarely exceeds 7 1/4 cents per pound, and some millers are unwilling to pay more than 7 1/2 cents for best stock. It is believed that stocks in the hands of the trade in consuming centers are larger than normal and that the present quietness and weak tendency to the market is relatively temporary.

In the spring the peanut grower's fancy turns very easily to the thought of getting his seed into the ground, and the weather in Virginia and North Carolina has recently been so ideal that planting of peanuts should begin within another week or 10 days. This is, of (See PEANUT SITUATION on page 94)

# MERCHANDISE MACHINES

Conducted by E. M. HAMMAN  
Communications to 155 North Clark Street, Chicago

## Vital Candy Problems To Be Placed Before Convention

### 59th annual convention of confectioners will discuss packaging, substitute ingredients, enlargement of conservation program and maintenance of equipment—large attendance expected

CHICAGO, May 9.—The effects of war on candy will receive principal consideration at the 59th annual convention of the National Confectioners' Association, which will be held in New York, June 8 to 11, according to Phillip P. Gott, president of the association. Discussion of war effects upon the confectionery and related industries will range from the production of raw materials to the delivery of the finished product, Gott said. A raw material forum will deal with the availability of supplies and the restrictions of government orders with respect to such important ingredients as dairy products, nuts and fruits, corn products, flavoring extracts fats and oils, as well as sugar and chocolate on which price ceilings and government restrictive orders already have been issued.

#### Packaging Problems

With a shortage of packaging materials, including paperboard boxes, tin cans and wrappings such as cellophane, glassine and other papers, study will be made on how candy manufacturers can make a limited supply cover more pounds. The industry has an unusual and satisfactory experience in the return of shipping containers; in fact, a conservation program has been carried on in the industry for a number of months. Reports will be issued as to the extent of this conservation program and its further enlargement as a means of tying in with the conservation program promoted by WPB and other government agencies.

Herman L. Hoops, of Hawley & Hoops, New York City, has been appointed chairman of the general convention committee.

The program for the convention is being developed under the direction of Gordon Lamont, of Peter Cailler Kohler Swiss Chocolate Company, Inc., New York. Other members of the program committee are William F. Heide, of Henry Heide, Inc., New York, and I. C. Shaffer, of Just Born, Inc., New York.

#### Substitute Ingredients

The Production Forum will be under the direction of D. P. O'Connor, of Penick & Ford, Ltd., New York. O'Connor is also chairman of the exposition committee. At the forum consideration will be given to the use of alternate ingredients which are used in lieu of sugar; with the diminishing availability of coconut oil consideration will be given to new vegetable and animal oils and fats that can be used and in what manner in candy manufacture. Changing of formulas with maintenance of quality and the shelf life of candy also will be discussed.

Discussion will also cover the continuing trend of man power to defense industries and how confectioners can simplify their working operations to train new employees who are unable to obtain positions in defense plants.

With numerous limitations orders on new machinery, the maintenance of existing machinery and equipment constitutes an increasingly complex problem which will be discussed.

#### Candy's Food Value

The nutritional value of candy and its importance in the war program will also receive special emphasis. Detailed reports will be submitted with respect to the incorporation of candy, chocolate and related products in the various government rations and the use of candy by defense workers to relieve fatigue, reduce accidents and increase production.

While a number of candy manufacturing firms are operated or owned by women who will attend all business sessions, special unique features are being developed for the benefit of the wives of

confectioners.

The 19th Annual Exposition will prove of particular interest to candy manufacturers because of their desire to receive more information from producers concerning the use of new ingredients, the development of new wrapping materials and short cuts in machine operations, Gott said.

#### To Attend Convention

Delegations attending the convention from the eight principal trading areas of the country will be headed by the National Confectioners' Association's directors from the respective trading areas as follows:

Fred W. Amend, Chicago, Central West trading area, which includes Illinois, Indiana, Michigan and Wisconsin;

A. C. Baker, Denver, Midwest trading area, which includes Colorado, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota and Wyoming;

H. R. Chapman, Cambridge, Mass., New England trading area, which includes Maine, Massachusetts, New Hampshire, Rhode Island and Vermont;

Herman L. Hoops, New York, and Bernard D. Rubin, Hoboken, N. J., New York trading area, which includes Connecticut, New Jersey and New York;

C. R. Kroemel, Philadelphia, Midwestern trading area, which includes Pennsylvania, Maryland, Delaware, Ohio, West Virginia and the District of Columbia;

Bob McCormack, Albany, Ga., Southeastern trading area, which includes Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia;

I. C. Parker, Fort Worth, Southwest trading area, which includes Louisiana, Oklahoma, Texas, Arkansas and New Mexico; and

Alfred Beaudry, Los Angeles, West Coast trading area, which includes Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.

### Louis Cantor Extends Territory

NEW YORK, May 9 (DR).—Louis Cantor, of Louis H. Cantor Company, Eastern distributor for National Vendors, Inc., cigarette machine manufacturers, has been given additional territory taking in the entire seaboard coast from Maine to South Carolina. The new territory includes the entire State of New York and Pennsylvania thru Harrisburg.

"Altho no new cigarette machines will be available at this time," Cantor states, "we have one of the most complete shops in the East which will be available for servicing all equipment for operators in my territory. We also have a supply of parts on hand for our operators. Any problems common may have will receive our wholehearted co-operation."

Lou has traveled extensively thru the territory and knows cigarette operators and their problems. He pointed out that in addition to acting as distributor, the firm has a large supply of used cigarette machines on hand and conducts quite a business in this type of equipment.

### Tax Calendar

ALABAMA—June 10: Tobacco use tax and reports due. Tobacco wholesalers' and jobbers' reports due. June 20: Sales tax and reports due.

COLORADO—June 14: Sales tax and reports due. Use tax and reports due.

CONNECTICUT—June 10: Cigarette distributors' monthly reports due.

GEORGIA—June 10: Cigar and cigarette wholesalers' reports due.

ILLINOIS—June 15: Cigarette tax returns due. Sales tax and reports due.

KANSAS—June 20: Sales tax and reports due.

KENTUCKY—June 10: Cigarette tax reports due.

LOUISIANA—June 1: Wholesalers' tobacco tax reports due. June 20: New Orleans sales and use tax and reports due.

MASSACHUSETTS—June 15: Cigarette distributors' tax and reports due.

MICHIGAN—June 15: Sales and use tax and reports due.

MISSISSIPPI—June 15: Manufacturers' and wholesalers' tobacco reports due. Sales tax and reports due. Use tax and reports due.

MISSOURI—June 15: Retail sales tax and reports due.

NEW MEXICO—June 25: Use or compensating tax and reports due.

NORTH CAROLINA—June 15: Sales tax and reports due. Use tax and reports due.

OHIO—June 15: Cigarette use tax and reports due.

OKLAHOMA—June 15: Sales tax and reports due. June 20: Use tax and reports due.

RHODE ISLAND—June 10: Tobacco products tax reports due.

SOUTH DAKOTA—June 15: Sales tax and reports due. Use tax and reports due.

UTAH—June 30: Cigarette licenses expire.

WEST VIRGINIA—June 15: Sales tax and reports due.

WISCONSIN—June 10: Tobacco products tax returns due.

WYOMING—June 15: Sales tax and reports due. Use tax and reports due.

### 'POISON THIS RAT'

5 PILLS 1c



Newest, Hottest, Timeliest, TAX FREE Counter Game! A REAL HIT!! BIGGEST MONEYMAKER YOU'VE EVER OPERATED! Everyone wants to "POISON THIS RAT"!! Can operate as 5c game by simply changing A.B.T. coin chute!

\$39.50

QUICK! WRITE OR WIRE!

ASCO, 140 ASTOR ST., NEWARK, N. J.

### FOR SALE ARCADE MACHINES BULK AND BALL GUM VENDORS COUNTER GAMES CIGARETTE AND CANDY VENDORS

Peanuts, Pistachios, Candies, Ball Gum, Parts and Supplies, Etc. Write for Complete List of New and Used Machines and Supplies.

RAKE 2014 Market Street PHILADELPHIA, PA.

### PERFECT REBUILTS

- TAX FREE COUNTER GAMES
Kicker & Catcher .. \$22.50
Keep 'Em .. 22.50
Bombing .. 22.50
Piko's Penk .. 14.50
A.B.T. Model .. 22.50
Advance Elec. .. 8.50
Shocker .. 12.50
"V" .. 12.50
B-reball, Gum Vendr. .. 10.00
Hole-In-One .. 10.00

Write for Complete Bargain List of New and Used Machines! Terms: 1/2 Dep., Bal. C. O. D. All Orders Under \$10 Full Remittance.

L.L. MITCHELL & CO. MACHINES AND SUPPLIES 1141 DE KALB AVE. B'KLYN, N.Y.

### LAST CALL!

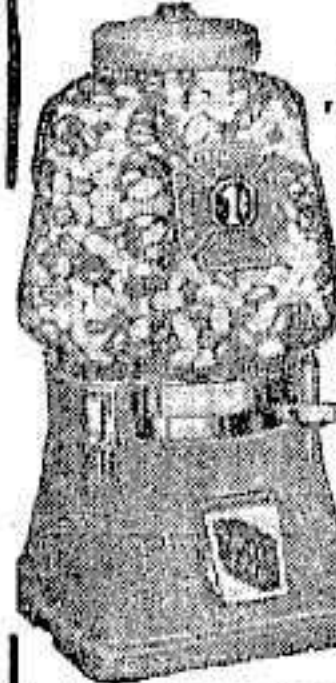
Closing out remaining stock of

### WINGS

at special low price. After this supply is gone no more for the duration.



### ADDITIONAL INCOME



5 lb. "SILVER KING," \$7.95 10 at \$7.50

FREE View - a - Scope of Cat. & Instructions \$24.50 each. 10 pennies from most players. 1c per photograph, 10 pictures. Write today for terms.

TORR 2047 A - SO. 68 PHILA., PA.

### SYRUPS for DRINK MACHINES

Leading flavors - Nationally distributed - Available immediate delivery - Best quality - Low price - Write today for free samples.

NATIONAL ROOT BEER CO., 220 W. 42nd St., New York City

# Cocoa Process Curb on Slate

## Lack of ships may cause order to limit processing to 75 per cent

WASHINGTON, May 9.—Transportation difficulties have reduced imports to such an extent that the War Production Board early next week is expected to limit the processing of cocoa beans, thereby curtailing amounts available for manufacture into consumer cocoa products.

The order probably will reduce the quantity of cocoa to be processed in a given period of time by 25 per cent, it was learned from an official of the WPB food branch.

Present supplies of finished cocoa products are considered "adequate" for normal consumption for this year, this official said, pointing out that the present ruling would not affect retail stocks for "some time."

### Rationing Control Measure

The order will serve as a rationing control measure in much the same way as previous WPB moves to control the distribution of tea and coffee. The tea and coffee orders cut the wholesale distribution of these commodities by 50 and 25 per cent respectively.

A WPB information office reported that the total stocks of cocoa beans held in warehouses or in manufacturers' inventories on April 10 amounted to 452,151,869 pounds. Nearly 143,000,000 pounds were in warehouses compared with 193,411,000 a year ago. Consumption was 522,800,000 pounds in 1941.

The general picture of cocoa stocks shows that imports from the east coast of Africa and from Brazil had been mounting steadily since 1938 and that internal consumption figures jumped likewise at a slightly lower level.

### Slight Decline in 1941

A slight decline in imports in 1941 was attributed to bad shipping conditions toward the year's end, but 728,000,000 pounds of cocoa were brought to the United States in 1941. Consumption

totalled 477,800,000 pounds in 1941, or more than 100,000,000 pounds more than in 1938.

Imports reportedly have slumped badly since United States entry into the war. This factor, combined with heavy war demands for cocoa and chocolate products, has induced the WPB decision to control existing stocks.

Lend-lease requirements also are understood to have played a determining role in the decision to curtail cocoa bean processing.

# Vending Firm Uses Various Machines In Defense Plants

BALTIMORE, May 9.—Defense plants provide an excellent field for the operation of candy and soft-drink vending machines, according to R. W. Scheuer, Vendomat Company, Baltimore. "Since the beginning of the national war program our vending machine operations have doubled," Scheuer declared.

"The basis of our volume," he said, "is collections."

Best sales, according to Scheuer, are thru candy venders. Candy continues to be available in the desired quantities, but delays are experienced in deliveries. Foresight in ordering has kept merchandise stocks at a high point.

Hand in hand with candy vending operation is that of gum and nut vending operation. Most Vendomat installations are of the three-in-one type—a candy vender as the center unit flanked with nut and gum venders.

Vendomat is fortunate as regards equipment. By foreseeing the trend in production and availability of such machines, the firm prepared itself and is now able to provide the necessary equipment for its locations.

The cost of merchandise has increased about 10 per cent, which naturally means that the returns from the operation have been cut proportionately. This, however, has been overcome by the increase in volume.

The tire and gasoline situation is causing some concern to Vendomat. The concern so far has found it possible to render service in keeping with the demands of its operations.

# MEN & MACHINES

Conducted by MAYNARD L. REUTER

Communications to 155 North Clark Street, Chicago

### A Political Spil Via the Music Box

A new political mechanism for a candidate to stump the city without moving out of his chair has come to light in Orange, N. J., where one of the city commission candidates has made a tie-up with local operators. For a nickel music-box patrons can now get a four-minute campaign speech by Frank A. Palmieri, Workers in behalf of the candidate are reported to start out from headquarters each day with pockets overflowing with nickels to pass out to voters.

town spots to the more readily accessible neighborhood spots as time goes on.

### The Arcade Man



Dinty Moore, snapped at one of the change counters of his many arcades, is known far and wide in the Southwest as the "Arcade King." Dinty has big arcades in Galveston, Corpus Christi and other large Southwestern cities, and they're easily distinguishable because Dinty knows the value of an attractive front for stimulating business.

His new Corpus Christi spot at North Beach Park has more than 4,000 feet of neon. It opened on April 17. His Galveston installation at the park there has been enlarged this year to cover an area of 120 by 60 feet, and more than 400 of the latest machines are installed. It, too, is bedecked in colorful neon. In fact, Dinty has his own neon plant and employs one man who does nothing but make displays for his own and other showmen's use. His latest report is that he's off to a good start and is anticipating a whale of a season.

### Freak Accident

One of the most unusual accidents ever to befall a coinman took the life of Anthony A. (Pete) Brasseur, of Thlof River Falls, Minn., last week. He was driving along with a bell machine on the back seat of his car when he hit a sharp bump. The machine bounced up from the back seat, struck Pete in the head, breaking his neck and killing him instantly. His car, out of control, went over into a ditch but wound up undamaged.

### Berenson Married

Doc Berenson, of Minnesota Automatic Machines Company, Minneapolis, and Dorothy Pearl Conner were married this past week. And just to do the ceremony up right, the new Mrs. Berenson's sister and David Z. Johnson, of St. Paul, were married at the same time in a double ceremony.

### Patriotic Coinman



Not only is Benjamin Sterling Jr., Wurlitzer distrib in Northeastern Pennsylvania, buying War Bonds himself and signing up employees to do likewise, but the above picture is one of the billboards he has set up along one of the main highways in the Wilkes-Barre area urging motorists to invest in Uncle Sam, too.

### Music for Morale

Each week reports of *The Billboard* representatives are featuring the fact that music boxes are getting stronger play. Evidently weary war workers are finding the recreation they need at their local taverns in increasing numbers. As gasoline and tire restrictions take a firmer hold, neighborhood spots are sure to attract more and more patronage. Night club and theater impresarios are already forecasting that amusement trends will be away from the big down-

# VENDER SUPPLY NOTES

To the discomfort of such companies as Beech-Nut, which killed its candy line to make its sugar allotment go further on gum, there is a rumor in Washington that manufacturers will get no sugar allowance for products they have discontinued.

The Ectusta Paper Corporation in North Carolina, started less than five years ago by a wealthy French manufacturer, has raised its production of cigarette paper to the point where it can supply all the United States tobacco industry's needs, with some left over for export. Before the war the United States imported most of its cigarette paper.

A new 5-cent candy bar, the Champion, Walter Baker & Company's newest confectionery product, is currently making its debut thruout the country.

Prices of candy, ice cream and most of the ingredients that go into the manufacture of both of these products were ordered frozen by the Office of Price Administration in the first of "seven steps of the battle against inflation." The order is of such magnitude that not only candy and ice cream but practically every commodity and product for consumer and industry use are affected. However, several products of interest to the confectionery and ice-cream trades were specifically excepted from the over-all ceiling. Sales by hotels, restaurants, soda fountains and cafes, as well as similar establishments where food or beverages are sold for consumption on the premises, were specifically excepted from the terms of the order.

Clothes from peanuts are a possibility. At least they're seen as a near future prospect by W. B. Jester, president of

the National Peanut Council. And you won't be able to tell much differency between a "peanut suit" and one made of Scotch woolens, says he. The synthetic cloth made from the peanut protein was invented by a Scotchman, has been recently patented in the United States and will "probably" be on the market shortly, according to Jester.

The ice cream and butter industries received recommendations from the War Production Board designed to curtail a number of services, discontinue use of certain packages and change distribution methods to conserve materials. Recommendations to the ice-cream industry suggested that the number of fat standards and flavors be reduced; that the number of ice-cream novelties be limited to five in one market in any one month and that packaging be curtailed.

### Markets in Brief

NEW YORK, May 9.—Peppermint oil (dollars per lb.): Natural, \$5.85 @ 6.00; U. S. pharmaceutical, \$6.35 @ 6.70.

NUTS

CHICAGO SPOT MARKET PEANUTS

Virginia and North Carolina

	Cents per lb. in bags
Jumbos .....	9.75 @ 10.00
Fancies .....	9.75 @ 10.00
Extra large .....	13.75 @ 14.00
Medium .....	13.60 @ 13.75
No. 1 Virginia .....	13.50 @ 13.75
No. 2 Virginia .....	12.00 @ 12.25

Southeast

No. 1 Spanish .....	13.75
No. 2 Spanish (sample) ..	11.00 @ 11.50
No. 1 runner .....	12.75 @ 13.00
No. 2 runner (sample) ..	10.50 @ 10.75

Texas

No. 1 Spanish .....	
---------------------	--

## YOUR OPPORTUNITY— GOOD USED CIGARETTE MACHINES WILL SOON BE AT A PREMIUM

Buy Now While Choice and Stocks Are Complete!

NATIONALS		DU GRENIERS	
9-50 King Size .....	\$89.50	W. D. Dual .....	\$69.50
9-50 Regular .....	74.50	W. ....	59.50
7-50 King Size .....	77.50	V. D. Dual .....	62.50
7-50 Regular .....	64.50	V. ....	52.50
9-30 .....	54.50	S. ....	39.50

8-Col. Imperial ROWE.....\$45.00

All above units factory reconditioned with enclosed stands and ready for location. All orders subject to prior sale. Terms: 1/3 with order, balance on delivery. Many other models in stock—write for list of prices.

## LOUIS H. CANTOR COMPANY

250 West 54th Street, New York City

(Eastern Representatives: National Vendors, Inc.)

SERVICE SALES PARTS

Apparent Laxity Of WPB Explained

NEW YORK, May 9.—William J. Enright, writing in The New York Times, says that three reasons dictate the War Production Board's policy of permitting apparently non-essential industries to continue the use of important materials for an additional two or three months at a time when the war production drive demands practically all the major commodities.

These reasons are:

1. A desire to keep an organization intact until the complicated task of conversion to war is completed by allowing a company to work off civilian goods orders when the material used is not too vital. Companies, allowed to continue, use steel chiefly but are barred from such metals as copper and aluminum.

2. The board dislikes to freeze materials in fabrication, particularly where such materials cannot be used too well some place else, have no great value as scrap, or where actually they are "seconds" or "rejects," such as the toy industry uses.

3. Where a certain amount of production can be used by the military services, for lease-lend or for defense housing purposes, the aim is to allow continued output and to freeze the finished product stocks.

Most serious mistake by the War Production Board was in not cutting off vital materials at the source months ago, it was pointed out, and in this manner hastening the conversion of manufacturers to war work when their supplies started running out. The criticism now being leveled at these so-called non-essential industries should be directed at their suppliers, one executive said.

Radio Extension Cited

The extension allowed to 25 radio companies last week was based on reasons one and three. Approximately half of the 400,000 additional sets that will be produced will be reserved for export to South America under the lease-lend program, as a substitute for the previous plan of manufacturing 1,000,000 special sets for that purpose.

From the material standpoint, quite a few industries can make out a good case for being allowed to continue opera-

**COMING EVENTS**

**May 14-16—Tenth Annual Convention of Retail Tobacco Dealers of America, Inc., Hotel Astor, New York City.**

**May 17-23—National Carbonated Beverage Week.**

**June 1-7—National Hotel Week.**

**June 8-11—Confectionery Industries Exposition, New York.**

**September 14-16—Advertising Specialty National Association, Chicago.**

**November 9-13—American Bottlers of Carbonated Beverages Convention, New York.**

tions for an additional two to three months, representatives of these fields pointed out. The metal Venetian blinds industry, for example, has been allowed to continue operations until June 30 and to use up present steel stocks, despite the fact that such a product might be considered non-essential and wood can do just as well.

The steel coils used for metal blinds are 8/1000th of an inch in thickness, in most cases with enamel baked on at the mills, and are claimed to be useless for any other purpose, even scrap. The equipment of manufacturers consists chiefly of machinery which cuts the coils into various lengths, puts a crown on them and bores holes in them for pulley ropes and hardware. This machinery is unsuited for other purposes and if the industry were compelled to stop overnight, manufacturers would have to close up shop, it was claimed.

Have No Reclamation Value

The several million pounds of steel coils now in the hands of manufacturers might as well be used up in the next few months, it was said, because even steel mills, when accepting returns for defects, merely break up the coils and throw them on the dump heap because they have no reclamation value, it was said.

The toy industry's attitude is that 80 to 85 per cent of the metals used by it are rejects and wastage from metal plants and that, considering a 75 per cent production cut has already been put into effect, very little important material will be used in the remaining

weeks of grace. At the same time, representatives of the industry said that it will be some time before the industry is converted to war work, because it is composed chiefly of small plants.

The metal sign industry is another example of pertinent conditions not apparent at first glance. The industry has been allowed to continue operations until July 1 at a 50 per cent reduction in rate, but, according to manufacturers, demand has fallen off so sharply that a 25 per cent rate will be considered good. Several of the large companies have gone over to war work entirely and the extension of time is to permit the balance of the industry to convert.

Gal's Audition Nets 5,000 Disk Sale

NEW YORK, May 9.—As a result of a special audition at the offices of Modern Vending Company, one of the largest music operators in the East, songstress Kay Penton has already been assured of an advance sale of 5,000 of her first disks for the new Victory Records, starting in Los Angeles.

Miss Penton was a featured singer at George White's Gay White Way here and was one of the first artists signed by Victory, which is headed by Buddy DeSylva, Johnny Mercer and Glenn Wallichs. Nat Cohn, head of Modern Vending, said that the operators were so impressed with Miss Penton's audition that they immediately guaranteed her a sale of 5,000 of her first record.

According to a report from the Coast, Victory Records have also signed Paul Whiteman, Freddie Slack and Ronnie Kemper orchestras. Deals were set by Ed Fishman of the William Morris agency. Wallichs has been strictly in the retail side of the music business up to now, but a few weeks ago he teamed with DeSylva and Mercer, the composers.

Chicago Station Closings 12-16 Pct.

CHICAGO, May 9.—Closing of unprofitable service stations in the Chicago metropolitan area is becoming more pronounced from day to day with the growing effect of tire and automobile rationing, it was disclosed May 4.

Latest reports from trade sources reveal that of virtually 2,500 stations in the metropolitan area approximately 300 to 400 have been closed since the beginning of the year.

Altho it is estimated by some observers that at least 10 per cent of these "edge" type outlets throughout the country have been closed in four months of the war, the percentage in the Chicago area is around 12 to 16 per cent.

**Penny Arcade Equipment OFFERED FOR QUICK CASH SALE**

2 K. O. Prize Fighter	Each \$150.00
1 Evans Sky Ball	47.50
1 Chester Pollard Soccer	85.00
1 Seeburg Hockey	65.00
1 Exhibit Football Kicker	50.00
1 Bally Basket Ball	62.50
1 Exhibit 12 Slot Astrology	37.50
1 Exhibit 12 Slot Color of Eyes	37.50
1 Exhibit 12 Slot Color of Hair	37.50
1 Exhibit 12 Slot Horoscope	37.50
1 Mills Punching Bag	50.00
1 A. B. T. Game Hunter	12.50
1 Gottlieb 3-Way Gripper	12.50
3 Mills Quarterscopes Drop Picture Machines, 1¢ Play, Each	22.50
1 Model B Microscope	22.50
5 Cent Counter Model Diggers, New 1¢ Coin Chute, Each	32.50
1 Roovers Name Plate Machine with 5 Rolls Tape	90.00

Will properly crate and ship upon receipt of cash in full, subject to prior sale.

**A. N. RICE**  
Shirkmere Apts., Apt. No. 401, WICHITA, KANSAS

**WILL TRADE AUTOMATIC PAY TABLES FOR FREE PLAYS**

4 Bally Sport Pages	Each \$45.00
1 Western Big Prize	40.00
2 Bally Grand Nationals	80.00
1 Mills Spinning Reel	75.00
1 Jennings Fast Time with Skill Field	80.00
3 Grand Stands	75.00
4 Bally Fairgrounds	30.00
1 Bally Fleetwood	30.00
15 Mills Blue Fronts, Newly Refinished, Serials 37000 Up	75.00
12 Peanut Machines, 3-Col. Snacks	6.00
8 Jennings Chiefs, High Serials	50.00
13 American Eagles	10.00

1/3 With Order, Balance C. O. D.

**HUDSON MUSIC COMPANY**  
BENTON, KENTUCKY

**\$10.00 FREE PLAY SPECIALS**

Carefully Reconditioned—Rails Scraped and Varished—Same Careful Attention as Given a \$100.00 Game.

Airport	\$10.00	Follow Up	\$10.00
Bubbles	10.00	Fair	10.00
Big Six	10.00	Fifth Inning	10.00
Big Ten	10.00	Headliner	10.00
Buckaroo	10.00	Lucky	10.00
Battling Champ	10.00	Stablemate	10.00
Chief	10.00	Score Champ	10.00
Chubbie	10.00	Snooks	10.00
C. O. D.	10.00	Scoop	10.00
Double Feature	10.00	Triumph	10.00
		Variety	10.00

**SEEBURG REMOTE CONTROL SYSTEMS**  
Rexes, Regals, Plazas, Mayfairs and Classics with Universal Receivers, Electric Selectors if desired and wireless Wall-o-Matics. Write for our Bargain Price List of Remote Systems. 1/3 Certified Deposit, Balance Draft or C.O.D.

**W. R. BURTT**  
308 Orpheum Bldg. WICHITA, KAN.

**FREE PLAY Decision**

**CLIP AND MAIL**

5-16

Reprint Editor, The Billboard, 25 Opera Place, Cincinnati.

Send a copy of the favorable free play decision.

Name .....

Address .....

City and State .....

**PRICED FOR QUICK SALE**

**12 KIRK HOROSCOPE PERSONAL PENNY WEIGHING SCALES**

\$50.00 EACH (F.O.B. St. Louis)  
All Scales in Perfect Operating Condition and Excellent in Appearance.  
Terms: 1/3 dep. with orders, bal. C.O.D.

**W. B. NOVELTY CO., INC.**  
1903 Washington Blvd., St. Louis, Mo.



**LAST CHANCE TO BUY A LIMITED NUMBER OF KEENEY'S NOW FAMOUS SUPER BELL!**

*The Greatest Long Life Console Ever Made!*

Single Coin, Nickel Con. and F.P.	\$250.00	Four-Way Super Bell, 4 Nickel	\$485.00
Nickel or Quarter, Con. and F.P.	290.00	Four-Way Super Bell, 3 Nickel & 1 Quarter	495.00
Twin, 2 Nickel, Con. and F.P.	350.00	Four-Way Super Bell, 2 Nickel & 2 Quarter	505.00
Twin, Nickel and Quarter, Con. and F.P.	360.00		

Seeburg 9800 High Tone R.C.E.S., Brand New, Original Crates, 6 Only. First Come, First Served \$425.00

BEAUTIFUL STOCK OF MILLS' CHROMES... JENNINGS... PACE'S BELLS, CONSOLES. LOWEST PRICES ON USED WURLITZER... SEEBURG... MILLS and ROCKOLA 38-39-40 PHONOGRAPHS.

**SILENT SALES COMPANY**  
200-206 Eleventh Ave., South, Minneapolis, Minn.

Write for complete list of thoroughly reconditioned free play Pin Games, Consoles, Free Play Mint Venders and Counter Games. Also ten Bally Beverage Venders and Carbonator.

We carry largest stock in the South, also have all the New Games out. Also have a complete stock of Parts for all Types of Equipment. Write for our list immediately.

**AUTOMATIC SALES CO.** 203 SECOND AVE., N., NASHVILLE, TENN.

**WANTED FOR CASH—WE PAY THE HIGHEST PRICES**

Air Raiders, Skyfighters, Drivemobiles, Super Bombers, Ace Bombers, Shoot the Chute, Defenders, Chicken Sams, Bally Rapid Fire, Convoys, Torpedos, Bulls, Keeney Submarines, Photomatics, Scientific Baseball, Western Baseball. Anything with a slot on we'll buy.

**PATERSON COIN MACHINE EXCHANGE**  
209 MARKET ST., PATERSON, N. J. Armory 4-7116

**ARCADE WANTED**

Camp Swift, Bastrop, Texas, one of the best spots in the country. Space 24x100. Book percentage only.

**JACK STANLEY**  
Bastrop, Texas.

**Co-Operate—Even If You Do Not Understand**

By MAC CHURVIS

Grand National Sales Company, Chicago

Relatively few people understand why this world-wide war is being fought. There are still some who do not understand why they are inconvenienced by one form or another of governmental restrictions.

One fact is and should be clear to all of us—we must win this war at any cost.

Whether you think this is a political war, an economic war or a social upheaval—you must agree that if we do not win this war you can look forward to the same things that are now happening in Norway, Denmark, Poland and France—all the conquered countries.

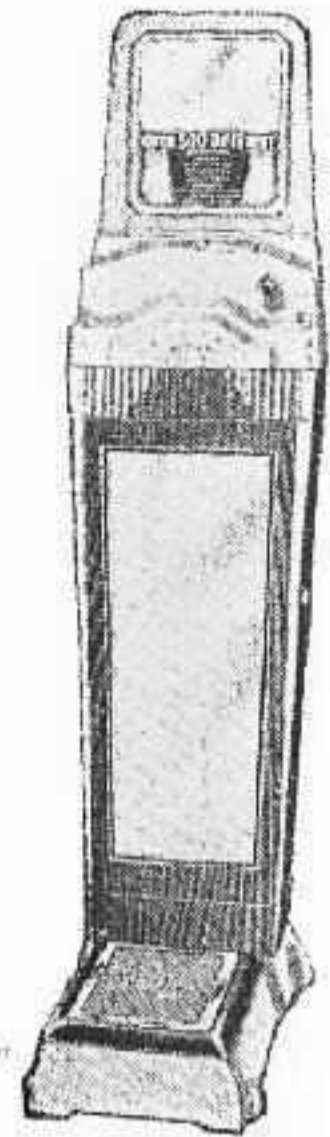
It is impossible to fight a war that is world-wide in scope and still be certain that every one of 130,000,000 people understand the details involved. So, the patriotic attitude for all true Americans to understand is that our leaders have full access to all available information, have deliberated fully upon the course that is to be followed and are making all-out speed along that course.

With a solid force of public opinion behind leaders they can speedily pursue their objectives and bring to the American people a victorious conclusion.



**THE AUTOMATIC PHONOGRAPH** with Frances Scully at the left and Connie Haines, formerly songstress with Tommy Dorsey's orchestra, is used in the broadcast of "Your Blind Date" over the Blue Network from Hollywood. Audience consists of men in the service with dancing to the music box following the broadcast. Machine used is from the Trojan Novelty Company, headed by Fred Gaunt, Los Angeles.

**NEW 500 FORTUNE SCALE**



Operates Automatically  
No Springs--Balance Weight  
**30-DAY MONEY-BACK GUARANTEE**  
**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.  
Est. 1889—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

**Minneapolis-St. Paul**

MINNEAPOLIS, May 9.—Big topic of conversation in coin machine circles, especially among music operators, is the WPB shellac order. The 70 per cent reduction came as a bombshell to an industry that had been assured time and again that records would not be affected.

In distributors' circles, however, the opinion seems to be that coin machine operators will be taken care of in the new set-up. They believe there may be an increase in record prices, but that on the whole the disk situation isn't

nearly as bad as it has been pictured. Distributors believe their factories, thru the use of scrap, will be in a position to manufacture a goodly amount of platters. At any rate, distributor inventories in this territory are strong.

Business in this area has been holding up well. The spring season really opened up, with the temperatures in the high 70s and outlying locations beginning to notice the perk-up in trade.

The industry mourned the loss of Max Harrison, 45, widely known coin machine operator, who died at Osakis, Minn., recently. His body was returned to his home in Minneapolis and funeral services were conducted, with interment in Lakewood Cemetery. Surviving are the wife, Dorothy; a son, Robert; a daughter, Betty, and three brothers, Howard, George and Walter.

Don Leary has a son, Don Jr., 6½ years of age, who is quite a wizard on the drums. The lad, whose father operates Automatic Machines Company here, has appeared at shows and benefits around town and just recently played before an audience of 2,000 at a Red Cross show. Gene Krupa, drummer man king, who was filling an engagement at the Orpheum Theater here recently, learned all about Don Jr. when he visited his daddy's headquarters this week. Young Don was invited to drop in on Krupa and get a few hints on skin-beating. So Don Jr., accompanied by Don Sr., paid a visit to Krupa, and the youngster had the thrill of his life when he was permitted to beat out a tune or two on Krupa's drums.

Jack Dempsey, the nation's favorite sports figure, had his pet trick of giving a hot-foot backfire on him during his visit to the Twin Cities recently—and it was a coin machine man who gave Dempsey a taste of his own medicine. It was at the Newspaper Guild dinner in St. Paul, at which Dempsey was guest

speaker and chief War Bond salesman, that the incident happened. The former champion was busy applying a hot-foot to Mayor Marvin L. Kline of Minneapolis. Percy Villa, Minneapolis colman and former pug himself, saw what the champ was up to and immediately put the hot-foot on Dempsey. Jack's attempt on the mayor fizzled out, but before long Dempsey nearly hit the ceiling when Villa's hot-foot "took."

Wally Zellmer, former mechanic for Star Sales Company here, was back in town recently, all decked out in his new army uniform, on a 10-day furlough. Zellmer is stationed with the medical detachment at Will Rogers Field, Oklahoma City, Okla. His brother, Irvin, who succeeded Wally as Star mechanic, was inducted into the service last week.

Business is picking up very well at Hy-G Amusement Company, firm spokesmen say. Used machines are selling at a very good pace. Seeburg phonos are enjoying a strong demand.

Archie La Beau, of La Beau Novelty Company, reports that trade has been holding up in excellent shape. Used equipment, he said, is moving at a very satisfactory rate.

Word from Benny Friedman, Silent Sales Company, is to the effect that trade has been very good. Machines of all kinds are selling well. Arcade equipment is getting a strong play.

Hy Greenstein, Hy-G Amusement Company, has been promoted in the 1942 welfare fund drive of the Minneapolis Federation for Jewish Service. Hy has been named general co-chairman of the general solicitation.

First colman to sport one of the new victory bicycles is Ben Friedman, Silent Sales Company. But after wheeling his new bike for several blocks corpulent Benjamin decided to go back to his car for the time being.

**Mobilization of Man Power**

It is quite clear from preliminary statements by Paul V. McNutt, the chairman of the new man power commission, that employers as well as employees soon will have to adjust themselves to regulations drastically limiting their freedom of action.

"A labor priorities program is contemplated, for example, whereby employees in non-essential tasks who have certain skills will be offered jobs in war industries. While the entire transaction is likely to be on a voluntary basis, civilian workers who refuse to take war jobs face prompt induction into the armed services. McNutt has indicated that he does not like the word "freezing" with respect to workers and jobs. But it is quite likely that some means will be found to discourage workers from changing employment. Similarly, employers will be discouraged from "pirating" labor thru clauses written into war contracts.

One of the functions of the man power commission will be to prevent the drafting of men needed in industry. Since the local draft boards are largely autonomous in this, the man power commission may need some statutory powers to overrule the action of the selective service boards.—From The Journal of Commerce (N. Y.) April 25, 1942.

**OLIVE'S SPECIALS FOR THIS WEEK**

GUARANTEED USED GAMES      SEND ON MONEY BACK CLEAR ANTEE

**CONSOLES**

**(FREE PLAYS)**

- JUMBO PARADE ..... \$ 99.50
- JUMBO PARADE (Fac. Rebuilt) 119.50
- BALLY HIGH HAND ..... 195.00
- JUMBO PARADE (Combination) 175.00
- KEENEY SUPER BELL, 5¢ ..... 275.00
- KEENEY SUPER BELL, 25¢ ..... 285.00
- KEENEY SUPER BELL, 5¢&25¢ 375.00

(The above 3 used only 8 weeks)

**(PAYOUTS)**

- JUMBO PARADE ..... \$92.50
- 1938 TRACKTIME ..... 89.50
- 1937 TRACKTIME (Rebuilt) ... 35.00
- SUGAR KING (Like New) ..... 62.50
- SUGAR KING (Lato Model) .... 62.50
- GOOD LUCK ..... 30.00

**ARCADE EQUIPMENT**

- 1 ANTI AIRCRAFT (Brown) ..... \$ 52.50
- 1 ANTI AIRCRAFT (Black) ..... 37.50
- 1 BALLY TORPEDO (Like New) 257.50
- 1 Scientific BATTING PRACTICE 132.50

Each Machine Cleaned and Checked—Ready To Place on Location.

WRITE FOR COMPLETE PRICE LIST OF FREE PLAY PIN GAMES & SLOTS.

Terms: 1/3 Deposit, Balance C. O. D.

**OLIVE NOVELTY CO.**  
2625 LUCAS AVE. ST. LOUIS, MO.  
(Phone: Franklin 3820)

**WANTED**

**CAPABLE SERVICE MAN**

For Work in Middle Georgia

Must know Wurlitzer Phonographs, Wall Boxes, Pin Tables, Automatic Free Play Consoles. Extra good salary to man able to keep Machines going on location. State salary expected, past experience, etc., etc., in first letter. Address: **BOX D-214, Care The Billboard, Cincinnati, O.**

**FOR SALE!!!**

150 Used Pinball Machines, guaranteed in perfect condition, priced from \$15.00 to \$75.00. Write for list!

**BASCH NOVELTY CO.**  
138 Franklin Avenue SCRANTON, PA.  
Phone 8-613

10 "High Hands," original cartons \$200.00  
20 "High Hands," like new ..... 150.00  
2 Bally "Club Bells," orig. cartons 300.00

Send 25% Deposit, Balance C. O. D.

**BEN STERLING**  
Rocky Glen Park SCRANTON, PA.

**CONSOLES**

- MILLS FOUR BELLS ..... \$295.00
- MILLS JUMBOS, C. P. .... 99.50
- MILLS JUMBOS, F. P. .... 99.50
- BALLY CLUB BELLS ..... 275.00
- JENNINGS SILVER MOONS ... 135.00
- PACE REELS COMBINATION... 125.00

**ROY MCGINNIS COMPANY**  
2011 MARYLAND AVENUE  
BALTIMORE, MD.

**CASH FOR PENNY ARCADE**

OUTFIT—ALL or PART PHOTO-MATICS, ALSO 4 FOR 10c PHOTO MACHINES. ALSO LOCATION WANTED FOR ARCADE

**HENRY BROWN**  
Care The Billboard  
1564 Broadway New York City

**WANTED FOR CASH**

**ARCADE AND AMUSEMENT MACHINES**

All Types  
Also ALL MODELS of  
**MUSIC MACHINES**  
Also ALL TYPES of  
**COUNTER GAMES**

Send list and lowest prices.

**MIDTOWN VENDING CO.**  
693 10th Avenue NEW YORK CITY

**WANTED**

Two first-class Mechanics who understand Phonographs and Remote Control. None but A-1 men need apply. Write

**BOX D-215, Care The Billboard, Cincinnati, O.**

# EASTERN FLASHES

By JOE ORLECK and BEN SMITH

While the stoppage of manufacturing will force some distributors to close up, most of them will continue. However, they'll stress service, parts and repairs. Manhattan Vending Company, Modern Vending Company, DuGrenier's local office and Louis H. Cantor Company will continue their offices along the above lines. Some of the game distributors will also carry on and the jobbers will be around.

### New Firm

Irving Sachs has just organized a new firm, the Acme Molded Plastics Company. Company will carry a full line of plastic replacements for phones. Irving is looking forward to doing a nice volume of business with operators everywhere.

### Cantor Extends Territory

Louis Cantor, Louis H. Cantor Company, Eastern distributor for National Venders, Inc., cngy machine manufacturer, has expanded territory to include the entire seaboard coast from Maine to South Carolina with the entire State of New York and Pennsylvania, thru Harrisburg, covered. Tho no new equipment will be available, Cantor states the firm is equipped to handle servicing of machines in the territory.

### New Fairmore Music Set-Up

Frank Engel and Mike Spector, Automatic Amusement Company, announce that they have taken over the active direction of the Fairmore Music Company, formerly owned by George P. Fairchild and Emma M. Fairchild. The old owners still retain an interest in the firm, but Engel and Spector will be in complete charge. They promise to continue a policy of complete co-operation with operators. Both state they are

firmly convinced that the automatic music machine business will carry on for the duration.

### Partnership Dissolved

Dave Margolin and Joe Eisen report they have dissolved their partnership in Manhattan Distributing Company and Penn Coin-o-Matic. Margolin will continue as sole owner of Manhattan, distributing Wurlitzers and featuring parts, supplies and service for music merchants. Joe retains the title of Penn Coin-o-Matic.

### Minoco's New Studios

The new Minoco Studios up in the Bronx, housing the organization's entire personnel, are said to be the best equipped in the East. All production facilities are under one roof and the set-up includes a wardrobe filled with thousands of costumes for picture use. Barry claims the firm is doing everything possible to produce first-class coin machine films.

### Coming and Going

Seymour Pilitch, of George Ponsler Company, returned from an out-of-town buying trip and will remain here for a time.

Al Borkin, of Bork Manufacturing Company, is back from his Southern sales trip.

Lou Cantor left New York Friday (May 8) for an auto trip to Cleveland and St. Louis. Lou became an uncle again and decided he ought to visit the family. He will return after a week.

### Lane Shifts to Chi

Bert Lane, Seaboard Sales, will move his offices to Chicago next week. How-

ever, he will maintain a contact point in New York.

### Here and There

Irving Mitchell continues to do a wonderful business in counter games and venders.

Sam Sacks, Acme Sales Company, reports he has been getting quite a bit of out-of-town business lately from operators who have been sending their machines in for a complete remodeling job.

### Robbins's Plan Goes National

Dave Robbins, of D. Robbins & Company, who introduced a money-making plan for phonograph operators recently, now has extended the service nationally. Dave has received many sample orders and these have resulted in sizable re-orders, he reports.

### Bell Shipments Praised

Bell Coin Machine Company, Newark, N. J., is the recipient of many compliments from its customers on the way it ships its used equipment. Phil Mason, who returned this week from an extended Midwestern buying and selling trip, claims he talked with many of their customers and all were very liberal with their praise.

### Chinning Contest

Bob Hawthorne, Julius A. Levy and Angelo, the latter a serviceman with DuGrenier, had a chinning contest during lunch hour one day last week. Bob won the championship with 21 trips to the bar. Perry Wachtel was the judge. For the record, boys, the record for chinning with two hands is held by an Englishman—a Mr. Lewis—with a count of 138 times. Another Englishman holds the one-hand chinning record—12 times. Keep practicing. By the way, Bip Glassgold, sales manager for DuGrenier, spent some more time in Washington on war business.

## Wisconsin Gets Ready for Busy Tourist Season

MADISON, Wis., May 9.—The State of Wisconsin expects a big tourist season again this year. The resort sections received a lot of publicity last summer due to the large number of slot machines and consoles found in resort locations. The outlook for a big season this year is based on the large number of early inquiries about fishing.

J. H. H. Alexander, of the State conservation department, says the requests for information are coming in about as rapidly as in 1941, a banner tourist year in Wisconsin.

### Fishing Licenses Increase

Recently compiled figures show a total of 158,352 out-of-State fishing licenses sold last year. This was an increase of 15 per cent over 1940. In these figures Alexander sees history repeating itself. In the first World War the participating nations turned largely to outdoor pursuits for relaxation and rejuvenation.

The inquiries indicate that this State's inland location is important to many persons. Far removed from both coasts, it appears to stand little chance of suffering a tourist blackout this season. And it is easily reached.

### Transportation Is Adequate

Seven railroad systems serve Wisconsin. Three steamship lines dock at Lake Michigan ports. Commercial air lines send in their planes from Chicago, Detroit and the Northwest. Motor coaches on frequent schedules reach even remote areas over the State's 80,000 miles of hard surfaced highways.

Alexander believes that, despite tire rationing, automobile tourists will continue to account for a large percentage of recreation seekers in 1942. He calls attention to the fact that more than 7,000,000 new cars were licensed in the last two years and that many older cars were equipped with replacement tires prior to the rationing.

### ROUTE FOR SALE

21 Phonos, 35 Wall Boxes, Aircraft Gun, complete Stock Parts, 2000 Records, all on location. Many Jato Machines. Can operate Slots and Tables. Can expand to include defense boom territory. \$5000.00 —\$3000.00 down. Entering Army.

BOX 287  
St. Anthony, Idaho

## Minnesota Assn. Sends Bulletin

The Minnesota Amusement Games Association recently sent a post card notice to its members, with the following suggestions:

### NOTICE REGARD TO SHORTAGE TIRES

The situation on tires is serious, more serious than the general public really thinks, it looks like no new tires before 1945.

### GASOLINE RATIONING

Looks like about a minimum of 5 and a maximum of 10 gallons per week for ordinary drivers who do not use cars in essential jobs.

### REPLACEMENT PARTS

If you have not secured parts by now, you had better do so immediately as most manufacturers' parts stock is getting very low—order at once.

### PAPER SUPPLY

Salesboard operators, do not be misled by rumors in regard to large stocks of paper. Salesboards require a special type of paper of which there is a shortage. Shortage to be felt later in summer. Minnesota Amusement Games Association, Inc., Arnold S. Buck, secretary-treasurer, 713 Pioneer Building, St. Paul, Minn. Bulletin No. 206. Buy War Bonds.

**BUY NOW!!**  
**PENNY ARCADE EQUIPMENT**  
**WHILE THEY LAST!**  
STILL IN STOCK A FEW COMPLETE OUTFITS OF NEW AND FACTORY RE-MODELED MACHINES.

Complete Assortment of Parts for Penny Arcades and Pin Games.  
MACHINES ACCEPTED IN TRADE.

**MIKE MUNVES CORP.**  
520 W. 43RD ST. NEW YORK

**BELL'S BARGAINS**  
**LEGAL GAMES**

Batting Practice	\$127.50
Ten Strikes	79.50
Skeeballettes	89.50
Kirk's Blow Ball	59.50
Genco Hoops (Counter)	29.50
Chicken Sam	89.50
Parachute	84.50
14 Ft. Roll-a-Ball	39.50
Genco Playball (New)	Write
Western Baseball	79.50
Hockey (Floor Sample)	249.50

\$2.00 Extra for Crating

**COUNTER GAMES**

Penny Paks, Trio Paks, Reel Dice \$ 8.95  
PACES RACES (Black Cab.) 59.50

WRITE FOR COMPLETE LIST OF 1 & 5 BALL F. P. GAMES

**BELL COIN MACH. EXCH.**  
641 Hunterdon St. NEWARK, N. J.  
Phone: Bigelow 2-9274

**EXTRA SPECIAL**

All A-1 Reconditioned

GRAND STAND	\$ 79.50
PACE RACER, Brown Cab., J.P.	169.50
KEENEY SUBMARINE GUN,	269.50
Floor Sample	5.00
Daval Draw "21"	94.50
MILLS BLUE FRONT, 5¢ & 10¢	169.50
Rebuilt	99.50
MILLS CHROME BELLS, Like New	169.50
MILLS 5¢ CHERRY BELLS	89.50
JENNINGS CHIEF, S.J.P. FOUR	89.50
STAR	89.50
PAGE DE LUXE, D.J.P.	89.50

1/3 Deposit, Balance C. O. D.  
**WE BUY, SELL AND EXCHANGE**  
3147 Locust St.,  
ST. LOUIS, MO. MFC CALL NOVELTY CO. I

## CLEVELAND COIN'S TRADING POST

ARCADE EQUIPMENT	
5 Black Anti-Aircraft	\$49.50
8 Merchants	45.00
8 Buckley Del. Diggers	85.00
20 Drop Picture Machines, Motor Typo.	39.50
20 Pikes Peak, New	20.00
5 Mountain Climbers	175.00
10 Chicago Coin Hooky, SU	245.00
20 Galt. 3-Way Grippers	14.00
Scientific Baseballs, New	125.00
Scientific Basketballs, New	125.00
3 Paces Seales	35.00
5 Keeney Submarine Guns	245.00
1 World's Series	75.00
8 Rotary Glaws	165.00
4 Daval Bumper Bowling	45.00
5 New Hitler Targottes	25.00
1 Magic Finger	95.00
2 Shoot the Bull	65.00
1 Shoot the Chute	89.50

TO BUY, SELL OR TRADE	
Batting Practice, New	Write
Keeney Air Raiders	\$145.00
2 Photomatics	650.00
SLOTS	
3 10¢ Blue Fronts, 400,000 Series	\$85.00
10 5¢ Mills Blue Fronts, 400,000 Series	95.00
1 5¢ Columbia Ball	45.00
1 1¢ Roman Head	35.00
3 Blue & Gold Vest Pockets	39.50
2 1¢ Mills Q.T.	42.50
5 5¢ Late Cherry Bells	110.00
1 10¢ Mills Q.T.	65.00
VENDING MACHINES	
350 1¢ Columbus #33 North-Western, Porc. Finish, Reg. Silver King Nut Vend.	55.00
10 #33 Northwestern Gum Vendors	5.00
6 Rows 5¢ Selective Gum & Mint Vendors	10.00
10 Esquires	6.00

MUSIC MACHINES	
1 1939 Rockola Stand	\$165.00
1 1940 Seeburg Colonial, E.S.	310.00
1 12 Record Rockola	\$ 49.50
1 1941 Sceptrobox Hideaway Cab. & Extra Wall Box	365.00

WANTED to buy or will accept in trade: Wall Boxes, Wire Adapters, Music Machines, Arcade Equipment, Chrome Balls, Vest Pockets, One-Ball Free Play, Large and Small Skee Balls, Seales, Rotaries, Marvels, American Eagles.

Write or Wire, Giving Price, Condition and Quantity. Terms: One-Third Deposit, Balance C. O. D.  
CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio. Prospect 6316-7

## Hit that RED BALL!

ANOTHER HARLICH BOARD SENSATION!

New Action! New Appeal! Instead of tickets, jackpot has 1/2 inch colored balls that drop behind window when player punches them out. Red Ball takes top award. Big reverse number tickets. Large G. L. holes with wooden peg. Order Red Ball now and watch your profits climb.

NO. 11654 5¢ PLAY 1140 HOLES  
TAKES IN \$57.00 AV. PAYOUT \$23.10  
AVERAGE GROSS PROFIT . . . \$33.90  
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILLINOIS



# ODT Orders Show Trend

### Order to local delivery services suggests idea of pooling facilities

WASHINGTON, May 9.—The Office of Defense Transportation is gradually extending rules and regulations to reduce the unnecessary use of automobiles and trucks. Some of the orders already issued may be a guide to the principles being followed by the ODT.

Most recent is a warning to taxicab drivers against cruising. The nation's taxicabs, carrying almost a billion passengers a year, must stop cruising for the duration, Joseph B. Eastman, defense transportation director, declared on April 29.

"Non-essential riding must be stopped," he said. "Every effort must be made to encourage group or multiple riding so as to obtain the greatest possible efficiency from each taxicab."

President Roosevelt asked heads of governmental agencies to take the lead in saving tires, gasoline and cars by working out a ride-sharing program to reduce the number of autos needed to

take employees to and from work, and suggested that similar steps be taken by State and local governments.

#### Local Carriers Curtailed

On April 24 an official order was issued which curtails the operations of local delivery carriers. Because this order suggests the possibility of pooling deliveries and service facilities, it may be a good suggestion on future policy regarding the local use of automobiles and trucks for service operations. The order follows:

**Chapter II—Office of Defense Transportation (General Order O. D. T. No. 6)**

#### Part 501—Conservation of Motor Equipment Local Delivery Carriers

By virtue of the authority vested in me by Executive Order No. 8989, dated December 18, 1941, and in order to conserve and providently utilize local delivery transportation facilities and equipment, including rubber tires, for service in the several cities and other communities in the United States; to provide for the continuance of the distribution and delivery of necessary traffic in such cities and communities, and to conserve vital equipment, materials and supplies, including rubber, the attainment of which purpose is essential to the successful prosecution of the war, it is hereby ordered that:

**501.31 Definitions.**

**501.32 Special deliveries; call backs; number of deliveries.**

**501.33 Reduction of mileage.**

**501.34 Proposed plans for joint action.**

**501.35 Records and reports.**

**501.36 Exemptions.**

Authority: Sections 501.31 to 501.36, inclusive, issued under E. A. 8989, 6 F. R. 8725.

**501.31 Definitions. As used herein:**

(A) The term "vehicle" means any rubber-tired vehicle propelled or drawn by mechanical power or by horses.

(B) The term "local carrier" includes every person engaged in the transportation of property by vehicle for compensation or in the furtherance of or incidental to any commercial enterprise, within any municipality or other urban community, or between contiguous municipalities or communities, or within a zone adjacent to and commercially a part of any such municipality or municipalities or communities, or in making hauls which do not exceed 15 miles in length.

(C) The term "person" means any individual, firm, co-partnership, corporation, company, association, including any trustee, receiver, assignee, or personal representative thereof, and any agency of the United States or of any State not hereinafter exempted.

(D) The term "Special Delivery" means a delivery by vehicle made at the special instance or request of a particular person other than as a part of a regular scheduled delivery service.

(E) The term "Call Backs" means every call by a vehicle of a local carrier at the premises of any one person subsequent to the first call on any given day and includes calls made for the sole purpose of picking up property for return to consignor or for making collections.

**501.32 Special deliveries, call backs, number of deliveries.** Effective May 15, 1942, no local carrier shall:

(A) Make any special deliveries except to hospitals and the armed forces of the United States and except deliveries of medicines and other necessary supplies for the protection in emergencies of the public health, life and safety.

(B) Make any call backs.

(C) Make more than one delivery on any one day to any one person, except special deliveries authorized by Subsection 501.32 (a) of this section: Provided, however, that when one day's shipment or shipments to any one person exceed the capacity of a single vehicle, then and in that event delivery of such shipment or shipments shall be considered as one delivery.

**501.33 Reduction of Mileage.**

Effective June 1, 1942, each local carrier shall reduce the total monthly vehicle mileage of rubber-tired vehicles in a minimum amount equal to 25 per cent of the total mileage of vehicles in operation during the same calendar month of the year 1941 exclusive of the mileage eliminated as a result of the requirements of Section 501.32 of this order. In the event any local carrier was not engaged in operation during the corresponding calendar month in 1941, the mileage of vehicles operated by such local carrier during the month of May, 1942, shall be used as a basis for computing the reduction in monthly vehicle

mileage as herein required.

#### 501.34 Proposed Plans for Joint Action.

All joint and collective action taken by local carriers in compliance with this order shall be in conformity with the terms and provisions of the joint statement issued by the Office of Defense Transportation and the Department of Justice dated March 12, 1942, a copy of which statement is appended to this order. In accordance with such statement, proposed plans for pooled or co-operative deliveries, for curtailing services, or for entering into other arrangements involving joint action by local carriers may, if desired, be submitted to this office for consideration and approval. In order that this office may be informed concerning plans which have been or are hereafter placed in operation without such prior submission for consideration and approval, a copy of each such plan shall be filed with this office.

#### 501.35 Records and Reports.

Every local carrier shall prepare and maintain records as to mileage performed and steps taken to comply with the requirements of Sections 501.32 and 501.33 hereof, and shall prepare and maintain such other records and make such reports as this office may hereafter require. All such records shall be kept available and open for inspection to representatives to this office at all reasonable times.

representatives to this office at all reasonable times.

#### 501.36 Exemptions.

The provisions of this order shall not apply:

(A) To vehicles operated exclusively in connection with the construction and maintenance of essential telegraph, telephone, organized radio communications, electric light and power, gas, water supply, sewerage disposal, garbage disposal and sanitation services;

(B) To vehicles owned, controlled, or operated by the armed forces of any State and of the United States;

(C) To a vehicle controlled and operated by any person or persons principally engaged in farming when used in the transportation of agricultural commodities and products thereof from a farm or farms, or in the transportation of farm supplies to a farm or farms;

(D) To that portion of the business of any local carrier rendered in performing pick-up and delivery service for line-haul motor, rail, express, air and water carriers, or for freight forwarders;

(E) To any vehicle which is engaged in a movement that is authorized by special or general permit of this office.

Issued at Washington, D. C., this 30th day of April, 1942.

JOSEPH B. EASTMAN,

Director of Defense Transportation.

### ORDER DIRECT FROM THIS AD

- 2 Bally High Hand ..... \$150.00
- 5 Baker's Pacers Daily Double, SU, Clean as New, Ser. Over 7000 ... 249.50
- 3 Jennings Fast Time, CP ..... 89.50
- 5 Mills Jumbo, CP ..... 89.50
- 5 Mills Jumbo Bells ..... 89.50
- 10 New Mills Jumbo Comb. Cash and Free Play, With Mint Vendor ..... 199.50
- 2 Keeney's Super Track Time ..... 275.00
- 2 Floor Samples Keeney Super Bells ..... 259.50
- 1 Keeney Super Bell, SU, Very Clean ..... 229.50
- 10 New Bally Club Bells, In Factory Sealed Cartons ..... 289.50
- 1 Pacers Races Red Arrow, Ser. 6276 ..... 189.50
- 1 Pacers Races J. Pot Red Arrow, Serial 6260 ..... 209.50
- 3 Pacers Races, J. Pot Model, Serials 4710, 5625, 6092 ..... 199.50
- 5 Mills 3 Bells, Extra Clean ..... 500.00
- 3 Mills 3 Bells, Brand New, Ser. 772, 791, 1098 ..... 575.00
- 2 Bally Santa Anita ..... 134.50
- 1 Bally Long Shot ..... 169.50
- 1 Red Cabinet Bang Tail, New Type, Slant Head, Cracked Glass ..... 59.50
- 10 Col. Bells, SU, Very Clean ..... 57.50
- 25 Mills Blue Fronts, 5¢ & 10¢, Completely Reconditioned ..... 89.50
- 5 Watling Goose Necks, 5¢, Recond. ..... 49.50
- 5 Watling Roll-a-Top, 5¢ ..... 59.50
- 10 Melon Bells, 5¢ & 10¢ ..... 98.50

#### PHONOGRAPHS

- Seeburg 8800, E.S., Very Clean ..... \$395.00
- Seeburg 8600, R.C., Very Clean ..... 435.00
- Seeburg Gorms, Very Clean ..... 139.50
- Wurlitzer 616, Perfect ..... 69.50
- Wurlitzer 412, Perfect ..... 39.50

Sand One-Third Certified Deposit With Order.

**Jones Sales Company**  
TEL. 107 HICKORY, N. C.

### WANTED

**RAYOLITES RAPID FIRES**  
**ANTI-AIRCRAFTS**  
**CHICKEN SAMS AIR RAIDERS**

State Quantity and Price

Box No. 519, The Billboard,  
Ashland Bldg., Chicago

### WE WILL BUY FOR CASH

**KEENEY**—  
Fortunes  
Sky-Larks  
Air-Raiders  
**BALLY**—  
Jockey Clubs  
Turf Kings  
Fairmounts  
Kentuckys  
Pinticos  
Derbys  
Will Pay Reasonably Good Prices. Buy Any Amount. Give Full Description First Air-Mail Letter.

**Trophy Clubs**  
Blue Grass  
**EVANS**—  
Pacers  
Jack Pot Gal.  
Dominoes  
Jack Pot Bang Tails

**MILLS**—  
Jumbo Parades  
Late Slots

**THE R. F. VOGT DISTRIBUTORS**  
Milner Hotel Bldg. Salt Lake City, Utah

### 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.

**IT'S A HIT FOLKS! DOUBLE DIE CUT!**

Gardner's flashy new baseball board with a double die cut that shows real action. New Jumbo holes! \$10 top on 5c play! \$25 top on 10c play. 53 Winners! Plenty of Consolation!

Order No. 800—**B-E-A-T I-T O-U-T**

(5c Play—Special Thick Slot Symbols—New Jumbo Holes)

TAKES IN: ..... \$40.00  
PAYS OUT (Average) ..... 17.62

Average Profit ..... **\$22.38**

Also Available in 10c Play  
Average Profit . **\$42.38**

**ORDER NOW! GARDNER**  
**2301 ARCHER CHICAGO**

#### OPERATORS — DISTRIBUTORS

### "BRAND NEW" GAMES MADE OUT OF YOUR OLD GAMES

- All old paint removed.
- Cabinets redesigned and refinished.
- New design on backglass and playfield.
- New names. New moulding around glass.
- All visible metal parts refinished. All legs refinished.
- New style bumpers added. Playfield panel repinned.
- Both inserts tested and reconditioned.
- Machine tested for percentage.

#### We Are Now Running Through—

Fleet (COMMANDER), Flicker (LIBERTY), Zombie (BATTLE), Red, White & Blue (DE-ICER), Loader (SENTRY), Metro (HIGH BOY), Four Roses (SEA POWER), Vacation (ROLL CALL), Bally Rapid Fire next in production.

**SULLIVAN-NOLAN ADV. CO.** 527 W. CHICAGO AVE. CHICAGO

#### QUALITY SPEAKS FOR ITSELF

PAYOUTS	FREE PLAY	FREE PLAY
Cherry Bells, over 400,000 ..... \$94.50	1942 HomeRuns, New ..... \$99.50	Wild Fire ..... \$39.50
Blue Fronts, over 400,000 94.50	1941 Mills 1-2-3 ..... 79.50	Sea Hawk ..... 37.50
Double Safes ..... 37.50	Spot Pools ..... 69.50	Play Ball ..... 37.50
Big Top, New ..... 114.50	Jungle ..... 65.00	Wow ..... 37.50
Pacers Races, Brown ..... 144.50	Star Attraction ..... 62.50	Sunbeam ..... 34.50
Spinning Reels ..... 84.50	New Champ ..... 59.50	Seven Up ..... 34.50
1938 TractTimes ..... 89.50	A.B.C. Bowler ..... 59.50	Stars ..... 32.50
Pacers Races, Black ..... 69.50	Belway ..... 59.50	Anabel ..... 29.50
Kentucky Club ..... 49.50	Twin Six ..... 47.50	Broadcast ..... 29.50
Derby Day, Slant Top ..... 37.50	1941 Majors ..... 44.50	Repeater ..... 29.50
Derby Day, Flat Top ..... 27.50	Double Play ..... 42.50	Zombie ..... 29.50
Slot Stands ..... 10.00	Hi Hat ..... 42.50	Flicker ..... 29.50

#### MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVENUE

CLEVELAND, OHIO

## Minoco Studios Most Complete

NEW YORK, May 9 (MR).—With the return of Jack Barry from the Coast, Minoco Studios moved their offices and staff to their studios at 2826 Decatur Avenue, Bronx, New York. This move was made in order that everyone could be available at any time during the production of films for coin-operated moving picture machines.

The studios today are, according to Barry, the most complete and best equipped east of Hollywood. Facilities for writing, rehearsing, shooting and cutting are under one roof. In addition, modernized dressing rooms for the performers and a wardrobe filled with

thousands of costumes have been built on the premises. "As a matter of fact," Barry claims, "Minoco Studios compare favorably with any on the Coast. We are sparing no effort to turn out films that will fit the needs of the coin machine operators and bring them greater profits."

### Named to WPB Committee

BALTIMORE, May 9.—Joseph Lapides, president of the Suburban Club Carbonated Beverage Company, Inc., and of the Pepsi-Cola Bottling Company of Baltimore, has been named a member of the non-alcoholic beverage industry advisory committee, a section of the War Production Board. Lapides also is president of the Maryland Carbonated Beverage Association.

## Map Curb on Private Cars

Expect definite curbs to be announced by July 1 affecting many users

WASHINGTON, May 9.—Early in the week Joseph Eastman, defense transportation director, began planning drastic steps to curtail the use of automobiles by civilians, under authority given him by the President on May 4. While he plans to make a survey to determine what steps can and should be taken, indications point to a vigorous program to curtail automobile uses for the duration.

### Four Courses Studied

Possibilities which will be considered include:

1. Strict rationing of gasoline thruout the nation, irrespective of the amount of gasoline available.
2. A ban on the private sale of used tires, with the government the only purchaser.
3. Requisitioning of tires from privately owned automobiles as a last resort.

### Cut in Parts Ordered

Nationwide speed and other traffic laws to conserve tires and cars and to keep essential traffic moving with a minimum of delay.

The War Production Board also ordered a sharp cut in the present high rate of production of replacement parts for automobiles and light trucks for civilian use. Only specified functional parts, such as engines, clutches, transmissions and steering apparatus, may be produced in the future in curtailed quantities designed to satisfy actual demand but eliminate surpluses.

### Expect Action by July 1

Officials of the Office of Defense Transportation would not estimate when Eastman will take action to curtail use of cars, but it was expected that plans would be ready by July 1.

The decision to compel curtailment of automobile operations was made after it became apparent that the rubber shortage in itself has been insufficient to keep drivers from using their cars almost as much as normally.

Federal officials believed when the sale of new tires was halted that most car owners would limit their driving to strictly necessary amounts. Figures compiled here have disclosed only a comparatively small decrease in car operations.

Because public transportation facilities in virtually every community are inadequate to carry the full wartime load without the help of private automobiles, it has become imperative to assure the continued operation of the cars for the maximum length of time, officials explained.

In a directive issued today, the War Production Board virtually gave Eastman final authority on all questions of policy respecting gasoline, tire and automobile rationing.

The board instructed Henderson and his staff to formulate all future rationing programs affecting transportation facilities along lines recommended by Eastman and his office.

Eastman, in announcing the establishment of a new division to formulate the new programs and policies, made it clear that both tires and automobiles owned privately may be taken by the government if necessary.

Eastman named John R. Turney, who has been director of the traffic movement division, to head the new transport conservation division.

## War Savings Bond Sales

April sales of War Savings Bonds amounted to \$530,502,000, bringing the total sale of bonds for the first year of the national savings program to \$5,389,349,000, the Treasury Department has announced.

Sale of War Savings Bonds during April was divided as follows: Series E bonds — \$326,660,000; Series F — \$40,003,000; Series G — \$163,839,000.

## Retailers Given 6-Point Program On Price Ruling

WASHINGTON, May 9.—The stores of the nation were awaiting further information on price ceilings as the week passed. Price Administrator Leon Henderson urged some two million retailers to observe a six-point program as a beginning before seeking special federal information on the new price regulations.

The OPA set up three things to do and three not to do: "Do's" indicate steps to take in getting ready for the May 18 effective date of the regulation in all retail stores.

The "don'ts" seek elimination of personal calls in Washington.

(1) Assemble and preserve immediately all records on all prices charged in March; begin preparing statement of highest base period prices for each item sold, to be completed by July 1.

(2) Check prices of all goods to make sure they are no higher than highest prices charged in March. This job must be completed by May 18.

(3) Arrange to post or mark and identify as "ceiling price" maximum prices on all "cost-of-living" commodities specified in appendix A of the regulation. This must be finished by May 18. These items and their ceiling prices must be filed with the War Price and Rationing Board area by June 1.

The "do-nots" are:

(1) Don't bring problems to Washington personally.

(2) Don't telephone Washington on problems unless of the most urgent nature. It probably will be impossible to make a snap decision. Carefully considered guidance will come "from OPA as soon as is humanly possible."

(3) Don't write in before carefully reading and rereading the regulation itself, the official press release, and the question and answer summary.

## THE WORLD'S GREATEST MONEY MAKERS KEENEY CONSOLES!

### SUPER BELL CONSOLE

3-way convertible—free play, cash or check payout. 5c chute, 25c at extra cost. Also available with mint vender at additional cost.

### Convertible 2 WAY SUPER BELL

Convertible—Free Play, cash or check payout. 5c chutes, 25c chutes at small additional cost.

### Keeney's Sensational SUBMARINE GUN

Actually shoots ball-bearing bullets in rapid fire action.

OUR SUPPLY IS LIMITED!  
ORDER TODAY

J. H. KEENEY & CO., Inc. 6630 S. ASHLAND AVENUE  
CHICAGO, ILLINOIS

ABC Bowler .. \$69.50	Dixie .. \$31.50	Super Charger \$14.50	Strat-o-Liner .. \$39.50
Attention .. 39.50	Follies .. 16.50	Stars .. 42.50	Bolaway .. 89.50
Anabel .. 24.50	Flicker .. 39.50	Spot-a-Card .. 89.50	Duplex .. 44.50
Argentine .. 79.50	Five & Ten .. 39.50	School Days .. 42.50	Do Re Mi .. 59.50
All American .. 39.50	Gold Star .. 34.50	Sporty .. 14.50	Ten Spot .. 59.50
Barrage .. 39.50	Headliner .. 14.50	Sparky .. 29.50	Towers .. 89.50
Belle Hep .. 54.50	League Leader 32.50	Skv Lino .. 31.50	Twin Six .. 57.50
Broadcast .. 39.50	Mr. Chips .. 17.50	Snappy .. 50.50	Seven Up .. 47.50
Big League .. 14.50	Metro .. 39.50	Salute .. 39.50	Venus .. 84.50
Boom Town .. 34.50	Pan American.. 49.50	Sun Beam .. 47.50	West Wind .. 62.50
Big Parade .. 99.50	Paradise .. 39.50	Speed Ball .. 64.50	Wild Fire .. 42.50
Boom Town .. 34.50	Play Ball .. 44.50	Sky Blazer .. 69.50	Wow .. 34.50
Bosco, F.S. .. 87.50	Play Mate .. 19.50	Show Boat .. 54.50	Zig Zag .. 36.50
Crossline .. 34.50	Polo .. 27.50	Sky Ray .. 54.50	
Capt. Kidd .. 74.50	Power House .. 22.50	Spot Pool .. 64.50	
Dough Boy .. 18.50			

### ARCADE EQUIPMENT

3-Way Gridders .. \$17.50	2 Cockeyed Circus, 1 Set with Stand .. \$79.50
8 Exhib. Card Vendors .. 32.50	Drive Mobile .. 179.50
Foot Vitalizer .. 69.50	High Dial Ten Pins .. 79.50
3 Del. West'n Baseball .. 89.50	Battling Practice .. 129.50
Single Gridders .. 9.50	

### ONE BALLS

Mills Owl .. \$97.50	Mills 1940 1-2-3 .. \$94.50
One-Third Deposit With Order, Balance C. O. D.	

EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago, Ill. HUMBOLDT 6288

## SACRIFICE!!

### Genco's

PLAY BALL \$259<sup>50</sup>  
Latest Roll Down Game. On the Market Only a Short Time.

WRITE—PHONE—WIRE

AL KOONDEL (Formerly of AMBASSADOR VENDING CO.)  
789 CONEY ISLAND AVE. BROOKLYN, N. Y.  
(Buckminster 4-9571)



Roller Table—Modern High Score Pinball Game, Bumpers, lights, etc.

Game rotates under glass top while players sit with drinks, food, etc. Only a limited number left. Reconditioned like new.  
\$119.50

All Free Play, Perfect Cond., Ready for Location.  
Air Liner... \$12.00  
Argentine... 52.00  
Bosco... 64.50  
1942 Home Run... 77.50  
Hi Dive... 41.00  
Sky Blazer... 45.00  
Star Atroc... 50.00  
Victory... 77.00  
Wild Fire... 28.00  
SEND FOR COMPLETE LIST

Phones Carefully Checked  
Rockola Standard... \$149.50  
Wurlitzer 616A... 79.50  
Rockola '39 Counter Mod... 84.50  
100 Used Records... 11.00  
Scientific Battling Practice... 149.50  
Keeney's Submarine... 269.50

"America's Phonograph Trading Center"  
NATIONAL NOVELTY COMPANY  
183 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

## --F. P. BARGAINS--

ABC Bowler \$39.50	Kicker & Catcher .. \$22.50
All American 17.50	Knockout .. 72.50
Anabel .. 12.50	League Lead'r 17.50
Argentine .. 42.50	Major '41.. 32.50
Attention .. 19.50	Metro .. 19.50
Big Show .. 12.50	Miami Beach 22.50
Big Parade .. 72.50	Monicker .. 59.50
Band Wagon 17.50	Mustang .. 52.50
Big Chief .. 17.50	Play Ball.. 22.50
Bomb Hits .. 12.50	Rotation .. 15.00
Boom Town.. 12.50	Red, White, Blue .. 17.50
Bosco .. 52.50	School Days.. 19.50
Bolaway .. 42.50	Sea Hawk.. 27.50
Capt. Kidd.. 39.50	Seven Up .. 22.50
Champ .. 37.50	Silver Skates 22.50
Cubs & Imps .. 5.95	Sky Blazer.. 45.00
Dixie .. 15.00	Sky Ray .. 27.50
Do, Re, Mi.. 32.50	Slugger .. 27.50
Double Play 27.50	Snappy .. 47.50
Dude Ranch.. 15.00	South Paw.. 35.00
Duplex .. 22.50	Spot Pool .. 42.50
Flicker .. 15.00	Star
Four	Attraction.. 42.50
Diamonds .. 29.50	Stratoliner.. 19.50
Four Roses.. 22.50	Ten Spot .. 32.50
Five & Ten.. 75.00	Three Up .. 27.50
Gun Club .. 41.50	Topic .. 62.50
Hi Hat .. 29.50	Victory .. 72.50
Horoscope .. 34.50	Zig Zag .. 32.50
Home Run.. 79.50	
Jungle .. 49.50	

## JERRY SHERMAN

63 E. 8TH STREET N. Y. CITY  
St. 9-5937

## CLOSE-OUTS!!

ALL IN GOOD ORDER!

4 RED, WHITE, BLUE ..	\$17.50 Ea.
2 LANDSLIDES ..	14.50 Ea.
2 ANABEL ..	14.50 Ea.
3 CROSSLINES ..	14.50 Ea.
3 SCHOOL DAYS ..	21.50 Ea.
1 SPOTTEM ..	8.00
1 PLAYMATE ..	9.50
1 VICTORY (1 Ball, F.P.) ..	22.50

### EXTRA SPECIAL

2 PACE SARATOGA ..	\$65.00 Ea.
7 ANTI-AIRCRAFT GUNS ..	35.00 Ea.
4 GREY HEAD TRACK TIMES ..	34.50 Ea.

Send Deposit! Write, Wire, Phone.  
**Seiden Distributing Co.**  
1230 Broadway ALBANY, N. Y.

(Tel. 4-2109)

## Miniature Automatic BILLIARD TABLES

Absolutely legal. Size 3'x6'. Scores all made by shooting one ball against another into any of 8 pockets. 5 or 10¢ coin chute. Large stock on hand. Low price. Write for full details and price.

**POL-BILLIARD CO.**  
583 10th Avenue N. Y. C.

# These 3 Factors

**GOOD USED MACHINES**

**REPAIR SERVICE**

**PARTS AND SUPPLIES**

***To Build Stronger Ties  
for Jobbers and Distributors With Their Operator-Customers***

The plants of Coin Machine Manufacturers are now being converted 100% to war work. This action places greater emphasis upon keeping present machines in working condition—a tremendous job to be sure, but one that will be capably handled by the Industry's nationwide system of Jobbers and Distributors. Many firms have already established complete used games, repair and parts services. It is up to the Distributors and Jobbers to keep the industry going—to protect and prolong the earning power of every machine. Their future and that of their operator-customers depends upon it.

Now is the time to make every operator in your immediate and surrounding territory acquainted with your stock on hand, repair facilities and your ability to furnish parts and supplies. You can do this effectively and at very low cost by advertising in The Billboard.

**The Billboard Publishing Co.**

25 Opera Place

Cincinnati, Ohio

**For Complete Coverage of  
the Entire Field Use the**

# SUMMER SPECIAL

◆  
**LAST CALL**  
**For Advertising Copy**

◆  
**FORMS START TO PRESS MAY 20**  
**LAST FORM CLOSSES MAY 23**

Operators must have machines to carry on their operations throughout the duration. A constant interchange of machines on locations to hold up play will be necessary from now on. The demand for good used machines is growing every week. Let your customers know what you have on hand ready to ship and what you want to buy. Check your stock now.

**MAIL YOUR COPY TODAY**

# Pinball Crusade Seems To Yield Limelight to Charity Gambling

*Editor's Note—The Milwaukee Journal and the Madison Capital Times are the leading newspaper crusaders against pinball games in Wisconsin. Recent crusades, however, have led the two newspapers into an embarrassing situation about "charity" gambling. One of the papers has already come out for licensed slot machines or else stop them. The following editorials are reprinted, one from each newspaper, to show what the pinball crusade has developed.*

## BINGO IN MILWAUKEE

(Reprinted From The Capital Times, Madison, Wis., April 24, 1942)

In adjoining columns is a splendid editorial which appeared this week in *The Milwaukee Journal* showing how judges and county law enforcing officials are passing the buck back and forth on the petition of a citizen for an investigation of bingo gambling games in Milwaukee. The favorite technique of straddling officials who want to follow a do-nothing

policy with respect to bingo, slot machines and kindred questions is to say that they will act when complaints are made.

Attorney Peter Leuch as a citizen of Milwaukee County interested in seeing the laws against commercialized gambling enforced has filed several petitions for an investigation. Leuch continues to get the run around from Milwaukee judges and county officials, who appear to be doing everything they can think of to avoid acting on Leuch's complaint.

*The Milwaukee Journal* editorial very neatly nails down the alibi of District Attorney Steffes for failing to stop bingo gambling where the proceeds go to charity. Steffes claims that since he was elected, after stating that he would not act against charity bingo games, his re-election is a mandate from the voters that bingo should be unmolested.

Steffes' argument, as *The Journal* points out, is absurd. It is as absurd and ridiculous as the whole buck-passing procedure that Leuch has encountered in a

county that was once a model for courageous, efficient law enforcement.

## "CHARITY" GAMBLING

(Reprinted From The Milwaukee Journal, April 22, 1942)

Peter F. Leuch, an attorney, concerned because "charity" gambling continues to flourish in Milwaukee County, recently petitioned the Municipal Court for a grand jury investigation. The matter is still pending.

The municipal judge feels that a John Doe inquiry by the District Court might serve as well as a grand jury study. The district judge is apparently willing to go ahead with John Doe proceedings, but he feels that "the buck is being passed" to him by the municipal judge.

By the end of the week, it is supposed, a decision will be reached and some kind of investigation will be undertaken.

Citizens interested in law enforcement are not so much concerned about the HOW of such an investigation as in getting some sort of machinery set up to look into the situation.

The Supreme Court of the State, as far back as January, 1940, declared bingo and allied games of chance to be lotteries. It declared further that it made no difference whether a "charity" angle was involved—regardless of the auspices under which the games were played, they were contrary to the State law and to the State constitution.

Herbert J. Steffes, district attorney of Milwaukee County, had previously declared that he would not proceed against gambling in the county when a "charity" angle was involved. He reiterated that position even after the Supreme Court decision. He reiterated it again before Judge Nohl, when the Leuch petition was being considered.

It is Steffes' contention that the people of Milwaukee County do not want the State law enforced against "charity" gamblers and that they said so when they re-elected him to office (tho by considerably less than half of the total vote cast). He will not, therefore, proceed against gamblers unless there is commercialism or professionalism.

The Supreme Court says that the Legislature cannot validate lotteries under any circumstances, whether or not "for charity." It says that bingo is a lottery and therefore cannot be validated.

But Steffes has validated it in Milwaukee County when there is a pretense of charity, despite the Supreme Court and the constitution.

Steffes says he has a right to do this because 156,335 citizens voted for him after his position on gambling was known.

It is a new idea that the citizens of a community select the State laws they want enforced when they elect a district attorney. It is a new idea that the citizens of a community have any power, thru their vote for local officials, to invalidate laws, or that the district attorney has any right to accept their supposed "mandate."

These things (and others) are involved in the investigation which it is proposed be made. There is, it seems to us, ample reason why they should be gone into.

It is, of course, quite possible that a majority of the citizens of Milwaukee County are content to see the so-called "charity" bingo and "charity" slot machines continued by churches, clubs and other nonprofit organizations. But we cannot see that that is a material point.

Localities cannot repeal State laws, least of all State laws which the Legislature itself is powerless to undo—because the constitution stands between.

## Late Market Report

### Wilkes-Barre Business Unsettled During April

WILKES-BARRE, Pa., May 9.—The coin machine business showed a definite increase in April over previous months. However, the outlook is still none too bright.

The rise in business is mainly attributed to the large number of persons who returned to the area for the Easter vacation.

According to a report from the county election bureau, there will be 25,000 less votes cast in the May primary than last year because of the number of men in military service and the exodus of families to war production areas.

While the automatic music machines are holding their own, local operators are in a quandary regarding pinball machines. The city has taken no definite action against the machines since the Pennsylvania Supreme Court ruled pinball machines with free play take-off buttons illegal. Local operators have removed the free-play devices.

Meanwhile, an ordinance setting a new tax for each machine is still hanging fire in the council. Present license system expires May 31. The council withheld final action on the ordinance pending an intensive study of the Supreme Court ruling, but latest dope from City Hall is that it will refuse to renew licenses after May 31.

**BALLYHOO JUMBO BUMPER FAIRGROUNDS**  
**ROCKET GRANDSTAND SPOTTED FLEET HIGH HAND**  
**AIRWAY**

As in the glamorous PAST  
 and the perilous PRESENT  
 the history-making games  
 of the glorious FUTURE  
 will be built by BALLY

**RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS**

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!  
**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO • ILLINOIS

**Baseball Player Sets**

3 Individual pieces to the set (as shown). Height of Pitcher and Batter, 7 1/2". Height of Umpire, 6 1/2". Each set packed in a box.

**1000 HOLES DEAL, #217, 5¢**

**GIVES OUT:**

- 4 Baseball Player Sets and Cigarettes as follows:
- 2 1 Carton Winners . . . . . 20 Packs
- 40 1 Pack Winners . . . . . 40 Packs
- 10 Last Sections of 5 Packs . . . . . 50 Packs

**Prices:** 110 Packs

Lots of 10 Deals or More \$8.90 Per Deal  
 Lots of 5 Deals . . . . . 9.40 Per Deal  
 Less Than 5 Deals . . . . . 9.90 Per Deal

Each Deal Comes With 4 Baseball Player Sets.

25% Deposit or Full Remittance With All Orders.

**A. N. S. CO.**  
 312 Carroll Street, Elmira, N. Y.

**BASEBALL PLAYER SETS AND CIGARETTES**

3 Individual pieces to the set (as shown). Height of Pitcher and Batter, 7 1/2". Height of Umpire, 6 1/2". Each set packed in a box.

**1000 HOLES DEAL, #217, 5¢**

**GIVES OUT:**

- 4 Baseball Player Sets and Cigarettes as follows:
- 2 1 Carton Winners . . . . . 20 Packs
- 40 1 Pack Winners . . . . . 40 Packs
- 10 Last Sections of 5 Packs . . . . . 50 Packs

**Prices:** 110 Packs

Lots of 10 Deals or More \$8.90 Per Deal  
 Lots of 5 Deals . . . . . 9.40 Per Deal  
 Less Than 5 Deals . . . . . 9.90 Per Deal

Each Deal Comes With 4 Baseball Player Sets.

25% Deposit or Full Remittance With All Orders.

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## HIT THE JAP

### PRICES SLASHED

Revamp your Chicken Sam with the new Jap Conversion Unit. Consists of lightweight wood Jap Soldier (NOT PLASTER OR CEMENT). Also Complete Set of Colorful Battle Scenery and Streamers.

**\$9.95**

—DON'T DELAY—

Forward your Chicken Sam Figure and Legs to us at once. Complete change-over unit shipped same day. F. O. B. Chicago, Ill. Full payment with order will save C. O. D. charges.

Sample Sold With Full Money-Back Guarantee

**MONROE DISPLAY CO.**  
 All Phones, Longbeach 6529  
 2026 MONTROSE AVE. CHICAGO, ILL.

## CHICKEN SAMS WANTED

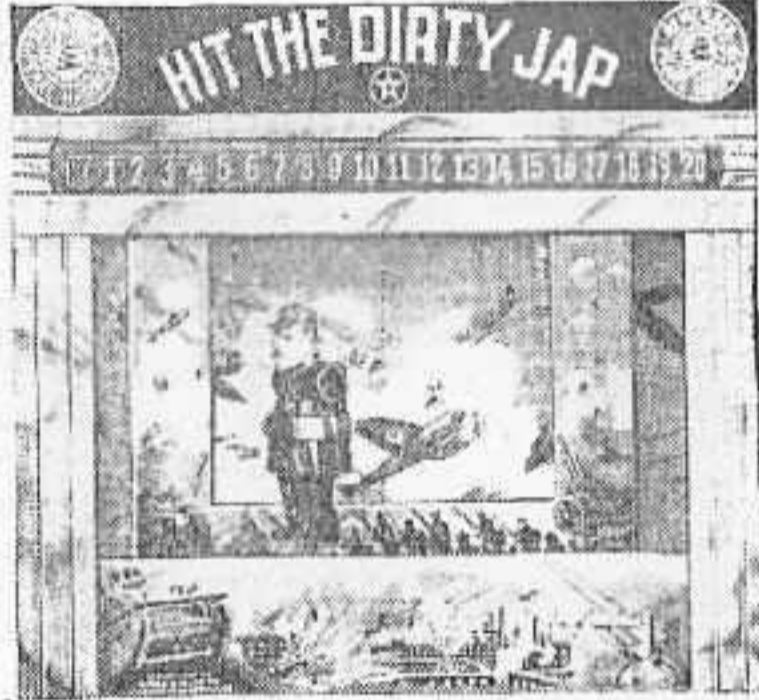
We pay \$50.00 cash for run-down Chicken Sams and don't care how they look.

**CHICAGO NOVELTY COMPANY, INC.**  
 1348 Newport Ave., Chicago, Ill.

**EXPERIENCED MECHANIC**

On all kinds of Coin Operated Amusement Machines to work in Penny Arcade. Salary to start \$50.00 per week. Experience and references required. Married man preferred.

**BOX D-208**  
 Care The Billboard Cincinnati, O.



## CHICKEN SAM OPERATORS "HIT THE DIRTY JAP"

Deluxe Change-Over Units Will Revive Your Chicken Sam and Jailbird Machines. Unit consists of entirely new molded figures (not remolded or made of cardboard), flashy new sixteen color scenery processed on heavy cardboard—also streamer for top of machine, all units thoroughly checked—no unnecessary fitting to be done, may be installed in few minutes.

**This Is Red Hot—**  
**Order Now and Cash In**  
**\$15.00** Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C. O. D. (Payment in full with order will save C. O. D. fee.)  
**HITLER UNITS SAME PRICE.**

**Samples Sold With Money Back Guarantee If Not Satisfied**  
**BONA FIDE DISTRIBUTORS, WRITE, Manufactured Exclusively By**  
**HAROLD W. THOMPSON**  
 (Seeburg Phonograph Distributor)  
 415 Carolina St., San Antonio, Tex.

## JAP CHANGE-OVER

now ready for

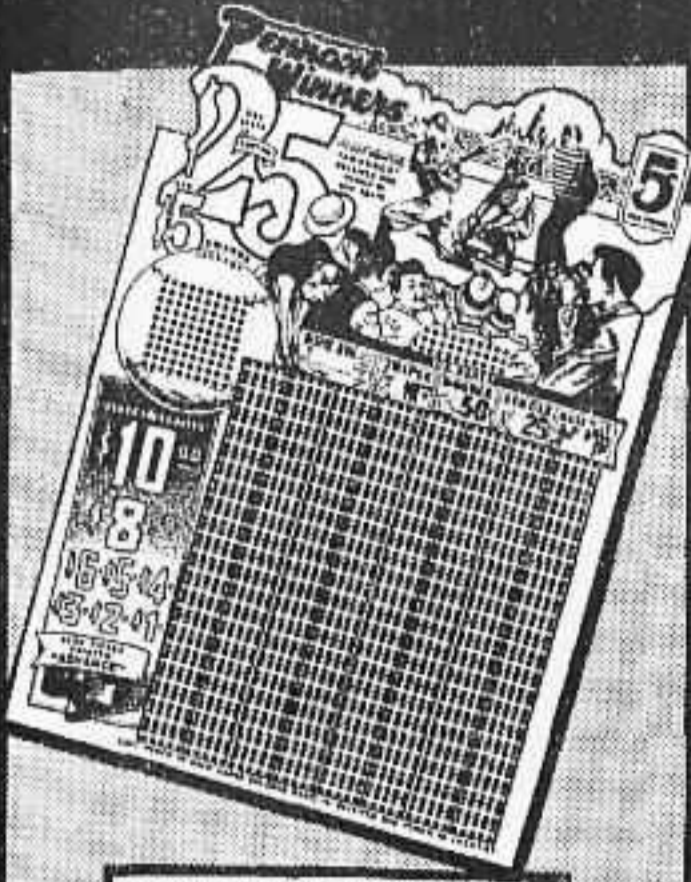
### SHOOT THE BULL and RAPID FIRE

\$15.00 Complete

**HAROLD W. THOMPSON**  
 415 Carolina, SAN ANTONIO, TEX.

**LANE JASPER**  
 Or anyone knowing his present address or whereabouts. Please contact:  
**McCALL NOVELTY CO.**  
 3147 Locust St. ST. LOUIS, MO.  
 (Phone: Jefferson 1844)

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**PENNANT WINNERS...**  
 SUPERIOR cops the flag with another great diamond board that brings the thrills and action of our national pastime to your counter. 1680 holes . . . 5¢ per sale . . . Takes in \$84.00 . . . Sparkling new baseball symbols . . . Total Average Payout \$39.92 . . . Total Average Profit \$44.08 . . . THICK DIE-CUT board.

**SUPERIOR PRODUCTS**  
 FOR DEFENSE BUY UNITED STATES BONDS AND STAMPS  
 14 N. PEORIA ST. CHICAGO, ILL.

## 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.

**FOR SALE**  
**Two PHOTOMATIC Machines**  
 Coin Operated. Less Than One Year Old.  
**\$750.00 EACH**  
**BARKER SALES COMPANY**  
 523 Illinois Building Springfield, Illinois

**National Slug Rejectors**  
 REPAIRED AND RECONDITIONED AT 50¢ FOR SINGLE UNITS AND \$1.00 FOR THREE-IN-ONE COMBINATION.  
**HEINZ HEDDERGOTT**  
 5707 McPherson Ave. ST. LOUIS, MO.

## Past Preparations Protect Operators

CHICAGO, May 9.—Based on reports from operators in the wide territory covered by the Atlas Novelty Company and in anticipation of a brisk demand for all types of coin machines, Atlas headquarters in Chicago have made preparations to satisfy the requirements of operators everywhere, according to an announcement by the firm.

"Careful analysis of each section of the country has enabled us to stock equipment and recommend to operators the right equipment for each particular section," states a company official.

"It has been assumed that because factories are no longer in production, all that is necessary is to sit back and wait until a request comes in for this or that type of game. However, the policy of our firm is still on the aggressive side and we believe that we are performing the best possible service in the interest of operators by keeping them informed as to stock on hand.

"Planning ahead, we have had our large mechanical staff recondition and rebuild a good part of our huge stock so that operators wanting machines for summer-resort locations can have their orders filled immediately. This has always been our policy in the past. At this time operators will more readily appreciate such service," he continued.

"Our sales staff is still intact and on hand ready to take care of calls either by long distance telephone, thru the mail, or in person. Thus the company is in a better position than ever before to take care of what we feel will be one of the biggest buying sprees in the history of the coin machine industry."

## Complete Service At National Coin

CHICAGO, May 9.—Harry Helman, sales manager of the National Coin Machine Exchange, announces that the parts and repair department of the organization is now providing coin machine operators with a complete service.

"Anticipating the need for extensive maintenance service, we began our enlargement activities some time ago," Helman reports. "We foresaw that one of the big jobs of the distributors would be to keep coinmen going for the duration. The excellent results reported by our customers indicate that we are doing that job well.

"Keeping available equipment at peak efficiency for the operator requires considerable experience on the part of the servicemen," Helman declared. "In Bruno Kosek, superintendent of the service department, we have a recognized authority on maintenance of coin-operated equipment. Bruno has been with us for more than 10 years and his reputation among coinmen is well earned. Under his direction a staff of expert repairmen is working wonders with machines, and the appreciation of the operating fraternity has been expressed in a veritable deluge of equipment sent in for reconditioning."

Company chief Joe Schwartz is on a buying tour thru the South, Helman states. "One of the chief aims of National Coin at this time is to keep operators well supplied with coin-operated equipment required for a complete operation," he said. "While we have an extensive stock of used and new games on hand, the demand for machines keeps us hopping to maintain a big variety. Thanks to Schwartz's activity in the field, we are able to supply coinmen with practically everything needed in all branches of operating."

## Badger Novelty Co. Ready for Business

MILWAUKEE, May 9.—"We now have a complete new spring line of phonographs and amusement games ready for our customers' inspection," says Carl Happel, executive of Badger Novelty Company.

"Our parts department is as complete as existing war conditions will allow. We have always maintained prompt and courteous service to help operators speedily complete their business transactions. Time is money," continued Happel.

"Now more than ever before the importance of a business concern keeping in touch with its customers can be appreciated. That is what we want to do thruout this emergency to help operators with their equipment and service problems."

# OHIO SPECIALTY COMPANY \$100,000 Coin Machine Sale

SHIPMENTS MADE SAME DAY ORDERS RECEIVED—NO WAITING

<b>SLOTS</b> Over 200 New & Used	<b>DOUBLE FEATURE</b> Playball . . . 32.50 Punch . . . 19.50 Glamour . . . 14.50 Broadcast . . . 20.50 Capt. Kidd . . . 54.50 Bowling Alley . . . 14.50 School Days . . . 34.50 Wings . . . 29.50 Sports . . . 14.50 Merry-Go-Round . . . 29.50 Flicker . . . 37.50 Leader . . . 34.50 Wildfire . . . 39.50 Bowl-Away . . . 74.50 Velvet . . . 42.50 Toplo . . . 74.50 Powerhouse . . . 22.50 Three Score . . . 22.50 Pick 'Em . . . 12.50 Brite Spot . . . 12.50 Star Attraction . . . 64.50 Speedway . . . 14.50 De Re Mi . . . 54.50 Big Town . . . 22.50 Lone Star . . . 24.50 Cadillac . . . 19.50 Follies . . . 12.50 Seven Up . . . 39.50 Fox Hunt . . . 27.50 Polo . . . 19.50 Score Champ . . . 14.50 Stratoliner . . . 34.50	<b>EXHIBIT IRON</b> Claw . . . \$19.50 Keeney Anti-Aircraft . . . 42.50 Peek Shows . . . 10.50 Electric Defense Gun . . . 27.50 Whitling's Sculptoscope . . . 19.50 Mills Clg. Machine . . . 42.50	<b>ROCK-O-LA '40</b> Masters Rockalite . . . 189.50 Rock-O-La '39 Standard . . . 140.50 Rock-O-La 16 Record . . . 44.50 Rock-O-La Counter Model . . . 74.50 Seeburg Regal . . . 124.50 Seeburg Casino . . . 139.50 Seeburg Rex . . . 84.50 Wurlitzer 600 . . . 187.50
<b>MILLS SLOTS</b> Vest Pockets . . . \$19.50 Roman Heads . . . 29.50 World's Fair . . . 29.50 Skyscrapers . . . 39.50 War Eagles . . . 49.50 O. T.'s . . . 39.50 Blue Fronts . . . 74.50 Brown Fronts . . . 124.50 Used 1 Week Handload . . . 104.50	<b>CONSOLES AND PAYOUTS</b> Jumbo Parades, F.P. . . . \$99.50 Jungle Camp, F.P. . . . 89.50 Silver Moon, F.P. . . . 124.50 High Hand Comb. . . . 174.50 Four Bells, P.O. . . . 239.50 Sarategas, P.O. . . . 79.50 Fast Times, P.O. . . . 79.50 Bobtails, P.O. . . . 89.50 Pace Reels, P.O. . . . 79.50 Jungle Camp, Bally Club . . . 22.50 Race Meet . . . 74.50 Tanforan . . . 14.50 Derby Day . . . 22.50 Flasher, Mills . . . 32.50 Skill Time . . . 59.50 Parlay Races, Square Bells, 5 & 25 . . . 59.50 Across the Board . . . 19.50 Bally Entry . . . 19.50 Santa Anita . . . 124.50 Paces Races, Brown Cab., Ser. over 5000 . . . 119.50	<b>NEW COUNTER GAMES</b> Imps . . . \$ 8.50 Zephyrs . . . 14.50 Penny Packs . . . 18.50 Amer. Eagles . . . 17.50 Marvel B. G. . . . 22.50 Poko-Real . . . 12.50 Kiltz . . . 12.50 Rex . . . 17.50 Wings . . . 18.50 Lucky Smokes . . . 18.50 Flags . . . 18.50	
<b>JENNINGS SLOTS</b> Club Console . . . \$69.50 Silver Chiefs . . . 74.50 Chiefs . . . 49.50 Triplex Bell . . . 69.50 Centuries . . . 34.50 Silver Moon Chiefs . . . 129.50 Little Duchess . . . 10.50	<b>USED COUNTER GAMES</b> House . . . 22.50 Tic Tac Toe . . . 14.50 Candy Store . . . 22.50 Liquor Store . . . 32.50 Skill Time . . . 59.50 Parlay Races . . . 49.50 Square Bells, 5 & 25 . . . 59.50 Across the Board . . . 19.50 Bally Entry . . . 19.50 Santa Anita . . . 124.50 Paces Races, Brown Cab., Ser. over 5000 . . . 119.50	<b>USED COUNTER GAMES</b> King Six Jr. . . . \$7.50 Dixie Dominoes . . . 9.50 Penny Packs . . . 5.00 Pike's Peak . . . 9.50 Ohio Derby . . . 7.50 Whirlwind . . . 3.50 Ticketta . . . 1.50 Mercury . . . 12.50 Liberty . . . 12.50 Amer. Eagle . . . 12.50 Sparks . . . 12.50 Ticketta . . . 7.50 Ginger . . . 12.50 Cent-a-Pack . . . 9.50 Reel 21 . . . 3.50 Reel Spot . . . 3.50 Bally Baby . . . 3.50 Royal Reels . . . 3.50 Pick a Pack . . . 8.50 Chi Club House . . . 3.50 Twins . . . 3.50 Goal Line . . . 8.50	
<b>WATLING SLOTS</b> Twins . . . \$22.50 Treasure . . . 34.50 Rotatops . . . 49.50	<b>ARCANE EQUIPMENT</b> Keeney Submarine . . . \$189.50 Western Baseball . . . 50.50 Texas League . . . 27.50 Strength Test Scale . . . 47.50 Pike's Peaks . . . 19.50 Tom Mix Radio Rifles . . . 34.50 Exhibit Bowling Alloys . . . 69.50 Peerless Weighing Scale . . . 15.00 Drop Picture Machines . . . 17.50	<b>PHONOGRAPHS</b> Rock-O-La '40 Deluxe Rockalite . . . \$209.50	
<b>FACE SLOTS</b> Royal Comet Consoles . . . \$69.50 Royal Twin Comet Con. . . 124.50 Comets . . . 39.50 Deluxe . . . 69.50 Slug Proof . . . 69.50	<b>PIN GAMES</b> Spot-a-Card . . . \$69.50 Knockout . . . 85.00 Sky Ray . . . 57.50 Champ . . . 57.50 Stars . . . 39.50 Pan American . . . 47.50 Silver Skates . . . 42.50 Twin Six . . . 67.50 Repeater . . . 34.50 Mystic . . . 29.50 Champion . . . 12.50 Oh! Johnny . . . 12.50 Limelight . . . 22.50 Convention . . . 22.50 Score-a-Line . . . 22.50 Vacation . . . 22.50 Blonde . . . 19.50 Gold Star . . . 24.50 Gongo . . . 14.50 Beauty . . . 14.50	<b>PHONOGRAPHICALLY</b> Rock-O-La '40 Deluxe Rockalite . . . \$209.50	

All the New Games Write for Prices  
 Every Machine Guaranteed—Good Condition  
 Terms: 1/3 Deposit With Order, Balance C. O. D.  
**OHIO SPECIALTY COMPANY**  
 539 S. SECOND STREET, LOUISVILLE, KY.

## CENTRAL OHIO QUALITY BUYS SUPER SPECIALS ★ THIS WEEK ONLY

- 20 Genco FOUR ACES, brand new, original crates . . . \$155.00
- 10 Mills JUMBO PARADES, free play, A-1, fruit, animal or victory reels . . . 79.50
- 15 Bally HIGH HANDS, comb. free play, late serials, like new . . . 144.50
- 5 Mills JUMBO PARADES, cash or check, late model, 8000 serials, blue cab. . . 99.50
- 2 Paces REELS, comb. free play, brand new, original crates . . . 269.50
- 2 Keeney Kentucky Clubs . . . 79.50
- 10 Keeney 1938 Tick Times . . . 95.00
- 1 5¢-10¢ Combi. Charlie Horse . . . 119.50
- 4 Saratogas with Rails, Late . . . 109.50
- 1 Paces Reels, Fruit, 25¢ Play . . . 99.50
- 3 Baker's Paces, J.P., Used 3 Days . . . \$279.50
- 2 Buntish Parks No. Reels, New Cab. . . 79.50
- 2 Dubl. Bells, Mills 5¢ Units, Like New . . . 149.50
- 1 5¢ Stanco Bell, Mills Unit . . . 119.50
- 1 Grotchen SUGAR KING . . . 59.50



Wolf Solomon  
 CENTRAL OHIO COIN MACHINE EXCH., Inc., 491 S. High St., COLUMBUS, OHIO

<b>FREE PLAY TABLES</b> Reconditioned, A-1 Shape Big Chief . . . \$35.00 Bowling Alley . . . 17.50 Buckaroo . . . 15.00 Cadillac . . . 20.00 Captain Kidd . . . 72.50 Double Play . . . 39.50 Drum Major . . . 22.50 Gold Star . . . 32.50 Home Run '40 . . . 22.50 Jolly . . . 20.00 Lite-a-Card . . . 22.50 Metro . . . 37.50 Mills '39 1-2-3 . . . 45.00 Red Hot . . . 10.00 Roxy . . . 21.50	<b>SEVEN UP</b> . . . \$49.50 Sparky . . . 25.00 Ump . . . 29.50 Victory . . . 97.50	<b>FREE PLAY GAMES</b> Now in Original Crates Big Parade . . . WRITE FOR PRICES Four Aces . . . Sky Chief . . .
<b>LEGAL EQUIPMENT</b> Late Model Rockola . . . \$89.50 Ten Pins . . . 45.00 Radio Rifle . . . 45.00 Keeney Anti-Aircraft, Brown . . . 49.50	<b>COUNTER MACHINES</b> American Eagles . . . \$15.00	<b>CENT-A-PACK</b> . . . \$ 7.50 Comet (Token) . . . 15.00 Ginger . . . 12.50 Gottlieb Grippers, 3 Way . . . 13.50 Improved Holly Grippers . . . 9.00 Jigger (New) . . . 7.50 Lucky Pack . . . 10.00 Pikes Peak . . . 15.00
<b>TERMS: One-Third Deposit, Balance C. O. D.</b>		<b>SLOTS, 5-10-25¢ PLAY</b> Mills Blue Front, Late Serials . . . \$85.00 Watling Roll-a-Tops . . . 75.00 Calleo Cadets . . . 45.00 Mills O.T. Slots, Blue . . . 50.00 Mills Free Play Vendors . . . 79.50 Watling Big Game, F.P. . . . 115.00

## MILLER VENDING CO.

615 LYON ST., N. E. GRAND RAPIDS, MICH.

**COMPLETE ARCHERY OUTFITS FOR SALE**  
 9 Motor Movies, Like New . . . \$425.00  
 7 Hockeys, Like New . . . 229.50  
 Keeney Submarines, Like New . . . 209.50  
 Skee Ball Ettes . . . \$69.50  
 10 Jiggers, Counter Model, Like New . . . 75.00  
 5 Batting Practicoes . . . 117.50  
**WANTED—LEGAL MACHINES**  
**S & W COIN MACHINE EXCHANGE** 2418 Grand River Ave. DETROIT, MICH.

# MANUFACTURERS ARE STOPPED FOR THE DURATION!



### OPERATORS HAVE ASKED US TO RUN THIS SALE AGAIN!

We bought all the equipment we were able to get—THIS STOCK WILL MOVE FAST! We urge you to examine every item carefully!

We Have for Delivery the Following Brand New Games:

HOME RUN—AIR CIRCUS—YANKS—GOBS—SKYFIGHTER—KEEP 'EM FLYING—LIBERTY—DEFENSE—FOUR ACES—KEENEY TWIN BELLS, NICKEL OR QUARTER NOW DELIVERING DAVAL'S "KEEP 'EM BOMBING," \$22.50

### A-1 FREE PLAY USED GAMES

All American .....	\$ 49.50	Gun Club .....	\$ 89.50	Sky Ray .....	\$ 52.50
A.B.C. Bowler .....	69.50	Hold Over .....	19.50	School Days .....	56.50
Argentine .....	89.50	Horoscope .....	59.50	Sport Parade .....	57.50
Boomtown .....	39.50	Hi Hat .....	59.50	Sluggo .....	59.50
Broadcast .....	39.50	Hi Dive .....	79.50	Sun Beam .....	59.50
Big Chief .....	42.50	Home Run of '42 .....	99.50	Seven Up .....	59.50
Belle Hop .....	64.50	Jungle .....	99.50	Soa Hawk .....	59.50
Bosco .....	99.50	Knockout .....	119.50	Silver Spray .....	59.50
Bolaway .....	99.50	Lucky Strike .....	19.50	Sixty Grand .....	69.50
Big Parade .....	119.50	Leader .....	42.50	Snappy .....	74.50
Chevron .....	19.50	Legionnaire .....	79.50	Star Attraction .....	74.50
Congo .....	34.50	Majors (Old) .....	19.50	South Paw .....	79.50
Crossline .....	39.50	Mystic .....	42.50	Spot Pool .....	79.50
Crystal .....	42.50	Majors of '41 .....	54.50	Show Boat .....	79.50
Captain Kidd .....	79.50	Miami Beach .....	69.50	Spot-A-Card .....	89.50
Chubbie, Super .....	89.50	Moniker .....	89.50	Skyblazer .....	99.50
Defense (Old) .....	19.50	Nine Bells .....	69.50	Three Score .....	22.50
Davy Jones .....	19.50	New Champ .....	99.50	Ten Spot .....	69.50
Dandy .....	19.50	One, Two, Three .....	44.50	Three Up .....	69.50
Dixie .....	27.50	Paradise .....	49.50	Twin Six .....	74.50
Dude Ranch .....	32.50	Pen American .....	57.50	Texas Mustang .....	79.50
Double Play .....	69.50	Playball .....	57.50	Towers .....	89.50
Duplex .....	69.50	Rink .....	19.50	Topic .....	89.50
Do-Re-Mi .....	79.50	Repeater .....	39.50	Variety .....	19.50
Defense of '41 .....	139.50	Red, White & Blue .....	39.50	Venue .....	34.50
Fantasy .....	19.50	Scoop .....	19.50	Venus .....	89.50
Flicker .....	34.50	Scoroline .....	27.50	Victory .....	129.50
Fox Hunt .....	37.50	Skyline .....	29.50	Wild Fire .....	39.50
Four Diamonds .....	54.50	Stratoliner .....	44.50	West Wind .....	79.50
Four Roses .....	59.50	Silver Skates .....	49.50	Zombie .....	44.50
Gold Star .....	37.50			Zig Zag .....	69.50

### LEGAL EQUIPMENT

Evans Ten Striko .....	\$ 79.50
Mills Cigarette Vending Machine, Like New .....	69.50
Evans Tommy Gun .....	69.50
Evans Play Ball, Baseball Game, Like New .....	149.50
Chicago Coin Hockey Game, Like New .....	269.50
International Traveling Crane Digger .....	69.50
Keeney Anti Aircraft Gun, Marbleglow .....	64.50
Keeney Submarine Gun, Like New .....	249.50
International Microscope Drivemobile .....	199.50

Double Header, Table .....	\$ 29.50
Exhibit Silver Bells .....	59.50
Jennings Silver Moon .....	129.50
Vest Pocket, Blue & Gold, 5c .....	37.50
Vest Pocket, Blue & Gold, 1c .....	37.50
Hay Day, Table .....	22.50
Derby Day Console .....	17.50
Jennings 5 & 10c Cigarola .....	99.50
Tan Foran .....	17.50
Turf Champ, Ticket .....	49.50
Daval 21 .....	6.50
Ace .....	4.00
Poker Face .....	8.50
Rex .....	6.50
Yankee .....	6.50
American Flag .....	6.50
Flipper .....	12.50
Fire & Smoke .....	19.50
Races .....	6.50
Turf Flash .....	4.00
Cent-A-Pack .....	4.00
Marvals .....	12.50
Liberty .....	12.50
New V By Planet .....	12.50
American Eagle .....	12.50
Jungle Hunt .....	9.50
Plikes Peak .....	14.50
Cub .....	4.00
Reel 21 .....	6.50
Pony Pack .....	4.00
Champion Sparks .....	12.50
Lucky Smoke .....	6.50
Mills Ticketette .....	4.00
New Bomb Hit .....	16.50
Daily Dozan .....	9.50

### FREE PLAY CONSOLES, ETC.

Bally Hi Hand .....	\$199.50
Jennings Mint Vender .....	69.50
Mills Jumbo Parade .....	109.50
Mills Mint Vender on Stand .....	89.50
New Keeney Twin Bells, Nickel or Nickel and Quarter Play .....	Write

In Ordering Give 2d and 3d Choice. Terms: 1/3 Deposit, Balance Sight Draft.

### AUTOMATIC PAY-OUT, CONSOLES, TABLES, ETC.

Jennings Bob Tails .....	\$129.50
Vest Pocket, Green 5c .....	29.50
1939 1-2-3 Payout .....	29.50
Preakness Table .....	22.50
Jennings Good Luck .....	49.50
Jennings 5c Cigarola .....	79.50

### MARBLEGLOWED PHONOGRAPHS

WURLITZERS	
P-12 .....	\$ 44.50
P-12 in Illum. Cab. .....	59.50
Model 24 .....	100.50
Counter Model 61 .....	79.50
312 or 412 .....	49.50
Twin Twelve in Steel Cab. with Speaker .....	119.50
ROCK-OLAS	
Imperial 20 .....	\$ 69.50
1939 Table Model & Stand .....	79.50

MONARCH .....	\$ 99.50
'39 Deluxe with Adaptor & 4 Keeney Boxes .....	249.50
1939 Deluxe .....	189.50
SEEBURGS	
12 Record A, B or C.S. .....	49.50
Mod. B. X. Multiselector .....	79.50
20 Record Queen .....	99.50
20 Record Rex .....	109.50
Royal .....	119.50
Gem or Casino .....	159.50
Crown .....	179.50
Mayfair with Keeney Adaptor, 3 Speakers, 4 Keeney Boxes .....	340.00
R. C. Envoy .....	319.50
Major R. C. .....	339.50
E. S. Colonel .....	339.50
R. C. Colonel .....	359.50
15 Record K .....	79.50
Plaza or Regal .....	169.50
MILLS	
Regular Dance Master .....	\$29.50
Do Re Mi .....	39.50
Zephyr .....	39.50
Throne of Music .....	129.50
Empress .....	189.50

EXTRA EQUIPMENT	
30 Wire Wurlitzer Wall Boxes .....	\$ 20.00
Twin Twelve Rockola in Steel Cabinet with Speaker .....	109.50
Rockola Dialatone Wall Boxes .....	20.00
24 Wire Seeburg Selectomatics for Wurlitzers .....	20.00
24 Wire Seeburg Selectomatics for Seeburgs .....	20.00
Twin Twelve Wurlitzer in Steel Cabinet with Speaker .....	119.50
Wurlitzer Adaptor with six Seeburg Boxes .....	135.00
Seeburg Playboy .....	49.50
Seeburg Melody Parade, Wireless Bar Box .....	9.50
Keeney Wall Boxes .....	20.00

WE EXPECT OUR NEXT LIST WILL BE A SHORTER ONE. TAKE YOUR CHOICE NOW WHILE AVAILABLE.

## SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. Second Street Louisville, Ky. 531 N. Capital Ave., Indianapolis, Ind. 312 W. Seventh St., Cincinnati, Ohio 425 Broad Street Nashville, Tenn.

## COMPANY

425 Broad Street Nashville, Tenn.

## ★BADGER'S BARGAINS★

ALL MACHINES RECONDITIONED—READY FOR LOCATION  
WRITE EITHER OFFICE TODAY

<p><b>PHONOGRAPHS</b></p> <p>Seeburg 9800 R. C. .. Write Seeburg 8800 R. C. .. Write Seeburg 8800 E. C. .. Write Seeburg Colonel R. C. Write Rockola Spectravoxes, Write Rockola Supers .. \$209.50 Rockola Masters .. 189.50 Rockola Playmasters 194.50 Seeburg Classics .. 189.50 Rockola DeLuxes .. 159.50 Rockola Standards .. 149.50 Seeburg Regals .. 149.50 Seeburg Crowns .. 149.50 Rockola Universal .. 79.50 Rockola Imperial 20 79.50 Seeburg Wall-o-Matic 29.50 Packard Pla-Mors .. 27.50 Wurlitzer Mod. 850s Write</p>	<p><b>WURLITZER MOD. 750s Write</b> Wurlitzer Mod. 750s. Write Wurlitzer Mod. 800s. Write Wurlitzer Mod. 700s. Write Wurlitzer Model 500s .. \$179.50 Mills Empress .. 169.50 Wurlitzer Mod. 600 149.50 Seeburg Gems .. 139.50 Mills Throns .. 129.50 Wurlitzer Mod. 24s 109.50 Wurlitzer 618, III. 59.50 Rockola Moderns .. 59.50 Wurlitzer Mod. 412s 39.50 Rock-Ola Wall Boxes (1940) .. 16.50 Keeney Boxes, Now. 16.50 Used .. 9.50</p>	<p><b>ARCADE EQUIPMENT</b></p> <p>Bally Torpedo .. Write Evans Playball .. Write Evans Super Bomber .. Write Drive-Mobiles .. \$195.00 Ace Bombers .. 189.50 Sky Fighters .. 189.50 Bally Rapid Fire .. 149.50 Keeney Air Raider .. 149.50 Keeney Submarine .. Write Scientific Bowling .. 129.50 Jenn. Barrel Rolls .. 89.50 Exhibit Vitalizers .. 69.50 Rockola World Series 59.50 Seeburg Chicken Sam 69.50 Walling Fortune .. 59.50 Scarf .. 49.50 Walling Guessers .. 49.50 Keeney Ten League .. 39.50</p>
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### WANTED TO BUY

Bally Rapid Fires, Skyfighters, Ace Bombers, Bally Defenders, Drive-Mobiles, Seeburg Chicken Sams, Keeney Air Raiders, Lato Model Phonographs, Wall and Bar Boxes, All Types. Write Either Office, State Condition and Best Cash Price in First Letter.

**BADGER SALES COMPANY**

1612 WEST PICO BLVD., LOS ANGELES, CALIF.

**BADGER NOVELTY COMPANY**

2546 NORTH 30TH STREET MILWAUKEE, WISCONSIN

## West Coast Rep Visits Buckley

CHICAGO, May 9.—The Buckley Music System factory was host to some of its representatives and distributors during the past week. Jim Ashley, of Detroit, and Bill Corcoran, of San Francisco, spent the entire week in one of their regular get-together meetings, which have been held about every four months during the past two years. These men have been in the music business from the beginning in the capacity of operators and distributors and they are always anxious to exchange the latest ideas with each other.

Corcoran said, "In our part of the country we probably are more conscious of the war than in any other part of the country, and like everyone else we watch developments with a view to fitting our own business to them."

"Today everyone on the West Coast in the music business feels that every possible effort should be put forth to win this war, so everyone has shaped his business along these definite lines. We have all seen the manufacture of new equipment gradually curtailed so that now no more new machines will be available for the duration. I find, however, that changes and replacements keep up just the same as ever even tho the volume may not be as great. These changes are part of what keeps an operating business active."

Continuing, Corcoran stated, "Many operators have told me that they are interested in the Buckley Trading Post. They seem to feel that a national organization of this type is needed and that they will benefit by it. The idea covers a large field and is so flexible that everyone, regardless of position in the coin-machine industry, should benefit by it."

"In talking with my old friend Jim Ashley and others of the Buckley organization, I feel that we have accomplished some good and that we can all work together on the plan. It is always a pleasure to come into Chicago and sit down with coinmen from different parts of the country in the company of Pat Buckley."

## Beverage Venders Back in Key Spots

BALTIMORE, May 9.—Several thousand commercial users of sugar in the Baltimore market registered and were allocated their quotas under the sugar rationing program.

Because of the higher sugar allowances to bottlers due to the fact Baltimore is a defense center, they are now able to increase their allotment schedule to retailers.

The Coca-Cola Bottling Company has now reinstated its beverage vending machines in many key locations. It is reported that Coca-Cola has a huge investment in the machines, most of which were withdrawn from operation when sugar restrictions first went into effect. While some of this equipment has been reinstated for operation, there is a substantial investment represented in machines that are still in storage.

### PEANUT SITUATION

(Continued from page 84)

course, provided that the cold weather which has affected planting farther south does not visit the Virginia-North Carolina section. Even in the Southeast, however, the weather has recently improved and growing conditions, especially in the Spanish areas, are now more favorable.

Peanut growers in Texas and Oklahoma are again being delayed by rain and wet grounds. Crops already up in South Texas are now considered in excellent condition, however, and planting will be resumed in Central and North Texas as soon as the ground can again be worked.

### 12 A. B. T. MODEL F

Blue Cabinets @ \$25.00 each. Several pieces of Arcade Equipment.

## IRVIN NOVELTY CO.

125 E. Main St. DANVILLE, ILL.

# PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE\*

★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE, MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY . . . IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895

## INTERNATIONAL MUTOSCOPE REEL CO., Inc.

44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

## West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, May 9.—Coin machine jobbers report good business with emphasis on used equipment. Music machines and reconditioned games are being

eyed by operators with the view of supplying future needs. Sales of new games were reported satisfactory.

Paul Laymon, Paul Laymon Company, summed up the situation when he said that the coinmen were going along and doing the best they could. He added that things look good and that he was satisfied with business.

### Giannotti in Los

Al Giannotti, Peninsula Music, San Francisco, was a Los Angeles visitor Thursday. . . . Frank Allen, with Columbia Records, has resigned his position to go to work for the government. . . . Bud Parr, General Music, spent Wednesday shooting rabbits. Parr's two prize Doberman Pinschers are in training to do guard duty for the government. . . . Jim Dyer, formerly with Packard, is taking aviation training. . . . Saul Hanlin, Los Angeles music operator, reports takes up and that it looks like a banner year for music. . . . Johnnie Nelson, formerly with Bill Wulf, Modern Coin Exchange and now operating for himself, reports the operating end of the business is changing.

### Harry James Entertains

Helen and Bud Parr, General Music, and Miss Bennie Stockwell and Fred Gaunt, Trojan Novelty Company, made up a foursome to attend the Hollywood Palladium, where Harry James is holding forth to capacity crowds. . . . Dan Donohue, Seeburg, is back in town following 10 days vacation in Phoenix. . . . Percy Shields is back in town following a business trip. Shields is contemplating enlarging his showrooms. . . . Louis Salles, grand old man of the Penny Arcade, is back in the section following a visit to the mountains. Charles Washburn, Charles Washburn Company, is on a business trip.

### Out-of-Towners in

C. A. Tomlinson, Exeter, Calif.; George Specter, Las Vegas, Nev., and Elmo Robinson, Phoenix, Ariz., were in the city and visited the Washburn firm. . . . George Tashjian, Visalia, Calif., made a quick trip to the city. . . . Ed Warren, Shafter, Calif., was in Los Angeles and Burbank, Calif., to see his son, who is in military academy there. . . . Harry Gordon, San Diego, dropped in. . . . Jerry Cooper marked a birthday Saturday (9). Occasion was celebrated by a barbecue supper tendered him and Mrs. Cooper by Lucille and Paul Laymon. Others attending the festive event included Ray and Mrs. Yoder and Bert and Mrs. Beutler. Perry Irwin, Ventura, Calif., put in an appearance during the week. . . . Lucille Laymon is busy figuring out meals for 50 people. It is part of her final work in the field division of Red Cross canteen work. . . . Paul Laymon, Nelson Baker and Noel (Red) Cresswell have received their draft questionnaires. Baker received his and then took a vacation. . . . Alex Koleopolus, Bakersfield, Calif., was in the city.

### Torpedo Tops

According to Paul Laymon, the new Bally Torpedo pellet gun is getting plenty of play. . . . Ross Davis is adding to the vending machines at his Merry-Go-Round in Lincoln Park. . . . Elmer Hanscomb reports the Penny Arcade strong on the Patrick Shows. . . . Tom Hayes says the same for the Crafts 20 Big Shows. Associated with Hayes on the concession are Mrs. Grace Fisher, cashier; Raymond Myrick and Carmen Sofia.

**BRAND NEW MILLS JUMBO.** Combination Mini Vender Free Play \$229.50  
Cash and Check Payout

**Guaranteed Like New MILLS Late Model Four** \$299.50  
Bells, Cash and Check.

**MILLS Late Model Jumbo** \$119.50  
Parade, Cash-Check Mdl.

**MILLS THREE BELLS**

Write for Prices.  
COMPLETE STOCK OF  
**MILLS NEW SLOTS**  
on Hand for Immediate Delivery

We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Wadding. Write for Price List and Circulars.

## SICKING, INC.

1401 Central Pky., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.



## BERT LANE ANNOUNCES

**BEGINNING MAY 11**  
THE OFFICES AND SERVICES OF SEABOARD SALES WILL BE LOCATED AT 2621 N. ASHLAND AVE., CHICAGO, ILL.

We will be happy to continue serving you with Equipment, Parts and Supplies in the same efficient manner as always.

## SEABOARD SALES, INC.

2621 N. Ashland Ave., Chicago

Chicken Sams, \$50; ABT Fire and Smoke, and Mod. F., \$10; Master Hitler B.T. Targets, \$8; Gott, 3-Way Grips, \$10; Criss Cross, \$3; Baseball, \$3; Bally Baby, \$3; Cubs, \$3; American Eagles, \$10; No Slot American Eagle, \$15; Snacks, \$4; Stewart-McGuire and Ideal Nut Vendors, \$2; Leaders, \$15; Sky Line, \$12; Oht Johnny, \$10; On Deck, \$10; Home Run, \$10; Wurlitzer 616s, \$49; 412s, \$29; Bally Alley, \$10; 1c X-Ray, \$8; 5c Mills Blue Front, \$25; Mascot, \$10; Columbus Peanut, \$3; Pikea Peak, \$10. Rush 1/2 Deposit.

## CAROLINA VENDING CO.

ALBEMARLE, N. C.

## NEW MILLS 1c-5c Q. T. BELLS

Write for Prices

## KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts. Philadelphia, Pa.

# MILLS

THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.  
**MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO**

## SELLER MEETS BUYER THRU BUCKLEY TRADING POST

## OPERATORS DISTRIBUTORS

Now Ready

The May Trading Post Bulletin Listing Thousands of Pieces of Equipment For Sale

This great list showing equipment for sale in every section of the country—with prices of every model and make of Phonographs—Pin Tables—Wall Boxes—Adapters—Coin Machines—Supplies and Accessories—is now in the mail.

**BUYERS**—Select your wants from this great list—send your selections now.

**SELLERS**—Keep your list and selling prices up to date.

The cost of this national service is one 3c stamp

## BUCKLEY TRADING POST

4225 WEST LAKE STREET  
CHICAGO, ILLINOIS



### NEON PENNY ARCADE SIGNS

Slightly Used \$195.00 Each

Only four of these Beautiful Signs available. Wonderful buy for any Penny Arcade. Ready to hang—easy to install by anyone—just plug in or attach wire to regular house current.

#### DESCRIPTION—

Vee Shaped; Twin Faced. Overall Length: 16 ft.; each face, 9 ft. Height, Ends and Center: 18 in.; "Penny"; 40 in. Neon Tubing; Genuine "Zeon" G. E. High Power Factors. Condition: Like new (used 2 months), complete with Hanging Hardware and Electric Cable.

#### COLORS—

Background of Sign—Black.  
Background of Penny—Brown.  
"Penny Arcade"—Rose Neon with Yellow Background.  
"Recreation"—Green Neon with White Background.  
"Admission"—"Free"

These Signs cannot be duplicated today because of priorities. Wire Order and Deposit Immediately. Photo or More Information on Request.

## SILENT SALES SYSTEM

635 "D" ST., N. W.

WASHINGTON, D. C.

F.P. PIN GAMES	Star . . . . . \$27.50	PAYOUTS	412 Wurlitzer \$35.00
Attention . . . \$27.50	Knockout . . . . . 79.50	Gold Cup . . . \$35.00	Super Rockola 189.50
ABC Bowler . . . 47.50	Sparky . . . . . 19.50	Hawthorne . . . 62.50	Del. Rockola 149.50
Bolaway . . . . . 49.50	Sky Ray . . . . . 35.00	Peas Races, . . .	Mills Throne. 125.00
Clever . . . . . 67.50	Trailway . . . . . 29.50	Br. Cab. . . . . 85.00	Seeburg Baromatics,
Super Chubbie . . 47.50	Twin Six . . . . . 47.50	Sport Special. 80.00	5-10-25, 3 wire,
Capt. Kidd . . . . 52.50	Venus . . . . . 62.50	'37 Track Time 37.50	brand new . . . \$45.00
Do Ra Mi . . . . . 44.50	5-10-20 . . . . . 79.50	Triple Entry . 125.00	Seeburg Remoto,
Dixie . . . . . 22.50	ARCADE	Bally High . . .	5-10-25, Wall-
Flicker . . . . . 24.50	EQUIPMENT	Hand . . . . . 148.50	o-Matin . . . . . 39.50
Gun Club . . . . . 52.50	Batting Practice,	Mills Owl . . . . 89.50	Keoney Boxes,
Home Run '42 89.50	brand new . . . Write	Super Track . . .	24 Res. . . . . 12.50
Jungle . . . . . 67.50	Hokey, brand . . .	Time . . . . . 149.50	Keoney Adapter
Metro . . . . . 29.50	new . . . . . Write	PHONOGRAPHS	24 . . . . . 19.50
New Champ . . . 59.50	Bally Rapid . . .	500Wurlitzer \$175.00	Seeburg 8800,
Play Ball . . . . . 25.50	Fire . . . . . \$155.00	600 Wurlitzer 150.00	E.S. . . . . Write
Pursuit . . . . . 45.00	Sky Fighter . . 195.00	616 Wurlitzer,	with all orders, balance
Red, White,	Batting Prac-	remodeled . . . 79.50	C.O.D. Orders under
Blue . . . . . 18.50	tice, used . . 129.50	616 Wurlitzer, 60.00	\$25 full cash required.
Star Attr. . . . . 42.50	Gonzo Play Ball,	61 Wurlitzer,	ORDER QUICK!
Big Parade . . . 79.50	floor sample 269.00	with stand. . . 70.00	

## ATLAS VENDING CO., 410 No. Broad St., Elizabeth, N. J.

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.



**YOU CAN ALWAYS  
DEPEND ON  
JOE ASH—ALL WAYS**

**ORDER QUICK  
WRITE, WIRE OR  
PHONE TODAY!**

EVERY FREE PLAY GAME THOROUGHLY CHECKED, CONDITIONED LIKE NEW WITH COMPLETE F. P. ATTACHMENT, SCORE CARDS, ETC.

<b>KNOCKOUT . . . . \$ 89.50</b>	<b>MONICKER . . . . \$89.50</b>
<b>FIVE &amp; TEN . . . . 94.50</b>	<b>BIG PARADES . . . . 94.50</b>
<b>AIR CIRCUS . . . . 119.50</b>	<b>VICTORYS . . . . . 94.50</b>
<b>HOME RUN '42 . . . 69.50</b>	<b>SHOWBOAT . . . . . 69.50</b>

**LAST CALL—ONLY A FEW LEFT!**

**X-RAY POKER \$139.50**

**BRAND NEW IN ORIGINAL FACTORY SEALED CASES**

**"JOE ASH" SPECIALS**

<b>MILLS 1-2-3, F. P., 1940 . . . \$ 84.50</b>	<b>HIGH HAND, F. P. P. O. . . . . \$139.50</b>
<b>BALLY'S CLUB BELL, F. P. E. P.,</b>	<b>KEENEY SUPER BELL . . . . . 189.50</b>
<b>USED 2 WKS., LIKE NEW . . . 279.50</b>	<b>KEENEY'S 2 WAY &amp; 3 WAY—WRITE</b>

**TERMS: 1/3 Cash, Balance C. O. D. Full Cash All Orders Under \$25.  
Give 2nd and 3rd Choice.**

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656

### Municipalities Get Third of State Revenue

WASHINGTON, May 9.—Nearly one third of all State revenues ultimately became income of local governments last year thru State grants and shared taxes, according to a report by the Bureau of the Census.

Of total federal revenues, 11 per cent was earmarked for spending by States and local governments. Revenues collected by one level of government and spent by another amounted to one seventh of the \$17,000,000,000 taxes paid by the American public in 1941.

#### How It Was Shared

Transferred revenues, totaling \$2,579,-022,000, were broken down to show distribution as follows:

Federal aid to States, \$744,166,000.  
Federal aid to local governments, \$95,-850,000.

State aid to local governments, \$1,697,-814,000.

Local payments to States, \$41,192,000.

It is too early for a complete picture of the war effort effects on intergovernmental fiscal aids, the report said, but it is apparent that some programs of long-standing have been redirected from peacetime to war-time objectives. For example, federal grants for highways and education are being used to provide defense highways and defense training.

#### 735 Millions for Schools

Of State-aided local activities, schools received \$735,000,000, or 43 per cent of the total State aid for all functions.

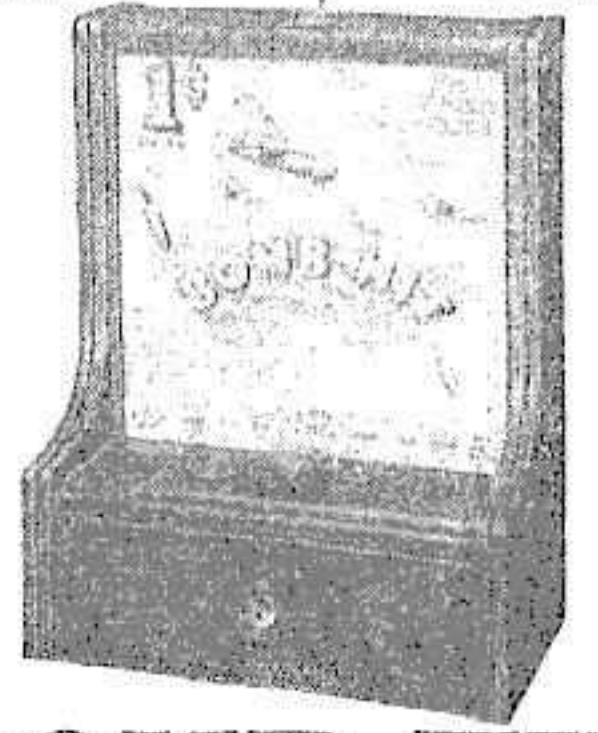
First-time payments to local governments for defense training was partly responsible for a rise in the amount of State payments to local governments for education in 1941.

Public assistance was second in importance, \$407,000,000—or 24 per cent of State aid—being allocated by 30 States for that purpose.

"In spite of the improvement in industrial activity, public assistance has remained almost stationary because the decrease on account of smaller relief rolls has been counterbalanced by enlarged payments for aid to unemployable classes covered by the Social Security Act," the bureau held.

One fifth of all State aid was dispensed to local governments for highways by 44 States. This type of aid comes almost exclusively from taxes on highway users—the motor-fuel sales tax and the motor-vehicle license tax.

IT'S A HIT!



### BOMB-HIT PENNY PLAY COUNTER THRILLER

A Real Money Maker! Colorful, Appealing! Compact! Requires minimum counter space. Separate compartment. Records hits.

STOCK UP FOR THE DURATION!

PRODUCTION STOPPED APRIL 30th

BUY NOW!

OUR STOCK WON'T  
LAST LONG!

ONLY

\$17.75

NO TAX REQUIRED TO OPERATE.  
DON'T WAIT! A SAMPLE WILL  
CONVINCE YOU!

Buy Direct or From Your Distributor.

**BAKER NOVELTY CO., Inc.**

1700 W. Washington Blvd.  
Chicago

### Southern Amusement Co.

SPECIALS

**ALL OF THIS EQUIPMENT IS PERFECT  
AND LOOKS LIKE NEW**

- 13 Wailing BIG GAMES . . . . . \$104.50 Ea.
- 6 CIG-A-ROLAS . . . . . 69.50 Ea.
- 2 FAST TIMES . . . . . 114.50 Ea.
- 1 FRONT VENDER, Like New . . . . . 110.00
- 3 PACES RACES, Black Cab. . . . . 104.50 Ea.
- 1 PACES RACES, Brown Cab. . . . . 114.50
- 1 PACE SARATOGA . . . . . 124.50
- 2 SUGAR KINGS . . . . . 79.50 Ea.
- 2 '40 ONE-TWO-THREE, F.P. . . . . 125.00 Ea.
- 1 SPINNING REELS, A.P. . . . . 125.00

PLENTY OF SLOTS LIKE NEW—

WRITE FOR PRICES

All Late Model Pin Games—New and Used

#### LEGAL EQUIPMENT

- 4 Keene Super SUBMARINES
- 2 Evans TEN STRIKES
- 2 Bally CONVOYS
- 2 Bally RAPID FIRES
- 8 Chicago Coin HOCKEYS
- 2 MOUNTAIN CLIMBERS
- 2 Bally SKY BATTLE

Terms: One-Third Certified Deposit, Balance Shipped C. O. D.

### Southern Amusement Co.

628 Madison Ave. MEMPHIS, TENN.

This space is donated to  
remind you to **BUY**  
**UNITED STATES  
SAVINGS BONDS  
AND STAMPS**



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1023-25-27 RACE ST., PHILA., PA.

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**BALTIMORE SALES BOOK CO.**

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### WE ARE REMODELING

Most of the Obsolete PIN GAMES  
with new back glasses and new plastic bumpers.  
**GLICKMAN INDUSTRIES**  
4458 Griscam St. PHILADELPHIA, PA.

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serves on two fronts



H. C. Evans and Company are thinking and acting on two fronts. First thoughts and action are along lines that will bring Victory. All of us at Evans gladly accept our share of responsibility for keeping alive American Ideals by doing our job in the Arsenal of Democracy.

Yet, we do not forget those whose purchases of our products enabled us to be ready with men and machinery for today's all-out effort. Operators, Jobbers and Distributors are offered every co-operation possible to help strengthen civilian morale on the Amusement Front.

You are invited to write us for advice and information.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

## BUY NATIONAL VALUES FOR THE DURATION!

Reconditioned by Factory Trained Service Men. Cabinets Refinished, Sound Mechanically.

<b>PHONOGRAPHS</b>	<b>Model 616, Regular \$ 65.00</b>	<b>Model 61, '39 Counter Model . . . . . 79.50</b>
<b>ROCK-OLA</b>	<b>WURLITZER</b>	<b>CONSOLES</b>
1940 Super Rockolite \$219.00	Model 750-E, Adapter & E.S., Like New . . . \$375.00	Bally Hi Hands . . . \$185.00
1940 Master Rockolite 205.00	Model 800, 24 Record 319.00	Silver Moon Totalizers, F.P. . . . . 135.00
1940 Master Walnut . . . 197.00	Model 24, Adapter, 5 Buckley Bar Boxes, Lite-up Spkr. Cab. containing Spkr. plus 50' of 30-wire cable 295.00	Jennings Fasttime, F.P. 85.00
Deluxe, 1939 . . . 185.00	Model 500, 24 Record Keyboard . . . . . 185.00	Jennings Good Luck, Payout . . . . . 45.00
Standards, 1939 . . . 155.00	Model 600, 24 Record Rotary Dial . . . . . 160.00	Jennings Cigarette, Med. V. F.S. . . . 125.00
Windser . . . . . 109.00	Model 616, III. Sides & Grills . . . . . 89.50	Jumbo Parade, F.P. Anim. Char. . . . . 129.50
1938 Monarch . . . . . 109.00	<b>ARCADE EQUIPMENT</b>	Mills F.P. Slots . . . 79.50
Imp. 20, Marble, III. Sides & Grills . . . 89.50	Basting Practice . . . \$129.50	Mills '41 1-2-3, F.P. 89.50
Rhythm Masters, 16 Record . . . . . 85.00	Anti-Aircraft . . . . 45.00	Mills '39 1-2-3, F.P. 39.50
12 Record Rhythm Masters . . . . . 45.00	GotUlob 3-Way Grip, Long Base . . . . . 15.00	Sport Special, F.P. . . 98.00
SEEBURG Royal, 20 Record . . . . . 109.00	Keene Tex. Leaguers 29.00	Grand Stand, Payout. 69.00
MILLS Empress . . . . . 179.50	ABT Fire & Smoke . . 18.00	
TERMS: 1/3 Deposit, Balance C.O.D., F.O.B. Chicago. Write for list of 5-Ball Free Play Games—also brand-new Gottlieb Liberty, Keep 'Em Flying and Genco's Four Aces.		

## NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

There is no substitute  
for Quality  
Quality Products Will  
Last for the Duration  
**D. GOTTlieb & CO.**  
CHICAGO

**SLOTS — ONE BALLS — CONSOLES**

1 Mills 5c Brown Front . . . . .	\$ 89.00
1 Mills 5c Gold Chrome, Like New . . . . .	189.00
1 Mills 5c Original Chrome Bell . . . . .	169.00
1 Mills 10c Bonus Bell . . . . .	144.00
4 Mills 5c Sky Scrapers . . . . .	59.00
2 Mills 5c Blue Fronts . . . . .	75.00
1 Mills 5c Vander Bell . . . . .	44.00
3 Mills Vost Pockets . . . . .	27.50
3 American Eagles, 1c . . . . .	10.00
2 Wings (New) . . . . .	12.00
2 Keene Kentucky Clubs . . . . .	75.00
Mills Owl . . . . .	85.00
2 Bally Gold Cups . . . . .	44.00
1 Sport Special . . . . .	85.00
1 Blue Grasses . . . . .	119.00
1 Club Trophy . . . . .	149.00
1 A. B. C. Bowler . . . . .	54.00
3 Strat-o-Liner . . . . .	29.00
1 Powerhouse . . . . .	19.00
2 Rotations . . . . .	17.00
5 Grasslines . . . . .	19.00
1 Majors of '41 . . . . .	34.00
3 Boomtown (Buy Back) . . . . .	29.00
3 Sky Blazers . . . . .	44.00

Terms: 1/3 Cash, Balance C. O. D. Full Cash on Orders Under \$25.00.

**FRANK AMENDOLA**  
3043 Ferry Ave. NIAGARA FALLS, N. Y.

**FOR SALE**  
Four Jennings Ciga-Rolas, in perfect condition. Priced for quick sale. One Mills Golf Ball Vender, used one season, looks and runs like new, \$187.50. **VALLEY SPECIALTY COMPANY**, 1081 Joseph Avenue, Rochester, N. Y.



BRAND NEW MACHINES

- 50 JACKPOT DOMINOS \$399.50
50 SUPER BELLS, 5c Play 299.50
25 MILLS FOUR BELLS, 5c 500.00



BRAND NEW MACHINES

- 25 MILLS JUMBO PARADES, Cash \$149.50
25 MILLS JUMBO PARADES, Conv. 179.50
50 BALLY LONG ACRES CONSOLE 299.50

NEW MACHINES

Table listing various machine models and their prices, including ABT Target Challenger, Baker Pacer, and Keeney Super Track Time.

Operators and Jobbers, Write or Wire For Your Prices in Lots of Five, Ten or More

MACHINES USED FIFTEEN DAYS FOR TESTING LOCATIONS, GUARANTEED, CANNOT TELL FROM NEW

Table listing used machine models and their prices, including Bally Torpedo, Buckley Wall Boxes, and Groetchen Columbia Bell.

USED MACHINES

Large table listing used machines categorized into CONSOLES, CASH AND FREE PLAY, SLOT MACHINES, and PHONOGRAPHS.

SPECIAL—YOUR CHOICE, \$5.00 EACH

- 1 DAVAL MARVEL
1 DAVAL PENNY PACK DIVIDER
30 GROETCHEN MERCURY
8 GROETCHEN YANKEE
7 GROETCHEN LIBERTY
1 GROETCHEN GINGER
1 JENNINGS LITTLE MERCHANT

ONE-THIRD CASH DEPOSIT MUST ACCOMPANY ORDER, BALANCE C. O. D. WRITE AND ASK TO BE PUT ON OUR MAILING LIST. ABOVE PRICES EFFECTIVE MAY 16, 1942.

SUPPLIES

- JACKPOT DOMINO GLASSES \$17.50
PACKS FOR DOMINOS 14.50
RECTIFIERS 9.00

MOSELEY VENDING MACHINE EXCHANGE, INC.

00 BROAD STREET

DAY PHONE 3-4511 — NIGHT PHONE 5-5328

BEST BUYS for DURATION OPERATING

Table listing various machine models and their prices, including Watling Big Game, Mills Jumbo Parade, and Seeburg machines.

To Avoid Delay Give Second Choice. 1/3 Deposit, Balance C. O. D.

MILWAUKEE COIN MACHINE COMPANY

3130 W. Lisbon Avenue Milwaukee, Wisconsin

MONARCH SUPER-SERVICE GIVES YOU TOP OPERATING EFFICIENCY FOR THE DURATION!

Large table listing Monarch coin machine models and prices, including Ganco Four Aces, Gattlieb Liberty, and various slot machines.

MONARCH COIN MACHINE CO. 1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

ARCADE EQUIPMENT Anti-Aircraft Guns—Ten Strikes—Rapid Fires—Convoys—Bally King Pins—1940 A. B. T. MODEL F TARGETS.

GRAND NATIONAL SALES COMPANY 2304 ARMITAGE AVENUE HUMBOLDT 3420 CHICAGO, ILLINOIS

ATTENTION, OPERATORS—Anywhere in the U. S. WANTED!! Bally '41 Derbies or late one-ball free-play games. HIGHEST PRICES—Any quantity. Write or wire: ADVANCE AUTOMATIC SALES COMPANY 1350 Howard Street San Francisco, California

Table listing various arcade and slot machine models and their prices, including Phonographs & Slots, Free Play Games, and Miscellaneous items.

AJAX NOVELTY COMPANY 4848 MT. ELLIOTT DETROIT, MICHIGAN

WEEKLY SPECIAL SKEE-BALL-ETTE \$97.50 OUR NEW HOME GEORGE PONSER COMPANY 763 SOUTH 18TH ST., NEWARK, N. J. ALL PHONES: ESSEX 3-5910



# Atlas

## VICTORY

# Values



### FREE PLAYS

<b>BALLY</b>	
Blue Grass, 4 Coin .....	\$149.50
Beauty .....	24.50
Broadcast .....	44.50
Crossline .....	39.50
Dark Horse, 4 Coin .....	129.50
Fleet .....	29.50
Gold Cup, Mult. .....	69.50
Mascot .....	27.50
Mystic .....	39.50
Play Ball .....	59.50
Progress .....	44.50
Sport Event, 4 Coin .....	109.50
Sport Special, 4 Coin .....	109.50
Topic .....	74.50
<b>BAKER</b>	
Doughboy .....	\$24.50
Line-Up .....	32.50
On Deck .....	24.50
Salute .....	44.50
<b>CHICAGO COIN</b>	
Bolaway .....	\$79.50
Commodore .....	24.50
Home Run of '42 .....	97.50
Legionnaire .....	69.50
Majors of '41 .....	54.50
Polo .....	29.50
Roxy .....	24.50
Star Attraction .....	79.50
Sporty .....	27.50
Yacht Club .....	24.50

<b>EXHIBIT</b>	
Do-Re-Mi .....	\$59.50
Knockout .....	94.50
Lancer .....	24.50
Landslide .....	34.50
Lone Star .....	27.50
Leader .....	42.50
Merry-Go-Round .....	29.50
Pylon .....	29.50
Shortstop .....	29.50
Wings .....	29.50
Zombie .....	44.50

<b>Genco</b>	
Big Chief .....	\$42.50
Big League .....	24.50
Blondie .....	34.50
Cadillac .....	37.50
Captain Kidd .....	69.50
Dude Ranch .....	39.50
Follies .....	24.50
Jungle .....	79.50
Matro .....	39.50
Powerhouse .....	37.50
Southpaw .....	59.50
Ten Spot .....	69.50
Victory .....	104.50
Zig Zag .....	69.50

<b>Gottlieb</b>	
ABC Bowler .....	\$69.50
Gold Star .....	39.50
Miami Beach .....	59.50
Paradise .....	49.50
Spot Pool .....	72.50
<b>MILLS</b>	
Five in One .....	\$ 59.50
1-2-3, 1940 .....	104.50
1-2-3, 1939 .....	49.50
Owl .....	97.50
<b>Stoner</b>	
Anabel .....	\$27.50
Armada .....	27.50
Brite Spot .....	27.50
Hi Stepper .....	54.50
Rotation .....	27.50
Sara Suzy .....	27.50
Super Chubbie .....	59.50
Ump .....	39.50
Wow .....	39.50

<b>Success</b>	
Boomtown .....	\$39.50
League Leader .....	34.50
Red, White & Blue .....	34.50
<b>Western</b>	
Barrage .....	\$39.50
Baseball .....	74.50
Big Prize, 6 Coin .....	89.50

### PHONOGRAPHS

<b>SEEBURG</b>	
Colonel, R.C.E.S., 1940 .....	\$349.50
Colonel, E.S., 1940 .....	319.50
Envoy, R.C.E.S. ....	329.50
Major, E.S., 1940 .....	295.00
Commander, R.C.E.S., '40 .....	329.50
Commander, E.S., 1940 .....	295.00
K 20, 20 Records .....	109.50
Rex, 20 Records .....	119.50
Royale, 20 Records .....	119.50
Model H, Keyboard, 12 Rec. ....	69.50
Model C, 12 Records .....	59.50
Model J, Keyboard, 12 Rec. ....	69.50

<b>WURLITZER</b>	
600, Rd. Selector, 24 Rec. ....	\$169.50
61, 1939 Counter Model .....	89.50
616, 16 Records .....	79.50
616, Illium. Universal Cab. ....	99.50
P12, Universal Cabinet .....	79.50
312, 12 Records .....	59.50
412, 12 Records .....	59.50

<b>ROCKOLA</b>	
Super 40, 1940 .....	\$229.50
Master 40, 1940 .....	219.50
Deluxe Luxury Lightup, '39 .....	179.50
Standard, 1939 .....	169.50
Windsor, 1938, 20 Records .....	119.50
Imperial 20, 20 Records .....	109.50
Rhythm Master, 16 Records .....	69.50

<b>MILLS</b>	
Throne of Music .....	\$159.50
Empress, 1941 .....	209.50

**BRAND NEW  
GLITTER GOLD  
Q.T.**

1c--\$84.50 5c--\$89.50

### PAYTABLES

<b>BALLY</b>	
Grand National, J.P. ....	\$109.50
Pacemaker, J.P. ....	109.50
Grandstand, J.P. ....	89.50
This! That!, J.P. ....	69.50
Hawthorne, J.P. ....	69.50
Seabiscuit, J.P. ....	69.50
Sport Page .....	59.50
Gold Medal .....	59.50
Fairgrounds .....	39.50
Fleetwood .....	39.50
Entry .....	29.50

<b>WESTERN</b>	
Derby King, J.P. ....	\$ 59.50
Derby Time .....	49.50
Dead Heat .....	49.50
Aksarben .....	39.50
Feed Bag .....	39.50
Grand Prize .....	39.50
Hey Day .....	39.50
Mardi Gras .....	39.50
Quinnella .....	39.50
Paddles .....	29.50
Mills 1-2-3 .....	49.50

### YOUR CHOICE!

**\$21.50**  
EA.

### FREE PLAYS

Airliner
All Baba
Avalon
Bang
Baseball
Big Six
Champion
Chief
Chubbie
Congo
Contact
Cowboy
Dandy
Davy Jones
Double Feature, Stoner or Bally

Fantasy
Fifth Inning
Flagship
Flash
4-5-6
Golden Gate
Headliner
Holdover
Jolly
Jumper
Lucky
Majors
Mr. Chips
Nippy
Oh Boy
Rebound

Red Hot
Score Champ
Sky Rocket
Sparky
Speed Demon
Speedway
Sports
Spottem
Supercharger
Super Six
Thriller
Topper
Triumph
Up & Up
Variety
Zip

**NEW!**

**IN ORIGINAL CRATES**

Mills 4 Bells, 5¢ .....	\$550.00
Mills Jumbo Parado, Comb. F.P. & P.O. ....	219.50
Mills Jumbo Parado, P.O. ....	189.50
Mills Jumbo Parado, F.P. ....	199.50
Keeney Super Bell .....	289.50
Keeney Twin Super Bell, 5¢ .....	365.00
Keeney Twin Super Bell, 5¢ & 25¢ .....	375.00
Keeney 4 Way Super Bell, 5¢ .....	485.00
Keeney 4 Way Super Bell, 5¢ & 25¢ .....	495.00
Bally High Hand .....	279.50
Chicago Hockey .....	300.00
Chicago Majors of '41 .....	89.50
Chicago Yanks .....	144.50
Chicago Gobs .....	169.50
Genco 4 Aces .....	169.50
Genco Zig Zag .....	94.50
Keeney Sky Ray .....	69.50
Exhibit Sky Chief .....	104.50
Gottlieb Liberty .....	169.50
Gottlieb ABC Bowler .....	94.50
Stoner Hi Stepper .....	89.50
Stoner Holdover .....	49.50
Stoner Super Chubbie .....	94.50
Stoner Wow .....	69.50

**BRAND NEW BELLS**

Mills 5¢ Hand Lead Chrome Bell .....	\$245.00
Mills 25¢ Hand Lead Chrome Bell .....	253.50
Mills 1¢ Chrome Bell .....	233.50
Mills 5¢ Gold Chrome Bell .....	238.50
Mills 10¢ Gold Chrome Bell .....	243.50
Mills 25¢ Gold Chrome Bell .....	248.50
Mills 5¢ Green Chrome Bell .....	238.50
Mills 5¢ H. L. Green Chrome Bell .....	245.50
Mills 5¢ Blue Front .....	216.50
Mills 5¢ Bonus Bell .....	229.50
Mills 25¢ Brown Front .....	225.00
Mills 5¢ War Eagle .....	216.50
Mills 10¢ War Eagle .....	216.50
Mills 25¢ War Eagle .....	219.50
Mills 1¢ Smoker Bell .....	89.50
Mills 50¢ Extraordinary .....	305.00
Mills 50¢ Club Console .....	369.50
Groetchen Columbia .....	110.00
Pace 5¢ Rocket Bell .....	99.50
Pace 25¢ Rocket Bell .....	112.50

It pays you to buy at ATLAS because (1) ATLAS is America's largest distributors of new and reconditioned machines, (2) ATLAS has the best mechanics in the country to check your machines, (3) ATLAS uses modern spraying devices to refinish cabinets, (4) ATLAS gives you quicker deliveries.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

### CONSOLES

Mills 3 Bells .....	Write
Mills 4 Bells, 5¢, Serials Over 1800 .....	\$375.00
Mills Jumbo Parado, P.O. ....	114.50
Mills Jumbo, P.O., Late Hd. ....	134.50
Mills Jumbo Parado, F.P. ....	134.50
Mills Jumbo, Comb. F.P. & P.O. ....	169.50
Mills Square Bell, Skill .....	79.50
Jennings Silver Moon Total. ....	159.50
Jennings Bobtail Totalizer ..	159.50
Jennings Fast Time, F.P. ....	97.50
Jennings Fast Time, P.O. ....	89.50
Jennings Liberty Bell, Slant ..	44.50
Jennings Liberty Bell, Flat ..	39.50
Jennings Good Luck, P.O. ....	49.50
Keeney Triple Entry, 9 Cn. ....	149.50
Keeney '38 Skill Time .....	119.50
Evans Banquets, Red Cab. ....	97.50
Evans Galloping Dominoes, Black Cabinet .....	79.50
Walnut Cabinet .....	124.50
1940 Model .....	179.50
Evans Lucky Lucre, 1940 .....	189.50
Pace Saratoga, Payout .....	89.50
Pace Saratoga, Comb. F.P. & P.O. ....	179.50
Pace Races, Black Cabinet. ....	89.50
Watling Big Game, F.P. Dial ..	129.50
Watling Big Game, Payout .....	114.50
Buckley Flashing Ivories .....	129.50
Buckley Track Odds .....	129.50
Bally High Hand .....	189.50
Bally Royal Flush .....	69.50
Bally Ray's Track .....	69.50
Boulah Park .....	69.50
China Boy .....	59.50
Groetchen Sugar King .....	59.50
Exhibit Tanorant .....	39.50
Pamco Dominette .....	39.50
Pamco Rosemont .....	39.50
Zeta .....	29.50
Zipper, P.O. ....	29.50

**BUY NOW  
For the Duration!**

### SKILL GAMES

Keeney Anti-Aircraft Gun, Black Cabinet .....	\$ 49.50
Brown Cabinet .....	59.50
Western Baseball, F.P. or P.O. ....	79.50
Bang-a-Door .....	125.00
Scientific Batting Practice ..	135.00
Mutoscope Photomatic .....	695.00
Mutoscope Punch-a-Bag .....	195.00
Skeeballote .....	69.50
Seeburg Jailbird .....	97.50
Seeburg Shoot the Chutes ..	104.50
Evans Ten Strike .....	79.50
Evans Ten Strike, HighScore ..	109.50
Exhibit Vitalizer .....	69.50
Mills V-12 Cigarette Vender ..	59.50
View-o-Scope, 1¢ or 5¢ .....	24.50
Film-o-Scope, 1¢ .....	19.50
Groetchen Pikes Peak, 1¢ ..	17.50

### MISCELLANEOUS

AMI Singing Tower, Wall Model, 40 Rec. Selections, with 4 AMI Bar Boxes .....	\$239.50
1¢ Automatic Stores Peanut Vender, 4 Compartments .....	10.00
1¢ Hershey Bar Venders, New ..	4.50
Wallomatics, Factory Rebuilt ..	35.00
Hitler or Jap Changeovers ..	15.00
Seeburg Play Boy .....	49.50
Seeburg Melody Parade .....	8.50
Motors for Seeburg & Wurl. Pfansichtl Needle .....	.40
Title Strips, 1,000 Sheets .....	5.00
Mills Modern Scale, New .....	79.50
Rokkola LO Boy Scale, New ..	69.50
Keep 'Em Bombing, No Tax Counter Game, New .....	22.75
Plastic Sheets, 20"x50", Red ..	10.00

**BELLS**  
*Genuine Factory Rebuilt!*

<b>Blue Fronts</b>	
1¢ .....	\$ 97.50
5¢ .....	135.00
10¢ .....	140.00
25¢ .....	145.00
50¢ .....	300.00
<b>Hand Load Mystery Bells</b>	
5¢ .....	\$142.50
10¢ .....	145.00
25¢ .....	147.50
<b>Brown Fronts</b>	
5¢ .....	\$149.50
10¢ .....	152.50
25¢ .....	154.50
<b>Chrome Bells</b>	
5¢ .....	\$189.50
10¢ .....	192.50
25¢ .....	194.50
<b>Gold Chrome Bells</b>	
5¢ .....	\$189.50
25¢ .....	194.50
<b>War Eagles, 3-5</b>	
5¢ .....	\$119.50
10¢ .....	121.50
25¢ .....	124.50
<b>Bonus Bells</b>	
5¢ .....	\$189.50
25¢ .....	197.50
Cherry Bell, 10¢ .....	189.50
Roman Bell, 25¢ .....	129.50

**NEW MILLS  
VEST POCKETS**  
**BLUE & GOLD**  
EA.

**\$42.50**

**BELLS**  
*Thoroughly Reconditioned*

**MILLS**

5¢ Copper Chrome .....	\$189.50
5¢ H. L. Blue Front .....	125.00
5¢ Blue Front .....	115.00
10¢ Blue Front .....	117.50
25¢ Blue Front .....	119.50
5¢ Brown Front .....	127.50
50¢ Melon Bell .....	300.00
50¢ Brown Front .....	310.00
50¢ Chrome Bell .....	350.00
50¢ H. L. Mystery Bell .....	310.00
10¢ Brown Front .....	125.00
10¢ War Eagle, S.J. ....	110.00
5¢ F.P. Front Vender .....	95.00
5¢ Futurity .....	110.00
5¢ F.O.K. ....	50.00
5¢ Roman Head .....	79.50
10¢ Roman Head .....	82.50
1¢ Blue Front .....	97.50
1¢ or 5¢ Q.T., Green .....	59.50
1¢ or 5¢ Q.T., Blue .....	69.50
<b>Vest Pocket Bell</b>	
Chrome .....	49.50
Blue & Gold .....	34.50
Blue & Gold, J.P. ....	37.50
Green .....	32.50
<b>Golf Ball Vender .....</b>	<b>250.00</b>

**JENNINGS**

5¢ Club Special .....	\$119.50
5¢ Chief, S.J. ....	97.50
5¢ Chief, 4 Star .....	97.50
5¢ Chief, 1 Star .....	79.50
25¢ Chief, 1 Star .....	81.50
25¢ Club Console .....	189.50
Gigola, 5¢ .....	119.50
Goose-neck, 5¢, 10¢, 25¢ .....	45.00

**WATLING**

5¢ Rol-a-Top .....	\$ 84.50
10¢ Rol-a-Top .....	89.50
25¢ Rol-a-Top .....	94.50

**GROETCHEN**

Columbia, G.A., Clu. ....	\$ 79.50
Columbia, D.J., Fruit .....	79.50

**PACE**

1¢ Comet .....	\$ 59.50
5¢ Comet .....	69.50
25¢ Comet .....	74.50
5¢ DeLuxe Comet, S.P. ....	94.50

**PARTS NOW AVAILABLE FOR ALL EQUIPMENT—ORDER TODAY!**

# ATLAS NOVELTY COMPANY

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Ed used to GO HERE

And

I used to service THIS PLACE JUST ACROSS THE STREET

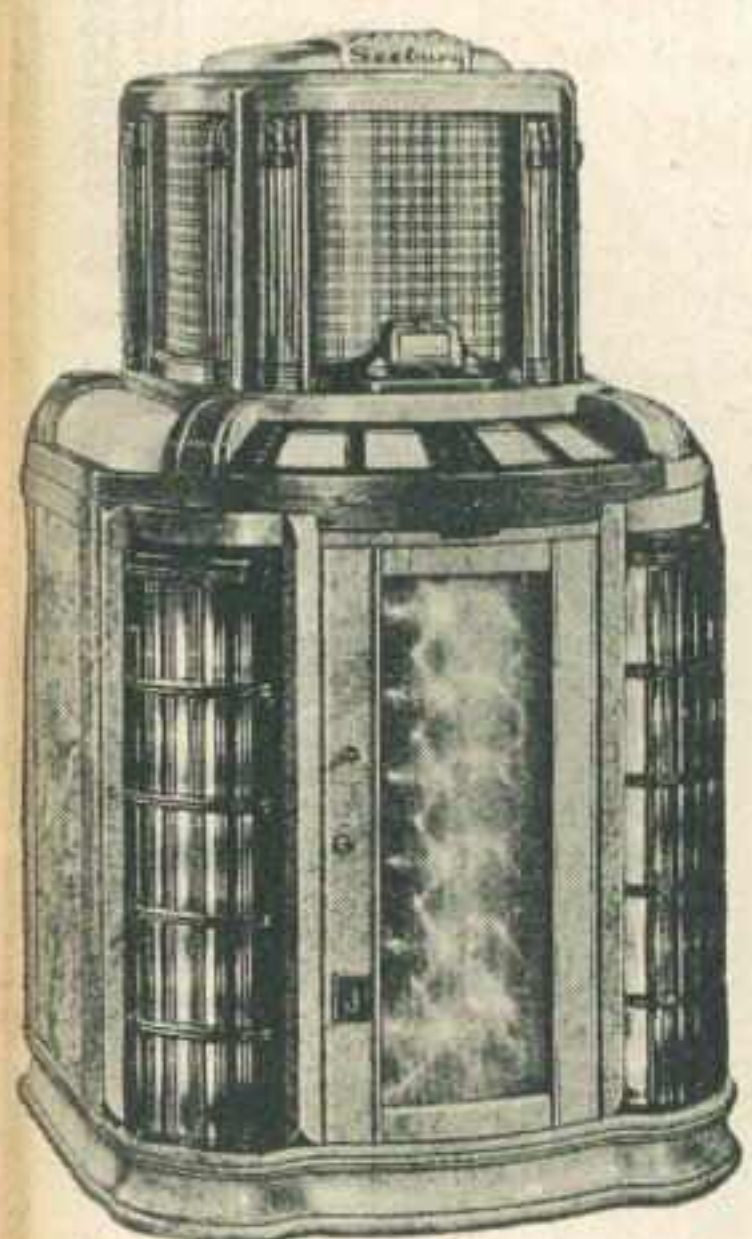


... But that was before Pearl Harbor ...

that was when Ed and I were competitors . . . but, as I said before . . . Ed and I got together and we really feel good about helping Uncle Sam . . . and at the same time helping ourselves stay in business. Ya know, it kinda makes me laugh now when I think of it. When I first put the deal up to Ed he

said to me, "Tommy, how the h——l are you and I ever going to get together on anything? Sure, you're O. K., but business is different!" Anyway, the important thing is, Ed still owns his business and I own mine . . . and this combination has resulted

in a saving on manpower, materials and service that Uncle Sam is now using to great advantage. Heck! When we went over the whole thing we found that all our spots were along the same routes . . . in many instances, right next door to each other! Now one truck does the work more efficiently than two used to do . . . one collector, instead of three . . . and materials that Ed couldn't use, I could use and vice-versa. And the best part of it all is, location owners are completely satisfied with the service. I think Ed and I have hit on a practical idea here that music operators all over the country could get together on. Uncle Sam needs the manpower and materials . . . music is essential to the morale of Our Nation—MUSIC OPERATORS CAN HELP DO BOTH! And don't forget, guys . . . let's buy and sell more of those "knockout drops" (war bonds) for the boys on the other side of "the drinks"!



'42 Seeburg HiTone Symphonola

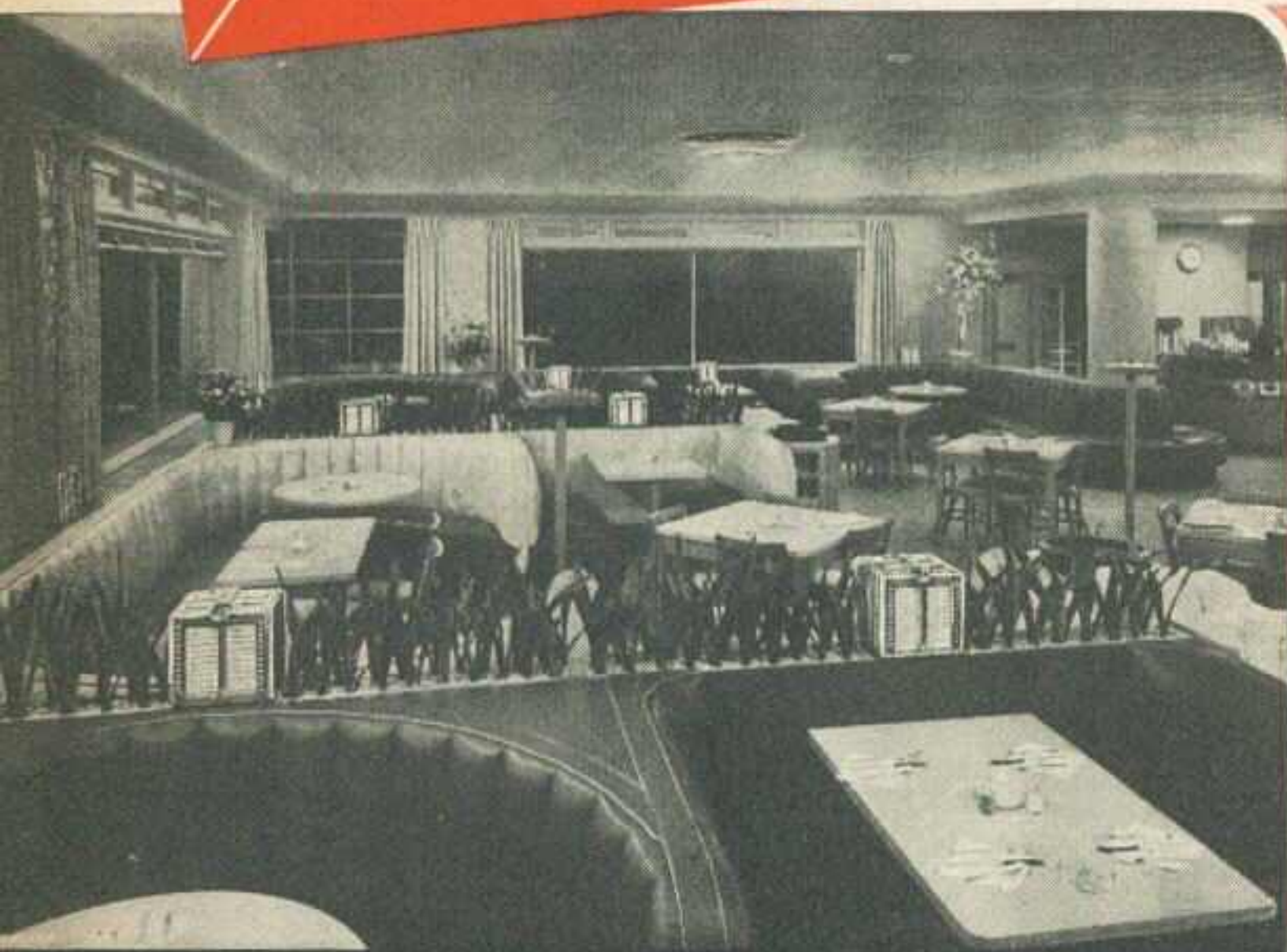
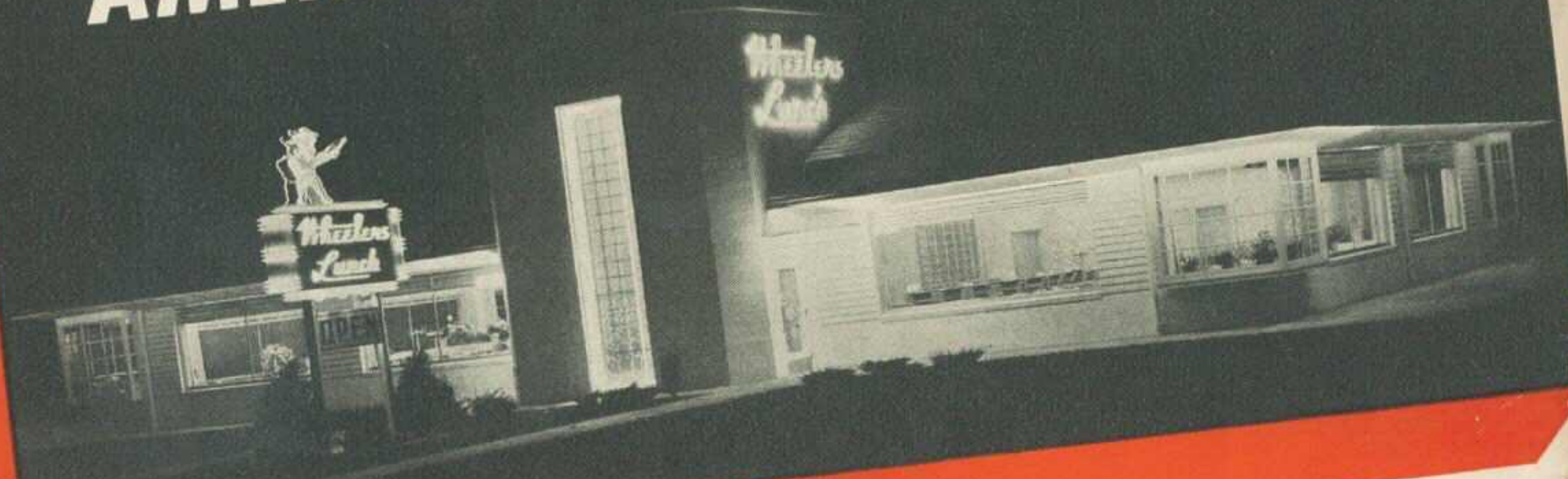


HOW TO CHANGE THE MAPS of the NAZIS, MUSSIES and JAPS  
Keep on buying more  
**WAR BONDS and STAMPS!**

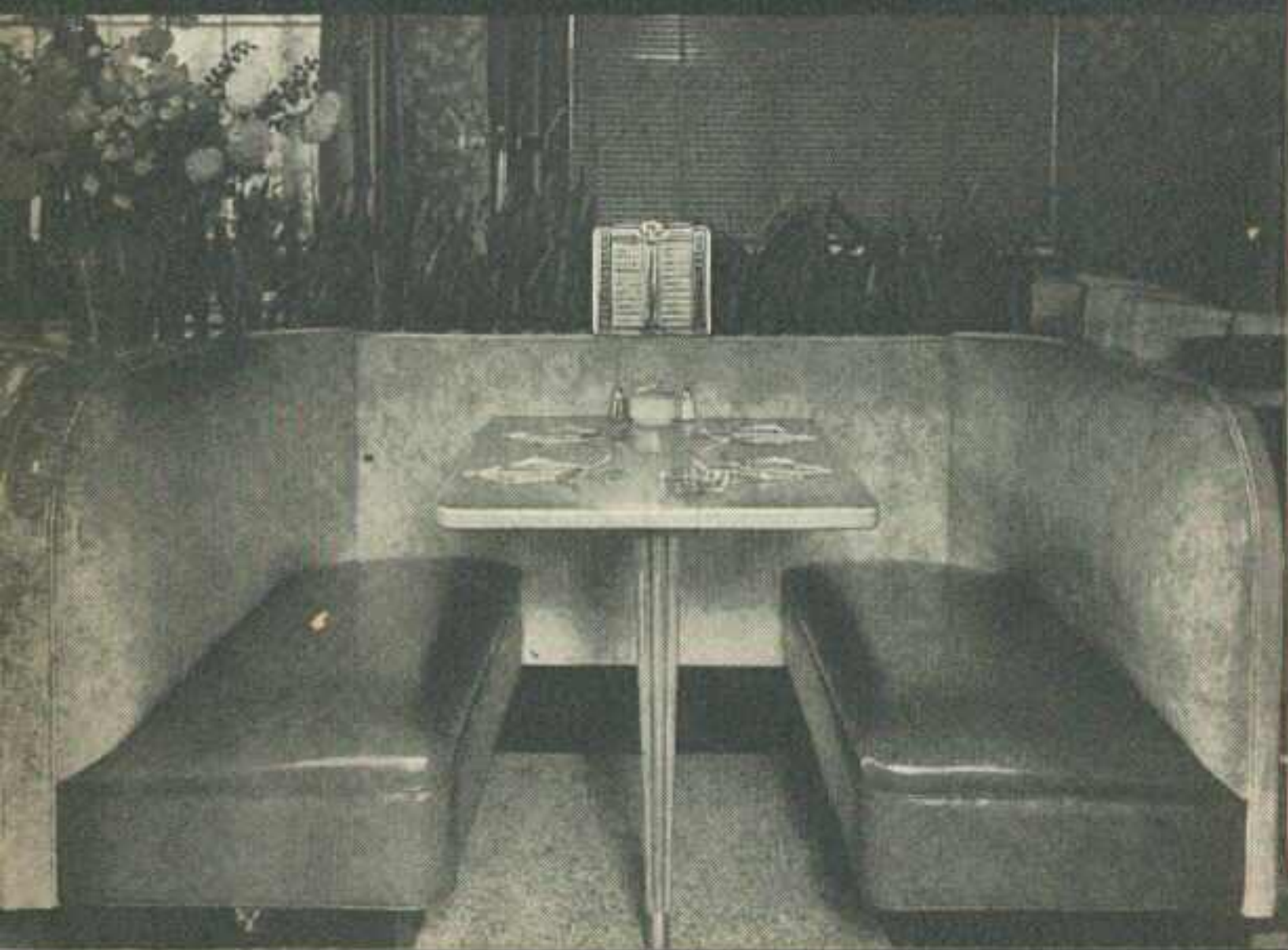
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J. P. SEEBURG CORPORATION • 1500 DAYTON ST. • CHICAGO

Remember! Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!

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Outstanding in appearance, Wheeler's demanded quality music in keeping with the deluxe atmosphere of their restaurant. They got it with a 100% Wurlitzer Installation!



## FAMED WHEELER RESTAURANT in INDIANAPOLIS

### *Features Unique WURLITZER Installations*

Mecca of hungry Hoosiers from all over Indiana, Wheeler's Restaurant, Indianapolis, features not only superb food, but regal atmosphere and one of the finest music installations in the country.

Thirty-seven Wurlitzer Wall Boxes operate a Wurlitzer 780 E Phonograph. Fourteen invisible speakers are mounted above the soundproof ceiling.

Owners, architects and patrons by the thousands continually marvel at the fact that nowhere in this building can you walk away from the music.

Wheeler's is another example that whether standard or specialized equipment is required, Wurlitzer gets the call in America's top locations. The Rudolph Wurlitzer Company, North Tonawanda, New York.

**A NAME  
FAMOUS  
IN MUSIC**



**FOR OVER  
TWO HUNDRED  
YEARS**