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The Billboard

The World's Foremost Amusement Weekly

Vol. 54. No. 28



"The Bright Young Man of Music"

LES BROWN
And His Orchestra

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JACK CARROLL
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EDITORS RATE NIGHT SPOTS

EDITORIAL

What So Proudly We Hail

IN THESE days of war our national anthem, of course, takes on added significance. It is in itself a lovely tho vocally difficult melody. It is also, like the flag, a symbol of the land for which we are fighting and the high ideals for which that land has always stood. As such, it should be treated respectfully, lovingly—reverently, if you will.

Despite the serisationally patriotic gesture of James C. Petrillo, czar of the musicians' union, when he ruled that the anthem must be played at any event where musicians are employed, there is such a thing as overdoing its use. Some time ago Mrs. Roosevelt suggested that indiscriminate use of the melody might eventually result in an apathetic attitude toward it—and it is a point well taken and worthy of thought. Now even more than ever, the playing of our national anthem should—and must—mean something real and vital and very deep to every American. Each hearing of it should mean a fresh and new realization of our pride in our country and our duties to it. Each hearing should be an emotional upsurge, a thrilling experience.

It is easy enough to say, in theory, that that thrilling experience should come no matter how often the anthem is played—but, unfortunately, human nature doesn't work that way. With constant use the bright emotional edges of any symbol become tarnished, less of a prod to emotions, less of a spur to ideals.

Then, too, there is the thought of a beloved symbol of our dearly beloved land being used as a prolog to a parade of wiggling hips in a night club or an introduction to a session of cheap wisecracks on the air. In such cases it may be that we are not precisely honoring the anthem by playing it; perhaps we are doing just the reverse.

But worst of all is the playing of the anthem by a three-man or four-man group hidden under the stage of a legitimate theater, when that group is utterly incapable of doing anything like justice to either the music or the glorious spirit behind it. The patrons dutifully rise and suffer thru the whining parody of a great and dear symbol, but few of them can fail to resent the rendition. Some legit house orchestras have been heard playing the melody as tho they were ad libbing it.

Something definitely should be done; either "The Star-Spangled Banner" should not be played at all under such circumstances or it should be played in a manner worthy to suggest the glorious things for which it stands. Some tiny groups have been heard that have done it justice, playing it beautifully and reverently and with a terrific emotional effect. But most so-called orchestras in legit houses quaver thru it carelessly, as a chore to be gotten over with somehow as quickly as possible.

Such playing is an insult not only to the profession and art of music but to our country as well.

Stork-Billingsley Run Away With Billboard Annual Publicity Poll

By PAUL DENIS

NEW YORK, July 4.—The Stork Club was voted the best publicized local club of the season, with the Copacabana second and the Cafe Society clubs third, by 52 columnists, editors and syndicated writers voting in *The Billboard's* Fourth Annual Night Club Publicity Poll. The Stork was also voted the club with the best promotion, advertising and exploitation campaign, and its owner, Sherman Billingsley, was voted the most effectively publicized club owner for the third successive year. In the race among the press agents Dorothy Ross again won and Edward Seay (Rainbow Room and Grill) shot up to second, with Sobol & Hartman dropping to third place for the first time.

Obviously, Billingsley emerges as the outstanding night club personality of the season. A curious result of the poll is Benito Collada (owner of El Chico) making a spectacular leap into second place as best publicized club owner, ahead of such national figures as Billy Rose, in third place, and Felix Ferry, fourth place. Dorothy Kay p. a.'s El Chico and Collada,

Dolly de Milhau joined the Stork Club in December, replacing Don Arden, who joined the army. And with Dorothy Ross once more the top n. c. p. a., the female press agents just about stole the show.

Rating of Night Clubs

Leading night clubs of the 1941-'42 season and their current press agents are:

Stork (Dolly de Milhau), 103 points; Copacabana (Jack Diamond), 54; Cafe Society Uptown and Cafe Society Downtown (Ivan Black), 36; El Morocco (Chic Farmer), 25; Rainbow Room (Ed Seay), 16; 1-2-3 Club (Dorothy Ross), 16; Leon & Eddie's (Dorothy Gulman), 16; Ben Marden's Riviera (Carl Erbe), 16; Diamond Horseshoe (Michael Mok) 15; Lou Walters' Latin Quarter (Irving Zussman and Gertrude Bayne), 13; El Chico (Dorothy Kay), 12; LaMartinique (Dorothy Ross), 10; Hurricane (Jack Tirmann), 5; Versailles (Leonard MacBain), 5; Jack Dempsey's (Dorothy Gulman), 5; Stage Door Canteen (Lorella ValMery), 5; Gay (See *Stork Club Dominates on page 11*)

Irving Berlin All-Soldier Revue Solid Entertainment; Expected To Gross 200G in Six Weeks on Stem

NEW YORK, July 4.—The Irving Berlin all-soldier revue, *This Is the Army*, should have no trouble packing them in during its scheduled six-week run at the Broadway Theater here. Preview of the show last night revealed an amusing, light, tuneful revue that sticks to entertainment and avoids flag waving or too-propagandish tricks. Berlin music is humable and easy to remember, and out of this show should come some hit tunes, especially *I Left My Heart at the Stage Door Canteen*.

The admission scale of \$1.10 to \$4.40 should give this 1,900-seat house a weekly gross of around \$47,000. The premiere tonight was expected to pull around \$50,000, due to the \$27.50 top and contributions. Advance sale was around \$40,000. Apparently the show was definitely set as a sell-out even before it premiered tonight. It is possible that the War Department will okay sending the show on the road to play larger theaters and auditoriums. The show is expected to gross about \$200,000 in its local six-week run.

The show is World War No. 2's counterpart of the famous *Yip Yip Yaphank*

revue Berlin wrote for World War No. 1. Berlin even spots himself in uniform in the closing number, which is a repeat of one of the Yaphank song and dance numbers and which uses 10 original members, including Dan Healy, Peter Burns, Jack Riano, Pete O'Neill, Bob Adams, Leonard Lohman, Tom Ward and Bert Spence. It is a showmanly number and Berlin's singing of his *How I Hate To Get Up in the Morning* just about tore the house down.

The show itself is smartly staged. It uses a huge cast of some 300 soldiers. All the sight comedy is clean and there is nothing offensive in the script. Show opens with 115 soldiers on stage projecting the feeling of army solidarity and proceeds like a minstrel show, some soldiers singing, others dancing and some engaging in comedy patter. Forty minutes later it shifts to in-one and from then on scenes change fast. Costuming is excellent and the sets are neat and just right, without being lavish.

Negro actors have their own scene, *Well-Dressed Man in Harlem*, and their singing, dancing and terrific energy (See *Berlin Soldier Revue on page 18*)

Army Take-Over of Hotels, B'walk Restrictions Change A. C. Picture

ATLANTIC CITY, July 4.—The resort's after-dark scene changes from the Boardwalk hotel spots to the side avenue cabarets as a result of the Army Signal Corps and Coast Guard taking over the beachfront hotels. The army has already taken over the Ambassador Hotel and the Traymore Hotel. The area in which the army men have signified interest includes the President, Ritz-Carlton, Brighton, Chelsea, Claridge and Marlborough-Blenheim hotels. Both the Ambassador and Traymore house supper clubs, while the Chelsea's Grill, Ritz's Merry-Go-Round and President's Round-the-World Room are outstanding after-dark spots.

With the emphasis already taken away from the Boardwalk by the dim-out, a special order of the coast guard places a 1:30 a.m. curfew on the Board-

walk, warning that all Boardwalk strollers will be questioned after the curfew hours. Boardwalk restriction hits Frank Palumbo's Chateau Renault, Rvin Wolf's Ship Deck, Tom Endicott's Dude Ranch, the Chez Paree and Herman's Music Bar.

By the end of the summer it is hoped that the resort will have tens of thousands of trainees, which will help Atlantic City survive the war dislocation.

Big play that went to the hotel spots on the walk will now be absorbed by the side avenue and Atlantic Avenue niteries.

Army plans also include the taking over of Convention Hall for training purposes. Will mean the canceling of *Ice-Capades*, scheduled to start a seven-week engagement July 24.

Auto Races Banned By ODT; Order To Be Effective July 10

WASHINGTON, July 4.—All automobile racing in the United States will be banned to conserve rubber, the Office of Defense Transportation announced in a news release yesterday. The order, effective on July 10, applies to all motor-vehicle racing meets, including midget cars and motorcycles.

Statement said officials estimated that about 1,500 cars in scheduled meets would be affected. All auto race programs that had been under auspices of the contest board of the American Automobile Association were canceled by the AAA last February.

The ODT estimated that 1,000 midgets and 500 large cars were in racing service under other auspices. Numerous meets at speedways and fairs have been scheduled by Central States Racing Association and International Motor Contest Association.

Ottawa Fair Is Off; Army To Hold Plant

OTTAWA, July 4.—Announcement was made yesterday by Dominion Government and fair officials that Central Canada Exhibition, scheduled here on August 17-22, had been canceled for the duration. Government has found it impracticable to transfer to another site the Basic Training Center for the Canadian Army which has been in operation on the grounds for several months.

Army has been using the grounds since the outbreak of war in September, 1939, but not to the same extent as at present. During last year's fair the army retained possession of all buildings, but the association was able to go ahead with a "tented fair" and with grandstand show and midway exhibits under canvas.

It had been planned to stage a similar fair this year and the association had gone to considerable expense. Prize lists (See *Ottawa Fair Canceled on page 32*)

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Henie-Wirtz "Stars on Ice" Bows; Has Earmarks of Another Winner

NEW YORK, July 4.—Sonja Henie and Arthur Wirtz, with a year and a half run of the two editions of *It Happens on Ice* under their belts, presented a new one, *Stars on Ice*, Thursday evening at the Center Theater. As ice shows go, this looks like another winner. It is big, sumptuous, beautiful and persistently graceful, and it even erupts at intervals with exciting talent. First-night drawbacks were numerous enough at the opening, but it's to be presumed that these will be toned down in a couple of

days, with the show then digging in for a long run. *It Happens on Ice* attracted hundreds of thousands of customers, and there seems to be no discernible reason why *Stars on Ice* shouldn't follow suit.

Chief drawbacks at the opening were the running time—the show didn't break until 11:35—the numerous dull spots and the work of the pit band led by David Mendoza. The first two of these can be eliminated simultaneously. Far more than 35 minutes of the total running time fails to justify its retention, and when it's cut out the show will have attained added speed and interest and will have lost its similarity to a dance marathon. As for the last fault, it too can probably be corrected. The band improved noticeably in the second half, but even then it missed bare adequacy. During the first half it was impossibly bad. It sounded thin, it lacked even a vestige of lift or drive, it slowed the tempo of practically every number, it failed to keep up with the skaters, and on one routine it ended up about a bar and a half behind the unfortunate performer. Even so it looked as the Mr. Mendoza could barely keep up with his own men. His acrobatic gyrations seemed to leave the boys entirely to their own devices, an impression that the resultant sounds emphasized.

On the credit side the outstanding items are the work of many of the principals, the astounding and breath-taking ability of a hard-working and altogether excellent chorus, and the gorgeous and brilliantly imaginative costume designs of Lucinda Ballard. Other designers also worked on the show, but Miss Ballard's creations are consistently outstanding—one of the finest costume jobs in a season noted for its magnificent costuming.

Production numbers fill the stage with colorful crowds of chorus people and principals, but many of them lack imagination and would be aided by cut-

No-Liquor Club Clicks

MADISON, Wis., July 4.—Le Roy (Andy) Anderson, operator of Hollywood-at-the-Beach, nitery near here, has rated an editorial in *The Capital Times* complimenting him upon the inauguration of a new Friday night no-liquor policy. The night has been set aside for the younger folks. The newspaper editorial urged support of the "experiment."

Me. Hit Hard by Gas, Tire Curb

PORTLAND, Me., July 4.—The rock-bound coast of Maine, which developed a heavy gold streak in the summer time, is looking for a new bonanza, because business, in the words of natives who look to vacationers to provide them with year-round daily bread, "just ain't."

Effect is due to gas and tire rationing. While able-bodied males have waxed comparatively wealthy since the opening of the shipyards at South Portland and Portsmouth, N. H., (50 miles apart), they aren't spending their money on gimmicks. (See MAINE HIT HARD on page 8)

Schaefer Re-Elected To RKO Board

NEW YORK, July 4.—George J. Schaefer, who asked stockholders that he be relieved of the presidency of RKO, was re-elected to the board of RKO directors at a meeting held last Wednesday in Dover, Del. J. Miller Walker, secretary, was also named to the board.

Those named at the stockholders' meeting as directors are Raymond Bill, Ned E. Depinet, Frederick Ehrman, Thomas P. Durrell, Lunsford P. Yandell, John M. Whitaker, N. Peter Rathvon, Richard Patterson Jr., L. Lawrence Green and DeWitt Millhauser.



FOR patriotic reasons all of us should do a minimum of hating these days. We should reserve our baser impulses for such alleged gentry as Hitler, Mussolini and Hirohito. Recognizing this we must therefore apologize not only for diverting our hate to an insignificant object of purported humanity but making a public spectacle of it in this column.

We doubt whether anybody can successfully charge us with cowardice as applied to the subject matter of this column since its inception in November, 1931. On the other hand, we believe in the wisdom of the apothegm, "Discretion is the better part of valor." We could name a name here and probably get away with it. But there is a chance that we could not. And we have no right to subject *The Billboard* to that risk merely to obey an impulse. There is another reason that we do not identify the object of our hate by name. He is the kind of guy who, instead of being hurt by the things that are said about him, might very well derive fiendish delight from the mule droppings thrown in his insipid face. We do not intend to add to his happiness one whit. So he shall remain nameless. And if there is anybody in the band business who doesn't know whom we are talking about when we reach the end of this piece he is either deaf, blind or dumb—but mostly dumb.

In our 40 years of living we have run across all kinds of right and wrong guys. One thing we learned early was that most of what we call the wrong guys have redeeming qualities. When the whole world holds its nose from the stench that exudes from them there are usually a few folk scattered here and there who think they are pretty much all right. Which means, perhaps, that the definition of whether a guy is right or wrong depends on a point of view—or the preponderance of a point of view. If 75 of us think a guy is okay and only 10 think he is stinko then it might be safely assumed that he is of average or passable quality. Because the man doesn't breathe, or perhaps we should say the man doesn't play a part in life's play, who isn't disliked by somebody at some time.

But the hero of today's sweet little diatribe possesses a unique distinction. He is hated by everybody. What makes show business so charming is that it is possible for our hero to be thoroughly and universally detested and still make enough money to consider Franklin Delano Roosevelt a piker. There's a helluva lot that's all right with a democracy (so much that most of us are ready to give up our lives to insure this kind of life for those that will come after us). But there are flaws in democracy and one of them is that a specimen of asafetida who rates this column this week is permitted to go on and on.

To save the trouble on this hot day of trying to dig up synonyms to veil the name of our hero from the world let's call him Sewer Gat from now on; Sewer for short.

Sewer is a band leader. At least that's what he has gotten away with being. He owes everybody money—that is, everybody who's ever had any business with him. He has a load of money cached away somewhere. Nobody seems to know. If anybody ever found out there would be a line as long as Golden Gate Bridge waiting their turn to slap a paper on him.

Sewer never keeps his word. He takes a delight in making appointments that he promptly forgets about. He derives (See SUGAR'S DOMINO on page 10)

AGVA National Suspends Officers Of Cleve. Local

NEW YORK, July 4.—In the continuing reorganization of the weak links of the American Guild of Variety Artists, officers and board members of the Cleveland local were suspended Wednesday (1) "for an indefinite period" by the national office, because of growing factionalism and dissension in the Ohio area.

Order to suspend the Cleveland execs was issued by Walter Greaza, national administrative chairman, and Jonas T. Silverstone, national counsel of AGVA. Cleveland was also informed that Billy Grubs, exec of the Toledo local, was being sent to Cleveland as national rep "until Cleveland can administer its own affairs."

Cleveland local has been one of the last to continue withholding its per capita tax to the national. Dissension in the local cracked open six weeks ago when Duke Rohrbacker, its exec secretary, went into the army. Since then six people have been trying to get the exec sec's seat, resulting in "the grinding of personal axes and a cessation of work," according to the national office.

An advisory committee to assist Grubs, consisting of Ann Charles, president of the local; Bob Ellsworth, and one more, as yet unnamed, will administer union affairs until the national office feels the local can operate on its own. Local was also ordered to turn over all funds to Grubs.

LES BROWN

(This Week's Cover Subject)

LES BROWN has really arrived. He and his band have just concluded work on an RKO picture, "Sweet and Hot"; are now in their third week at Palladium Ballroom, Hollywood, and, after Labor Day, will play a long return engagement at the Blackhawk Cafe, Chicago.

Since his last stay at the Blackhawk, Brown has played all the best theaters, including three weeks at Paramount, New York, and stops at Adams Theater, Newark, N. J.; Strand Theater, Brooklyn; Earle Theater, Philadelphia; State Theater, Hartford, Conn.; Chicago Theater, Chicago, and leading houses in other large cities.

Brown has always had the organizational and arranging talent, but it was never fully realized until he went under the management of Joe Glaser in February, 1940. Prior to this association the Duke University graduate had almost made the grade with a couple of other band ventures, but something always seemed lacking. That "something" appears to have been furnished in the astute person of Glaser, who has Brown booked solid thru the coming summer and fall.

The band is as up-to-date as today's paper, playing the kind of swing that appeals both to dancers and listeners. The his crew is styled to give out the hot stuff, it is also styled to please radio audiences, and its remotes are consistently easy on the ear. Betty Bonney and Jack Carroll handle the vocals.



THE Stem is having one of its best early summers in many years despite gas rationing, travel restrictions, dim-outs, bad war news and what have you. Films are doing terrific and so are the combination houses, led by the Music Hall with its record-breaking run of *Mrs. Minto*. And legit looks almost like the dear dead days before the depression, with sellouts and standees the rule rather than the exception at many of the musicals. . . . Mario, of Mario and Floria, tells the story of his recent date at the Mount Royal Hotel, Montreal, when a bellboy kept telling him that a representative of 20th Century-Fox was waiting to see him in the dining room. Mario, used to such ribbing from other performers, sent back tart and insulting messages. But no, you're wrong; it wasn't really a talent scout. It was, believe it or not, Daryl Zanuck. . . . Now that theaters are collecting scrap rubber, among their other patriotic services, night clubs are determined not to be left behind. At any rate, Jimmy Dwyer, owner of the Sawdust Trail, which has a 10-cent cover charge, says he welcomes donations to the rubber collection box in lieu of the cover. . . . The Ambassador Hotel in Atlantic City, recently taken over by the army, will be remembered in show business as the spot where Eddie Garr once worked as a bellhop and Eleanor Powell's mother was once a housekeeper. . . . One high spot of *The Chocolate Soldier* a couple of Wednesdays ago was Allan Jones' attempt to vault gracefully over a walled hunk of scenery. He made it after a laborious belly-crawl followed by a heavy-footed landing. It aroused titters from the audience and even broke up Jones himself.

MAL DODSON, publicity director of the Atlantic City Convention Hall, used to lead a band on one of the resort's piers. And one of his sidemen was Ziggy Elman—who played trombone at the time. Dodson swears that Elman is a better trombonist than he is a trumpeter. . . . Stella Unger, who reports Hollywood news over WEAJ, left for the scene of her news stories Thursday (2). She starts broadcasting from Hollywood Wednesday (8). . . . Harry Lawrence, former agent, is now an officer in the morale division at Camp Devens, Mass. . . . Ed Hurley, Broadway p. a. and man-about-town, is author of a 20-page book in magazine format. It's called *Fighting the Fifth and Sixth Column Menace*. . . . Public esteem for gentlemen of the press is going to take a sharp drop if radio quiz programs persist in inviting the news lads to participate. Some months ago a choice bevy of newspaper reporters was ignominiously defeated on *The Battle of the Sexes* by a group of mere radio actresses, and a couple of weeks ago Jerry Franken, of *PM*, appeared on *What's My Name?* and covered himself with something less than glory. . . . The hopeful little "For Rent" signs on empty Broadway spectaculars seem rather forlorn in this age of constant dim-outs.

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Helbock Injunction On Onyx Club Title Is Denied by Court

NEW YORK, July 4.—Joe Helbock, one-time owner of the Onyx Club, when it was one of the original swing mills on 52nd Street, was denied an injunction Tuesday (30) against Arthur Jawitz, major stockholder of the newly revived Onyx Club, which opened on 52nd Street last month.

Application for injunction was made to Justice Peter Schmuck, in New York State Supreme Court, on the grounds that Helbock holds the original title to the name Onyx Club and that present use injures him, since he expects to open up again on 52nd Street.

Justice Schmuck, in denying the motion, ruled: "It is an essential requirement that it be convincingly demonstrated that actual or threatened use of the trade name in question will result in disadvantage and damage to the petitioner. The record before the court on this motion is woefully deficient."

Judge's denial also stated that Helbock divested his rights when he assigned the Onyx Club to other persons some time back.

Chauncey S. Olman was attorney for Jawitz.

Show Business Joins Detroit Bond Drive

DETROIT, July 4.—A rarely seen unity of every branch of show business was shown here this week in an all-out drive for the sale of War Bonds and Stamps. Indoor and outdoor branches contributed.

Idea was a two-day test drive for bond and stamp sales that is expected to set the pattern for city-wide drives in every town in the country. Carefully worked out 100 per cent program was based chiefly on newspaper advertising. Total volume of advertising, coming on Tuesday and Wednesday, was only moderate, especially on the amusement page, because of the time of the week, but it was 100 per cent War Bond copy.

Legitimate theaters were presented by the Cass and the Lafayette; burlesque by the National; while the major vaudeville and motion picture houses did the same thing on a larger scale. Night clubs also joined in. Outdoor show business was represented by the Royal American Shows, playing in the suburbs, and parks by Eastwood, which plugged the sale of stamps on its own midway.

New Control for Stoll Theaters

LONDON, June 8 (Delayed by Censor).—Speculation as to immediate future of Stoll Theaters Corporation has been settled by announcement of executors of late Sir Oswald Stoll that they have sold the management shares to Prince Littler, new managing director of the company. Voting control of Stoll Theaters is vested for practical purposes in the 100,000 one-pound sterling management shares, which carry an equal number of votes as the £2,002,417 of ordinary capital.

This announcement follows registration of new private company titled Prince Littler Trust. Directors are Prince Littler (permanent managing director), Thomas F. Birch, Alexander Cruikshank, Stewart Cruikshank, Emile Littler, Samuel H. Newsome and Charles Gulliver.

Balto Club in Trouble

BALTIMORE, July 4.—Edward C. Everson, proprietor of the Footlite Club, was released on \$100 bail for the grand jury on a charge of staging an "entertainment, show or dance" before 2 p.m. Sunday. An actress, a singer and a dancer were charged similarly. All were dismissed except Everson by Magistrate Elmer J. Hammer.

Possibilities



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

TERRY SISTERS—two young, beautiful and shapely gals now fronting a Latin band at the Rainbow Room, New York. One, Edna, was a tap dancer before they teamed, while the other, Betsy, was a singer and dancer. They sing Cuban, Portuguese, Spanish and Mexican tunes, as well as English, and strut and sway appealingly on the bandstand. Have allure and talent, and should be excellent for a musical film, with or without their band.

For BANDS

LEONARD SUES—young trumpeter caught last week at Loew's State, New York. Lad has been in pictures, and was also in *Johnny 2nd*, legit show, wherein he scored a hit with his brilliant tootling. His trumpeting is both showmanly and musically exciting. Can also handle lines nicely. Would be a natural fronting his own band.

UTWAC To Get 15% Of Army, Navy Shows

NEW YORK, July 4.—United Theatrical War Activities Committee, organized last May to regulate military benefits, is set to reap a juicy bonanza because of its success in concluding arrangements whereby it will receive 15 per cent of all moneys grossed by Army and Navy Relief Fund benefits.

Earlier announcements from James W. Sauter, executive director of UTWAC, was that the group would collect 15 per cent of all benefits cleared, but no mention was made of Army and Navy shows, which was thought would be exempt.

However, negotiations between Sauter and Stanton W. Griffis, head of Naval Relief affairs (and chairman of the board of Paramount Pictures), resulted in the army and navy coming into line also with 15 per cent for actors' services. Money will be divided between the American Theater Wing War Service, to operate the Stage Door Canteen, and Theater Authority, to be distributed for show business needy thru the unions.

UTWAC will use about 2 per cent for operating expenses.

Agreement to bring the army and navy benefits into the fold was made on the basis that UTWAC wouldn't touch the grosses of the last two big benefits and one big army shindig to be held in the future, but all others beyond that would be subject to the tax. Regulatory body will act as a clearing house for all talent playing free shows. Group, however, will not clear talent for local and neighborhood organizations tossing war relief benefits, because the office would eventually be flooded with small benefits.

Operation is such that when performers are requested to do benefits, the query is turned over to UTWAC, which has the final say, provided the performer is willing. By this procedure, performers can brush off countless requests (which would take up all their time and prevent many from earning a living) without offending anybody.

Theater Authority's only participation will be on the receiving end. It will continue to regulate benefits of a civilian nature.

"Blackouts," Coast's 2d 2-a-Dayer, Opens Well; Bill Strong on Comedy

HOLLYWOOD, July 4.—Another West Coast two-a-day vaude, *Blackouts* of 1942, presented by Ken Murray and Billy Gilbert, opened this week at the 1,100-seat El Capitan, formerly the Hollywood Playhouse, on North Vine. Attendance has been good, with the first several nights sell-outs at \$1.65 top. Show runs two hours 15 minutes.

Murray and Gilbert have gathered a likely array of talent and show holds interest, but its exceptionally good spots are few and far between. Comedy is good, however, and that's what West Coast people seem to want these days.

A *Few Minutes With the Ladies* is the opener and the Glamour Lovelies are on, with Vivian Marshall warbling a la Eva Tanguay and Nora Bayes, *I Don't Care and Shine On Harvest Moon*. She brings it up-to-date with song styling of the late Helen Morgan and Sophie Tucker. To put the show in the groove, the Romer Twins clip off a neat rhythm tap. Mabel Butterworth demonstrates what old-time tapping was like, and proves the first hit of the show. Winds up with a handspring that brings down the house. Miss Butterworth speeds up the show, which lags the first few minutes.

After Ken Murray makes his initial appearance as emcee, the show becomes faster and much smoother, and lucky for the audience, Murray comes on early.

Roy Davis scored high with his imitations of well-known artists. With the phonograph doing the voice, Davis mimics the artists' facial grimaces. Did Danny Kaye, Cyril Smith on *I Heard Three Birds*, and chalked up a show-stop with a bit of singing a la Bonnie Baker on *You'd Be Surprised*.

Marie Wilson, pretty and vivacious as ever, knocked 'em for a loop with her gags. Murray assists, and they make an ideal comedy pair. Material is clever and put over in a showmanly manner.

Park and Clifford went to town on hand-to-hand work. They are graceful and work smoothly. Murray, attired in shorts, is on to assist them on the wind-up and, surprisingly, one of the acrobats does hand-to-hand with him. Murray and one of the team members wind up with a double-over to put the audience in the aisle.

Billy Gilbert, sneezing and spewing comedian, follows with one of his tongue-twisting parts. Tries to explain how to get the cream into a Boston cream pie and ends up spewing all over the stage. Material is old but got a hand from the Billy Gilbert fans.

Nicholas Brothers, sepia dance team, offered their film routines. One vocalizes a tune in Portuguese, followed by a dance routine to *Down Argentine Way*. Murray (the guy's in every turn) comes on for the finish. Lads had to beg off.

Gene Austin, at the piano, assisted by Kandy and Koko, ran the vocal gauntlet of pop tunes and then hit back in the album for the oldies that brought him plenty of response. His high scoring was on *My Blue Heaven, I'm Nobody's Sweetheart, Make Believe and Melancholy Baby*, the last two while heckled by Murray, sprawled atop the piano, who takes a hot foot from Kandy and Koko. Austin still has appeal and the crowd really went for him.

Ken Stevens, vocalist, won the audi-

ence as soon as he took the mike at the opening of the second half. Warbled *Say When*, with Murray interrupting as patrons took their seats. Does a great job singing and selling in the top bracket. Gilbert vocalizes the same tune for a good hand. After a bit by Gilbert and Miss Wilson, Stevens warbles a college tune to bring on the Glamour Lovelies for a baton number. Following a chorus of *Buckle Down, Winsome*, pretty Billie Atkinson, baton twirler, takes over for some real majoretting highlighted by one-hand overs with the baton still going. Finishes off with a six-foot baton weighing 20 pounds. Act is solid.

Gilbert's forte is sneezing and he gets plenty of chance to sneeze in the next bit, wherein he is shown attempting to buy a handkerchief at a cigar stand that doesn't carry them and sneezes all over the girl attendant. A second gal assists.

Connie Russell, bubbling over with vim, does a speedy version of *I Got Rhythm* followed by *They Didn't Believe Me*. Easy to look at and with a resonant pair of pipes gal put the show back in the groove.

Helene Gardner Foursome, three men and a gal, is one of the most outstanding acrobatic groups seen here in some time. Perfect timing is exhibited as the gal is tossed from partner to partner, sometimes nearly across the stage. Act put the patrons on edge and had to beg off. A gay nineties scene, a poker game, with Gilbert, Murray, Peter Brocco and Austin, is a scream.

Miss Marshall reappears for her version of a tipsy soprano botching up an operatic aria. She is followed by Miss Russell warbling *Say When* to bring on the cast for the wind-up.

Staff includes Royal Foster, special comedy material; Bill Morrow, added dialog; Stanley Poss, stage manager; Dan H. Friendly, in charge of show routine, and Dick Hunt, press representative. Costumes by Madame Houde and designed by Jourage. *Sam Abbott.*

Two Gals, One Name

DETROIT, July 4.—Somebody's going to have to figure out a system of priorities for show names. This town now has two girl vocalists in leading spots with the same name—Del Parker.

Del No. 1 has been around town for several months, working chiefly at the Brass Rail. Del No. 2 was with Bob Astor's band when he opened at the Graystone, but switched last week to the swanky Club Royale with Bill McCune's band, in place of Katherine Hoyt, gone on vacation.

Both live at the same hotel and are having plenty of grief over mixed letters and phone calls.

After 17 Years

DETROIT, July 4.—Perry Twins have split up after 17 years in vaude. Jim Perry has just gone into the army, and Mike Perry has taken a post as greater at Gasper Malorana's Club, San Diego. Act will probably team up again after the war.

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A. H. WILLIAMS, PRESIDENT; W. G. CARLTON, CHAIRMAN OF THE BOARD; J. G. WILKINSON, VICE-PRESIDENT.
The King time shown in the date box on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

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Response With Rubber Slapped the Jap-Axis
THE TOLEDO TICKET CO.
TOLEDO (Ticket City), OHIO
Manufacturers of **TICKETS** of Every Description. Stands Ready To Serve You Day or Night. Send Us Your Next Order or Inquiry. Quick Deliveries.

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.

HOLD ON TO SPONSORS

Institutional Shows Hypo Biz; Planning for Post-War Markets Idea Is Sold Sponsors by Nets

NEW YORK, July 4.—Summer radio business is turning upward, with radio execs being optimistic not only for the hot months but for the fall. Optimism is based on their ability to sell big corporations an institutional campaign, even tho the consumers' market for goods has practically disappeared. Latest addition to chain institutional business is the Ford program, to start soon over the Blue.

Other institutionals comparatively new are the Studebaker sponsorship of Eric Severid, *Cheers From the Camps* by General Motors, Frazier Hunt on behalf of General Electric and the expected return of Texaco in the fall with its airing of Metropolitan operas.

One chain is already dickering with steel and airplane companies, while another is wooing a prominent shipbuilder. Chances of nabbing these commercials, according to one exec, is exceedingly bright.

Optimism is based on the fact that, while consumer goods are unavailable, peacetime will leave these plants with expanded facilities which must be kept going. The expanded production facilities, they feel, can, in peacetime, be geared for mass production of consumers' items at considerably less cost than prior to the outbreak of the war. Radio execs claim that wartime technological developments may permit, for example, the automotive industry, with its increased mass production facilities, to stamp out cars for considerably less than the pre-war costs. Another factor in this same industry is the greater development of high octane gas, which will enable autos to be built with smaller motors for less dough. They claim that the auto industry, realizing its peacetime potentialities, will give the nets a considerable chunk of dough. The same situation exists among the small boat builders, who may be able to produce a craft that will be low priced enough to get a wide consumer market.

Radio execs point out that advertisers

Plugs Negro Campaign

CHARLESTON, W. Va., July 4.—Reaction to the request of OFF Chief Archibald MacLeish regarding the use of Negroes in radio found fertile reaction at WGKV here. Station for 65 weeks has been offering a public service program, *Spirit of Democracy*, put on by Kanawha County Board of Education.

Broadcast is designed to stimulate co-operation, and has built up an "international" cast of school children, from junior high and high schools. Includes Negroes, Chinese, Syrian, Jews, Catholics and Protestants.

Result was surprising to station. Audience was 26,000, on basis of replies.

Old Army Game

NEW YORK, July 4.—At present writing it seems that *This Is the Army*, premiering tonight at the Hollywood Theater, will have no air premiere with a lobby broadcast, in spite of the fact that practically every indie and network station put in a bid.

Difficulty is the money problem. Irving Berlin, in total charge of the show, is insisting that the station getting the assignment plunk down \$10,000 for the Army Relief Fund. So far there have been no takers, and according to all indications no station has put in a counter bid to air the show. Army officials are said to be trying to persuade Berlin to relent on this issue, but so far he hasn't.

Stations say that they will not lay any amount like that on the line for the privilege. They insist that airing the show is just another public service feature which will promote ticket sales, to the Army's advantage.

realize the fallacy of stopping ads when going full blast, when many firms found themselves in bad shape at the end of World War I.

Another angle that may lead to successful selling is the probability that if the dough isn't spent in ad costs, high excise taxes will take it away.

The Chrysler and Firestone programs have not let up, even tho they have no consumer goods to offer, indicating that the nets' line of reasoning is falling receptively upon advertisers.

Another factor that may sell air time is the desirability of retaining the same time.

Another bright factor is the increase in newspaper ads of big war plants, telling of some production phase tied up with a patriotic motive. Radio is trying to pull in some of that dough.

A peculiar situation currently exists in regard to gasoline programs. In the East where rationing exists, plugs, whether pointed to sales or not, are ineffectual. In other parts of the country the sales talks naturally point to their own product but are tempered with the necessity to go easy on gas consumption to conserve rubber.

In all these fields the plants are going full blast, the only difference at this time being government's buying the output.

Mischa Auer's Sustainer

HOLLYWOOD, July 4.—*Memoirs of Mischa the Magnificent*, starring Mischa Auer, bows as a sustainer over CBS here July 5, produced by Paul Pierce. Based on scripts by Carl Herzinger, show will be a combination of comedy and drama. Wilbur Hatch's studio orchestra will furnish the music and Buddy Clark will be featured vocalist.

Rationing Aids Listening

NEW YORK, July 4.—Gas rationing is responsible for increased radio audiences in the East, according to the Hooper survey. Listening figure for the rationed areas for the first seven days in June was 26.2, compared to the 24.0 for the same time last year. Figure for non-rationed areas was 23.1.

Bowman Leaves WWJ

DETROIT, July 4.—Howard J. Bowman has left WWJ here to do welding research for the Fisher Body Division of General Motors.

Sale of Agency Stock; AFRA Agents Argue Revising License

NEW YORK, July 4.—The American Federation of Radio Artists is completing negotiations for a revision of its agency license form, with the Artists' Representatives' Association and the Artists Managers' Guild of Los Angeles. One of the most important points being discussed is AFRA's insistence on a ban on the re-assignment of an agency's stock that includes transfer of the artist's management contract. AFRA wants the artists to have the right to leave an agency in the event it is sold. The agent groups, however, are asking that the value of an agency's stock be maintained when it is sold and when the buyer can offer the artist the same quality of service as the original agency management. This recalls the situation last year when CBS sold its artists bureau to Music Corporation of America and several artists protested being transferred to MCA.

AFRA executives have been meeting the past three weeks with Adrian MacCallman, exec secretary of AMG, and with I. Robert Broder, ARA attorney; Nat Lefkowitz, William Morris agency treasurer, and Henry Jaffee, AFRA counsel. There were originally about 20 points

He Believed It

DETROIT, July 4.—Memories of Orson Welles's "Invasion from Mars" were invoked in the Detroit Police Department Saturday when an inspector tuned in to WWJ's *Yarn Club* in time to hear announcer Hugh Downs tell the world, "Somebody has stolen Studio A." Said inspector promptly sent two detectives to the station to investigate, and they had the staff badly puzzled till an engineer recollected the phrase over the air.

Check-up showed Downs had come in early for his show, got off the elevator at the wrong floor, found Studio A wasn't there when he tried to walk into it—and later mentioned the incident over the program.

Philco Tele Cuts Down for Duration

PHILADELPHIA, July 4.—WPTZ, Philco television station, goes on a wartime basis this week for the duration. Station has cut down its operations to 5½ hours per week, and save for two quarter hours of news and an hour retecast from WNBT, New York, of an air raid warden course, program schedule is now confined solely to motion pictures. Moreover, station has cut down to five days a week for an average of an hour a night.

Philco's tele engineers have shifted to research for the government. Station formerly operated 15 and more hours a week. While station could continue on its old schedule as long as present equipment would allow, Paul Knight, WPTZ program manager, said it was decided to reduce the number of hours per week and thus prolong the period during which tele shows would be available in metropolitan Philadelphia.

Philco is optimistic on the future of television. As soon as the war is over, Knight predicts, television will realize the high promise that many predicted for it.

Mutual Billings Way Up

NEW YORK, July 4.—Mutual's billings for the first six months of 1942 increased 79.04 per cent over the corresponding take last year, with a gross of \$5,335,103 compared to \$2,979,881. June billings amounted to \$665,372 compared to \$534,513 in June last year.

WICC Drops NH Studio

BRIDGEPORT, Conn., July 4.—WICC, which has had a branch studio in New Haven the past four years, will close that studio July 30. Personnel will be transferred to the local studio.

Wene Buys Station For \$3,047; May Build N. J. Network

BRIDGETON, N. J., July 4.—Congressman Elmer H. Wene, a minority stockholder and a director of WTTM, Trenton, and WFPG, Atlantic City, both in New Jersey, was last week given the go sign by the FCC to acquire control of WSNJ here. Purchased the 51 per cent held by Howard Frazier, who recently joined RCA in Camden, N. J., as a government sales engineer. Also the 10 per cent held by W. Burley Frazier. Total price for the 61 per cent involved was \$3,047. The remaining 39 per cent is owned by Horace L. Lohnes, a Washington radio attorney. It was learned that Congressman Wene has an agreement with Lohnes to acquire his 394 shares of common stock and 727 shares of preferred stock. The total cost to him in acquiring control will be \$14,000. It was reported the congressman is seeking to buy larger blocks of shares in the other two Jersey stations.

In acquiring WSNJ here, Congressman Wene looms as the head man for the proposed New Jersey regional network.

CBS Wants Scott To Lead Combo Ork

NEW YORK, July 4.—Columbia Broadcasting System is dickering for Raymond Scott to lead a medium-sized house band. Ork, to contain sepia tooters, is being formed to comply with the recent Archibald MacLeish request that the nets co-operate in giving employment to Negroes in order to further the cause of unity in the war effort.

Question of having this mixed ork is definite. Number of sepia members of the crew is still indefinite.

Philly Agency Shuffle

PHILADELPHIA, July 4.—Wettlin & Company is to be an inactive ad agency for the duration of the war. Carter-Thomson agency will handle its affairs and accounts, while Dan Wettlin Jr., agency head, serves his hitch in the U. S. Marines. Ralph DuBrown, assistant manager of the local branch of Redfield, Johnstone & McNevin, goes into the Army Air Corps. Alice Lake, radio director and time buyer of John Falkner Arndt, leaves the agency field June 30 to get married. Harry W. Pickett, formerly of Raymond Spector agency, New York, joins Schoneman-Hening agency here; Williams Jenkins agency adds Michael Flynn Manufacturing Company, metal windows, to its accounts, and Philadelphia Textile Finishers has appointed the Oswald agency to handle its advertising, W. D. Lindsey being the account exec.

ACA-WIP Dispute to NLRB

PHILADELPHIA, July 4.—Dispute between the American Communications Association and WIP over the firing for alleged union activity of Leonard Bunkin, member of the sales staff, has now been dumped in the lap of the National Labor Relations Board. Charles Smith, chairman of the Eastern division of the union, said that complaint has been filed with the NLRB, charging WIP with "coercion and interference with the rights of employees to organize."

From Radio to Hospital

HOLLYWOOD, July 4.—Don Chapman, head of the KHJ script department for the past five years, left his post Thursday to pursue an acting career, but instead went to the hospital. Day before he was to leave KHJ he was taken to the California Hospital for observation for an appendectomy.

Harold Meyer WSRR Mgr.

STAMFORD, Conn., July 4.—Harold Meyer, who has been on the staff of WSRR here, becomes station manager this week, succeeding Slocum Chapin.

Program Reviews

EWT Unless Otherwise Indicated

It Pays To Be Ignorant

Reviewed Thursday, 8:30-9 p.m. Style—Quiz satire. Sustaining over WOR (New York, MBS).

It's about time that somebody started ribbing the experts. This new Mutual show does an expert job of it, even if the corn does some tall waving. Base for the humor here is broad enough to get laughs even from the intellectuals. Set-up is geared for laughs and its purpose is accomplished handily.

The excitable factman here is Tom Howard who has a panel composed of Harry McNaughton, George Shelton and Lulu McConnell. Typical of the procedure here was the question, "Name the President who chopped down the cherry tree and for whom the George Washington Bridge was named." McNaughton asks that the question be repeated, while the other master minds utter imprecations at Howard for the difficult question he throws at them. Most of the questions are given up in disgust and Howard goes to the next one. Submitters of questions get \$5.

Planted stooges in the audience also come up to submit questions, and these are handled in the same manner. Topper was the jackpot question which Howard answered himself, but quick. This one paid \$15.

This show, unlike other quiz shows, is rehearsed.

First airing indicates that it has good possibilities and could be attractive sponsor bait for the summer.

Joe Cohen.

Meredith Willson- John Nesbitt

Reviewed Tuesday, 9:30-10 p.m. Style—Variety. Sponsor—Johnson's Wax. Agency—Needham, Louis and Brorby, Chicago. Station—WEAF (New York, Red Network).

Combo of ace music maker, Meredith Willson, and spellbinding film and radio pitchman, John Nesbitt, as a summer replacement for Fibber McGee and Molly, is a piece of superb showmanship and is deserving of a regular network spot on its own when fall rolls around.

Show has dignity, taste, interest and entertainment value. Program is wrapped around Willson's sparkling arrangements, which get lovely vocal interpretation from Connie Haines, ex-Tommy Dorsey chirper, and Bob Carroll. Willson's forte on this shot was taking old tunes and prettying them up with brilliant interpolations that were as smooth as sweet cream.

Nesbitt, in addition to emceeing, does a solo (with beautiful musical background) on Francisco Madero, one-time president of Mexico. Bit was a tasteful message on freedom and democracy, projected with Nesbitt's usual silver-tongued glibness. Production staff is the same as that of the Fibber McGee show, Cecil Underwood, producer, and Harlow Wilcox, announcer, and to both goes credit for top-flight jobs.

Sol Zatt.

"Dear Adolf"

Reviewed Sunday, 5-5:15 p.m. Style—Drama. Station—Sustaining on WEAF (New York, NBC).

Milton E. Krentz, radio director of the Council for Democracy, has dreamed up an idea for the most inhibition-shattering war show yet conceived, and NBC, with the collaboration of the Council, is airing it Sunday afternoons at 5. Done in simple, forceful prose by Stephen Vincent Benet, each of the six shows in the series is a dramatization of a letter written by a "typical American" to Adolph Hitler, in which, generally speaking, he tells the Fuehrer where to get off. Listeners are invited to send in their own letters to Hitler, but just what use is made of them by Benet is not made known.

Program caught presented Melvyn Douglas in the paradoxical role of the American business man, probably the least appealing, from a human interest standpoint, of a group that includes farmer, laborer, housewife-mother, soldier and foreign-born American. As J. J. Benson, Douglas dictates to his secretary the letter that begins "Dear Adolph." Benson is shown in all those

phases that made him obnoxious to the average citizen. He is practical, hard-headed president of a war production plant, vice-president of the chamber of commerce, loyal Rotarian, plays golf on Sunday, etc., etc. Yet, by frankly pointing up his bourgeois foibles, there is a genuine case made for him. He, too, is fighting-mad at Hitler and, moreover, backs up his anger by producing the tools of Axis destruction. The frame work is very neat, but one is inclined to be anxious for the poor secretary who, during the more self-revealing passages of the letter, must have suffered acute embarrassment.

Douglas gives a sincere performance as J. J. (or was it J. B.?), doing much to make an actual being of Benet's hypothetical character.

Lester O'Keefe is producing the series with superb showmanship, generally trying to fill the roles with stars associated with them in the minds of the listeners. Interest should mount with each succeeding broadcast, which is a good sign, when most shows give themselves away the first shot.

It is encouraging to note, too, that the series is being short-waved to Europe and Latin America.

S. F.

"Kraft Music Hall"

Reviewed Thursday, 9-10 p.m. Style—Variety. Sponsor—Kraft Agency. J. Walter Thompson. Station—WEAF (New York, NBC).

While Brother Bing is on vacation, Bob Crosby is emceeing the *Kraft Music Hall* in its familiar Thursday slot. Bob tries to follow the formula set by his frere—Sweet talk and song, both whipped at you with mellow charm and flip-of-the-lip ease—but Bing is king, and Bob hardly shapes up on this shot as the logical usurper.

If you can overlook Bing's absence, musical part of the show rates about par—which is good enough. Mary Martin warbles in excellent voice, especially in an opera-to-swing arrangement of *El Bacio*. Chorus work of Music Maids and Hal also pleases, under superb direction of Maestro John Scott Trotter. Best of all musical moments, however, stems from Spike Jones's City Slickers, who rattled their bones and automobile horns in an amazingly clever bit of hillbilliness. Piece was appropriately tagged *Hotcha Cornya*.

Except for the intellectual inanities of Victor Borge, comedy department missed fire all the way. Crosby-Martin dialog set a slow, dull pace, while guests Tyrone Power and Raymond Massey wasted their talents in absolutely moronic sketches. For this, scriptwriters deserve a dressing down—and not with Miracle Whip.

It don't mean a thing when it ain't got the Bing.

J. R. C.

Carole Blake

Reviewed Wednesday, 6:45-7 p.m. Style—Singing. Sustaining over WMCA.

This chirper is in the process of getting a build-up by WMCA and has been given a Monday thru Friday airing, with further exploitation plans calling for a mess of personal appearances.

Singing, as evidenced by session heard, is very much worth the build-up. Miss Blake has a warm rich voice, good diction, careful phrasing and fine interpretation.

Don Bryan's ork gives competent backing.

Joe Cohen.

"Those We Love"

Reviewed Wednesday, 9-9:30 p.m. Style—Dramatic. Sponsor—Bristol Myers. Agency—Young & Rubicam. Station—WEAF (New York, NBC).

This summer replacement for Eddie Cantor's show lines up film names in what has started to be a serial hot much different from the batch of daytime strips delighting housewives during hours of travail. Opening episode had a strip which contained too much cuteness to hold onto any stray male listeners.

Plot in general concerns a Connecticut family, apparently well-to-do and with obviously no distressing problems on its hands. The son, Kit (Richard Cromwell), is ferrying bombers and decrying

the fact that he can't get a commission in the regular Air Corps; daughter (Nan Grey) is affianced to an up-and-coming medico, and ma and pa are apparently still in love after all these years.

Hint as to the future comes when the medico engages a new nurse. Forebodings are pretty dark when the household staffs size her up as a character to be watched. No doubt she will be.

Characterizations are adequate from the entire ensemble, particularly those of the name leads, altho Francis X. Bushman, matinee idol of two decades ago, speaks as tho he were still in that class today.

Commercials plug Sal Hepatica and Ipana and are nicely delivered and angled.

Joe Cohen.

"The Sea Hound"

Reviewed Wednesday, 5:15-5:30 p.m. Style—Serial. Station—Sustaining on WJZ (New York, Blue).

Education made easy is the idea behind the Blue's new children's series. Disguised as a rip-snorting, action-packed adventure serial, *The Sea Hound* is offering, as unobtrusively as possible, a liberal education in the history, geography, industries and culture of our Latin friends. Show aims to foster friendly attitude toward Latin Americans in minds of U. S. children and, to this end, has the cooperation of the Office of the Coordinator of Inter-American Affairs. All should go well so long as the kiddies don't catch on.

Wednesday's shot was given over mostly to establishing characters and their relationships to each other, as well as familiarizing listeners with the physical surroundings. Chief protagonists are Jerry, a 14-year-old boy, with whom it is hoped, presumably, children will soon identify themselves, and Captain Silver, colorful owner of the Sea Hound, a remarkable ship fully equipped with library, radio room, chemical laboratory and probably, if future exigencies of the script demand it, a complete file of FBI fingerprints. While little action has yet broken loose, seeds are already sown for impending devilry and villain-folling, to say nothing of brief discourses on flora, fauna and folklore in S. A.

Like all good melodrama, rational, human characters are set against fanciful background and story, which greatly enhances appeal.

Deserves backing by one of the box-top species of sponsors.

S. F.

"Backstage Interviews"

Reviewed Tuesday, 3:45-4 p.m. Style—Interviews. Sponsor—Earle Theater, Philadelphia. Agency—Placed direct. Station—WDAS (Philadelphia).

To bring the stage headliner across the footlights and give the audience a personal glimpse of the artist, Warner's Earle Theater has a mike placed backstage each Tuesday afternoon. And Buzz Davis, WDAS program director, engages in a chat with a visiting celeb. Theater is geared to a parade of swing bands, and with Davis the station's platter spinner he meets the maestro on common ground. Moreover, he displays a wealth of knowledge about bands, music, songs and recordings, all of which makes for a highly informative stanza.

When caught he handled wordage with Jimmy Dorsey. Incidentally, it was the only mike appearance for the maestro in town during his week at the Earle. No warming-up periods for Davis, who struck the right note in discussing the band's recordings.

Gabfest also delved into the band personnel—replacements and men lost to Uncle Sam—and vacation plans and future band bookings. It's all a welcome relief from the usual personality interviews.

Waxed theme song of the band leader opens and shuts the quarter hour. Theater comes in for two healthy plugs.

Maurie Orodensker.

"Say It for Cash"

Reviewed Thursday, 7-7:30 p.m. CWT. Style—Variety. Sponsor—W. Racine merchants. Station—WRJN (Racine, Wis.).

This program, under the able emceeing of Ken Hagaard, is a takeoff of the old *Pot of Gold* program for Tums to the extent of even featuring Horace Heidt's recordings.

Airing caught offered \$21.25 to the first person phoned (number selected at random out of local phone book) who

1,379 News-Gab Shots Bend Ears Of New Yorkers

NEW YORK, July 4.—In six years radio newscasts, fortunes and commentators have more than quadrupled. Within the reach of a radio in the New York metropolitan area there were, for the week ended June 26, 1,379 news programs entailing 217 hours of listening time. All this is exclusive of news programs after 2 a.m.

These figures were monitored by Radio Reports, Inc., which digests and analyzes all network and local comment and news. According to Edward P. Loomis, president of RRI, in 1938 RRI monitored only 40 commentator programs. In February, 1939, the figure rose to 79. Today the average number of such airmers is 150.

While the volume of editorializing took a sharp dip after Pearl Harbor, the apprehension in giving vent to editorial expression has since disappeared. The war, Loomis said, was expected to bring a tight clamp on air opinion; instead it has provided a strong fill-up.

Evidence of the fact that commentators are gaining new stature, according to Loomis, is the sharp upward trend in listening as a result of gas rationing. RRI, which was supported for years by a handful of large industrial subscribers, now monitors for labor organizations, government agencies, trade associations, legations of various countries and business men.

The post-war period, Loomis said, will see a better breed of radio commentators, with even higher standards and sharper minds, mainly as a result of the war. Importance of radio's role is indicated by the appointment of Elmer Davis to head the complex war propaganda set-up.

Loomis insists that differences between press and radio have to a great extent diminished. Radio's function, he said, is to bring the page 1 news quickly and briefly and serves to whet the appetite for a newspaper for greater detail.

could repeat the cast sentence given at the start of the program along with the name of the first sponsor given. Second person called was eligible for \$22.50, and third for \$23.75. First two muffed their chances when they were unable to recite as suggested, but the third individual phoned connected. A fourth call was put thru, with the individual eligible to receive \$1.25.

Most entertaining part of the broadcast is the telephoning and the conversation which ensues between announcer and party at other end of line.

H. C. Brunner.

Vaughn Monroe

Reviewed Monday, 7:30-8 p.m. Style—Musical. Sponsor—Camel Cigarettes. Agency—William Esty. Station—WABC (CBS-New York).

Filling in the summer spot for the vacationing *Blondie* show, maestro Vaughn Monroe gets a complete half hour to display his musical wares. There's nothing wrong with the program that a twist wouldn't cure.

Band has plenty of jump and bounce and is capable of holding its own in any rhythm race; but when the half hour comes to a close the show has all of the good qualities of a band remote from a hotel dining spot.

Monroe crams 10 songs into the allotted time (three of which are in a medley) but without any kind of a production idea to distinguish this from a dime-a-dozen remote shot. Monroe's vocals are up to his usual par, and Marilyn Duke also polishes off a good song. The Lee Sisters (formerly Le Ann Sisters) complement the singing department with their quartet harmonies and are ably assisted by the Four V's, vocal group within the band.

But still it doesn't have the quality and production of a commercial show. It isn't bad—it just doesn't have punch.

Commercials are something different, however. Musical blurbs are top flight, led off by announcer Tom Shirley. Harry Holcomb did the production, sprightly.

Sol Zatt.

Advertisers Agencies Stations

NEW YORK:

KEITH KIGGINS, Blue Net v.-p. in charge of sales, back at his desk after a six-week tour of the country. Reported business tone optimistic. . . . Latest to join the Blue Net are KALB, Alexandria; KMLB, Monroe, La.; KMRD, Shreveport, and WQBC, Vicksburg, Miss., all part of the South-Central group. . . . **TONY PASTOR** and Teddy Powell signed to a transcription series with Langworth. . . . *Info Please* renewed on NBC short-wave net. . . . **WALTER O'KEEFE** has replaced Frank Crumit and Julia Sanderson on *Battle of the Sexes*. . . . **LOIS LORRAINE** to do the publicity for WEAF. . . . **PIERRE HUSS** starts a new series over WOR July 5, with Serutan sponsoring. . . . **COMPTON Agency** to handle a new soap line for the William S. Scull Company. . . . **WNEW** relinquishes the contract for the giant baseball games. . . . **GEORGIA GRAY** appointed director of women's features at WKRC, Cincinnati. . . . **BEVERLY MIDDLETON** appointed sales manager from WABC. . . . **LEON GOLDSTEIN**, WMAC publicity head, off for a two-week vacation.

CHICAGO:

RAY JONES, AFRA's executive secretary, is taking a course in military training at University of Chicago. . . . **J. B. Conley** and **Frank Webb**, general and sales managers respectively of WOWO and WGL, Fort Wayne, Ind., were local NBC visitors. . . . **WLS** Barn Dance drive for scrap metal and rubber at Bloomington, Ind., produced 585,000 pounds of metal and 53,000 pounds of rubber. . . . **Richman Brothers**, thru McCann-Erickson, Inc., renewed its news broadcasts over WMAQ for 52 weeks effective August 3. **Claude Conway** will remain as announcer. . . . **Robert Hartmann**, scripter on the Gene Autry show, is the new WBBM continuity editor, succeeding **George Stellman**, who joined Blackett-Sample-Hummert. . . . **Ray Wilson** is off the Wrigley pay roll now that the *Scattergood Baines* serial folded, and is looking around for new scripting assignments. . . . The Mutual board of directors and stockholders held one of its periodic executive committee meetings at the Drake Hotel here Thursday (2). . . . **Ralston Purina Company**, St. Louis, signed with WBBM for a five-minute show, *Boggs on Dogs*, Mondays, Wednesdays and Fridays, 7:25 a.m. Schedule calls for 26 weeks. . . . AFRA authorized the Colored Radio Artists' Association to act as an agency for Negro talent.

PHILADELPHIA:

JOE CONNOLLY, station promoter and public relations chief of WCAU, is to become a lieutenant in the navy. **Ted Oberfelder** takes over. . . . **Al Henry**, former NBC announcer in New York, doing summer relief assignments at WPHN. . . . **Allen C. Smith Jr.**, account exec with Aitken-Kynett agency here, commissioned a lieutenant, junior grade, in the navy, which branch also gets **Walter Erickson**, of James G. Lamb agency, **Bert Goodall**, of Al Paul Lefton agency, goes into the army. . . . **Lynn White**, **Alice Regan**, **Carlotta Dale** and **Armand Camp**, WIP singing stars, now slated for weekly network positions with **Joe Frassetto's** studio band via Mutual. . . . **Rafeal Drizan**, fiddler with Clarence Fuhrman's studio crew at KYW, to solo at one of the outdoor Robin Hood Dell symphony concerts this summer. . . . **WIBG** setting up remote studios again at the Boulevard Pools. . . . **Joe Stelle**, formerly with Stewart-Jordan agency, joins the McLean Organization, succeeding **George Miller**, who has joined Taylor Fiber Company, Norristown, Pa. . . . **Fred Wood**, former WIP mike man, has joined the civilian training corps of the Army Air Force. . . . **Harold M. Coulter**, KYW sales promotion chief, elected official rep for the State grocers and pharmaceutical associations. . . . **Edward C. Obrist**, WFIL program chief, vacationing in Cincinnati, while **Lou Littlejohn**, supervising engineer, goes home to Dallas, Tex., and his biz manager **William B. Caskey** vacations in Wildwood, N. J.

LOS ANGELES:

FOX CASE, director of special events for Columbia Pacific network, has arranged for **Chet Huntley** to handle a special broadcast from the plant of Consolidated Steel Corporation. . . . **Sydney**

Muzak Into 500 Canadian Plants

NEW YORK, July 4.—Ben Selvin, Muzak exec, has completed a transcription deal which will put c. t.'s into 500 Canadian war factories in an effort to increase production. Deal is a result of a trip Selvin made last month to Montreal, where he conferred with production heads on equipping shops with music systems.

Idea was sold on findings in England, where such a plan has long been in effect, which proved that music tends to relieve strain and tension and is conducive to faster production. Disks are to be played for about two hours daily at not more than 20-minute intervals.

WPDQ Set for Sept. Debut

JACKSONVILLE, Fla., July 4.—WPDQ, new station here, expected to open September 1, according to an announcement by the Jacksonville Broadcasting Corporation. New Florida outlet will operate on a power of 5,000 watts day and night on a frequency of 1,270 kilocycles.

Officers of the corporation are **James R. Stockton**, president; **E. D. Black** and **E. G. McKensie**, vice-presidents, and **Robert R. Feagin**, secretary and treasurer. **J. R. Donovan**, formerly chief engineer at WTOG, Savannah, Ga., will occupy the same position with the new station.

Hub Jackson to WGAC

HOT SPRINGS, Ark., July 4.—Hub Jackson has resigned as manager of Station KTHS. New management assumed charge July 1. Jackson has accepted sales managership of WGAC, Augusta, Ga.

B. Gaynor, KHJ commercial manager, has left Hollywood for a three-week trip to Chicago and New York. . . . **Earl C. Anthony**, owner of KFI-KECA, posted \$500 in prizes for the three Boy Scout troops in the Los Angeles area which accumulate the greatest amounts of vital defense material. . . . **Rosefield Packing Company** has contracted for 52 half-hour programs, *Hollywood Theater*, over KFI-Friday night, **Sidney Garfinkel Advertising Agency**, San Francisco, handled the contract. . . . **Polly Walter**, secretary for **Lewis Allen Weiss**, vice-president and general manager of KHJ and the **Don Lee**, is vacationing in Beverly Hills. . . . **Fleetwood Lawton** has begun recording his news commentaries in Spanish for NBC shortwaving to Latin America. Lawton is the sole American news analyst broadcasting in both languages. . . . **Robert McAndrews**, NBC Western Division sales promotion manager, recently reported as a second lieutenant in the U. S. Air Force, at Santa Ana. . . . **Max Hutto**, NBC producer, reported recently at the Santa Ana Air Force Replacement Training Center as a glider pilot. **Jack Lyman**, formerly NBC night manager, replaced **George Volger** transferred from program traffic to become night manager. **Grace Guarnera** replaced **Volger** in program traffic. . . . NBC's radio recording division has just completed 12 one-minute transcriptions, featuring **Ken Carpenter**, for Personal Finance Company. **Al Paul Lefton Company, Inc.**, is the agency. . . . **Ken Niles** was appointed CBS staff producer by **Hal Hudson**, CPN program director. **Niles'** first will be *Hollywood Showcase*.

MAINE HIT HARD

(Continued from page 4)

that used to draw the shekels of the visitors.

Month of June was disastrous for entertainment operations in this area, and summer theater operators, hotel people and night club and roadhouse operators view the summer with quiet alarm. As a result of deserted highways, most operators just skipped the month of June. Those who did open could count their customers with a wink.

It isn't that Maine has become less desirable as a vacation paradise. It's just that the distance is prohibitive to citizens with ordinary ration cards. Those who manage to get here via train and bus have to content themselves with the air and sun and an occasional movie, which doesn't sit well with the local populace, which has been in the habit of extracting many vacation dollars on amusements.

This condition is most notable in towns like Ogunquit, home of the Ogunquit Playhouse, center of activity for the

Radio Talent New York

By JERRY LESSER

HAD one of the greatest thrills of my life when I served beer to the service boys at one of the LAMBS servicemen dinners. **COL. H. NORMAN SCHWARTZ-KOPF** seemed to be thoroughly enjoying himself, as did the hundred boys being entertained. Little did they know at that time, tho, that the colonel had just received his sailing orders, and that most of the boys in the room would be on the high seas the next morning.

TO ACTRESS FLORENCE FREEMAN falls **JEANETTE NOLAN**'s lucrative spot on the CBS *Are You a Missing Heir* program. (Miss NOLAN and her husband, **JOHN McINTYRE**, recently retired to a Montana ranch on their radio earnings.) . . . It's so hard keeping track of the two **GEORGE PUTNAM**s in radio that this column didn't give credit where credit was due. What I meant to have typed was that **GEORGE P. PUTNAM** isn't letting his network programs interfere with his taking a course in first aid. (Am I forgiven, George?) . . . **EDWIN CLAY**, young radio actor, will play lead roles this summer at the Tamarack Playhouse, Lake Pleasant, N. Y. . . . **VOX POP** begins its eighth year of network broadcasting and third year of programs from

military, naval and armament establishments Monday, July 6, at Cleveland, where **PARKS JOHNSTON** and **WARREN HULL** will interview over CBS players on the Service All-Stars team. . . . **SKIPPY HOMER** is now appearing in the recorded *Jungle Jim* series in the role of Bob. . . . **GILBERT BRAUN**, who could have an easy job for Uncle Sam, is considering joining up, but to fight, not write.

HAVE A LAUGH DEPARTMENT: **MEYER DAVIS** says that if the Japs thought they were really going to capture those islands, they were suffering from Aleutianisms! . . . Then there's the one about the frequently wed star: To her, marriage is a drug—she takes one dope after another. . . . **PHIL BAKER'S** topper: "The Japs have a new recruiting slogan: 'Join the Navy and see the next world.'" . . . Some people can remember the good old days when a fight between East and West was merely the result of a bridge game. . . . "I've got a very expensive girl who is always wanting money," a radio exec told **FREDDY MARTIN**. "What does she do with it?" asked **FREDDY**. "Who knows?" shrugged the exec. "Do I give it to her?"

Chicago

By SAM HONIGBERG

THE QUIZ KIDS will make a full-length feature picture for Paramount and during the picture's shooting schedule will broadcast their shows from Hollywood. . . . **BOYCE SMITH** is substituting for **CURLEY BRADLEY** on *Club Malinee*. **Bradley** is taking a five-week vacation from all singing assignments. . . . **WMAQ's Tent Show Tonight** replaced **George Moore's The Night Of**, and is employing 17 local thespians. . . . **FORT PEARSON** is announcing **Irna Phillips' Lonely Women**. . . . **CHARLES VICTOR**, WGN announcer, after returning from Hollywood, where he did a part in *RKO's Sweet or Hot*, entered the Army July 3. . . . **TOMMY BARTLETT**, vet WBBM announcer and emcee, joined the Army Air Corps last week and his induction was broadcast over *Salute to Victory*. . . . **GUY SAVAGE**, sports commentator, and **BABE FRITTSCH**, Texas announcer, collaborated on a new tune, *Wait at the Gate for Me Katy*, which **EDDY HOWARD** introduced on the air July 3. **Savage** and **LEE BENNETT**, former

vocalist with **JAN GARBER** and now a WGN announcer, also wrote *The Texas Star*. . . . **HOPE SUMMERS**, character woman in *Tent Show Tonight*, has a role in the Actors Company of Chicago's presentation of *Letters to Lucerna*.

JOHN KIRBY, former member of *Duffy's Tavern* family, returns to the Ambassador East Hotel's Pump Room July 31 for two months. . . . **JOHN HOLTMAN**, NBC announcer, is vacationing. . . . **JACK HASKELL**, radio tenor, enlisted for flight training in the Navy Air Force. . . . **MARION CLAIRE** who was the guest artist in the opening Grant Park concert last week was prominently advertised thru the window card medium thru the Loop. . . . **LES TREMAYNE** lauded the romantic lead (a new character) in *Woman in White*, CBS serial originating here. . . . **NETTIE SAUNDERS**, Negro actress, has the role of a seamstress in a new sequence added to *Romance of Helen Trent*. . . . **GEORGE WATSON**, switched his announcing duties from *Sister Emmy* to *The Werps*.

Hollywood

By SAM ABBOTT

GENE AUTRY recently completed *Captivato* and has already started on another film, *The Gull of the Canyon*. . . . **BILL THOMPSON**, the Old-Timer of the *Fibber McGee and Molly* show, starts work on *Here We Go Again*, the *Fibber and Molly* picture at RKO. As mere he returns from Chicago. . . . **MERE-DITH WILLSON** takes time off from his two NBC programs to baton the Los Angeles Philharmonic orchestra at Hollywood Bowl August 11. . . . **LUM AND ABNER** are now heard over KECA in this

area instead of KFI. . . . **GORDON JENKINS** has been assigned the background music making task on *A Date With Judy*. . . . **DICK JOY**, KNX-CBS announcer, has made a series of transcriptions to be used by the War Production Board to seek public cooperation in the rubber salvaging campaign. . . . **ONA MUNSON**, heard on *Big Town*, will take her vacation in spurts, because of her duties as Hollywood's official hostess for the Hollywood Chamber of Commerce.

entire town. Absence of Mrs. Walter Hartwig's players during June tended to discourage business thruout the town. Natives sold room and board to the players, and hotels housed theatergoers from New York and Boston who were in the habit of coming to the Playhouse specifically for the purpose of seeing try-outs and scouting talent.

Mrs. Hartwig this year isn't scheduled to open until July 9, and even then will not play top names, as was the Playhouse custom in former years. Lakeside Theater in Showhegan will not open at all this summer, which is a blow to that vicinity, too, because the theater grounds also housed cottages, tennis courts and swimming facilities.

Amusement parks like Old Orchard Beach and Wells Beach have already been hit by the dim-out, because both spots are located on the ocean and must operate in almost total darkness. Old Orchard Beach also houses a ballroom which

played top-name bands. During June it played small names, with local bands during the week. Wells Beach is drawing its major business from soldiers stationed near by.

Customers in khaki, however, haven't the money to spend that tourists used to part with, and as a consequence only the bowling alley is doing heavy business. Ballroom here faces the ocean, and must operate with its windows shuttered.



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Cowbarn Shortage Hits Town Trade; Ogunquit Example

OGUNQUIT, Me., July 4.—A sample of how cowbarn theaters serve as business stimulants was seen here during the month of June, when for the first time in a decade the Ogunquit Playhouse didn't open in mid-June and so put a crimp in the pocketbooks of the entire village.

Ogunquit Playhouse, a de luxe cowbarn, has been the conditioning rod of summer spending, amounting to approximately seasonal prosperity for the natives, who boarded 40 to 50 actors and students and housed, fed and sold gifts and gadgets to hundreds of people who were drawn to this section of Maine by the playhouse.

Business most affected by the absence of the Playhouse during June (it is scheduled to open July 9 under the operation of Mrs. Walter Hartwig) is the raft of antique and gift shops which populate the neighborhood. During the summer months, when name players invaded the theater every week, gift-shop proprietors had a field day. They look upon this summer with gloom because the playhouse will not bring in name artists unless there's a greater influx of summer travel, which has been notably absent from Maine this summer.

The usual gathering spots in the village, which did a heavy after-theater trade, were deserted last month. Chief spot here is the drugstore near the theater, which received added glamour because it was the hang-out for the actors and actresses. There aren't any gin mills here (area is dry by local legislation).

Thruout New England it is figured that cowbarns' failure to open is having similar effects. In many areas the theaters aren't opening at all because of the gas and rubber shortage.

Revue Writers Forming Guild

NEW YORK, July 4.—A group of writers of skits and other revue material, particularly those who feature stuff of a topical or labor-angled nature, have formed a group called the Revue Writers' Guild, with Sidney Shapiro, attorney, acting as manager. Guild will endeavor to set up standards for royalties to be charged for use of material by labor unions, left-wing theatrical groups, summer presentations, etc. It will also try to sell the new material to Broadway shows.

Impetus for the org came from the many royalty-free performances of the material, given by unions and little theater groups in question. Another evil that will be tackled is the use of such material at benefits at which stagehands and musicians are paid and actors get a cut for theatrical charities thru the Theater Authority. Heretofore, the sketch men, they claim, have gotten nothing.

Group may tie up with the American Theater Wing in the preparation of future editions of *Lunchtime Follies*, half-hour shows given to build the morale of workers in war-material factories. Such stuff would be paid for. Members of the group, however, according to Shapiro, donate material to Government morale agencies free of charge.

Savoy Guild Travels

NEW YORK, July 4.—The Savoy Opera Guild, which has been giving three performances of Gilbert and Sullivan operettas each week for more than a year now at the Cherry Lane Theater in Greenwich Village, will add out-of-town benefit engagements during the summer. The Guild, which recently extended its lease on the Cherry Lane to the fall, will drop its usual Friday night performances there and play on Sunday instead, the new schedule being Thursday, Saturday and Sunday. Fridays will be played out of town.

First "road" engagement will be July 10 at the Longshore Country Club, Westport, Conn., where the Guild will present *The Gondoliers* for the benefit of the Navy Relief Fund. It will be followed by Friday performances of the other operettas.

BROADWAY RUNS

Performances to July 4 Inclusive.
Dramatic Opened Perf.

Angel Street (Golden).....	Dec. 5	243
Arsenic and Old Lace (Fulton)	Jan. 10 '41	619
Blithe Spirit (Booth).....	Nov. 5	278
Broken Journey (Miller's).....	June 23	15
Claudia (return) (St. James)	May 24	48
Guest in the House (Plymouth).....	Feb. 24	151
Junior Miss (Lyceum).....	Nov. 18	263
Life With Father (Empire).....	Nov. 8 '39	1110
My Sister Eileen (Biltmore)	Dec. 26 '40	634
Uncle Harry (Broadhurst).....	May 20	54

Musical Comedy

Best Foot Forward (Barrymore)	Oct. 1	317
By Jupiter (Shubert).....	June 3	38
Let's Face It! (Imperial).....	Oct. 29	286
Porgy and Bess (revival) (Majestic).....	Jan. 22	188
Sons o' Fun (Winter Garden)	Dec. 1	248
Star and Garter (Music Box)	June 24	14

Eight Shows Pull 25G to Springfield; More Wanted

SPRINGFIELD, Mass., July 4.—The legitimate season in this city, marked by heavy cancellations when the Playgoers of Springfield, Inc., and the E. M. Loew's Court Square Theater, the house the Playgoers use, couldn't get together on dates, was a heavy box-office success, a recapitulation of the year's figures show. More than \$25,000 was passed over the coupter by Springfield theatergoers, who showed that they would willingly supported a much longer theater season. Eight shows played here. The season got off to a late start, after several false jumps, with the October 15 presentation of *The Student Prince*, a Shubert revival. The Playgoers reported a gross on this one of \$3,200,

a near sellout, with only scattered high-price seats vacant.

On November 5 a badly costumed and badly acted *Rio Rita*, another Shubert revival, grossed "over \$2,000." This was for one evening performance only, with the matinee canceled at the last minute when the show found that the jump from Philadelphia was too long.

Separate Rooms played here November 12 to the tune of \$3,200. Its local stop was marred by a fight between the management and the Playgoers over the continual billing and publicizing of Anna Sten as a co-star of the production, when she had been out of the company for 10 days previous.

Two weeks later the only play to come here in years for more than one day, *Arsenic and Old Lace*, played to a box-office tune of "over \$7,000" November 25 and 26. Old-time house employees said that it was the largest matinee house in over 20 years. The two evening performances were sold out.

December drew a blank, and the next performance came January 7, when the Playgoers presented *Volez and Yolande*, who drew only about \$1,700 for two performances. Due to the low operating costs, Maloney said that both the company and the Playgoers made money.

On January 14 Cornelia Otis Skinner in *Theater* drew over \$3,000 despite the handicap of bad weather, numerous other activities in town and the bad war news, which was kicking box-office receipts at every event in town.

The Ballet Theater, seventh attraction, drew a house only 65 per cent filled in its one performance January 20. Gross was not revealed. The ballet had been well advertised and heavily publicized.

February's only production, the eighth and last of the season, was the premiere of the Saroyan trio, *Life, Laughter and Tears*. It grossed "over \$3,000."

From then on the season was high-lighted by announcements and cancellations, as the Playgoers and the Court Square interests seemed unable to get together on dates.

FROM OUT FRONT

Canteen and Cutrates; the Readers Work

—BY EUGENE BURR—

RECENTLY a number of rumors circulated concerning the Stage Door Canteen, including the alleged attendance, as hostesses, of a number of young ladies unconnected with what is usually meant when we say show business. The Canteen itself immediately took steps to clean up whatever situation existed, among other things reregistering its entire personnel of theatrical volunteers. I suspect that the situation, if it existed at all, did so in a very minor degree; and the Canteen cleaned it up quickly and well. But since it has been a number of months since the last eyewitness report on the Canteen in these precincts, it appeared due for another once-over in any case.

I still, however, cling to the naive belief that the Canteen is a place for the enjoyment of the boys in khaki and blue, and not one in which they should provide an evening's spectacle for curious civilians—even reporters in search of human-interest copy. In the impasse, the only recourse was again to ask assistance of a serviceman.

Since the last report—the enthusiasm of which might be mildly described as unbounded—was written by Pvt. David Sternberg, of the army, it seemed only fair that this time the navy be given a shot. Naval Air Cadet Bill Astill kindly consented to act as my proxy.

Says Bill:

"Of all the sights for a sailor adrift in New York on leave, the best by far is the Stage Door Canteen. The American Theater Wing, with the typical expansiveness and generosity of show people, has gone all out and has done a bang-up job. And best of all—and most unbelievable—everything, from the hat checking down to the cigarettes, is free!

"I arrived about 11 o'clock on a Wednesday, and the scene was terrific. The room was mobbed with cheering and stamping servicemen of all the United Nations.

"Collette Lyons was wowing the crowd with a slightly naughty ditty about a South American gent named Lorenzo. The enthusiasm was terrific and she encored with a marvelous version of *Are You Having Any Fun?*, which brought down the house.

"About 11:30 our ubiquitous Mrs. Roosevelt dropped in for a visit and responded to the cheering by making a short speech. When the dancing began again Shirley Booth, who came in after *My Sister Eileen*, and a sailor known simply as "The Killer" won plenty of handclapping for some smooth jitterbugging. A junior hostess told me that "The Killer," who is a steady customer at the Canteen, had taught Miss Booth all the intricacies of that strenuous art—and that their act is one of the specialties of the evening.

"I cut in on Miss Booth later and she confessed it was a bit taxing but loads of fun and she wouldn't miss it for the world. And that seemed to be the spirit of all the girls on duty that night. One of them told me that the ratio of dancing partners was something like seven men to one girl—and often a good deal higher than that.

"The quantity of girls may have been small, but that certainly doesn't apply to their quality. I've never seen so many gorgeous and charming girls in one room before.

"I talked with two British gunners of the Royal Navy who had just arrived in town from convoy duty. They are having the time of their lives and seemed a bit awed by the generosity of New Yorkers in general and by the Canteen in particular. One of them, a ruddy-faced lad from London's West End, said rather wistfully that he wished Londoners "would come up with something like this."

"If any serviceman in New York is looking for an evening's fun—fun and entertainment on such a grand scale that he couldn't get it any other place in town—he ought to make a beeline for the Stage Door Canteen. It's really out of this world—and it won't cost him a cent."

All of which makes it evident that the Canteen is still doing the magnificent, heart-warming job that it did at the outset. Naval Air Cadet Astill and Private Sternberg, in their reactions to it, reach an agreement rarely achieved by rival branches of the service.

Now what about hearing from a marine?

ON AN entirely different—and essentially more parochial—matter, Doug Morris, of the touring company of *My Sister Eileen*, wrote me some time ago regarding the business done by the troupe in Philadelphia and Pittsburgh at a \$1.50 top. The business, it appears, was terrific—and, from later reports, it seems to be holding up prettily in Boston at similarly reduced rates.

All of which points up again the moral that the theater, in order to compete with films as mass entertainment, must compete on almost even terms in the matter of admission scales. Whether it is best for it so to compete is another matter—and one that you're not going to get me arguing about on a hot summer day. But the profits potentially derivable from lowered scales are tremendous, regardless of the ultimate effect on what is sometimes quaintly called "the theater as an art." And the trend seems obviously to be in that direction.

Mr. Morris also brings up one salient point in connection with low tops and the road in general—a point which, so far as I know, has never before been mentioned in print, but one that deserves really serious consideration. It may seem minor if you read it quickly—but it can often mean the difference between profit and loss. It can also mean the return of hundreds of thousands of cinema addicts to the theater if it's properly handled.

But let Mr. Morris speak for himself:

(See FROM OUT FRONT on page 10)

Unions Sock Barn Move to City Hotel, Adding \$600 Weekly

PHILADELPHIA, July 4.—Altho Theron Bamberger still considers his Bucks County Playhouse in the cowbarn category, when he moved the troupe from suburban New Hope to the ballroom of the Bellevue-Stratford Hotel because of gasoline and tire rationings, it placed the playhouse in the same class as all other local legit houses as far as the theatrical unions are concerned. Stagehand and musician unions threatened to place the hotel on the unfair list and as a result almost \$600 has been added to the operating expenses each week. The stagehands' union demanded jobs for three of its members at \$70 per week and the musicians' union put in six men at \$47 per week, with double for the leader. Pit band plays only overture and exit music.

At a \$2.28 top, summer playhouse got away to a big start with Ruth Chatterton in *Private Lives*, with almost 1,000 attending every night. Wednesday and Saturday matinees very light. *Old Acquaintance*, with Jane Cowl and Edith King, opens Monday (6). *Tonight at 8:30* is set for the July 13 week, and *Suspect*, with Florence Reed, for the July 20 week.

100 Per Cent

NEW YORK, July 4.—Legit is now 100 per cent unionized. Last unorganized group, the matrons, organized as a division of the Cleaners and Porters' Union and are now negotiating a basic agreement with the League of New York Theaters.

James F. Reilly, executive secretary of the League, said that the matrons are asking for a salary of \$12 for a 30-hour week and \$1.50 extra per show over 30 hours, which he said would undoubtedly be granted. Bulk of matrons' earnings is in tips.

Cowbarn Notes

For the second week of their season, beginning Monday (6), the Valley Players of Holyoke, Mass., will offer *Love From a Stranger*, with Lauren Gilbert in the lead. Others in the cast will include Jackson Perkins, Jean Guild, Ann Lee, Frank Rollinger, Joseph Foley, Norah Adamson and Ernest Woodward. The Valley Players, who are situated not too far out, report that their first week this year did better business than the first week in 1941.

Milton Stiefel opens his Ivoryton (Conn.) Playhouse Tuesday (7) with *Jason*, instead of with *Jazz Age II*, as originally planned. The title role in *Jason* will be played by Erik Rhodes, with the supporting cast including Joseph Pevney, Judy Parrish, Hale Norcross and Carter Blake.

The Starlight Theater, which is now commuting between Poughkeepsie and its home theater at Pawling, both in New York, presented *Reflected Glory* at the Arlington Auditorium in the former town for three days, ending Friday, and then moved to Pawling with the same play for Saturday and Sunday.

The Boothbay (Me.) Playhouse opened its season July 1 with *Three-Cornered Moon*, Betty Jane Kohler playing the lead and Sherwood Keith directing for the season. Second production, opening Wednesday (8), is *The Philadelphia Story*, with Marjorie Peggs playing the Katharine Hepburn role.

The Bergen College Barn Theater, Teaneck, N. J., under the direction of Anthony Jochim, opens its season Thursday (9) with *Letters to Lucerne*. The second week of the season will see the tryout of a new play, David Cecil Rosenthal's *Ideal Husbands*.

The New Milford (Conn.) Playhouse, for its second week, starting Wednesday (8), will play *Eight o'Clock Tuesday*, with Guy Spaul featured.

The Weston (Vt.) Playhouse opened its sixth season Sunday (5), with quite a weekly itinerary mapped out for the troupe, working on the plan that if the customers can't come to the theater the theater must come to the customers. July 5 opening was at the home playhouse in Weston. Monday (6) the company moved on to Springfield, Vt.; Tuesday (7) to Keene, N. H., and Wednesday (8) to Rutland, Vt. First play is *Love From a Stranger*.

Also opening Sunday (5) was the Pine Lake Park Theater at Peekskill, N. Y. The opening bill is *Night Must Fall*. The rest of the schedule has not been definitely set, tho it is certain that some time during the summer *Hash in July*, a new play by Burrell Smith, will be offered. Smith is presenting the shows, with Phyllis Carver directing. Cast for *Night Must Fall* includes George Breen, Naomi Laurence, Linden Alexander, Ben Tone, Jack Jarrol and Rose Carver.

Elitch Theater, Denver, opened for its

FROM OUT FRONT

(Continued from page 9)

"The first week of the \$1.50 top—our fourth actual week in Philadelphia—business took quite a leap over the week before. Our second and last week in Philly at the low top business was very good. Had capacity on the week-end, with chairs in the aisles Saturday night.

"In Pittsburgh, on our return at the \$1.50 top, we actually drew more people than we did the first time we were there, but the gross itself was about the same or a little lower, primarily due to loss of folks in the second balcony (55 cents). This balcony holds 792, which would have meant a nice penny, but the word got around that, due to its height (the balcony's height, that is), the entire set could not be seen. I checked this and am sorry to say that the sight line from the balcony stopped about halfway up the fireplace at the rear of the set.

"This has happened in a number of the houses we have played, and the only remedy is to redesign road company sets to allow for the fact that most of the houses on the road have great second balconies. After all, your 55-cent theatergoer is your real theatergoer, and I've often heard it said that the orchestra pays the nut and the balcony pays the profits.

"As far as redesigning the sets goes, it would entail a bit of expense to fix up sets when No. 1 companies went out—but how much could it be simply to alter the plans when building new sets for No. 2 and 3 companies? I'm sure the added revenue from these sightless balconies would more than pay for it.

"With this added ticket sale, the \$1.50 top could be carried out quite successfully on the road in towns where \$2 and \$3 is too high."

It seems to me that Mr. Morris has something there. But it's probably too much to expect the average producer to bother with anything that would merely mean the possible addition of a few hundred dollars a night—a few hundred dollars a night and thousands of people in road cities who would be only too glad to pay film prices to see legit shows, but are now deterred because, altho they may pay the price, the shows still can't be seen.

51st season with prospects for one of its best years. Opening play this year was *Separate Rooms* and is being followed by *Ring Around Elizabeth*. Both attractions sold out on several occasions. Ruth Matteson has returned to head the cast again. The company has a new leading man this year in Roy Roberts. George Somnes is again the director.

Mae Desmond Players, Philadelphia, will present a four-week season in the Music Pavilion at Willow Grove (Pa.) Amusement Park. *Big-Hearted Herbert* will be the opening attraction Thursday (9). Later presentations will include *Yes, My Darling Daughter*; *Stepping Sisters* and *Little Women*. . . . *The First Mrs. Frazer* is next on the boards for the Cape Theater, Cape May, N. J., with Rosalind Ivan, Florence McGee and Hene Datur in the leads. . . . Green Hills Theater, Reading, Pa., continues with *The Cat and the Canary* next week. . . . *Up in Mabel's Room* offered this week by the Grove Theater, Nuangola, Pa.

**Silence on Stem
Grosses Works OK**

NEW YORK, July 4.—Broadway legit has passed thru its first season of not informing (or misinforming) the public of weekly box-office grosses, with the majority of the producers obeying the recommendation laid down by the League of New York Theaters not to divulge the figures.

Several press agents, with the permission of their bosses, have been feeding daily newspapers gross figures none the less despite the 100 per cent pledge that weekly takes would be a bookkeeping secret.

Reason for the ruling, according to James F. Reilly, executive secretary of the League, was that published grosses give the public a distorted picture of the money rolling around the theater without giving a corresponding picture of the operating costs.

Even before the League's ruling, *The Billboard* did not publish Stem legit grosses because of the known inaccuracy of management claims.

SUGAR'S DOMINO

(Continued from page 4)

a keen delight from passing on misinformation; making small, insignificant people suffer—venders, tradespeople and

the like. But he goes beyond that. He delights, too, in making important and substantial people bite the dust.

Sewer has no reverence for anybody or anything. Nothing means anything to him unless it is translated into terms of moola.

He owes his booking office more money than most bands have in reserve. He owes his lawyer. We mentioned in the foregoing that he owes everybody but we want to make sure that our readers understand that, unlike some other boys who owe almost everybody, this Sewer guy has the audacity to include even those who sustain him and protect him from the mobs among his creditors.

He has as much personality as a hippopotamus. Yet he appears before the public and gets away with it day after day, week after week and year after year.

We have never been one to rail against fate. We have rarely put much stock in luck as the sole cause of a man's success. There are many who have ability and other qualities that should make for success but somehow are not successful. Many of these cases are hard to explain. Most of us ascribe their failure to hard luck. That might or might not be true. But Sewer does a reverse. When you analyze his case most carefully you find that he not only fails to possess the usual ingredients of success but he does everything that all of us have been taught not to do. And yet the kale rolls in with the force of Niagara. He goes along breezily, pushing aside all opposition, fortifying his position steadily. He has never had a real reverse since he has been in the band business. He seems to be as invincible as was Hitler until Timoshenko gave him a sample of Slavic pugnacity.

One of these days Sewer will stumble. We hate to think how hard those who have been maltreated by him will grind their heels in his face and kick him in the stomach. That will indeed be poetic justice.

Bud Schulberg wrote not long ago a sizzling novel, *What Makes Sammy Run*, about a dispicable character in Hollywood, that was alleged to have been patterned after the career of a boy most of us on Broadway knew. Schulberg really painted a composite picture, with his model hogging the inspiration. If Schulberg had known Sewer he would have created an even more revolting character without going beyond Sewer. As a concession to realism, however, he would have had to change the locale to the band business.

As long as there are Sewers in the band business (we get some comfort from contemplation of the fact that he is the only one of his kind extant) there will be cynicism and bitterness and a stench.

We are willing and ready to do our share to drive Sewer out of the house. But we can't do it alone. The Committee to Exterminate Sewer may call on us for whatever help we can give. It will be a labor of love.

HENIE-WIRTZ ICER

(Continued from page 4)

ting—in some cases, by complete cutting out. Of the production numbers, by long odds the loveliest and most effective is an item labeled *Autumn Leaves*. In it the chorus does some of the finest of its fine work, and the solo skating is carried by Carol Lynne and Skippy Baxter, both of whom are sensational. Mr.

Baxter, who was outstanding in *It Happens on Ice*, is outstanding again in this, and Miss Lynne is an ice ballerina of superlative ability. Her first act number is sensational, and the beauty and grace of the routine she does in *Autumn Leaves* is breath-catching in its loveliness, entirely aside from the tremendous ability it displays. Miss Lynne is a truly great performer.

Also scoring tremendously in duo sessions are Dorothy Caley and Fritz Dietl and Bob and Peggy Whighty, both teams giving excellent accounts of themselves, with Miss Caley and Mr. Dietl in particular impressing not only as splendid skaters but also as able and effective showmen. Also scoring sensationally is a tiny lass billed as Miss Twinkle Watts, who offers finely executed solo routines; and also scores when coupled with little Paul Castle, a fine skater in his own right who repeats the success he registered in *It Happens on Ice*.

Mary Jane Yeo, who seems to have put on some weight since last caught, scores pleasantly in a number of scenes, tho she lacks her former infectuous verve. Edwina and Cliff Thael offer an unsensational routine early in the show. A sister team named Helga and Inge Brandt present two routines where one would have been easily sufficient. Buster Grace appears as the fox in a hunting production that is generally rather pointless. A lass from the Argentine, Mayita Montez, displays a bare midriff in a number billed as a samba. Hertha Grossman leads the first act finale unimpressively, and a lad from the chorus, Rudy Richards, does an excellent hotcha bit on skates in a juke-box production that is otherwise much too long for its own good.

The comedy department has many capable representatives, led by Freddie Trenkler, the Three Rookies and the Four Bruses. The Bruses, in next-to-closing with their hilarious rough and tumble scrubwoman act, score as heavily as ever, bringing down the house, and Mr. Trenkler, a sensationally funny and able skater, bounces around on the ice like a rubber ball, scares the daylights out of first-row customers, and in general performs impossible feats with ease and high good humor. As for the Rookies, they have an hilarious soldier number, difficult, finely presented and highly amusing—one of the real high spots of the show.

Also on the comedy side is an amusing number skated by Monte Stott, Charles Slagle and small Mr. Castle; a very funny blackface bit offered by Messrs. Trenkler, and a take-off on a skating tyro by Arthur Nelles that almost completely fails to register.

Novelty is contributed by Paul Duke, who does his outstanding magic routines on skates, and so brings down the house. Messrs. Grace and Slagle stage a terrific routine on elevated skates, and Alex Hurd offers sensational barrel jumping to thunderous applause.

The show has special musical numbers by Al Stillman and Paul McGrane, none of which, with the exception of a patriotic finale, impress as particularly catchy. They're not given much chance, tho, by the band and the show's two singers, Vivienne Allen and Jack Kilty.

Staging, some of it vivid and excellent and some of it something else again, is by Catherine Littlefield, who also did the choreography, while May Judels directed the skating. Settings, mostly drops or insets in front of eyes, are by Bruno Maine, with lighting by Eugene Braun.

To this reporter an ice spectacle is merely an unduly elongated opening act; after about 15 minutes of it I wish the other turns would come on, but, fortunately, for Mr. Wirtz and Miss Henie, I seem to be in the extreme minority. Certainly *It Happens on Ice* was a highly successful show, and, just as certainly, once the opening-night kinks are ironed out *Stars on Ice* will be at least as good as its predecessor. That should mean plenty of business. Eugene Burr.

Cowbarn to Fire House

OGUNQUIT, Me., July 4.—Maude Hartwig, operator of the Ogunquit Playhouse, was all set to open the season—in her little theater in back of the Playhouse, which was formerly used for students, because of threatening business conditions.

When she opens July 9, however, it will be in the big new building anyway. Reason: The township came along and bought the small theater, which it will convert into a fire house.

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 —GENE BURR, THE BILLBOARD.

HENIE-WIRTZ ICER
 (Continued from page 4)
 ting—in some cases, by complete cutting out. Of the production numbers, by long odds the loveliest and most effective is an item labeled *Autumn Leaves*. In it the chorus does some of the finest of its fine work, and the solo skating is carried by Carol Lynne and Skippy Baxter, both of whom are sensational. Mr.

Stork, Versailles Top Poll for Best Promotion Efforts

NEW YORK, July 4.—For the first time, *The Billboard's* Night Club Publicity Poll ballot included a question concerning exploitation. The query was: "Apart from publicity, what spot has been getting the best promotion, exploitation and advertising?"

Reason for this query was an effort to dramatize to the night club trade the increasing importance of night club exploitation methods, aside from routine publicity releases. The war has cut into space once devoted to night club news so much that press agents now have to devise trickier ways for getting into print and for attracting the attention of cafe patrons. Consequently, there has been an increase in club publicity stunts, publicity tie-ups, direct mail, smarter advertising layouts and in "news items" that are planned and executed by the press agent.

For example, the smarter press agents have tied in their clubs to the war effort (Defense Bonds, scrap and rubber salvaging, benefit shows for the armed services, etc.) and many spots have been planting photos of men in uniform rather than of civilians. Chic Farmer, of El Morocco, for instance, has planted a lot of photos of patrons in uniform, figuring wisely that these photos create more good will for the club than those of civilians. Also, he knows that newspapers will run photos of service men more quickly than those of civilians.

Ed Seay, of the Rainbow Room, for example, made a special effort to invite benefit parties for various war relief funds to use the Rainbow Room. This provided good publicity, especially in the society columns.

The 51 newspapermen voting in *The Billboard* poll voted the Stork Club the spot with the best exploitation campaign of the season. Giving it 63 points, they also gave the Versailles 31, Copacabana 26, Rainbow Room 21, El Morocco 19, Ben Marden Riviera 18, Latin Quarter 18, Leon and Eddie's 20, Cafe Society clubs 19, Diamond Horseshoe 13, LaRue's and Hurricane 8 each, Armando's 7, La Conga 6, La Martinique 5, 1-2-3 Club 2, and Baroque, Trouville, Le Reuben Bleu and Armando's 1 each.

Who Voted in the Publicity Poll

The following newspapermen returned ballots for *The Billboard's* Annual Night-Club-Hotel Publicity Poll:

Barbara Boston, *Daily News*, society; Mary Bragiotti, *New York Post*, society; Bob Dana, *Herald-Tribune*, night clubs; Bide Dudley, radio columnist; David Brown, *Pic*, associate editor; Joe Fabian, *Long Island Daily Press* and *Long Island Star-Journal*, night clubs; Brailsford Felder, *Cue* magazine; Virginia Forbes, *Sun*, Where-To-Dine Bureau; Al Goldstein, *St. Louis Post-Dispatch* Bureau; Eckert Goodman, *Town and Country* magazine; Alice Hughes, syndicated columnist; Malcolm Johnson, *Sun*, night club editor; Nick Kenny, *Daily Mirror*, radio editor; Dorothy Klugalen, *Journal-American*, Broadway columnist, syndicated.

Also Irving Kolodin, *Sun*, music columnist; Jack Lait, *American Weekly*; Leonard Lyons, *Post*, Broadway columnist, syndicated; Lawton Mackall, *Esquire* magazine, Painting the Town column; Paul Martin, *Morning Telegraph*, columnist; Ken McCaleb, *Sunday Mirror*, magazine section; Ward Morehouse, *Sun*, theatrical reporter ad columnist; Lee Mortimer, *Mirror*, features; Bob Musel, *World-Telegram*, United Press columnist; George Ross, *World-Telegram*, columnist; Louis Sobol, *Journal American*, syndicated columnist; Bill Smith, *Commercial & Financial Chronicle*, amusement editor; Editor, *Spot* magazine; Paul Stewart, *Sun*, society editor; Ben Schneider, *Women's Wear Daily*, night club editor; Bob Sylvester, *Daily News*.

Also John A. Thomas, *The Playbill*, columnist; James Todd, syndicated columnist; George Tucker, Associated Press, syndicated columnist; Tom Wolf, NEA Broadway editor; Danton Walker, *Daily News*, syndicated Broadway columnist; Thyra Santer Winslow, women's magazines; El Zeltner, *Daily Mirror*, Brooklyn columnist; Nina Mae Wiggins, *Cue* magazine; Jane Worth, *Daily Mirror*, fashion editor.

Thirteen others cast ballots, but asked that their names be not listed.

Stork Club Dominates Publicity Poll; Copa, Cafe Society Next; Ross, Seay Top Cafe Press Agents

(Continued from page 3)

Nineties (Ross and Jacobs) 3; Famous Door (Ed Jaffe), 5; Kelly's Stables (Emmett Coniff), 3; Club 18 (Len Golos), 2; Le Reuben Bleu (Dorothy Ross), 1; Fefe's Monte Carlo (Dorothy Ross, Marian Carter), 1, and Armando's (Joel Rose), 1.

De Milhau at Stork

The Stork had Arden as its p. a. until he joined the army last winter. He was succeeded by Murray Lewis and later by Dolly de Milhau. Miss de Milhau, who had p. a.'d Fefe's earlier in the season, has been keeping up the good work of her predecessors by getting her boss into the news and by concentrating on society and column plugs. She continued the traditional Stork policy of playing up the you-can't-get-in angle.

Diamond continued his aggressive job plugging the Copa, concentrating on the club's production floorshows and name acts. His boss, Monte Proser, was not in the news this season as much as the previous one, when he had two other big shows going. Diamond landed several spreads in *Life* and, as usual, was especially strong with the Broadway columns. Ivan Black, whose tireless campaigns on both local Cafe Society spots has already given them a national reputation, is one of the few press agents who exploits radio and records in publicizing artists at his spots. He also landed a lot of picture spreads in pic magazines and in publications that had never run cuts of Negro artists before.

Chic Farmer's careful job on El Morocco kept that club in the news. He put out a monthly club paper for his mail list of 12,000 patrons, got himself feted at Leon & Eddie's as an outstanding publicist and planted scores of pictures of celebrities against the club's famous zebra-stripe banquet background. Edward Seay, assisted by Marjorie Bruce, had an especially tough time with the Rainbow Room and Grill because of the clubs' locations on the roof of a skyscraper and the fear of air raids. Thru careful publicity, Seay was able to survive this situation and today both clubs are doing more business than they did a year ago. The Rainbow Room was tied in with many society functions by Seay so that it would attract a bigger society patronage.

money-maker on Broadway, was naturally a publicity leader, with Mike Mok taking the bows as press agent. Mok has had to depend on feature material, as the show's long run did not give him the usual cast changes that always land publicity space.

El Chico Best in Village

El Chico again was voted the best publicized club in Greenwich Village, with Dorothy Kay (assisted by Herb Kadison) still the p. a. The Hurricane got votes, with Jack Tirman having concentrated on column mentions, tie-ups and photo magazine layouts. Another leader was the Versailles, where Leonard MacBain consistently plugged the production floorshows. MacBain landed front cover *Life* for his girl ensemble—something press agents dream about but rarely achieve.

Ben Marden's Riviera, which stayed open thru the winter for the first time, came fifth this year. Publicity on the club's summer opening was handicapped by the failure to install name floorshows. P. A. Carl Erbe again gave the club a consistent, meticulous publicity, advertising, radio and direct mail campaign. His beautifully printed announcements and menus were sent to a big mail list. Erbe also placed more radio spot announcements than any other local nitery. Jack Dempsey's, which has been experimenting with band names, drew votes. Dorothy Gulman handled its publicity. Stage Door Canteen, altho not really a night club, drew some votes. Famous Door and Kelly's Stables, among the leaders, changed press agents several times during the season. Len Golos continued at Club 18, which again drew votes as a publicity leader. And Armando's got a vote (Joel Rose is doing the publicity).

Dorothy Ross, Seay Tops

Dorothy Ross was voted the best night club p. a. of the season. The Ross & Jacobs firm had won *The Billboard* survey the last two years, with the Sobol & Hartman office close behind. This time Edward Seay climbed to second place and becomes the best p. a. working for a single nitery management. (Miss Ross and the S. & H. office are free-lancers.)

The score:

Dorothy Ross, 54 points; Edward Seay, 50; Sobol & Hartman, 40; Dorothy Kay, 30; Chic Farmer, 24; Carl Erbe, 22; Dorothy Gulman, 21; Dolly de Milhau, 16; Michel Mok, 15; Len Golos, 11; Ivan Black, 10; Jack Diamond, 8; Joel Rose, 8; Marian Carter, 8; Leonard MacBain, 7; Irving Zussman, 7; David E. Green, 6; Mike Cramoy, 6; Polly Busch, 5; Joe Russell, 3; Jack Tirman, 3; Phyllis Kraus, 1; Ed Jaffe, 1.

Hy Gardner was voted 11 points; Newkirk Crockett, 5; Ware Lynch, 3, and Shep Henkin, 3, altho they are hotel rather than night club press agents. (Hotel p. a.'s will be discussed in next week's issue of *The Billboard*.)

The only prominent local night club press agents who failed to get votes were Ed Dukoff, Ed Weiner, Milt Rubln.

Billingsley Landslide

Sherman Billingsley again ran away with the voting as best publicized club owner. His 179 points dominated, second place (Benito Collada) drawing only 29 points. Then came Billy Rose, 27; Felix Ferry, 21; John Perona, 19; Monte Proser (second in last year's in poll), 16; Lou Walters, 13; Leon Enken and Eddie Davis combined, 10; Barney Josephson, 10; Ben Marden, 9; John Roy, 6; Roger Stearns, 6; David Cowles, 4; Jack Dempsey, 3; Jack Kreindler, 3, and one vote each for Herbert Jacoby, Jack and Charlie, Barney Gallant, Toots Schor, Armando, and Dario and Vernon.

Press Agents in Army

The Billboard's Fourth Annual Night Club Publicity Poll, coming as it does during the war, recalls that at least four established New York press agents are in the armed forces:

- Paul Benson
- Seamon Jacobs
- James Pettyes
- Boyden Underwood.

Club Talent

Chicago:

AVIS KENT, pianist and singer, opened in the Congress Hotel's New Horizon Cocktail Lounge. . . . ROMO VINCENT and Gertrude Niesen are scheduled to return to the Chez Paree. . . . FRANCES WILLS will fill a couple of weeks at the Brown Hotel, Louisville, starting Friday (10), between dates with the Ann Corio unit. . . . THE THREE MAKE-BELIEVES held over at Helsing's in the new show that includes the Williams Sisters, Martin Barnett and Johnny O'Brien.

HERMAN TIMBERG is in town to spend a couple of weeks with Willie Shore, local cafe comic, whom he is coaching in new material. Shore goes into the Paramount, New York, August 5, for his first date in that town. . . . LITTLE TOUGH GUYS (2) go into Plantation Club, Moline, Ill., Friday 10.

Philadelphia:

BOB CARNEY building a "crazy show" this week at the Swan Club. . . . HILDE SIMMONS moves to the Lexington Casino. . . . EDDIE SCHAPPER makes his

local bow as emcee at Kalmer's Rathskeller. . . . CLARISSA returns to the Benjamin Franklin Hotel. . . . ANITA LAYTON quits the Club Ball line to take up nursing. . . . JOE RANKIN, after 25 years in vaude with a xylophone act, takes his first nitery date at Carroll's Cafe. . . . KAY HAMILTON back at Frank Palumbo's Cafe. . . . VESTA VICTORIA new Venice Cafe emcee. . . . ARTHUR PADULA, former operator of the Arcadia International House and Anchorage Inn, angling for an army commission.

Atlantic City:

JOE MOSS back as Bath and Turf Club manager. . . . FOXWELL BROTHERS have Thelma Carlton in the lead for the reopening of their Hollywood Cafe. . . . EDDIE HYETT managing Jockey's Derby Club while Jockey Hyett serves in the army. . . . CARLISLE SISTERS and Jean Anthony added starters at Babette's. . . . FRANK SCAX to manage Frank Palumbo's Chateau Renault. . . . THREE GEMS usher in the season at Cap Starn's Cafe. . . . GEORGE AND ROSE PRICE chalk up the fifth year for the operation of their Zinck's Log Cabin. . . . BOBBY EVANS heads the bill at the Paradise Cafe. . . . CHARLIE MORANO, Philadelphia, goes in as show producer at the TK 9 Club, which opens this week in Atlantic City.

Hollywood:

PHIL AND DOTTIE PHELPS and Gilbert and Parks are on the show with (See CLUB TALENT on page 18)

Job on Motel a Standout

Among the outstanding publicity build-ups of the season was Ivan Black's job on Cafe Society clubs and on Zero Motel in particular.

Within four weeks after Motel became a professional comedian, Black's publicity campaign and Motel's talent combined to land Motel a contract for the Blue Network's *Basin St.* show, a feature spot in Cliff Fischer's *Keep 'Em Laughing* and bids from film producers.

1-2-3 a Surprise

The 1-2-3 Club is a surprise. A new club, Dorothy Ross (Seamon Jacobs was her partner until he left for the army in February) put it over quickly. She is also now working on La Martinique, which changed p. a.'s several times during the season, and on Fefe's Monte Carlo, which also has Marian Carter doing society stuff. Miss Ross also did a strong job on Le Reuben Bleu and, when Jacobs was still with her, did a solid job on Bill Hardy's Gay Nineties. The Ross & Jacobs combo handled the greatest number of night clubs of any local office during the season. Its rival, Sobol & Hartman, has been concentrating on restaurants and personalities this past season.

Dorothy Gulman was given a high vote for her job on Leon & Eddie's. The club's Sunday night "guest stars," plugged by extra advertising lineage and by direct mail, and Miss Gulman's consistent publicity releases and clever direct mail pieces apparently combined to make the club a publicity leader once more.

The Latin Quarter, newest big spot on Broadway, got a big vote, with credit going to Irving Zussman and Gertrude Bayne. The club, fortunately, got off to excellent newspaper reviews. Diamond Horseshoe, probably the biggest nitery

La Conga Rated Least Publicized Club in Poll

As in previous years, *The Billboard's* Night Club Publicity Poll included the question: "Which New York night club was least publicized last season?"

Last year George White's Gay Way won the dubious distinction. This year it's La Conga, which was second last year.

Next came Diamond Horseshoe, Le Coq Rouge, El Morocco, Copacabana, Hurricane.

In third place were Gay Nineties, Embassy Restaurant, Stark Club, Casino Russe, Tony's Trouville, Fefe's Monte Carlo, Ben Marden's Riviera, Penthouse, Havana-Madrid and the Versailles.

Point System

Points in *The Billboard's* Night Club Publicity Poll are figured on the basis of 5 points for first place, 3 for second place and 1 for third place.

Bal Tabarin, San Francisco

Talent policy: Dance and show band; floorshow at 9:30 and 12. Management: Tom Gerun and Frank Martinelli. Prices: Dinners, \$2.50 and \$3; drinks from 40 cents.

Show opened June 25 and is doing good business. Headed by Cross and Dunn, in their first appearance in San Francisco, show gets off to a flying start with the Helene Hughes Dancers opening in a half and half Tiller routine. Girls are well costumed, excellent dancers and all are good looking. Have been doing sensationally at this spot and rightly so, as they are tops in everything.

Alice Kennedy, who just returned from an Eastern trip, has deuce spot. Girl is comely. Did seven numbers, from ballads to swing. Norman Harris and Sylvia Shore, in their travesty of dancing, are the utmost in comedy. The girl, particularly, is a natural comedienne and gives the patrons belly laughs from the word go. Easily could do straight comedy despite the fact that she is a finished dancer. Team could, however, cut out part of the talking routine, as their dancing is eloquent enough without talk, which slows things up.

Cross and Dunn, next-to-closing, do take-offs in songs on all the old-timers such as Bert Williams, Van and Schenk, Caruso, Eddie Leonard and others. Clicked solid. Cross is the comedian; Dunn has a clear tenor voice. Did about eight numbers and left with patrons wanting more.

Hughes Dancers finished with a semaphore number that went over with a bang. Bill Clifford's ork played the show, with Clifford emceeing in his usual straight manner, a welcome relief from the so-called "wise guy" stuff. Band really cuts a show. Edward Murphy.

Colosimo's, Chicago

Talent policy: Production floorshows at 8:30, 11:30, 2 and 4; show and dance band; intermission singers. Management: Mike Potson, operator; Felix M. Samuel, manager. Prices: Minimum \$2; dinner from \$2.

Another spot giving in to the screwball comedy unit trend. However, the spot's stock performers and the house line remain and they are worked into Harry Rose's 10-people roadshow. Strictly for laughs. This angle ruins the revue's continuity, so essential to maintain the pace and theme.

Harry works alone and with stooges in low comedy skits. There are Nat Renard, Jack Goldie and Victor LaMont, all old-timers. Goldie, with his operatic satire,

Night Club Reviews

and LaMont, with his comedy dance, garner laughs. Ann Forrest, weak on voice but a good straight, is another assistant, decorative in appearance. Mitzi Martin is a fast acro dancer in a routine that is better than average. The teams of Phillips and Jeanne and Primrose and Gold fill out the unit's cast. Stephen Phillips is a youthful ballet rhythm dancer with an engaging tho as yet undeveloped style. His partner is tall and attractive. Primrose and Gold do knock-about work.

Harry is in and out of the picture, tying up the show nicely. He sings an Irving Berlin medley, inviting the customers to join in.

The production numbers, tho long as usual, are some of the best producer George Pronath has turned out. The girls open the bill with a pirate routine and close with a colorful Dutch garden scene. Jack Prince, strong tenor, and Julie Dawn, soprano, handle the production songs and get a duo spot in the show. Blois Adair makes a cute, capable soubret, while Charlotte Van Dae, another stock company member, continues with her nimble dance work and off-the-floor comedy, in which she kisses male ringsiders.

Don (Sid) Lang and orchestra play the shows and dance sets in good style. Sam Honigberg.

Hollywood Tropics, Hollywood

Talent policy: Dance band, floorshows at 9:30 and 11 p.m. and 1 a.m. Management: Harry Arnheim, manager; Maury Foladter, publicity. Prices: Dinner from \$1; drinks from 40 cents.

Second show-at the Hollywood Tropics is usually a fill-in between the first and last ones. But on night caught it was for the benefit of the radio audience rather than the patrons. Reason for this was that on Monday at 11 p.m. event is taken over by Ted Yerxa, known as the Lamplighter in *The Daily News*. Since the broadcast is 15 minutes, the show is boiled down to this time.

With Yerxa dividing time as emcee with the KHJ announcer, show got under way with the four-piece Paul Neighbor combo hitting it out on *That's What Makes the World Go Round*. Yerxa, doing smooth emceeing, brings on Dick Thomas, cowboy singing star, for a round of *Back in the Saddle Again* lyrics to his own accordian accompaniment. Person-

able, Thomas sells the prairie lullaby in a big way.

Miestro Neighbor takes over for smooth warbling of *Just Plain Lonesome*, with Judd Conlon, his accordionist, putting in some swell frills on the squeeze-box. Following a bit of chatter by Yerxa, eye-smiting Maxine Lewis takes over for a torcher, *I'll Keep the Lovelight Burning*, backed by Conlon's accordion. Brimful of personality supported by top timing and phrasing, she goes to town.

Yerxa had as his scheduled guests Martha Tilton and Connie Haines. He interviews stars, with patrons getting an earful of nothing, but eating it up anyway.

Neighbor's group finished off with *Blim Blim Blim*, a rumba, with the sidemen doing the vocalizing. Yerxa is up on his Hollywood chatter and does a bang-up emceeing job. Show is smooth but suffers because it isn't 30 minutes on the air. Sam Abbott.

Henry Grady, Paradise Room, Atlanta

Talent policy: Dance band and floorshow at 1:30, 9:45 and 11:45 p.m. Management: Juddy Johnson. Prices: A la carte; \$1.50 cover.

For three years this room has done top biz, offering dance bands and floorshows. In recent months biz has been accelerated by moving of government agencies to Atlanta and influx of army and naval officers.

Current show opens with Sharon-Lynn Dancers doing a snappy *Song of the Vagabonds* number. The girls, pretty and well proportioned, are well drilled, and costumes are original. Got big hand here. Their second, a patriotic routine, is done with finesse. Take-off is fast; routine good.

Show is emceed by Bobby Peters, orchestra leader, whose *Ants in My Pants* skit pulled two encores. Peters seems to possess a wealth of fast, snappy comedy skits which, altho a bit risque, were well received.

Dorothy Dare's song, *Johnny Doughboy*, brought down house and she returned for two throaty encores.

Phyllis Capp, dancer, whose wardrobe was tied up at local freight office for two days, finally got chance to open Monday night. (Moving of government material delayed delivery on elaborate costumes.) Phyllis's interpretative dancing was good. Her *Blue Indigo* has something different. Alma and Roland's boy and girl tap routine highlighted by *Coonin'* specialty which made hit here. Got an encore.

Joe Arena, headliner on show, who came into Atlanta 25 hours late due to government priorities, has one of best dog-stooge acts seen here in some time. He does good acro routine and after each tumble pulls uncovered glass of wine from pants pocket.

Peters closes show with own song, *We'll Put the Jiu-Jitsu on Japan*.

Piped over nationwide web of Mutual twice and over Southern Mutual net six times weekly. Peters' comedy skits are varied every other night. Sharon-Lynn routines are revised periodically. Floorshows booked for two-week stand; dancers will remain longer. Bands, semi-name orks, play six-week stands. Week-night attendance tops 350 persons, with Friday and Saturday night turnover more than 750 persons.

Juddy Johnson, impresario, says transportation for patrons is no problem, but talent has hard time getting props and costumes in on time. Paul Jones.

Club Candec, Syracuse

Talent policy: Show and dance band; floorshows at 11 and 1. Management: owner, Frank Sardino; headwaiter, Ralph Cohen; booker, Al Norton. Prices: Drinks from 35 cents.

This club, oldest in town, has been remodeled, with new circular bar, booths and decorations making it a rendezvous for both elite and regular night-goers.

Frank Sardino changes talent every three weeks, with some acts being held over for two months at a time. Present line-up is up to Club Candec standards. Runs a bit long, hour and quarter.

Frank McCormick and Ruth Kidd top current show. Frank emcees show, keeping up gags and puns, doing some neat business with Clown Qizzy, who cavorts in and out of show with his slap-stick comedy work, and also aids Miss Kidd in some neat musical comedy stepping routines. Miss Kidd, attractive,

hard-working miss, delighted with three numbers, done in baby-voiced style. *Exactly Like You* led her into her first dance. Scored nicely.

Opening were Three Smart Girls, good-looking Al Norton line, which gave show a fast opening pace. Girls later did specialties, with Bunny Howard's toe number outstanding. Wardrobe is fresh and numbers were all put over. Norton lines are noted for stunners and well-executed staging.

Cunningham Sisters do two hot mike numbers. Girls' harmonizing is a bit off, but being lookers they get by. Larry Layton, held over for second month, sang three numbers. Has a Morton Downey voice and knows how to handle a number, his best effort being *Johnny Doughboy*. Sardino makes it a practice to build up certain acts for long stays, and Layton is his present protegee.

Between these numbers, McCormick keeps up fast pace with three timely bits.

Closing were the Novelettes, two girls and two men doing a strong musical act. Men do announcing and impersonating of radio favorites, while girls work on vibraharp and novachord, the latter gal also scoring with a difficult acro specialty. Spotted to close was the girl playing vibraharp with her toes, while strumming an electric guitar. A wow.

Micky Mann's band, tho a bit weak on dance end, does a smart job in playing show. Biz capacity night caught. B. S. Bennett.

Rumba Casino, Chicago

Talent policy: Shows at 9, 12 and 2; show and dance band. Management: Al Greenfield and Milt Schwartz, operators; Fred Joyce, publicity. Prices: No cover or minimum except Saturdays (\$2); dinner from \$1.25.

Fun Marches On, new screwball unit with the Slate Brothers, is a thin cafe revue. The supporting talent, with the exception of the Winnie Hoveler Girls (house line), is neither well spotted nor strong enough to measure up to some of the acts used in preceding shows.

The Slates (3) chop up their theater act. Many of their bits produce good laughs. Particularly appealing in cafes is their adagio routine in which a dummy, serving as the femme partner, is tossed around the stage. And there is, of course, the beautiful Fay Carroll who sings a song nicely and is a fine foil for the boys. The delivery of the gags, when caught, was too forceful for the small environs of this room.

The Claytons (Bob and Maxine) are a good-looking novelty tap team whose technique is superior to their routines. Need stronger ideas. Val Voltane, magician, worked the magic cocktail bar when caught. Did not prove himself enough of a salesman to check wise-cracking patrons who demanded drinks he couldn't dish out. Speed and showmanship are of utmost importance in this turn.

Eleanor Tennis, toe dancer, did not fit in the brief spot given her. Her work is not bad, but it is not suitable here.

A definite highlight was contributed by the Hoveler line (6), opening with a colorful hunt routine and closing with a military fencing and tap concoction. Needless to add, the girls are still in a class by themselves. Arne Barnett's band, with Artie Wayne on vocals, furnished show and dance music. Sam Honigberg.

Turk's Trocadero, Detroit

Talent policy: Dance and show band; floorshows at 10:30 and 12:30. Management: Herman P. (Turk) Trujam, manager; Betty Bryden, booker. Prices: Admission, 40 cents; drinks from 25 cents; dinners from \$1.25.

One of the leading pop-priced neighborhood show places of Northwestern Detroit, drawing much show business and Jewish trade. Used semi-name shows last winter, but has been booking fair shows of talent but without major names in recent months.

Pearl Magley Girls (five, with one on the sick list) open in scant green sequins in a *Cotton Town* number that is a lively, different jive. Some of the girls do specialties. Trudy Panchon, operatic soprano, has a strong, clear voice that should be adequate for this spot without the mike, which has a bad half-echo at the ringsides. She goes thru a repertory of light classics and love songs with plenty of earnestness.

Al Turner, of the old Society Band, does some of the neatest trick bowing on a fiddle seen in a long time. He works with the bow held in his mouth, in various behind-the-back positions, and, having a patron hold the bow rigid, by sheer

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Tapia and Romero, Spanish castanet dancers, do a bang-up job of castanet and heel work, maintaining poise and showmanship throughout their routines. Gal is a looker and boy is on the slick side, adding up to a combo of flashy commercial dancing.

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manipulation of the violin—all without a break in the lively, sweet tunes he plays. Showmanship is tops.

Dorothy Fanchon, contortionist, does some unusual routines, including walking on her elbows.

Al Steppe, deliberately Jewish emcee, has a mordant humor, and can easily deal with a crowd that included some determined hecklers. A tenor, he gives *I Don't Want To Walk Without You* some original touches, in music, style and words. Irving Lewis has the six-piece band. Lewis, who trumpets with notable skill, and his sax man, Jack Goldie, are leaving this week to join Benny Goodman. *Haviland F. Reeves.*

A. B. Marcus Drops 10G in San Francisco

SAN FRANCISCO, July 4.—A. B. Marcus *Varieties of 1942* closed Wednesday night at the Tivoli after taking a \$10,000 shellacking in two weeks. Altho attendance was good, \$1 top was too low a figure to operate successfully, the management found.

Show had been denied concessions by the musicians' union to lower the number of handmen in the pit. Unit arrived unorganized and was not allowed to open until signed by Matt Shelvey, AGVA rep.

Revue is slated to play the summer at Ramona Park, Grand Rapids, Mich., after a week's run at Salt Lake City.

New Club for Syracuse

SYRACUSE, July 4.—Clover Club is the newest night club here, with the opening last week-end of the old Town Club under the new moniker and management. Spot has been closed for over a year.

Izzy Pearlman, operator of the old Club Lido, is the new host and owner. He has remodeled the club, making it the only intimate club in town. Using a four-man dance combine and a three-girl line. Opening biz had SRO sign out every night. Capacity of room is 250.

Rio's Atlantico Seeks U. S. Names

RIO DE JANEIRO, June 27.—Casino Atlantico has brought in Jaime Duarte Guimaraes as chief of publicity, replacing Jayne Latout, and Carlos Lisboa, replacing Delphe as dance director. Luiz de Barros remains supervisor of floor-shows. De Barros, who opened the Atlantico back in the early 30s, guided it thru its most successful years. When rationing of gasoline became effective, and biz went into a nose dive, budgets were slashed.

Strongly advocating U. S. talent as good gross pullers, de Barros has been negotiating for a U. S. name. Preference would be given to singles or teams, due to the difficulty of securing airplane passage for groups.

Coin spent for current show is down to a low, with three of the top acts, the El Zorros, Carmen Brown and Dilu Mello, departing June 11. Replacements were local acts.

Detroit AGVA Local Draws 60

DETROIT, July 4.—Post-midnight session of the membership of the Detroit AGVA local was held Wednesday, the local's first meeting since the restoration of local officers to control.

Meeting was largely devoted to a move to return Les Golden, who resigned some weeks ago as executive secretary, to that post, according to Carl Dennis, former president who succeeded to Golden's post. Considerable strength developed, but no formal action was taken. About 60 out of 330 members attended.

RED DONAHUE has been set by Ed Riley into *Priorities of 1942*, New York, to open July 24. Riley has also set Carol King for the next Latin Quarter show, New York.

Miami Show Spots Hope Shortage Of Fuel Will Send Big Influx of Tourists South This Fall, Winter

MIAMI, July 4.—Mayor C. H. Reeder, usually very conservative in his statements, believes that the prospective fuel shortage next fall and winter in the East may mean an unprecedented influx of tourists to Florida, if the railroads continue to transport vacationers.

This opinion, with which night club owners heartily agree, has removed the dark aspect of the coming season.

The fact that almost all the big clubs which formerly closed during the summer are operating with expensive bills and orchestras and making money indicates that the crowd of visitors, enhanced by the patronage of thousands of army and navy men, has accomplished what had seemed impossible.

The Royal Palm, long considered the elite of night spots, definitely is out for the duration. This club is now being used as a commissary, the street leading to it being closed and under sentry guards night and day.

The officials of Hialeah and Tropical Park tracks, the West Flager Kennel Club, Biscayne dog track and Miami Beach dog track have applied to the Florida Racing Commission for dates for the winter season, and it seems assured that racing will go on as usual if something can be done to prevent the dog tracks' lume shining into the sky. There is no doubt the horses will run, but dog racing, which is held under the lights, may not be possible.

Gambling places will be open as usual. Bennie Gaines, owner of the Miami Beach Vanderbilt Hotel and Pago Pago Club, has just returned from the North and will operate the Pago Pago thru the summer. He is confident that night clubs will have a profitable winter season in Miami and in all large cities.

Two more clubs made a bid for summer patronage with the opening of the Clover in downtown Miami and the Bar of Music in Miami Beach. Tom Williams is manager of the Clover and will operate without cover or minimum. His opening bill includes a singing trio (Vickie Lee, Irepe Wolfe and Julia Barton), Tony Lopez and orchestra, with Al Freedman at the console.

Henry Neyle is guiding the Bar of Music, featuring Roger Roland and Felix De Cola, Michael Doyle and Patricia Parker. Biz very good since opening night here.

Ben Perry, a fixture at Winnie's Riptide since last fall, was given a big farewell party last week on his departure for New York, where he opens at Radio City Music Hall soon. June DeVoe shared farewell honors with Perry. She left Sunday for the Hurricane, New York. Paul Mall, comedian at the 600 Club, became dean of entertainers with the departure of Perry. He has hit it off now for better than 20 straight weeks.

Pago Pago show has a baritone singer

in Bob Bostwick, just in from New York. Al Ferguson, a new comic, and Sylvia Hudson, dancer, have been added to Winnie's Riptide show.

Kitty Davis came back from Chicago in time for the farewell to Jack Marshall, who is to return August 7. Kitty is trying out acts in her Chicago club before bringing them into the local club.

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Night Club Follow-Up Reviews

LEON AND EDDIE'S, NEW YORK.—A new show opened here Friday, July 3, after a seven-week run of the show featuring Al Siegel's protegee, Susan Miller, who has been set for the new George Abbott musical. Siegel stays with the new show to introduce another protegee, Ruth Wayne. Others in the new show are Grace Drysdale, Westley Whitehouse, Nicki and Vicki Collins, and Kiki.

The old show (reviewed in *The Billboard* June 13, but revised several times since) featured Maurice and Betty Whalen, a sexy but clean adagio turn that includes some very punchy tricks; Richard Lane, a young and personable ventriloquist who has a bright line of patter; Gene Stockwell, tall and nice-looking competent tap dancer, who also emcees modestly; Paul Winik and Edna Mae, young tap dance team of the airy, ballet-style school; and, of course, Eddie Davis is still around to punch across his double entendre parodies and flip, blue gags.

Lou Martin, sax, clarinet and organ man, leads his small but good dance and show band. Is backed by piano, drums, trumpet and sax. A trio (piano, drums and trumpet) handles relief dance music, doing a fine job considering its size. A chorus of seven provides body to the show.

Business has been good here, except

that it is spotty and keeps Leon Enken jumping. *Denis.*

CAPE SOCIETY DOWNTOWN, NEW YORK.—With Zero Mostel moved uptown and doing great, Barney Josephson's downtown spot has brought in another promising comedian, Eddie Mayehoff. Mayehoff is a young, blond, handsome comedian who has played several local intimate clubs, and this is his first floorshow club. He is a bright comedian, with a sharp, precise style, and obviously has a lot of possibilities. His satire on a Radio City tour announcer is amusing; the newsboy bit is so-so, while his music-appreciation teacher ribbing is funniest of all. He is a good mugger, manipulates his voice well, and has out-of-the-ordinary material.

Rest of show is Negro, and standard here. Teddy Wilson's band of six is still beating out swing that's superior; Baby Hines, cute in a big way, still sings pops and standard tunes in easy-to-understand and pleasing style, and corpulent Pete Johnson still boogie-woogies at the piano to the delight of this audience. Johnson's partner, Albert Ammons, is out for a few days and Clyde Sterling's piano now handles some of the band lulls.

Business has been okay here. *Denis.*

Minneapolis AGVA Makes Club Pay Off

MINNEAPOLIS, July 4.—After threatening a general walkout, Ted Brown Alch, business agent of Local 3, American Guild of Variety Artists, says he has forced Delaney's Bar to live up to its AGVA contract.

Alch alleged Mavis Smith, dancer, had been brought into Delaney's and asked to sign for below scale. Miss Smith told Alch she hadn't read the contract, taking it for granted she was signing a statement that she was not a minor.

Alch went before the policy committee of the Central Labor Union and was given authority to strike. Finally the night club reimbursed the \$17 to Miss Smith and agreed to adhere to its AGVA contract, which calls for \$35 weekly for principals and \$27.50 weekly for chorus.

An AGVA contract had been signed by Sloppy Joe's night club, calling for \$35 weekly for principals and \$27.50 per week for chorus.

Milwaukee Club Changes

MILWAUKEE, July 4.—Club Pago is now under management of Roy Tako. Spot is featuring Bob Morris, emcee; Pamela Du Prays, Penny Spencer, Tee and Tess, Jane Lane, Sue Gary and Miron Stuart ork.



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Magic

By BILL SACHS

PACIFIC Coast Association of Magicians will hold its 10th annual convention in Oakland, Calif., July 14-16. Conclave committee includes Claude Burke, production manager; Robert Stull, dealer displays; Clarence Cain, contests; Carol Miller, trophies and medals; James Eyster, reservations; George McAtty, ventriloquist section; Carlyle, sleight-of-hand; H. V. Griffin, collectors' corner; Jerry Arends, photo section, and Will Peterson, programs. . . . WILLIS THE MAGICIAN (Al Sharpe) is working army camps in the South with Nat D. Rogers's units, doing three shows a night. "Not until after I worked my first show did I realize how these soldiers depend upon us for entertainment," pencils Willis. They appreciate the acts and treat us well." . . . LUCILLE AND EDDIE ROBERTS, current at New York's Rainbow Room with their magic-mental turn, last week were elected to membership in the Master Magicians of America, a pro group. . . . HEANEY THE MAGICIAN, who recently concluded his season in Minneapolis, is at his Chicago headquarters revamping his mystery opy for the new season beginning late this month. . . . C. THOMAS MAGRUM, in the army at Fort Leonard Wood, Mo., and featured with his magic in the Fort's 100-people all-soldier production, *On the Firing Line*, reveals that the show, in six performances at the St. Louis Municipal Auditorium last week, grossed a hefty \$24,000 for the Army and Navy Emergency Benefit. A 15-week tour for the company awaits the okay of the War Department, Magrum reports.

JOHN BOOTH, handsome Canadian conjuror who gave up magic as a profession several years ago in favor of the ministry, graduated from Meadville Theological Seminary June 16 with highest academic honors, finishing a three-year course in two. He has accepted a call to All Soul's Church in Evanston, Ill., where he takes up his duties as minister September 1. . . . COLUMBUS (O.) MAGIC CLUB will hold its annual picnic July 11. On July 2 the group put on a magic show for the draftees at Fort Hays in the Ohio capital, a twice-a-month duty with them. . . . JACK THOMAS, the Jack Prost Magician, with no sugar to advertise due to the rationing, has returned to his home in Columbus, O., for the summer. . . . GEORGIE STELLA is current with his magic at Club Tropics in downtown Detroit. . . . GEORGE L. HERO, of Stratford, Conn., was elected president of Royal Vilas Assembly No. 20, SAM, at the recent annual meeting. He was former secretary-treasurer. Other officers chosen were James P. Ryan, vice-president; Dr. Joseph G. Milstein, secretary-treasurer; William H. Traplagan, sergeant at arms; T. Donald Rowe, scribe, all of Bridgeport. Newly elected members include Charles N. Munkasy, Amedeo Vacco and Charles Pier-son. . . . MAGIC HOBBY CLUB, Columbus, O., held its third annual Ladies Night at the country home of Dr. Richard Brashear June 20. Thirty-five members and their ladies attended. Activities began at 4 o'clock in the afternoon and ran until midnight. After the party adjourned, some 20 members retired to the Variety Club, downtown, and put on a 40-minute milkman's matinee, beginning at 3 a.m. . . . JACK STROTHER has joined the staff of Nelson Enterprises, Columbus, O., to take charge of the magic manufacturing division. Their first release consisted of 10 new tricks, featuring the *Victory Cocktail Shaker*, *Early Bird* and *The Worm and The Unholy Glass of Wine*. . . . CLAUDE H. (KID) LONG is booking Herman L. Weber's Voodoo Show playing Warner Bros. theaters in Ohio. . . . JERRY FURMAN, after another brief fling at professional magicking, has returned to his trade of projectionist in Akron. . . . MARQUIS THE MAGICIAN is back in Ohio territory, where he opened the season September 12 last. He has played 62 cities and towns since. At the Metropolitan Theater, Cleveland, Saturday, June 20, Marquis attracted 1,800 kiddies at a special Bunny Matinee.

ANDREWS SISTERS will lay off four weeks to give Patty enough time to recuperate from her appendectomy which she underwent at St. Anthony Hospital, Rock Island, Ill., last week. The girls were forced to cancel two weeks at the Paramount, New York.

Union Upholds Girl Musicians Fired for Objecting to Drunks

NEW YORK, July 4.—The Angie Bond Trio's claim to two weeks' salary in lieu of failure to be given a two-week dismissal notice by Rogers' Corner here was upheld Thursday by the trial board of Musicians' Local 802.

The girls, musicians, say they were asked by the management to play a stag party in the club's Rumba Room and that when they did so the guests were so drunk that they insulted them and made passes at them. Arthur Bates, manager of the club, testified that the girls knocked over glasses of liquor in anger and he brought two club employees as his witnesses. Joe Rogers, owner of the club, is in Hot Springs, Ark., on vacation and could not be reached for comment.

The trial board ruled that the girls were justified in quitting the room after doing two numbers, and that, consequently, the management had no cause for firing them without the usual two-week notice. The girls opened last night in the Savoy Cafe Lounge, Atlantic City.

Another Cafe Ache: Army, Navy Restrict Miami Liquor Sales

MIAMI, July 4.—Out of a clear sky Monday came the most drastic liquor regulations ever promulgated in this resort, to take effect July 10. Such restrictive rules were agreed upon between the liquor interests and Brig. Gen. Ralph H. Wooten, Brig. Gen. E. A. Evans and Rear Admiral James L. Kauffman.

Night spots and bars must stop selling liquor promptly at midnight each weekday and at 1 a.m. Sunday. Package stores and package sales at all bars must cease at 8 p.m.

The ruling includes Miami and Miami Beach.

Limited number of military police and naval personnel to cope with the increase in drinking due to the influx of army and navy men is said to have caused the decision to invoke these regulations, which may spell the doom of profitable operation of night clubs for the duration.

Owners of night spots are still hopeful for a good winter season regardless of the tightening up of liquor sales, believing name vaude and name orchestras may do much to dispel the lack of drinking.

Rio Copa Resumes; Kirby Ork Deal Off

RIO DE JANEIRO, June 27.—Following a face lifting, the Golden Room of the Copacabana opened June 17 with a floor-show headed by Alexandre Yolas and Theodora Roosevelt, dance duo, and Nini Theilade, who was in this room last summer. The U. S. line (Madelyn Cole, Mary Lou Graham and Billie and Betty Graham) will be in the new show, along with a Brazilian line of eight.

Copa had planned on reopening its room with the John Kirby band. It had agreed to bring the outfit down by plane, but difficulty of getting passage for entire outfit on the same plane or the plane following chilled the idea.

Don, Dolores and Dorre, U. S. dance trio, open in Casino Pampulha, Belo Horizonte, for two weeks with options, June 17, set by Jorge Margerie, Urca booker. Trio expects return to local Urca.

Cassio Horta, local booker, recently married contralto Rosina da Rimini, is working on deal to send her to Hollywood.

Atlantic City Opens

ATLANTIC CITY, July 4.—Izzy Hirst reopened his Globe Theater for the summer Tuesday, with Amy Fong headlining. Staged by Jack Montgomery, opening show includes Jack Diamond and George Murray for the comedy leads, with Charlie Harris straight, Ethel Deveaux and Nadine Marsh in the fem parade, and Jack Curtis, Lenore and Charles, Angelo, Mildred Benson and Johnny Love. Two shows nightly, with a Sunday matinee ushering in a new show. Jack Beck again managing the house.

More Clubs Re-Opening

MILWAUKEE, July 4.—The Milwaukee Club, damaged by fire several months back, has been rebuilt. Opened June 25. Features floorshows on top of its big bar, with opening program including Phil Kestin, emcee; Billy Herbert, Patsy Miller, Ethel Mannes, Ruth Blair, La Claire, Dick Hardin and Tony Beaumont ork.

PHILADELPHIA, July 4.—Sam's Cafe, nabe nitery operated by Sam Potatsky, demolished by fire several months ago, reopened this week. Opening show includes Sandy McPherson, Charlie Nolan, Betty Huntington and Virginia Lewis, with Mike Ray's band.

MILWAUKEE, July 4.—The enlarged Blackmoor cocktail lounge room in the Hotel Wisconsin expanded its talent June 29 with Vic Artese, Kay Howard, Fletcher Butler, Jerry Biesen, Ann Scott, and Quico and Nena.

ALEXANDRIA, La., July 4.—The Blue Roof, formerly the Sky Roof, opened a new policy tonight with augmentation of floorshows and full-week operation instead of week-ends. Two shows daily, 7 and 10 p.m., with three shows Saturday. New acts are Topsy, girl acrobat; Buford Gamble, emcee, and Hank Bendix and ork.

Asbury Park Starts

ASBURY PARK, N. J., July 4.—Paramount Theater has started operation as a full-week burlesque house, with I. H. Hirk, former Gaiety (New York) op, as head. Phil Rosenberg is booking the shows out of New York. This theater, operated by Walter Reade earlier this season, attempted a name band and act policy with bookings by the Al and Belle Dow office. The policy folded in short order.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

CAROL LORD, featured three weeks at the Gayety, Norfolk, Va., before that house shuttered for the season June 27, was co-star with Navy Lieut. Harold Vanneman, a recent arrival from Pearl Harbor, at a birthday feast tendered Attorney James J. Bartley at Toots Schorr's restaurant June 29. . . . CHARLES ABBOTT, former burly comic, later a songwriter, was inducted June 27 in Company L, R. R. C., Fort Devens, Mass. . . . SUNNY SLANE opened July 6 at the Howard, Boston. . . . SAM GOULD and Bob Herman and wife are entertaining at Zeiger's Hotel, South Fallsburg, N. Y., over the summer. . . . EDITH ANDERSON is now at Pinto's, Greenwich Village, where Elaine Mercen is another stripper. . . . MURRAY (LOONEY) LEWIS readying a vaude act to be handled by Charles Allen. Assisting him will be George Reynolds, Joe Cook and two other males. . . . SALLY ARLINGTON, sister of Jo Ann Dare, is a hat and ciggle concessionaire in a local nitery.

JACK AND MARTIE MANN and Jimmie Walters are a new trio in vaude. . . . ALICE JEWEL, strip, has moved from the Howard, Boston, to Nipmuck Park, Mendon, Mass. . . . MOE COSTELLO, of the Gayety, Norfolk, and Arline (Mrs. Costello) Stewart are vacationing at Hot Springs, Ark. . . . GEORGE BRAGMAN, eight years with the Brands, is managing the Gaiety, now a pix house. Also doubling as manager of the Globe. Assistant is Marty Wilner. . . . EDDIE INNIS, Renee Andre and Eddie Yubel are working at Windsor Hotel, South Fallsburg, N. Y. . . . JO ANN DARE is at the Famous Door nitery in Chicago. . . . AL STEWART, former trumpeter in the Gaiety's pit, has his own ork at the 51 Club, including Casey Casey, drummer. . . . TOMMY RAFT and Joe Ross, new team, are at the Club Frolics, Revere Beach, Mass. . . . FLORE R. PAQUIN, pianist and solovox expert, filling sundry social and night club dates.

LLOYD MULLER, of the Claridge, now

A. J. Balaban To Run Roxy for Fox; May Keep F-M Shows

NEW YORK, July 4.—A. J. Balaban, who succeeds Fanchon & Marco in the operation of the Roxy Theater after August 28, when the 20th Century-Fox contract with F&M runs out, says he is studying the situation prior to making any changes. Balaban says he hopes F&M will continue to book the stage-shows there.

The two-year contract, which at press time was still unsigned, calls for the house and policy to be under control of Balaban. House is owned by 20th Century-Fox. Irving Lesser, managing director of the Roxy, will continue in his present post.

Jack Partington, in charge of stage-shows there, and Harry Arthur, F&M treasurer, are still to decide whether they will continue in charge of the flesh policy. F&M's contract calls for \$750 weekly along with 10 per cent of the house profits. Balaban's terms have not been revealed yet.

F&M have been operating the Roxy for more than 10 years. Last year, under the present management, the Roxy grossed \$2,017,000.

Baltimore Burly Men Held for Grand Jury

BALTIMORE, July 4.—Five men have been held for grand jury action on charges of selling indecent pamphlets on evidence gathered by plain-clothes members of vice squad in Gayety Theater, burly house, by Magistrate Elmer J. Hammer in Central Police Court. The men posted \$500 bail pending grand jury action.

A similar charge made against John H. (Hon) Nickel, manager of Gayety, was dismissed. It was shown at hearing Nickel had leased the theater and was not on premises during time of sale of literature, which was made in connection with a movie "for adults only."

a staff sergeant with Company C, 802d Q. M. Bn., Camp Gordon, Ga. . . . BOBBY MORRIS, Jack Coyle and Joe Marks set for the new Shubert show, *Cocktails From 5 to 7*, the script for which Jack Mann (Greenman) turned down. . . . CONNIE FANSLAU is back at the 606 Club, Chicago. . . . JEAN MODE is in Miami keeping house for husband in the army near by. . . . JACK HOWARD, ex-burly character player, is now construction engineer at the New Jersey Shipbuilding Corporation's plant at Barber, N. J., under his right moniker, John E. Jenkins. . . . PARAMOUNT, Asbury Park, N. J., opened with burly stock principals plus vaude acts June 28 under operation of Jules Leventhal, who has Al Smith managing out front and Harry Rose backstage. Complete starting company included Jean Carter, Manny King, Joe Cook, Jimmie Pinto, Nadine Joy, Peggy DeVege, Ben Hamilton, Farrell and Mack, Sammy Moss, Grace O'Hara and Stanley Brothers. Murray Auster, formerly of the Star, Brooklyn, heads an ork of eight. Eddie Lynch, number producer, has a chorus of 18, costumed by the Follies shop here. UNO.

MIDWEST:

MERRILL SEVIER is spending his vacation at his home in Monett, Mo. . . . MAX COLEMAN, having closed in Montreal, will spend a summer vacation in Philadelphia. . . . GEORGE YOUNG, manager of the Roxy, Cleveland, is spending his vacation with Holly and Costello in California. . . . BILLY LESLIE is playing the Gay 90's, Columbus, O. . . . MILE JEANNE featured at Rialto, Chicago, week of July 3. . . . BILLY AND MARY HILL are being held two extra weeks at the National, Detroit. . . . CHARLIE FOX, manager of the Empress, Milwaukee, celebrated his birthday June 29. . . . BILLY REED is expected back from his vacation and work in California. . . . CRYSTAL AMES THAW featured at Empress, Milwaukee, July 3. . . . JIMMY COUGHLIN has opened at the National, Detroit. . . . PEACHES fea- (See BURLESQUE NOTES on page 18)

Strand, New York

(Reviewed Friday Afternoon, July 3)

Lively flesh bill here this week to complement the fourth run of *Sergeant York* (first at roadshow prices, one before at this house and a run in the neighborhood theaters). Pie is announced as having a national re-issue because of its timeliness, but the trade is suspicious that it may be a product shortage.

Raymond Scott, with his five sax, five brass and three rhythm, carries the major portion of the show. Only two outside acts on the bill, Al Bernie and Dick and Dot Remy.

Scott tees off with a rich blending arrangement of *Carrier Pigeon*, which enables the sax section to take its first workout. Vocalist Billy Leach polishes off *Johnny Doughboy*, *Tangerine* and *You Are Always In My Heart*. Last number is with a grouped five-reed background, providing greater richness. Leach is appealing in both looks and voice.

Music is heavily mixed with many Scott originals arranged for smart instrumental blending. Scott himself lending to the showmanship of the numbers with his precise direction. These included *Arabian Horseplay*, *Toy Trumpet*, *Twilight in Turkey*, *18th Century Drawing Room* and *Powerhouse*, the last the outstanding. Fem vocalist is a newcomer, Dorothy Collins, young, pretty blonde, who needs lots more experience to be compelling.

Dick and Dot Remy, acro-dancing-comedy team, get some laughs due to the gal's graceful blimp shapeliness. She's described as a U-Boat with Legs, and carries the part well. Comedy is of the pratt-fall variety, including some soft-shoe dancing, acro tricks with skates on hands, and some comedy setting-up exercises. Crocodile crawl and pogo stick exit are funny bits of business.

Al Bernie is developing into a show-stopping comedian. His imitations of radio shows and personalities are sharp. Bond spiel with President Roosevelt's voice and gestures stops the show cold. Bernie has a terrific line of chatter, too. Material is excellent.

House near capacity. Sol Zatt.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, July 1)

Business is on the tip-top side, with Sally Rand headlining here for the second time this year. To take care of the crowds, Orpheum is giving an extra show daily. Miss Rand and her Sally Rand Girls monopolize the bill, and get good support from the Stapletons, Marie Hollis, the Four Vagabonds and Morey Amsterdam. Al Lyons and orchestra are in the pit.

Show gets underway with *Jingle, Jangle, Jingle*, by the Lyons aggregation. Sally Rand Girls, 11 good lookers, do a one-two-three kick to a fair hand. Line needs more rehearsing.

Marie Hollis does a bit of controlled dancing that is out of this world. Pretty and personable, Miss Hollis performs in feather-light style and goes thru her routine without a hitch. Act has flash and Miss Hollis knows how to sell.

Morey Amsterdam takes over emceeing

Vaudeville Reviews

from Lyons. It's the usual Amsterdam line of chatter—some of it good, some of it bad. He gets in a few belly laughs, but the trouble is with the audience, not Amsterdam. His jokes are too fast for the crowd.

The Stapletons, boy-and-gal tap experts, are youthful, impressive, and have plenty of enthusiasm. They clear it clean for good hands. Finished off with a bit of soft-shoe and tap combined. Had to beg off.

The Four Vagabonds, instrumental combo with two guitars, accordion and bass fiddle, gave out on *Hawaiian War Chant* and went right into *Swing Low, Sweet Chariot*, with the boys taking turns on the vocals. Gathering steam on these, they let it go on *You're My Sunshine*, with a vocal here and there. Stopped the show and came back with *Dark Eyes* and *I Dood It*, finally having to beg off.

Amsterdam was spotted next-to-closing with more of wit and humor. While he gave the audience a bigger dose than on his first trip to the mike, the reaction was the same.

The Rand Girls are on for a cellophane ballet, with blue lights covering the straggling ends, for a good prelude to Miss Rand's appearance. Using the same stage setting, same fans and same balloon that she had in January, she went thru identically the same routine. It must be showmanship that brings people back again in less than a year to see the same routine.

Flickers, *Sing Your Worries Away* and *Moonlight Serenade*.

Three-quarter house when caught, good for a mid-afternoon show.

Sam Abbott.

Roxy, New York

(Reviewed Thursday Evening, July 2)

Current flesh display is one of the neatest production ideas the Roxy master minds have dreamed up in many a summer. Show is peppery and fast, and all of the acts, save the closer, A. Robins, are built around a colorful production, Latin in type and dressed up like a million bucks.

Opener is a gaily costumed line of Gae Foster Girls weaving its way in and out to the strains of sweet rumba rhythms. Opening act is Richard Stuart and Flora Lea, handsome dance team doing a Spanish castinet number of socko quality. Later number, a cape dance, with the girls' costumes providing a dancing wrap-around, also impressed.

The Faudys, an opening act which didn't open this bill, did some flashy Risley work to heavy applause. Six men working spiritedly, with three highs, aerial somersaults and enough teeter-board acrobatics to set them off right. Climax is a blindfolded four high, which gives them a strong closer.

Bob Hannon, singing house emcee, is a good-looking lad, has lots of personality and, in addition, has a good voice. Impressed with *One Dozen Roses*, *Johnny Doughboy*, *Stardust* and *Jingle, Jangle, Jingle*. On the last number he had rhythmic support from Floy and Martha Read, who gave background vocal sup-

port thruout the production. Girls are very cute, and even cuter in short cow-girl skirts.

Production behind the *Jingle* number was ace, Foster Girls winding in and out like a lariat. Had excellent effect, but they milked it too hard. (When the audience applauds a production number at the finish does that mean they should do it over again?)

Closer is A. Robins, a delightful, lovable clown who builds up a terrific laugh pitch with his endless stream of props and sing-song self-accompaniment. An apt closing act, garnering continuous laughter, ending up with a trainload of stuff being carted off stage. Showmanship and timing are lessons on the subject.

Bill ends with a flag waver; in fact, 28 of them (all of the United Nations) all over the stage, to the strut of the Roxyettes, perfectly timed dance routines in red, white and blue costumes, and Hannon, dressed up like Nelson Eddy in *The Chocolate Soldier*, singing a tribute to our allies. Quite overdone, but nevertheless stirring.

Pic, *The Magnificent Dope*. House, almost capacity; Paul Ash in the pit. Sol Zatt.

Metropolitan, Providence

(Reviewed Sunday Evening, June 28)

Putting up the shutters tonight for the summer, the Met. brought to town two names well known in other fields but new to theater audiences—Hal McIntyre orchestra and Russell Swann, comedy magician. And, for an added attraction, old-timer Joe Howard.

McIntyre got his start with Glenn Miller and has since earned his own laurels with dance fans, including copping *The Billboard's* college poll. As a stage band leader, however, he's got a lot to learn yet, tho his band is good. This three-day stand and Worcester the previous week are his first vaude dates.

Young, good looking and with a pleasing grin, McIntyre makes a good front for his 15-piece outfit. But he does very little hand waving, and, for the most part, just plays sax and clarinet. Brief bit of band's theme, *Moonmist*, is followed by *Footwarmer* and then *Sleepy Lagoon*, in which McIntyre steps out for a sax solo.

Ray English does a clever triple tap with leaps and spins, before going into clowning, which is funny, off-color gags, which aren't, and an acrobatic dance. Encores with an amusing impression of how jitterbug dancing originated. Off to a solid hand.

Band again, with Jetry Stewart singing *Miss You* and *Tangerine* in a satisfactory whispering tenor. Lack of stage experience is noticeable in his delivery. Band then does a swell arrangement of *Old Man River* which emphasizes trumpet quartet but without needless blaring of brass with which so many modern bands ruin audience's eardrums. Howard Gibling, band's trombonist-arranger, also solos in this number.

Band's pretty brunet Frances Gaynor, with a sweet voice, sings *Somebody Else* and *We'll Meet Again*. Is joined by bandmen Jack Lathrop, Jimmy Engler and "Steady" Nelson, and four offer *Don't Sit Under the Apple Tree* and *Taint No Good*. Close harmony is nothing outstanding but audience demanded encore, Miss Gaynor responding with *I've Got It Bad*.

Russell Swann (who also broke in at Worcester with band previous week) comes on in white spot, audience mistaking him for another singer. Instead, he coughs and a lemon drops into his hand. This is a tip-off something different is coming. And it does. Opening with a straight magic stretching the rope and rope cutting trick, he then calls up an audience committee (two plants and an unsuspecting customer) and for next three minutes pandemonium reigns. A cake is baked in one stooges's hat, the other plant wrestles with a cake of ice, guns are fired, bottles broken, a potted rosebush grows up to the fly gallery and, finally, the customer is made the victim of the Chinese guillotine trick, all of which put the audience in howls and sent Swann off to a good hand.

McIntyre followed with *Jersey Bounce*. Skylark, done next, gives him another sax solo spot.

Joe Howard, veteran minstrel, still knows how to stop a show. He sings his own *Hello My Baby*, *Wonder Who's Kissing Her Now*, and *Goodbye My Lady Love* with a cakewalk that is the McCoy. Brought back for more, he led audience in singing of "several hits of the past" and closes with his own new patriotic

march, *Keep Mum, Chum*. Part across well with good musical backing by the band.

One o'clock jump by orchestra brought show to a close with a good tempo. On screen, *Girls' Town*.

Charles A. RossKam.

Loew's State, New York

(Reviewed Thursday Evening, July 2)

Despite the fact that Milton Berle gets a change of surrounding acts, all of them of top cut, it's still a Berle show, with time being of no importance. Entire affair constitutes a 75-minute howl, with comic chiming in on every act. Opening day gross of the second week of MB seemed better than that of his opening stand. However, the box office probably won't get as good a break because of the length of the film *Reap the Wild Wind*.

With Berle around, the house didn't have to go too much overboard on the surrounding talent, but every act is of the standard variety, which makes the whole show add up to dynamite.

Replacement for the Janselys is the Jim Wong Troupe, five boneless tumblers, contortionists and balancers, with an amazing assortment of tricks. Turn drew a big hand. Berle's contribution here is looking wise in a flowing kimono and high hat.

Gracie Barrie is similarly a topflight performer doing two numbers, including *I Gotta Get Hot* and aiding Berle in his clowning. It seems that Miss Barrie of late, during vaude appearances, is getting love-making assignments with comedians. At any rate, she's good as a foil. Berle's conduct in the pit during her encore is a gem of comedy ork conducting.

Holdovers are the Ben Yost Vikings, with fine ensemble singing and, of course, the terrific miming of Berle as a seventh member of the group. Leader made a bow-off speech.

Georgie Tapps does two numbers in his usually fine ballet style. His turns are something wonderful and his paso doble is as fine a tap interpretation as can be made of this Spanish dance. After the verbal tiff with Berle, the pair get off with a time step.

Berle winds up with a parody medley, and delayed the start of the film for some time. Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, July 3)

Slow-moving show, featuring Joe E. Lewis and Bob Chester and band. Only other act on bill are the Biltmorettes, who follow the opening orchestra in with their familiar session of acrobatics. The kids are good, attractive in appearance and polished in their tricks. Employ a hoop and skipping rope for a couple of applause-getting tricks.

Chester's outfit is okay musically, but it does not have enough specialties that are above the ordinary for the stage. As a result, the work tends to slow the bill in several spots. Chester limits his activity to straight emceeing, a routine with his fine singing bet, Betty Bradley, and brief assistance on his sax. Miss Bradley is the ork's best feature as far as the stage is concerned, anyway possessing a sweet personality and just as sweet a voice that go unusually well on such ditties as *One Dozen Roses*, *Do It Again* and *Pushing the Conversation Along* (that's where Chester comes in).

Gene Baker, tall, bashful-looking lad, handles some ballads in nice style, appearing on his own and with Miss Bradley in *On Moonlight Bay*. Cy Baker, hot trumpet man, is spotted with his version of *Stardust* that has particular appeal for

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—Gene Burr, The Billboard, July 4.

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musicians. And then there's Paul Jordan (former band leader), chief arranger and pianist, who bangs out a pop tune in fair style.

Joe E. Lewis is next-to-closing with his batch of nonsensical songs—old and new—that keep the customers entertained. The old stuff was particularly good at this showing, and he was in demand for a good 30 minutes.

Band winds up with a victory tune labeled *From Maine to California*. Business average end of second show opening day. On screen, Universal's *Top Sergeant*.
Sam Honigberg.

Review of Unit

"Lunatic Revue"

(Reviewed Wednesday Evening, July 1, at Hippodrome, Baltimore)

Billy House heads his own fun-filled show, *Lunatic Revue*. He brings down house with his gags and risqué bits. He makes 'em laugh heartily and spreads his comedy thruout the show. House has surrounded himself with a group of capable performers, including Bobby Jarvis, who was one of his comedy assistants in road company of *Hellsapoppin*. Their first comedy hit has Bobby as a playwright and House, an actor, going over a script. Brought howls.

Ross Wyse Jr. and June Mann present a fast comedy singing and dancing specialty. Give an excellent accounting of themselves as hoofers and comedians.

Ben Yost's Mimic Men offer clever impressions of stage, screen and radio stars, winding up with a medley of college songs.

The four Arnaut Brothers and their sister Nolly do a novel musical and tumbling act dressed as birds. Give an excellent exhibition of their versatility with the violin. Two of the brothers fiddle while see-sawing by interlocking legs at knees, and the four brothers play one violin with two bows.

Al Gordon and His Racketeers, consisting of Gordon and six dogs of various sizes and breeds, present an act chockful of fun, revealing some exceptional canine tricks.

House's unit is a collection of good acts. It is capably and artistically executed and moves fast.

House packed, with standees in rear, when caught.

On screen, *Sweetheart of the Fleet* and *March of Time's India at War*.
John F. Ignace.

Musicians Up Tab Scale to \$8 a Day

NEW YORK, July 4.—American Federation of Musicians, at its annual convention in Dallas last month, increased the wage scales of musicians in tab shows from \$6 to \$8 per day, effective August 1.

(Further details on a general wage increase for traveling bands in vaude theaters will be found in the Music Department.)

Tries To Insure Tourist Season

MIAMI, July 4.—State Senator Ernest Graham has made a request to the ODT to grant special gasoline concessions to residents of Eastern States who desire to come to Florida this winter, to take effect after September 1.

Senator Graham points out that such an order will permit thousands to motor here from congested spots and be sure to ease the fuel oil shortage now threatened for the cold months.

Fay's To Stick It Out

PROVIDENCE, July 4.—Fay's Theater, which discontinued vaude for the summer the middle of June last year, will hold on to vaude thru this summer. Policy is full-week band stagings, booked out of New York by Joe Feinberg Agency.

Opposition house, the Met, which had been running three-day name vaude, discontinued vaude for the summer June 28.

New Detroit Club Opens

DETROIT, July 4.—New class uptown spot has opened in the north end as the Six Mile, by Cliff Bell, owner of Cliff Bell's. Policy will be a band and vocalist at the newer location, which has Vere Wirwille band and Faye Andre, singer. Harold Berg handling the publicity.

Chez Maurice Folds After 10 Weeks of Names; Cast Stuck

MONTREAL, July 4.—The Chez Maurice folded suddenly Monday, leaving its floorshow stranded. Acts were Hal LeRoy, Don Tannen, Collette and Barry, and Homay Bailey and Lee Sims, booked thru Roy Cooper, local agent.

The Chez Maurice, Inc., was bought out by Proulx, Lambon & Sarri three weeks ago, with Wilfred Proulx going in as manager. It continued the club's policy of names, which had included during the previous seven weeks Dixie Dunbar, Gertrude Niesen, Mischa Auer and George Beatty. The new show had come in Friday, June 26, on two-week contracts. The folding caught the acts short, and Cooper, working thru Miles Ingalls of New York, loaned Sims and Bailey \$79, and also booked Collette and Barry into the Gatineau Country Club, Ottawa, to open the following day. MCA okayed Tannen's hotel bill so that he could leave town. LeRoy returned to New York.

The club was put in receivership thru petition of its creditors, and the trustees asked Cooper to have all performers file salary claims. Club apparently was in the red for \$27,000 when it folded.

Cooper had booked ahead Benny Rubin to open July 10, and Sophie Tucker to follow. These have been canceled thru the William Morris Agency.

Collette and Barry have coming to them salary for the week before the new show came in, as well.

Wildwood Nitery Season Looks Okay

WILDWOOD, N. J., July 4. — Local niteries, getting the closing hour extended until 3 a.m. for this season, look forward to a fat summer. Boardwalk dim-out doesn't hit the after-dark spots here as in Atlantic City, because all are located off the walk. Moreover, with the Boardwalk virtually blacked out, niteries offer the resort's only bright spots after dark.

All niteries are back with heavier floorshows than usual. Marty Bohn, vet nitery comic, unshutters his own Nut Club this week with his own show, *Insanities of 1942*, a crazy show. Names are again spotted at Jack Diamond's Martinique Cafe in the Charioteers and the Three Peppers.

Frankie Schluth heads the revue at Frank Palumbo's Club Avalon; Ann Howard at the Inlet Cafe. Lou Booth's Chateau Monterey has a show and Viola Klais's music. Eldorado Cafe offers a show and Kitty Helmling's orchestra. Babe Latour tops the show at Lady Bishop's Cafe; the Four Blues at the Biltmore Surf Club, and Larry Harkins and the Three Musical Riffs at Rainbow Cafe.

Other niteries offering floorshows with music include the Hof Brau, Steel Bar, Muriel Cafe, Spinning Wheel Cafe, Shamrock Hotel, Elmer's Cafe, Atlantic Bar, Grande's Cafe, Morrow's Cafe, the Victoria, Gingham Club, Jordan's Cafe, Villas Cafe, Werner's Cafe, Jones Boys' Cafe, Stoneley's Bar and the Grenoble Hotel.

London Casino Now Club for Servicemen

LONDON, June 8 (Delayed by Censor). —London Casino, scene of Clifford Fischer and Bal Tabarin shows of pre-war nights, is being reopened by Esdaile as sporting club for members of the fighting and civil defense services.

Syd Seymour and American-born wife, Constance Evans, make first venture as pantomime proprietors Christmas. Subject to be *Cinderella*, and run of Stoll London dates has been fixed.

Hotels and other night spots taking advantage of permitted cover charge of two shillings and sixpence over controlled meal prices must employ a minimum of four people either in band or as artists.

Mostel at Paramount

NEW YORK, July 4. — Zero Mostel makes his vaudefilm house debut at the Paramount Theater July 22 for two weeks, with options. Mostel will double from his Cafe Society nitery job and NBC radio program, *Chamber Music Society of Lower Basin Street*.

Ex-Agent in Miami B.— But Not To Book Acts

Miami Beach, Fla.
June 22, 1942.

Dear Editor:

I got your air-mail letter here which was mailed from New York June 9—it must have come from a carrier pigeon who, seeing it was a nice day, walked here with it.

I suppose you heard I became a Private First Class, which takes me out of the steerage class. I could become a general, but who wants to die in bed—alone? Guess you know by now that Miami is still Coney Island with an education and no dialects, with palms that come out of the ground instead of out of the pants pocket looking for a touch. Am living at the . . . Hotel, in a room with an adjoining corporal. On a clear day I can see a sergeant. Did I tell you that all I ask from the government when this is all over is that it return my stomach? I'll pay the postage. One day they wanted to put me on general duty and I told them I wasn't capable of that kind of work, as I was a private. So I wrote my next four letters from a guardhouse.

Friends write telling me that the reason I don't answer more often must be because the beach is such an attraction. I told them the beach is just part of a double-feature with a thing called *Army Life*. As yet I haven't been stopped by an MP, haven't gotten KP, but miss PM. When I find out what's in the hash (a military secret) and in second lieutenant, I'll let you know.

That's all for now, and the best to you and any of our friends fortunate enough to have cuffs on their trousers and gas on the stomach.

George Levy.

Williams Trio Face Suit for Failure To Make Chi Date

CHICAGO, July 4.—The Palmer House is taking legal action against the Hermanos Williams Trio who failed to open in the Empire Room's new show last Thursday (25). Al Fuller, publicity director of the hotel, was instructed by the management to compile the loss in advertising costs incurred by the failure of the act to appear. When the data is compiled it will be turned over to the law firm of Winston, Strawn & Shaw, who will file a damage suit.

Act notified the management that it was unable to make the date because Pablo Williams, the understander, was forced to go to a hospital for an operation. Act worked three days in the Ed Wynn show in New York and rejoined the revue after a five-day absence. When management learned that the act is back in the New York show, it was decided to file action.

In New York, Pablo Williams stated that it was his intention to go thru with the Palmer House engagement, but fears that a hernia condition may develop which will necessitate an immediate operation. He says that his physician had advised him against working, but made an arrangement with Wynn to appear only when his condition permits so that he may raise the necessary money needed for the operation. Williams says that he cannot leave New York at this time because the local physician has all X-rays and is familiar with his case.

Ez Keough Joins Fred. Bros. in Chi

CHICAGO, July 4.—Ez Keough, local agent, joins the Frederick Bros. Artists Corporation August 3 as booker in the theater and cafe departments. He will work under Morgan C. Ames, general manager of these departments.

This is the latest P.B. move in its effort to expand in the vaude and nitery field.

Monroe's 1st Chi Date at 9G Plus; Oriental's Names

CHICAGO, July 4.—Vaughn Monroe will play his first theater date in the Midwest when he opens at the Oriental here week of August 28, followed by the Riverside, Milwaukee, September 4. He is set for top terms, unprecedented for a name fresh in this area. He has a guarantee of \$9,000, with a split over a \$25,000 gross, at the Oriental, and goes in on straight percentage at the Riverside. Has to furnish three acts with the band.

Both the Oriental and Riverside are pretty well set with attractions thru Labor Day. The Oriental is getting Morton Downey, Bert Wheeler and Hank Ladd, Jack Leonard and the Stadlers Friday (10); Al Donahue and band and the Merry Maes, July 17; Milton Berle, July 24; Blue Barron, plus a name act, July 31; Harry Howard's *International Casino* (nee *Beachcombers*), with Ames and Arno, August 7; Paul Whiteman, August 14; Duke Ellington, August 21, and Vaughn Monroe, August 28.

Riverside is set with Ada Leonard and all-girl band, July 10; Morton Downey and vaude show, July 17; Harry Howard's unit, July 24; a name band yet to be set, July 31; Blue Barron, August 7; Duke Ellington, August 14; Ozzie Nelson and Harriet Hillard, August 28, and Vaughn Monroe, September 4. August 21 week is still open.

Sets Names for Earle in Philly

PHILADELPHIA, July 4. — Maurice Gable, Warner district manager here, has booked attractions for the Earle Theater for the rest of the summer.

Following week with Gene Krupa's band and Dennis Day, Milton Berle's unit takes over Friday (10). Frankie Master's orchestra, with name to fill, follows July 17; Bill Robinson and Ella Fitzgerald, July 24 week; Tommy Dorsey, for his first Earle date in four years, July 31; Alvino Rey and the King Sisters, August 7; Horace Heidt, August 14; August 21, open; Paul Whiteman and name to fill, August 28; Labor Day week, September 4, open; Glenn Miller's band, September 11; Four Ink Spots, Lucky Millinder's band and Rosetta Tharpe, September 18.

October dates have been set aside for the bands of Harry James and Freddy Martin.

W. J. Harris Joins Morris

CHICAGO, July 4.—Will J. Harris, local producer, has joined the William Morris Agency here as manager of the club date department. Harris was producer for Balaban & Katz when the chain presented revues in its Loop and neighborhood houses.

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Vaudefilm Grosses

Influx of Visitors Over 4th Hypes Strong B'way Grosses Further; MH Still Terrific

NEW YORK.—The Fourth of July week-end added the continuing strong business, with satisfactory takes over the Stom. Unusual influx of visitors gave cashiers some busy moments.

The Music Hall (6,200 seats; \$84,000 house average), with Mrs. Miniver and stagershow with Betty Bruce and Walter Dare Wahl, is continuing to break every record in its history. For the first four weeks this picture has grossed more than \$100,000 each stanza, and during its fifth week is expected to come up with a spectacular \$112,000. Last week the count was \$105,000, while previous stanzas drew \$105,000, \$109,000 and \$111,000. This layout may stay eight weeks.

The Paramount (3,327 seats; \$41,981 house average) is in strong position in the second week of Vaughn Monroe's ork, Eddie Garr, and film, *Beyond the Blue Horizon*. Expected score is a fine \$55,000 after the opener of \$58,500.

The Strand (2,758 seats; \$30,913 house average) opened Friday with a reissue of *Sergeant York*, which has been here previously and before that at the Astor, along with a run at RKO and Loew houses. With the added strength of Raymond Scott's ork and Al Bernie, the gross may come to \$35,000. Last week, the second of *Juke Girl* and Russ Morgan's band, brought a nice \$32,000, while the initial stanza took \$43,000.

The Roxy (5,835 seats; \$38,789 house average) now has the long delayed *The Magnificent Dope*, which opened Thursday (2) along with the stagershow including A. Robins, Bob Hannon, and Stuart and Lea. Expected to hit \$45,000. Last week *Ten Gentlemen From West Point* and revue, with Stuart Morgan

Buffalo Just So-So With Straight Pix

BUFFALO.—Outlook for July 4 week-end biz isn't too bright here, what with gas still plentiful and the weather hot. Vaude is still absent downtown with exception of the Palace, where Lois DePee has moved in as burly headliner, replacing Stella Mills, supported by Foster and Jacobs and a cast of 40. Erlanger, with summer stock, continues strong, getting Francis Lederer in *Pursuit of Happiness* for July 6 on the heels of Philip Faversham in *Stage Door*, all at competitively popular prices.

The Buffalo (seating capacity, 3,500; house average, \$11,800 for straight films) is looking forward to a new line-up of name bands soon. Meanwhile, the house is doing okay with pix, garnering a neat \$13,700 for week ended July 2 with *Juke Girl* and *I Was Framed*. Current week, which began July 3, Buffalo offers *Take a Letter, Darling* and *Henry and Dizzy*, which are expected to bring in an okay \$13,500.

The Twentieth Century (seating capacity, 3,000; house average, \$7,500 with films only) is managing along the best it can this summer with screen layouts. For six days ended June 30 house got only \$5,020 with *In Old California* and *Moonlight Masquerade*. For eight days, started July 1, Century is expecting around \$10,000 with revival material, *Gunga Din* plus *Mexican Spit Fire at Sea*.

W. King Tops in Hammond Sundays

HAMMOND, Ind.—Most popular band of the year to play a Sunday date at the Paramount Theater here is Wayne King. Following in order of popularity, registered by the box-office draw, are Ted Weems, Jan Garber, Griff Williams, Chico Marx, Claude Thornhill, Art Kassel, Les Brown and Del Courtney.

Larry Stein, booker for the house, says it is getting increasingly difficult to secure name bands for each Sunday. House rules out vaude units because they are too costly (stagehands, musicians, etc.), and straight vaude shows because they do not draw.

Dancers and Carol King, walked out after its fourth week with \$30,500. Prior sessions did \$32,000, \$42,000 and \$53,000.

The State (3,327 seats; \$20,500 house average) has the second week of Milton Berle, this time surrounded by Georgie Tapps, the Vikings, Gracie Barrie and Jim Wong Troupe. Holiday week-end will probably pull the gross up to a great \$34,000, the same as the first week. Film has been switched from *Tortilla Flat* to *Reap the Wild Wind*.

Phil Harris Great In Chi, 48G; Bob Chester, Lewis 20G

CHICAGO.—The Fourth of July holiday week-end started off big for the combination houses Friday (3), an early-morning rain keeping many prospective resort vacationists in town. And, too, the week-end draws many visitors from neighboring towns who spend part of the holiday in a Loop house playing a good attraction.

Chicago (4,000 seats; \$32,000 house average) has a natural show in Phil Harris and his band unit, fresh off the Jack Benny show. Coupled with Ginger Rogers as *Rozie Hart* on screen, the July 3 week should draw a super \$48,000.

Holdover of the Jack Hope picture *My Favorite Blonde* week of June 29 slipped to \$34,500, primarily because of the wrong stage support. Cab Calloway came in to replace Skinnay Ennis and tho always a Chi favorite in a popular-priced house, his first job in this temple was not successful. Balaban & Katz wanted to hold on to him, and since its State-Lake is on a straight picture policy, the Chicago was the only house available for him.

Oriental (3,200 seats; \$18,000 house average) has a good combination flesh bill week of July 3 in Bob Chester and band, who recently closed a profitable month at the neighboring Sherman Hotel, and Joe E. Lewis, just out of *Headliners of '42*. Can top \$20,000 with any break in week-day weather. Week of June 26, Willie Shore and Ada Leonard and her all-girl-band were held down to an average \$18,000 due to the extremely hot week-end, which cost the house a good \$3,500. Current screen feature is Universal's *Top Sergeant*.

Goodman Excellent \$38,000 in Detroit

DETROIT.—Benny Goodman, booked in for the first stagershow at the Fox Theater (6,000 seats; house average, \$20,000) in nearly two years, nearly doubled what used to be considered average business under a stage policy, taking about \$38,000 for week ended Thursday (2).

Show had little advance publicity; in fact, drew less than average share of press publicity, due largely to a diversion of attention to an all-out drive on War Bonds and Stamps by theaters, radio and press alike locally.

Goodman grossed \$6,000 more than Artie Shaw did at the opposition Michigan two weeks before and only about \$4,000 under the record for the season set last winter by Glenn Miller at the Michigan. Screen feature was *It Happened in Flat-bush*.

L. A. Orph 12½G

LOS ANGELES.—Orpheum dropped back into fair takes the past week with \$12,500 week for stagershow and pix *Fly by Night* and *Mokey*. Spot has been grossing around \$17,000 recently, but with name bands and such acts as the Andrews Sisters. Last week's bill had Troy and Lynn, Ed Ford and Whitey, Bob Shay and Paul Gordon. House average is \$6,500 at 55 cents top; 2,200 seats.

BERLIN SOLDIER REVUE

(Continued from page 3)

punched across their talents. The first half of the show ends in a tribute to the Navy. Most novel number comes in the second half. It is a barracks scene and shows what "soldiers dream of." Most amusing scene is the Stage Door Canteen, which ends in a romantic note, believe it or not. And considering that the cast is 100 per cent male and all the "girls" are boys, this was really something.

Most dramatic scene is the aviation number which has pilots and crews singing *American Eagles*. Only anti-Axis bit is the scene kidding the Japs and Germans, called *Aryans Under the Skin*.

There is an overdose of singing in the show, but the group singing is always pleasing and most of the solos were good. Lyn Murray drilled the chorus. Comedy is supplied by Julie Oshins, who is really amusing; Ezra Stone, who knows how to handle lines; James McCall in a funny luxury-for-soldiers bit; Prince Mendes doing a comedy sleight-of-hand routine; Joe Cook Jr., who did a comedy bit reminiscent of his dad, and Phil Truex, son of Ernest, who handles lines. Earl Oxford does comedy and singing very nicely; Burl Ives sings excellently; Robert Moore does deadpan comedy; Spencer T. Case helps in comedy; Pinky Mitchell does a pleasing song and dance; William Horn reveals a pleasant tenor voice.

The big numbers are nicely handled. The dancing scenes are often clever and the group singing is always very listenable. Comedy ideas are good and clean. The show as a whole successfully displays the army in a good light—it presents army life problems with good-natured kidding. The musical and vaudeville specialties are spotted nicely, too.

Berlin wrote and conceived the show, with Sergeant Stone supervising for him with the aid of Alan Anderson, stage manager; Milton Rosenstock, musical director, and Edward Barcliff and Robert Sidney, dance directors.

John Koenig designed sets and costumes.

Berlin contributed his services. Soldier-performers, selected from camps all over the nation, get their regular army pay plus a small sum for having to live away from camp. Many civilian show people advised and aided in the show. The theater is manned by soldiers except for a civilian stage crew and ticket sellers.

Paul Denis.

Warners Nose Para On "This Is Army"

NEW YORK, July 4.—Warner Bros. today nosed out Paramount in acquiring the film rights to *This Is the Army*, Irving Berlin army revue that opens tonight at the Broadway Theater for the benefit of the Army Emergency Relief Fund. Warners have turned over a check for \$250,000 to the fund as first installment on the purchase price. Complete price includes a split on all profits. Warners today would not divulge the exact amount of the split, but it is reported to be 50-50 after deduction of all costs.

The picture will be filmed under the supervision of Lt. Col. Jack L. Warner, and Irving Berlin will go to the Coast to supervise the production. Film company has agreed that production will be on the same scale as *Yankee Doodle Dandy* and others of its super-duper musicals. As in the stage revue, an all-soldier cast will appear in the picture, Army having given okay despite the fact that Warners will get a split on profits. In the stage version opening tonight all profits will go entirely to the Army Emergency Relief Fund, with many legit people having donated their services.

Warner negotiations, carried on between Lt. Col. Warner and A. L. Berman, attorney representing the fund, were started a few days ago and completed late this morning. Signing of contract left Paramount holding the bag. Para had also been negotiating and had issued a number of announcements that were considered by the army as premature.

Norfolk Hotel Cuts Shows

NORFOLK, Va., July 4.—Retrenchment is the order at the Starlight Room, Monticello Hotel roof spot, in the face of a business slump which forced abandonment of floorshows last week.

The Wally Wanger show has been pulled out. Admission has been cut from \$1.10-\$1.65 to 75 cents and \$1. Anthony Trini's band remains.

Kibbler-Kettering Form Partnership

NEW YORK, July 4.—Gordon Kibbler, head of the one-night hand-booking department of Frederick Bros. Music Corporation the past six months, resigned Tuesday (30) to form a partnership with Tom Kettering in the production of 10 vaude units.

Kettering, Chicago vaude man, is currently managing the Shirley Deane *Star Dust Revue*, now playing the Kemp Time down south. In the new set-up, Kettering will produce the units and Kibbler will book them out of New York. Second unit of the string of 10 will go on the road August 15, built around Tirza, the Wine Dancer, to be called *Wine, Women and Song*.

Kibbler, veteran band manager and booker, will open offices in New York after he sees T. D. Kemp in Charlotte, N. C., to make a blanket deal for Southern bookings of the 10 units.

Talent Agencies

EZ KEOUGH AGENCY, Chicago, reports the following bookings: Margaret Faber Girls into the Villa Madrid, Pittsburgh, followed by the Lake Club, Springfield, Ill., for a similar run, and Lester Oman with the Ada Leonard unit into the Riverside, Milwaukee, July 10 week. Keough is also booking the Country Club, St. Louis, which runs shows Fridays thru Sundays.

CONSOLIDATED VAUDE EXCHANGE, Rochester, N. Y., now has 37 clubs on the books.

RAY S. KNEELAND, Buffalo, has added to his books Club Mayfair, Williamsville, N. Y.; Carroll's, Olean, N. Y.; Mary Rogers', Lackawanna, N. Y.; Brogan's and Coconut Grove, Buffalo.

BURLESQUE NOTES

(Continued from page 15)

tured at National, Detroit, week of July 3; Cleo Canfield will also open there. . . .

ARTIE LLOYD opened at Gayety, Montreal, June 29. . . . IANA BARI will be featured attraction at the Roxy, Cleveland, week of July 10. . . . BILLY WALSH AND BEA RENEE opening at the Palace, Buffalo, July 10. . . . FRANCES ABRAMS, Milt Schuster's secretary, was operated June 25 for appendicitis at West Suburban Hospital, Oak Park, Ill.

PHILADELPHIA:

WINNIE GARRET, Dolores Dawn and Marcellita head the next bill at the Troc, with Harry (Boob) Meyers and Billy (Scratch) Wallace holding over. . . . MILLICENT ROTH and Roberta at the Smart Spot, Haddonfield, N. J. . . . DIAN ROWLAND, Ill during her stay at the Troc Theater, has recovered. . . . RENEE ALLEN at Andy's Log Cabin, Gloucester Heights, N. J. . . . KAY DAWN new at Carroll's.

CLUB TALENT

(Continued from page 11)

Jimmie Lunceford's orchestra at the Trianon, South Gate, Calif. New show moves in with Henry Busse's orchestra July 7. . . . MILLIE CONVEY is heading the show at the Sphinx Club, Reno. . . . ZARA LEE and Gilbert and Gayle are at the Villa d'Italia in Fresno. . . . BEN BLUE has returned to Slapsy Maxies. . . . SAMMY WALSH and Mabel Todd headlining at Charley Foy's Supper Club.

New York:

BETTY AND FREDDIE ROBERTS closing at the St. Moritz, to follow with the Mount Royal, Montreal, July 13. . . . LOU WALTERS setting up a new show for the Latin Quarter. Current show goes on a theater tour.

Here and There:

WARNER AND VALERIE are in their second week at Villa Madrid, Pittsburgh. . . . DON MARLOWE set for Club Rialto, Louisville, opening July 14.

NIEL FONTAINE, ork leader at the Walton Roof, Philadelphia, makes his bow as an emcee at the President Hotel, Atlantic City. Others include Pupi Dancers and Yola Galli. . . . MARCO AND ROMOLA doing theaters in the South.

Available After July 11th

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FILMS NOT MECHANICAL!

AFM Jacks Up Theater Scale; Boosted 10-15%

NEW YORK, July 4.—A 10 to 15 per cent hike in theater scale for traveling bands, decreed this week by American Federation of Musicians International Exec Board, gave a final kick in the teeth to people who have been screaming that relaxation of theater stand-by fees would mean more vaude and more musician employment. By announcing that scales which have been over \$75 per man will be raised 10 per cent and scales of \$75 or under raised 15 per cent, the exec board automatically increased stand-by fees.

Move was in accordance with a resolution passed at the recent AFM convention in Dallas, ordering the board to adjust traveling band theater scales. New figures have no effect on local scales, such as the \$105 figure which applies to Local 802 orks playing New York's Broadway houses.

Increase had been expected, probably even by those who hoped to have stand-by fees relaxed. AFM conclave in Dallas was afire for a while with discussion pro and con the stand-by question, with the final vote overwhelmingly for retention of current procedure in collecting fees from theaters.

When agreements with theaters here expire, Local 802 can be expected to dig in for some juicy increases in scale. Local is currently conducting a survey of the cost of living situation, with an eye to such a move.

In addition to boosting pay of traveling bands, exec board also raised scale for combos which tour with tab vaude shows. Increase was to \$8 per man per day, from the current \$6.

Fitch Drops Stitch

PHILADELPHIA, July 4.—While local bands were elated to hear that radio's *Fitch Bandwagon* would select one of them for the spotlight on a late July broadcast, it's now bringing cries of "how come" from the tootlers as a result of an "expose" by local newspaper columnists. Public here was asked to select the band, as is being done in all other cities. Names of local band leaders were to be submitted to KYW, which would originate the show, and fans were to vote for them at drugstores.

Deadline for submitting entries was announced as June 24. On that deadline day, newspaper columnists, it is alleged, received a news release for publication June 26. Release said that 10 bands had qualified and would now compete against one another to pick the final choice. It was bad enough getting the news story the same day on which preliminary votes were presumably being taken—but, to make matters worse, press release was reportedly in an envelope mailed from Davenport, Ia., and was post-marked June 22, two days before the announced deadline.

Why Not Fight a Duel?

PHILADELPHIA, July 4.—The fabled feud between brothers Jimmy and Tommy Dorsey is expected to enter another round. After passing up Earle Theater here for four years, Tommy Dorsey has finally been inked in for a date, skedded for the July 31 week. According to word here, Tommy took the date to best brother Jimmy at the box office. Last month, for the week ended June 18, Jimmy Dorsey cracked all existing Earle records in hitting a top-heavy \$38,000 for the six-day week. Cracked the \$34,500 record hung up last year by Glenn Miller, most closely approached by Benny Goodman in May with \$33,000. Plenty of pros and cons on whether Tommy will better or top Jimmy's record, and bets are already being taken. Even the town's regular gambling fraternity is forgetting the horse races and taking side bets on the Dorsey box-office race.

Still Waiting

WASHINGTON, July 4.—War Production Board's new shellac order, due this week, will probably not be forthcoming for at least seven more days. Local dope has it, however, that, as expected, the order will call for more severe curtailment.

Some disk execs take the delay as a faintly favorable omen, however, feeling that if it were merely a question of chopping off shellac supply, the government wouldn't be dilly-dallying about it. There also are rumors that the government has found a substitute for shellac which is more satisfactory for war purposes than the original article. All this may just be wishful thinking, of which there is plenty going on.

Louis Bernstein Sees No Knives Near His Scalp

NEW YORK, July 4.—Louis Bernstein, of Shapiro-Bernstein, and member of ASCAP's exec board, is so confident of his position in the Society that he thinks he would be re-elected unanimously were votes to be taken tomorrow.

Taking exception to reports within ASCAP that, as an independent pub not affiliated with the film interests, he is due to be eased off the board, Bernstein insists that all is well. According to Bernstein, the pubs who operate in close touch with Hollywood haven't the slightest selfish motives as regards ASCAP control, and he characterizes as "slimy" any reports to the contrary.

Referring to the meeting at which Gene Buck accused him of bad faith in connection with Billy Hill's funeral expenses, Bernstein denies that he refused to discuss the matter. "I told Buck that it was none of his business," says Bernstein, adding that the reason none of the other publisher members leaped to his assistance was due to the fact that Buck fell silent. "Besides," says Bernstein, "I don't need anyone to defend me."

"I can't conceive of a single dissenting vote, were I to be up for re-election to the board tomorrow," avers the pub.

Reports have had it that by next year's election time the field will be primed to do the kind of job on Bernstein that was done on Gene Buck and E. C. Mills.

Negro Bands Can Forget About Busses; ODT Must Say "Nix"

WASHINGTON, July 4.—Any hope held by Negro bands and bookers that Office of Defense Transportation would recognize the Jim Crow transportation problem and allow the sepia crews a few busses for Southern travel was pretty well shot today. Spokesman for ODT told *The Billboard* it is "entirely unlikely that Negro bands will receive special consideration for Southern trips on chartered busses."

Altho this pronouncement is not necessarily the last word, and there is always the remote possibility that the final ODT answer to the Negro band bookers may show change of heart, the picture is n.s.g.

NEW YORK, July 4.—Tipoff that ODT will turn thumbs down on busses for Negro bands unleashed plenty of conversation in booking circles here. The few believed that the government agency would be able to steer around stated policy and give the Negro bands the hoped-for break, now that the worst is about to be realized, a lot of morbid predictions are being made.

Some bookers express the fear that, even where Jim Crow rail accommodations are convenient and available, many important Negro bands will refuse to accept them, being used to different treatment. Even should the bookers be able to get the bands to travel on Southern trains, it will mean shorter tours, play-

Diskers Heartened by Petrillo Not Battling Pix; Some Maestri Vow Rebellion; Other Hot Stuff

NEW YORK, July 4.—The Jimmy Petrillo mechanical music ruckus showed more angles than an underweight strip-teaser this week and, with but four weeks remaining until AFM's threatened deadline on manufacture of canned ditties, the biz seems headed for even a wilder time than was at first anticipated.

Among the more spectacular developments was a confidential crack from the union that when Petrillo says none of his musicians shall play or contract for "recordings, electrical transcriptions, or any other form of mechanical reproduction of music," he does not mean the movies. But he does mean producers of film for coin machines.

A call to AFM on Wednesday (1) produced assurance that the order was designed to crack down on all mechanical music, but on Thursday (2) it developed that the boys were only kidding—movies are not meant to be affected.

When the disk companies heard this

Goodman Pic Final Crimp in "Caravan"

NEW YORK, July 4.—"Business as usual," the cause of more than one bottleneck in the war effort, is credited by Benny Goodman with having put the zinger on his proposed *Band Caravan* idea. For weeks Goodman made frantic efforts to line up four or five, and later one or two, orks with whom he'd go on tour, raising of war relief funds being the object. This week the idea was tabled and Goodman's manager, Will Roland, is more than slightly miffed by the lack of co-operation he got in the matter.

Seems that important orks were either too busy to participate or, if they were willing to cancel dates, the promoters of said dates were unwilling to allow orks to beg off.

With situation as it was, Goodman went ahead and signed for the United Artists *Powers Girls* pic, shooting on which begins August 10. Will be on the Coast at least four weeks, and opens at Hotel New Yorker here October 9, so the *Caravan* is definitely out, at least for a while.

ing fewer towns, because connections will be hard to make. Also, since rail travel for a band is very much more expensive than bus travel, prices for dates will be upped, possibly as much as 25-40 per cent. Southern towns are not noted for their ability to pay fancy prices for orks, so the results of upped prices are bound to mean an even tougher booking problem than would appear at first glance.

The Joe Glaser bands are now traveling on trains. Lionel Hampton is making his way north from Florida via rail, and is reported none too happy with the arrangement. Erskine Hawkins, a Moe Gale band about to leave on tour, has been awaiting ODT's verdict, and probably will not wait any longer for it now, but will try to lasso a fleet of cars. Another Gale band, Jay McShann, will tour in its own cars, which it has had right along. Tiny Bradshaw leaves Saturday (11) and will have his own cars. Cootie Williams, a William Morris band, has been playing the Tic Toc Club, Boston, but is due to pull out of there this week. His office has also been watching for favorable word from the ODT, and will now try to route Williams by rail, provided cars can't be had quickly.

Cars and trucks seem the sole solution, but after the rubber gives out the real trouble will commence.

CHICAGO, July 4.—Cab Calloway was

they took a brief turn before lapsing back into their studied nonchalance over the entire mass. One record exec took AFM's lack of desire to tangle with Hollywood as certain indication that the union would hesitate to carry out threats against the existence of the recording industry. Other disk folks were not so sure, however, citing the experience of one maestro who went to AFM in protest against the Petrillo measure and was told that the union is not concerned with the difficulties of name leaders at this time, but is very worried about the problem of unemployment among less affluent members.

Be that as it may, however, the diskers are dedicated to a watchful waiting game, figuring that if they don't crack before August 1, Petrillo will, rather than have even the name recording maestri, sidemen and the union lose the income derived from diskings.

Some of the leaders involved are not as calm as the disk firms and have their heads together over various extravagant plans, most interesting of which is a walk over to the CIO, which has long been flirting with musicians and has indulged in even more intense recruiting activities since this latest fuss started. In addition, there are petitions being passed around, etc.

Coin movie producers are to confer with Petrillo Monday (6) and hope to wheedle some concessions out of him. Observers feel that a good tipoff as to the AFM boss's future attitude in dealing with the diskers may be had from his treatment of the coin movie firms. For example, if he gives them a way out, say by raising the scale, it will be taken as indication he will do the same for the diskers and transcription people. Since the zero hour is four weeks off, however, and since Petrillo is a past master in these maneuverings, some onlookers believe he will be tougher than a 20-cent steak on Monday in an effort to show that he means business. Compromises can always come the last week in July.

Meanwhile, National Association of Broadcasters is meeting here and will undoubtedly make its sentiments felt as strongly as possible.

An entrancing thought about the whole battle was offered by one disk firm exec, who pointed out that, should Petrillo wind up settling for a boosted recording scale, the disk firms will lose very little, but the maestri will lose plenty. This, because most leaders are under contract to receive sums far above scale for their platter efforts. Should scale be upped, the wandwavers will have to make up the difference to their sidemen out of their own pockets.

forced to reserve an entire Pullman car for one of his three one-nighters set for him in this area to be certain of making the date on time. He played Hub Ballroom, Edelstein, Ill., last night (3), and, in order to make Lake Robbins Ballroom, Perry, Ia., set for tonight, he was told to reserve a full car, even tho he did not need that much space. No railroad line making the Edelstein-Perry jump would promise him single reservations.

Calloway plays the Trocadero, Wichita, Kan., tomorrow (5) before heading for Los Angeles and a four to six-week date at the Casa Manana.

The Jitters

NEW YORK, July 4.—Mickey Goldsen, of Leeds Music here, is very perturbed because George Spelvin, who patrols the *Broadway Beat* for *The Billboard*, asserted last week that the jitterbugs at Roseland Ballroom here prefer tangos and waltzes to *Jersey Bounce*. Goldsen whips out statistics to prove that only 2 per cent of Roseland's customers are jitterbugs. Jitterbugs, he says, still like to jitter. No further communications on the subject will be accepted.

On the Records

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

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

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

By M. H. ORODENKER

TOMMY DORSEY (Victor 27923)

Be Careful, It's My Heart—FT; VC. *Take Me*—FT; VC.

TOMMY is the first to hop on the score penned by Irving Berlin for Fred Astaire's *Holiday Inn* movie. And of the 10 tunes on the sound track, takes an early crack at a ballad that is a cinch to become a heavy favorite. The added strings serve in good stead in adding musical color to the screen's *It's My Heart*, and it's the maestro's sweet trombone sliding and Frank Sinatra's vocaling all the way. Instead of the slow and draggy tempo, Dorsey gives it a moderate and bright pace to excellent returns. The fiddles weave the introductory passages and carry on for the first chorus to bank the tromboning. Sinatra, as ever in good voice, sings it out for a second chorus. The same treatment is applied to the *Take Me*, the *All of Me* type of tune that has already begun to take on the waxes. Strings again flood the trombone magic for the first chorus, and Sinatra makes the song all the more possessive for the second stanza that spins out the side.

It's a double-header for the music operators in this side. For immediate coinage, it's the "Take Me" label. And as soon as the picture tunes start perking, it's a certainty that most of the nickels will be spent for Dorsey's interpretation of "Be Careful, It's My Heart."

KATE SMITH (Columbia 36609)

Wonder When My Baby's Coming Home—FT; V. *Old Sad Eyes*—FT; V.

CREDIT radio's songbird with two more swell sides. Both are ballads of current creation and Miss Smith's singing figures big for both. The Harry James ballad technique is borrowed for *Baby's Coming Home*, a lover's lament that shapes up as a potential hit. Jack Miller's orchestra, heretofore content to serve a secondary role on Miss Smith's records, figures more prominently on these sides. The well-rounded tones of an open trumpet against a bank of lush strings, a la James, introduces the side, and for a minute it sounds as if the James crew were sitting in for the session. Trumpet carries the opening theme and the saxophones modulate to set the stage for Miss Kate, who sings verse and chorus in a slow tempo to sell the song. And even for the vocal, Miller's musicians cut in with a more elaborate accompaniment. As the title implies, *Old Sad Eyes* is a sad song. In fact, composers Fain and Kahal have spared no tear-provokers for this one. With a melodic theme that smacks of the watery-eyed kiddie songs, this slow ballad is all about a little dog who is "sad eyes" because he doesn't understand that the boy in the household has gone off to war. As ever, Miss Kate sings it well and with plenty of feeling. But the song itself can hardly rate as a contribution to the morale-raising. Again the Miller men figure more prominently in weaving the orchestral background with the trombone set off against the strings to start the side and Miss Smith cutting in for verse and chorus to carry the side to its "sad eyes" conclusion.

With the sentimental type of vocal offerings finding favor among the phono fans, operators can look for filled coin-boxes in "Wonder When My Baby's Coming Home."

GUY LOMBARDO (Decca 18399)

Jingle, Jangle, Jingle—FT; VC. *Idaho*—FT; VC.

SINCE the songs with a touch of the open ranges seem to be doing the biggest clicking, chalk up another prairie favorite in *Idaho*. This State song made its first bid some time ago, but was shunted to the side because the *Texas* hand-clapper carried off the most applause. And even now it hits smack against *Jingle, Jangle, Jingle*, which Lombardo uses to mate the disk. However, there is no reason why *Idaho* shouldn't be able to take over as soon as the "jingling" wears thin. For the side, Guy adds a female voice to the band in his kid sister, Rose Marie Lombardo, making the aggregation even more of a family affair. The Lombardo clan never guilty of possessing good singing voices, Miss Rose Marie is right at home with her brothers with a throaty and somewhat raspy set of pipes almost entirely devoid of fem qualities in range or delivery. A lively medium tempo is set for the *Idaho* ditty. Muted trumpet and trombone split an opening chorus, and Miss Rose Marie, getting some support from the Lombardo Trio, takes the second stanza. Clarinet with the valve trombone riffing an obbligato in the background gets a third chorus under way, giving way at the bridge for the kid sister and the male trio to sing out the stanza. Full band, with a sprinkling of the twin pianos, finishes the side with a fourth refrain. The same tempo is set for the *Jingle* ditty, but both the arrangement and the band's playing are out of step to make it count. Nor does Kenney Gardner and the trio capture the spirit of the song in their singing of the two middle choruses, the band holding down the side's open and shut stanzas.

While "Jingle, Jangle, Jingle" is going strong in the music boxes, the operators would do well to get "Idaho" started. It's molded from the same song material and holds much promise of meaning as much for the machines. And Lombardo's version is ripe to start the flow of coins.

SHEP FIELDS (Bluebird 11552)

You're Easy To Dance With—FT; VC. *You're Too Good for Good-for-Nothing Me*—FT; VC.

Another from the Irving Berlin score for *Holiday Inn*, *You're Easy To Dance With* makes a most favorable impression in the Shep Fields sax-setting as a bright jump tune that may take hold because of its melodic appeal rather than the lyrical story. Fred Astaire flits about the screen to this tune in the picture, and the association is bound to mean something in making it stick with the public. Based on a tuneful riff that packs all the appeal of a *Jersey Bounce*, Fields fashions it as a bright bounce ditty in the moderate tempo. Ken Curtis takes the opening chorus in song, but the side doesn't start kicking until the second stanza, when Fields's smartly tailored read men take over, with the tenor sax cutting in for some neat licks. Andrew Donnelly-Hal Dyson's sentimental ballad on the B side is also a smooth affair. Curtis finds himself more at home with the lyrics of this song to start the side. The woodwind stylists carry the second chorus, again giving way at the bridge to the tenor sax expert, and the band finishing it out with a vocal tag.

As soon as the picture starts taking over the spotlight operators should find "You're Easy To Dance With" to the machines' likings. (See ON THE RECORDS on page 68)

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

Les Brown

(Reviewed Hollywood Palladium, Hollywood)

LES BROWN started his band about eight years ago and ever since has conformed its style to the changing times. Result is that today Brown has one of the smoothest ballroom aggregations ever to hit this section. On the stand at the Hollywood Palladium the band is dispensing music of high listening and dancing qualities. He gives the local youngsters what they want, and in hunks.

A sax man himself, Brown calls upon his reed section quite often during the evening. While he has basically a five-reed section, he augments it frequently to blend with the seven brasses. With a combo of six reed and seven brasses hitting it out, Brown has a four-rhythm section that evens things up musically. Most of the tunes are hot, but the arrangements are made to bring out the smoothness of the reeds, cutting down on the brasses while the rhythm section gives the entire set-up a roundness that is out of this world. A good showman and front man, Brown is quick on the trigger to put in his horn to help out.

In addition to Brown on the sax, Butch Stone, Wolfe Payne and Abe Most take over many reed assignments and the combo of Stone and Eddie Scherr is a feature. The trumpet section is unusually strong, with Billy Butterfield handling the hot horn and Eddie Bailey also taking solo work. In the trio of trombs, Si Zentler is featured. Billy Rowland's good piano is spotted on many of the Ben Homer arrangements, with Arnold Fishkind, bass; Shelly Mann, drums, and Joe Patrono, guitar, holding down other rhythm jobs.

Novelty vocals are by Stone, but the main work goes to pretty Betty Bonney and Jack Carroll, past masters.

Ork works smoothly. Arrangements feature a number of oldies but sufficient pops are in the library to supply the right music for the occasion.

Abbott.

Fletcher Henderson

(Reviewed at Happy Hour Club, Minneapolis)

AFTER scrapping his old band here some nine months ago, Henderson picked up an entire new combo in Pittsburgh, formerly maestroed by Jimmy Murphy; and, following considerable schooling and revamping, the former Benny Goodman arranger has what is regarded as potentially one of the best aggregations he has ever fronted.

Ork is made up of three trumpets, two

trombones, five reed, drums, bass and two pianos, including Henderson himself. Despite the fact the combo is all-colored Henderson, who has been playing white clubs, has a group that is more on the sweet side than on swing and race.

Recently Henderson picked up youthful Jimmy Allen in Akron to play ride tenor and clarinet, and the maestro classes him with the very best in the business. Henderson does the arrangements, assisted by Riley Hampton, first alto, and Grover Lofton, third alto. Bill McMahon, bass, arranges for the glee club work, which is socko. George Floyd, vocalist, ties in very well both on solos and with glee club. The Rhythm Debs—Thelma Grissom, Della Bright and Dolores Parker—sell their stuff in top fashion, with Thelma featured. Linton Gardner, at the piano when Henderson directs, is tops on the ivories. Hampton, Lofton and Allen are featured sax, with Vernon Smith first trumpet and Walter Harris lead trombone.

Library is predominantly sweet, but the boys can step out and jive with the very best of them. Given just a little more time, Henderson's present combination should be right smack up on top.

Weinberg.

Original McNamara Band

(Reviewed at Hotel Shelton, New York)

M McNAMARA'S band (leader Joe McNamara owns original rights to the name, publicized several years ago via recordings) so pleased manager of the Knott Hotel chain during stay at Hotel Onondaga, Syracuse, that the combo was brought down to this room for the summer.

Entertainment formula—four men, nine instruments, a bit of blarney, a bit of circus, some chitchat and corn, dance a little, sing a little, don't mind us we're having fun—fits the temperament of an older clientele. "Twice or three times an evening boys don't silly hats, cavort about comically, and trot out special talents such as Scotty Burbank's feat of pounding the piano with his feet and triple-tonguing two trumpets simultaneously. Novelty numbers are given the benefit of old-fashioned showmanship all the way thru, and while musical ability is limited by size, combo impresses for easy, clean technique.

For dance sets, standards and pops are mixed, with a bouncy-bouncy beat continually guiding gouged legs. Leader alternates between violin and doghouse, Charlie Burke doubles on sax and clarinet, Burbank zips from vibraphone to trumpet and back, and Ernest Barton divides duties between piano and squeezebox. A specialty outfit primarily, the band could use a fifth man during dance sessions to keep the bass-thumping going when McNamara fronts with his violin.

Not quite "cuckoo" nor quite excellent, the original McNamara's band has an old-time charm that should make it a worth-while bet for any location where adult sentimentalists gather.

Carlton.

Joe Glaser Gets Red Norvo

NEW YORK, July 4.—Red Norvo left William Morris Agency this week, after obtaining a release on his contract, which had four years to run. Norvo joins Joe Glaser's office and will make weekly payments to the Morris Agency to wipe out his commission debts.

Time Marches On!

NEW YORK, July 4.—Members of the songwriting craft alert to new trends in their profession are babbling incoherently these days about Max Wertell and Irving Wallman, penners. The two tunesmiths have employed a gent named Sam Cord to act as their press agent, contacting newspapers, publishers and the trade in general in an endeavor to keep the names of Wertell and Wallman on the tip of every tongue and in the front of every mind. This is believed to be the first time in history that a songwriting team has had a personal flack.

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

Don Reid

(Donahue's, Mountainside, N. J., Mutual Network, Sunday, June 28, 12:10-12:30 p.m.)

A NEWCOMER to Eastern ether, Reid offers clean-cut, neatly tempoed music of the Garber-Lombardo breed and figures to bat out a comfortable enough niche for himself around here without necessarily invading the precincts reserved for sensations.

The shot was devoted to six of the moment's top pops, plus an oldie done up in the sprightly manner common to bands of this sort. Singing was by Frank Parsons, whose subdued delivery was okay on the dreamer stuff, and Nickie Brill, who scrambled thru a couple of novelties without causing offense.

There is always room for a good Mickey ork, and occasionally one causes quite a stir by taking a slightly novel approach to the rickety tickety stuff. The Reid band, however, is content to pattern itself after soundly established outfits and makes no departures from the norm. While this attitude will probably stop the band from crashing the big time in a hurry, it will probably not stop it from picking up plenty of work where the style

is desired but the budget is not too fat. And it will be welcome over the air.

Jay McShann

(Savoy Ballroom, New York, WNEW, Sunday, June 28, 5:30-6 p.m.)

McSHANN beat the daylight out of a couple of bewhiskered pops, a flock of razzle-dazzle jumpers and some novel Kansas City blues. Since the blues numbers were saved for the end and the worn-out pops came at the beginning, it is possible that many people shut the band off before it had a chance really to sell itself. This hardly comes under the category of smart programing, because the ork is of limited appeal to begin with and should try to hold the interest of as many listeners as long as possible.

Some fine jazz was heard, altho the engineering was below par and some of the stuff came thru with mud dripping. Albert Hibbler's singing of the ballads was highly dramatic and not much more, but Walter Brown did a terrific job on two unfortunately abbreviated blues lyrics. The Brown chap is good.

Band can and probably will do much better by its air listeners.

Orchestra Notes

Of Maestri and Men

TEDDY POWELL went back into Log Cabin Farms, Armonk, N. Y., Friday (3) after his week at Earle Theater, Philly. . . . **ART EISENDRATH** has left his manager's post with **MUGGSY SPANIER**. . . . **IRVING GOODMAN** replaces **DANNY VANELLI** on trumpet with **ALVINO REY**, who also adds a trombone, **KAI WINDING**. . . . **DICK JURGENS** is now operating on an indef holdover at Totem Pole, Auburndale, Mass., and seems headed for the longest run in spot's history. . . . **RAY HEATHERTON** has signed a Muzak transcription contract. . . . **MILT HERTH** now in his sixth month at Jack Dempsey's, New York. Will be there until October 1. . . . **CARL DENGLER** now doing an indef at Hotel Hayward, Rochester, N. Y. . . . **ART PAULSON** again engaged as Sunday night band at Hotel New Yorker, New York. . . . **SNUB MOSELY**, now with William Morris Agency, remains at McGuinness's, Sheepshead Bay, N. Y. . . . **JOHN STEIN**, British maestro, at Look-out Mountain Hotel, Chattanooga, for the season, with Gladys Howard doing the vocals. . . . **JOHNNY (SCAT) DAVIS** now playing an indefinite engagement at Seagirt Inn, New Jersey. . . . **DON CARPER** has his quartet at Stuyvesant Hotel, Buffalo, with Lucille Best featured. **RUSS CARLYLE** set for a week at Clark's Lake, Mich., opening July 6. . . . **MARY MARSHALL** does a week at Flint Athletic Club, Flint, Mich., July 6-12. . . . **DARRELL FISCHER** at Club Almack, Alexandria, La., until August 18. . . . **AL TRACE** at Continental Grove, Akron, thru July 25. . . . **TONY PASTOR** follows Hamid's Pier and State Theater, Hartford, Conn., with a week each at Cedar Point, Sandusky, O., and Eastwood Gardens, Detroit. . . . **RUDY BUNDY**, current at Bordewicks', Tuckahoe, N. Y., now has Mutual wires. Features **DON DARCY** and the **REED SISTERS**. . . . **BLUE BARRON** will play Oriental, Chicago; Riverside, Milwaukee, and Circle, Indianapolis, in his three weeks of theater dates in August.

Midwest Melange

WILL OSBORNE goes into Claridge Hotel, Memphis, July 10 for four weeks, followed by **CHUCK FOSTER** August 7. . . . **GLENN MILLER** will vacation most of August. Turned down a lucrative date at Chicago Theater during that month. . . . **SONNY DUNHAM** will play two week at Tune Town Ballroom, St. Louis, opening July 21 and then will do eight one-nighters for the GAC Chi office. Also has Eastwood Gardens, Detroit, lined up for week of August 28 and a return date at Palladium, Los Angeles, some time in November. . . . **WILL ALEXANDER** drew a holdover at Club Lido, South Bend, Ind. . . . **JOE VENUTI** follows **DICK ROGERS** at Gingham Gardens, Springfield, Ill., for four weeks July 12 and then grabs off a week at Tune Town Ballroom, St. Louis, starting August 25. . . . **BETTY BARRETT** now doing the chirping for **ART JARRETT**. . . . **CHARLES MURRAY** follows **EDDIE OLIVER** at Hotel Blackstone, Chi, July 17. . . . **COUNT BASIE** on vacation after his Tune Town date. . . . **DEL COURTNEY** into Hotel Baker, Dallas, for a month, starting August 7.

Atlantic Whisperings

JOHNNY MCGEE, reorganizing, calls up a number of Philadelphia musicians. Takes **George (Penny) Pendleton**, sax with **Joe Frassetto**; **Nick Travis**, sax, and **Bobby French**, trumpet, from **Bob Shelby**, and **Frankle Snyder**, drummer. . . . **BARNEY RAPP** skedded for an indefinite stay at Steel Pier, Atlantic City, starting Wednesday (8). . . . **BON BON**, current at Lou's Moravian Bar, being wooed by Chicago's Hotel Sherman. **Bon Bon** starred there when with **Jan Savitt**. . . . **TOM DONIO** leaves **Clyde McCoy** to take his trumpeting to **ALAN FIELDING** at Philadelphia's Club Bali. . . . **JOHNNY DENNIS** at Al's Cabaret, Lancaster, Pa. . . . **DON NICHOLAS**, new tag for concert fiddler **Nicola de Colibus**, debuts dance band at Venice Cafe, Philadelphia. . . . **BILL HONEY**, band leader and booker with **Joel Charles Agency**, Philadelphia, in the marines, with the army calling up the agency's publicist, **MARTY SNYDER**, replaced by **SARA COULTON**. . . . **HERBERT CURBELLO** moves from **Jack Lynch's** Walton Roof, Philadelphia, to Hotel President, Atlantic City. . . . **VIOLA KLAISS** at Lou Booth's Chateau Monterey, Wildwood, N. J., for the summer. Other all-gal gangs at same resort are **KITTY HELMLING**, at Eldorado Grill; **ELAINE BOEHM**, at Spinning Wheel Cafe, and **JERRY DELMAR**, at Inlet Cafe. . . . **LARRY PRESSER**, Philadelphia maestro, nixed an offer to have his ork fronted by **BOB ALLEN** despite promises of a network builder-upper. . . . **FRANK VICTOR**, former guitarist with the **Adrian Rollini Trio**, debuts his own musical group at Clendening's, Upper Darby, Pa. . . . **JACK BISHOP** in for the last dance of the season at the Oakes Dancing Academy, Philadelphia, with the ballroom to light up again in the fall. . . . **TITO RUSSO** brings his music to Atlantic City's Hotel Shelburne. . . . **IRV LESHNER**, piano pounder with **Joey Kearns** in Philadelphia, off to the army. . . . **ALEX BARTHA**, Atlantic City maestro, heralding a trumpet find in 16-year-old **TOMMY KAPLAN**, rating him on par with **ZIGGY ELMAN** when the **Tommy Dorsey** tootler joined the **Bartha** band at the age of 18. . . . **CHARLIE GAINES**, maestro at **Carroll's Cafe**, Philadelphia, doubling on Sunday nights at the **Quaker City Elks' Home**. . . . **FRANK KIENZLE** back for another summer at **Grenoble Hotel**, Wildwood, N. J.

Pacific Palaver

SONNY DUNHAM and his orchestra have been signed by **Universal Pictures** to appear in *Off the Beaten Track* with the **Ritz Brothers**. . . . **RED STANLEY**, who was featured at **Charley Foy's Supper Club**, moved into **Hollywood Casino** July 2 as the afternoon band. . . . **JAN SAVITT**, with five strings added, is featured at **Hollywood Casino**. . . . **JACK STATHAM** is at **Andres**. . . . **ART WHITING** relief band at **Hollywood Palladium**. . . . **INA RAY HUTTON** set for **Golden Gate Theater**, San Francisco, week of September 16. Opens there following a week at **Orpheum**, Vancouver. . . . **HERBIE HOLMES** set by **Reg Marshall Agency** for **Mark Hopkins**, San Francisco, beginning September 8. **Holmes** will also play **Jantzen Beach**, **Portland**; **Idaho Falls**, **Ogden** and **Boise**. . . . **EDDIE YOUNG** going strong at **Claremont Hotel**, Berkeley, Calif., and is set there until fall. . . . **ANSON WEEKS** closes at **Sherman's Cafe**, San Diego, August 18 and opens at **Jantzen Beach**, **Portland**, August 24 for two weeks. . . . **BILLY McDONALD** on the stand at the **Louisiana** in **Los Angeles**. . . . **STERLING YOUNG** set for the army and **DAVID MARSHALL**, who followed **Young** at the **Louisiana**, is also studying army insignias.

Try Deep Breathing!

DETROIT, July 4.—Current ideas about everybody's duty to keep physically fit inspired **Nick D'Amico**, current at **Statler Terrace Room**, with the notion of turning his band into a baseball team. Anyway, he issued a challenge to local softball outfits, and now has to make good on it. First practice session sent **D'Amico** to bed for a day to rest up. **Eddie Schini**, of the band, was let off from practice on account of arthritis.

Loads of Dough for Orks, Halls In "Swing Shift Hops," and War Workers on West Coast Love 'Em

LOS ANGELES, July 4.—Bands are getting a break around here from the **Swing Shift Dances**, designed for the recreation of 140,000 defense workers of the 4 p.m. to midnight shift. Each Saturday and Sunday nearly 20,000 of these people, men and women, patronize dances that run from 1 a.m. to 6 a.m. Dances, sponsored by a company, "Swing Shift Dance," headed by **Harry Schooler**, afford fun to workers who otherwise could not attend dances at local ballrooms or night clubs.

Idea started about a year ago, following **Schooler's** fling into operation of a movie house for the swingshifters. Movies attracted, but **Schooler** had nothing to hold for himself. So he started the dances, held at the **Elks' Club** in **Burbank**. With a capacity of 1,000, the dancers here terpsed to phonograph music. Idea caught on with such rapidity that today swing shift hops are sponsored at **Casino Gardens** in **Ocean Park** and until recently the **Long Beach Municipal Auditorium**. **Duke Ellington**, who played **Casino Gardens** last Saturday and Sunday, drew the biggest crowd of any of the bands yet booked. **Freddie Slack** proved a big hit with the defense workers, and the other bands to play include **Ozzie Nelson**, **Sonny Dunham** and **Paul Martin**. Bands are booked following a vote taken by the dancers.

Admission at **Burbank** phono dances is 10 cents for gals and 50 cents for men, including tax. **Schooler** decided to feature a recording artist at each dance. If it's **Joe Doak's** night, then all the records possible of this band are gathered. Nothing else is played. The dancers also select the artist they want to hear.

Seeing the possibilities of having a ballroom open from 1 a.m. to 6 a.m., **Schooler** bargained for the **Municipal Auditorium** in **Long Beach** and **Casino Gardens**, near the **Ocean Park** pier. He has put bands into these spots each week-end and the spots have been crowded. Admission to spots using bands is 75 cents for men and 50 cents for women. The **L. B. aud** holds 10,000 and it has been packed nearly every time. The 7,500 capacity at **Casino Gardens** has made it necessary to urge some patrons to take a walk on the pier, where attractions and concessions have been remaining open all night to take care of this business.

Swingshifters are solicited to attend the dances thru *Swing Shift News*, a special sheet which draws patrons from the 112,000 men and 27,000 women employed in shipbuilding or aircraft. There are no restrictions on patrons, but the workers are in majority.

Contrary to belief that the dances would be knock-down-drag-outs, **Schooler** says that 40,000 have danced at the **Casino** without a single fight. No liquor is sold, because the curfew puts a quietus

on liquor stores and cocktail bars at 2 a.m.

Unusual part of the dance policy is that the advertising is not theoretically correct in dates, but it has to be done this way to keep the swing shifters, who are all turned around on time, anyway, from getting their dates mixed. The dances are advertised for Friday and Saturday nights, but they are in reality Saturday and Sunday mornings.

Dances not only give the ballroom owners additional revenue, but put an extra band to work. With the event closing down promptly at 6 in the morning, the workers get home in time to rest and go back on the graveyard shift that afternoon at 4.

Gas Situash Hasn't Hurt Meadowbrook

NEW YORK, July 4.—Altho transportation difficulties were expected to put a serious crimp in biz at **Frank Dalley's Meadowbrook**, **Cedar Grove, N. J.**, pessimism has yet to be justified. **Alvino Rey**, who wound up three and one-half weeks at the spot last week, furnished the best line on conditions by racking up figures which at least equal **Vaughn Monroe's** gross for the same period last year. In addition, **Rey** reeled off spot's top Wednesday.

Rey played four weeks at **Meadowbrook** in January, and his June take was looked to as a perfect barometer on actual decline of trade. After recent engagement was over, however, it was found that band did every bit as well, day for day, as it did in January.

Previous to **Rey**, **Kay Kyser** played the spot and broke a flock of records, gas rationing notwithstanding. The pessimists are now casting baleful eyes at the biz to be done by **Stan Kenton**, in for a return engagement.

Busse Good Seattle Draw

SEATTLE, July 4.—**Henry Busse** did very well at **Trianon Ballroom** here Sunday and Monday, June 28 and 29. Sunday he drew 1,251 people and Monday 983, all at \$1 admish.

Pleasure Beach Cross Slips

BRIDGEPORT, Conn., July 4.—**Mitchell Ayres**, at **Pleasure Beach Ballroom** here Sunday, June 21, did just fair, drawing 983 persons. Admish was 99 cents, grossing \$973.17. Manager **Otto (Don) Felix** has booked in **Al Christie**, local band, to play the week-night dances.

BOB and the TWINS



One of America's outstanding Cocktail Units

We're Not Bragging, But—

for a three-piece combination we've got versatility. YOU BE THE JUDGE:

The Twins, Doris and Daphne, play twin pianos. Bob plays the Vibraphone and Marimba. The Twins and Bob harmonize in Trio form. Doris plays the Solovox and takes the rhythm vocals. Daphne handles the ballads and plays for the singing trio.

—Are We Right?

Currently **CARLTON TERRACE** Forest Hills, N. Y.—15th Week!

IT'S CUTE—IT'S DIFFERENT
IT'S TERRIFIC
BYE LO BABY BUNTIN'
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CINDY WALKER
Decca 6038

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SAMMY KAYE
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The Billboard Music Popularity Chart

WEEK ENDING
JULY 3, 1942

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, July 3. 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. I LEFT MY HEART AT THE STAGE DOOR CANTEEN (M)	Berlin	30
6	2. JINGLE, JANGLE, JINGLE (F)	Paramount	28
3	2. ONE DOZEN ROSES	Famous	28
9	3. HE WEARS A PAIR OF SILVER WINGS	Shapiro-Bernstein	26
1	4. I'LL KEEP THE LOVELIGHT BURNING	Remick	23
2	5. HERE YOU ARE (F)	Robbins	21
4	6. IDAHO	Mills	20
9	7. JERSEY BOUNCE	Lewis	19
7	7. JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND	Crawford	19
7	8. TAKE ME	Bregman-Vocco-Conn	18
11	9. ALL I NEED IS YOU	Miller	17
5	9. DON'T SIT UNDER THE APPLE TREE	Robbins	17
5	9. SLEEPY LAGOON	Chappel	17
16	10. BE CAREFUL, IT'S MY HEART (F)	Berlin	15
12	10. SWEET ELOISE	Shapiro-Bernstein	15
10	10. THIS IS WORTH FIGHTING FOR	Harms	15
11	11. SKYLARK	Morris	14
6	11. THREE LITTLE SISTERS (F)	Santly-Joy-Select	14
14	11. WHO WOULDN'T LOVE YOU?	Maestro	14
12	12. I THREW A KISS IN THE OCEAN	Berlin	13
10	12. LAST CALL FOR LOVE (F)	Feist	13
—	13. TANGERINE (F)	Famous	12
—	14. AFTER IT'S OVER	Barton	11
15	14. ALWAYS IN MY HEART (F)	Remick	11
11	15. IF YOU ARE BUT A DREAM	J. Campbell	10
17	15. MY GAL SAL (F)	Pauli-Pioneer-Marks	10
17	16. DO YOU MISS YOUR SWEET-HEART?	Paramount	8
6	16. FERRIS WHEEL	Melody Lane	8
13	16. JUST PLAIN LONESOME (F)	Mayfair	8
—	16. JUST AS THOUGH YOU WERE HERE	Yankee	8

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. Atlanta: Cox Prescription Shop; S. H. Kress. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co.; Boston: The Melody Shop; Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store; Buffalo: Whittman Song Shop; Broadway Music Shop. Butte, Mont.: Dreibel's Music Co. Chicago: Hudson-Ross; Sears-Robuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Dallas: S. H. Kress. Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E. Wells Music Co.; S. H. Kress. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Houston: S. H. Kress. Kansas City, Mo.: Music Box. Long Island: Temple of Music Stores. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City; S. H. Kress. Louisville, Ky.: Stewart Dry Goods Co. Memphis: S. H. Kress. Miami: Richards Store Co.; Burdine's, Inc. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Galety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: James E. Theim; C. H. Stephenson Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress. San Francisco: S. H. Kress. Seattle: S. H. Kress. Springfield, Mo.: L. E. Lines Music Co. St. Louis: Acolian Co. of Missouri; Famous & Barr, St. Paul; Lynn & Healy. Tulsa: S. H. Kress. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. Wichita: S. H. Kress. Youngstown: S. H. Kress.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk.	Wk. Wk.	POSITION Last This Wk.	Wk. Wk.	POSITION Last This Wk.	Wk. Wk.
1	1. SLEEPY LAGOON —HARRY JAMES Columbia 36549	1	1. Sleepy Lagoon —Harry James	1	1. Who Wouldn't Love You? —Kay Kyser
2	2. WHO WOULDN'T LOVE YOU? —KAY KYSER Columbia 36526	3	2. Who Wouldn't Love You? —Kay Kyser	2	2. Jingle, Jangle, Jingle —Kay Kyser
4	3. JINGLE, JANGLE, JINGLE —KAY KYSER Columbia 36604	7	3. Jingle, Jangle, Jingle —Merry Macs	4	3. Sleepy Lagoon —Harry James
9	4. JINGLE, JANGLE, JINGLE —MERRY MACS Decca 18361	6	4. One Dozen Roses —Harry James	3	4. One Dozen Roses —Harry James
5	5. ONE DOZEN ROSES —HARRY JAMES Columbia 36566	—	5. Jingle, Jangle, Jingle —Kay Kyser	6	5. Don't Sit Under the Apple Tree —Glenn Miller
6	6. DON'T SIT UNDER THE APPLE TREE —GLENN MILLER Bluebird 11474	5	6. Tangerine —Jimmy Dorsey	—	6. One Dozen Roses —Dinah Shore
3	7. JERSEY BOUNCE —BENNY GOODMAN Okeh 6590	4	7. Don't Sit Under the Apple Tree —Glenn Miller	—	7. Jersey Bounce —Jimmy Dorsey
10	8. ONE DOZEN ROSES —DINAH SHORE Victor 27881	2	8. Jersey Bounce —Benny Goodman	—	8. Sweet Eloise —Glenn Miller
7	9. TANGERINE —JIMMY DORSEY Decca 4123	—	9. Jersey Bounce —Shep Fields	9	9. Tangerine —Jimmy Dorsey
8	10. SKYLARK —GLENN MILLER Bluebird 11462	—	10. American Patrol —Glenn Miller	5	10. Jersey Bounce —Benny Goodman

MIDWEST		WEST COAST	
POSITION Last This Wk.	Wk. Wk.	POSITION Last This Wk.	Wk. Wk.
1	1. Sleepy Lagoon —Harry James	8	1. Jingle, Jangle, Jingle —Merry Macs
4	2. Jingle, Jangle, Jingle —Kay Kyser	1	2. Sleepy Lagoon —Harry James
3	3. Who Wouldn't Love You? —Kay Kyser	3	3. One Dozen Roses —Harry James
10	4. One Dozen Roses —Dinah Shore	2	4. Who Wouldn't Love You? —Kay Kyser
—	5. Jingle, Jangle, Jingle —Merry Macs	4	5. Jersey Bounce —Benny Goodman
2	6. Don't Sit Under the Apple Tree —Glenn Miller	—	6. Johnny Doughboy Found a Rose —Freddy Martin
—	7. Johnny Doughboy Found a Rose —Sammy Kaye	6	7. Jingle, Jangle, Jingle —Kay Kyser
6	8. Jersey Bounce —Benny Goodman	—	8. Don't Sit Under the Apple Tree —Glenn Miller
5	9. Tangerine —Jimmy Dorsey	9	9. Tangerine —Jimmy Dorsey
8	10. Skylark —Glenn Miller	7	10. Skylark —Glenn Miller

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. Atlanta: Cable Piano Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Detroit: Grinnell Bros. Kansas City, Mo.: Jenkins Music Co. Los Angeles: Morse M. Freeman, Inc. New Orleans: G. Schirmer of Louisiana. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Phoenix, Ariz.: Dawson Music Co. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Sklare Music Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers; Sherman Clay & Co. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk.	Wk. Wk.	POSITION Last This Wk.	Wk. Wk.	POSITION Last This Wk.	Wk. Wk.
1	1. JOHNNY DOUGHBOY FOUND A ROSE	1	1. Johnny Doughboy Found a Rose	1	1. Sleepy Lagoon
2	2. SLEEPY LAGOON	2	2. Sleepy Lagoon	3	2. One Dozen Roses
3	3. ONE DOZEN ROSES	7	3. Jingle, Jangle, Jingle	2	3. Johnny Doughboy Found a Rose
7	4. JINGLE, JANGLE, JINGLE	3	4. One Dozen Roses	6	4. Jingle, Jangle, Jingle
4	5. DON'T SIT UNDER THE APPLE TREE	4	5. Always in My Heart	12	5. Always in My Heart
10	6. ALWAYS IN MY HEART	5	6. Who Wouldn't Love You?	5	6. Don't Sit Under the Apple Tree
5	7. JERSEY BOUNCE	6	7. Jersey Bounce	8	7. Jersey Bounce
6	8. THREE LITTLE SISTERS	10	8. Don't Sit Under the Apple Tree	4	8. Three Little Sisters
9	9. WHO WOULDN'T LOVE YOU?	8	9. Three Little Sisters	—	9. Moonlight Cocktail
8	10. SKYLARK	11	10. I Threw a Kiss in the Ocean	10	10. I Threw a Kiss in the Ocean
11	11. TANGERINE	9	11. Skylark	11	11. Tangerine
12	12. I THREW A KISS IN THE OCEAN	12	12. Tangerine	7	12. Skylark
14	13. MOONLIGHT COCKTAIL	—	13. Marines' Hymn	9	13. Who Wouldn't Love You?
13	14. ARMY AIR CORPS SONG	13	14. Army Air Corps Song	14	14. Marines' Hymn
15	15. MARINES' HYMN	—	15. He Wears a Pair of Silver Wings	—	15. He Wears a Pair of Silver Wings

MIDWEST		SOUTH	
POSITION Last This Wk.	Wk. Wk.	POSITION Last This Wk.	Wk. Wk.
1	1. Johnny Doughboy Found a Rose	1	1. Sleepy Lagoon
3	2. One Dozen Roses	2	2. Johnny Doughboy Found a Rose
2	3. Sleepy Lagoon	5	3. One Dozen Roses
9	4. Jingle, Jangle, Jingle	8	4. Jingle, Jangle, Jingle
4	5. Don't Sit Under the Apple Tree	9	5. Three Little Sisters
6	6. Jersey Bounce	3	6. Don't Sit Under the Apple Tree
—	7. Always in My Heart	4	7. Jersey Bounce
8	8. Three Little Sisters	7	8. Skylark
10	9. Who Wouldn't Love You?	12	9. Tangerine
7	10. Skylark	6	10. Always in My Heart
5	11. Tangerine	11	11. Who Wouldn't Love You?
11	12. I Threw a Kiss in the Ocean	15	12. Somebody Else Is Taking My Place
15	13. Army Air Corps Song	10	13. Nightingale
—	14. The Last Call for Love	—	14. We'll Meet Again
12	15. Moonlight Cocktail	14	15. I Threw a Kiss in the Ocean

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	
JERSEY BOUNCE	BENNY GOODMAN .. Okeh 6590 (12th week)
TANGERINE	JIMMY DORSEY .. Decca 4123 (11th week) VAUGHN MONROE .. Bluebird 11433 ORRIN TUCKER .. Columbia 36565
DON'T SIT UNDER THE APPLE TREE	GLENN MILLER .. Bluebird 11474 (10th week) ANDREWS SISTERS .. Decca 18312 KAY KYSER .. Columbia 36567
SLEEPY LAGOON	HARRY JAMES .. Columbia 36549 (8th week) JIMMY DORSEY .. Decca 4304 DINAH SHORE .. Victor 27875 VAUGHN MONROE .. Bluebird 11496
WHO WOULDN'T LOVE YOU?	KAY KYSER .. Columbia 36526 (6th week) FREDDY MARTIN .. Victor 27891
ONE DOZEN ROSES	DICK JURGENS .. Okeh 6636 (5th week) HARRY JAMES .. Columbia 36566 GLEN GRAY .. Decca 4299 ART KASSEL .. Bluebird 11486
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND	KAY KYSER .. Columbia 36558 (4th week) FREDDY MARTIN .. Bluebird 11503 GUY LOMBARDO .. Decca 4278 TOMMY TUCKER .. Okeh 6620 SAMMY KAYE .. Victor 27870 MERRY MACS .. Decca 18361 KAY KYSER .. Columbia 36604
JINGLE, JANGLE, JINGLE	(2d week)
COMING UP	
THREE LITTLE SISTERS	ANDREWS SISTERS .. Decca 18319 VAUGHN MONROE .. Bluebird 11508 DINAH SHORE .. Victor 27875
I THREW A KISS IN THE OCEAN	KATE SMITH .. Columbia 36552 JIMMY DORSEY .. Decca 4304
I REMEMBER YOU	JIMMY DORSEY .. Decca 4312 HARRY JAMES .. Columbia 36518
SWEET ELOISE	GLENN MILLER .. Victor 27879 RUSS MORGAN .. Decca 4300 CONNIE BOSWELL .. Decca 4311

Powell Won't Quit After That Terrific Week at the Earle

PHILADELPHIA, July 4.—With a fat box-office tally for his week at Earle Theater here, ended Thursday (2), Teddy Powell has decided to stick it out in the ork whirl. Maestro disclosed that before coming here he was all set to give up the ghost, and as late as the Tuesday before opening was figuring on joining the navy. In fact, when he advised the theater's booker in New York that he would like to cancel, he was told that maybe it would be wise to chuck the band, but to play the week and get some fresh folding money.

What was meant to be strictly a filler-in date, with the house figuring on tak- (See Powell Won't Quit on page 27)

Sinatra Almost Set To Leave T. Dorsey

NEW YORK, July 4.—Frank Sinatra will not be with the Tommy Dorsey band following its return from the Coast next winter, according to present plans. Sinatra is about to sign a Columbia recording contract and also is in line for a juicy spot on a network commercial show.

Sinatra-Dorsey parting of the ways has been rumored for months, and figures to be a completely amicable one, with the singer continuing under the management of Leonard Vannerson, Dorsey's pilot. Sinatra will appear in both the MGM pix to be made by the Dorsey band this fall, and also may continue with T. D. thru his run at Hollywood Palladium, provided the job doesn't interfere too greatly with his activities as a single.

Singer's contract with Dorsey expires in September, and it is assumed his Columbia dishing will commence then unless another firm comes along with a more attractive bid in the meantime.

Net, Pub Looking for Another "Over There"

NEW YORK, July 4.—Break for non-pro songwriters who feel they have the greatest war song since Joshua's trumpet rhapsody will be tendered by Mutual Broadcasting System thru a "Yankee Doodle Dandy—WOR War Song Contest." Station announcements will herald the contest, which begins July 4 to tie in with Warner Brothers' *Yankee Doodle Dandy* film. Network promises a half-hour production around the winning entry.

Remick Music will publish the tune picked as best by a committee including Sigmund Spaeth, Irving Caesar, Morton Gould and Roy Bennett. Publishers feel that perhaps the big song of this war will come from an amateur rather than from a Tin Pan Alley man with preconceived notions.

McGee Fair at Bridgeport

BRIDGEPORT, Conn., July 4.—Johnny McGee, in for a one-nighter at Pleasure Beach Park here Sunday, June 28, did just fair, drawing 900 persons at 99 cents. Gross totaled \$891.

Dick Jurgens for Strand

NEW YORK, July 4.—Dick Jurgens has been signed to play Strand Theater here, following completion of his current run at Totem Pole, Auburndale, Mass. Date will probably be in September. Price is \$7,500 per week.

Material Protection Bureau



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Upon receipt, the packet will be dated and filed away under your name.

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Music Items

Publishers and People

JIMMY RULE is new professional manager for Jewel Music.

Paul Salvatori, formerly with Mutual Music, is now managing the Chi office of Santly-Joy-Select.

Jim Durkin has returned to Colonial Music as a song-plugger.

Eddie Lambert, radio writer, has started his own music firm, Raybert Music, New York. First tune is called *Dear Old Pal*, written by Lambert.

Abe Olman's recent jaunt to the Coast was his first in 20 years.

Paul McGrane and Al Stillman wrote the score for *Stars on Ice*, the new Sonja Henie show.

Republic Music's next ballad plug will be *Where the Mountains Meet the Sky*.

Tom Casey, old-time showman, has collaborated with Charles Berton on a novelty called "Scram, Hitler, Scram," (See MUSIC ITEMS on page 25)

"Ship Ahoy" Is Far Ahead of Most Band Pix

Tommy Dorsey received a much more favorable break in his current b.-o. success, *Ship Ahoy*, than in last year's *Las Vegas Nights*. MGM lined up a good array of talent in Eleanor Powell, Red Skelton, Bert Lahr and Virginia O'Brien, and, altho the musical's plot is no greater than any of the others, it is at least swiftly paced and highlighted with good numbers.

Best productions are in *I'll Take Tallulah* and *Poor You*. Miss Powell knocks off a hefty bit of acro-tapping in the former, with the Dorsey ork getting in some good licks thru Ziggy Elman, Buddy Rich and Tommy. *Poor You* features T. D.'s male piper, Frank Sinatra, Virginia O'Brien's satirical singing of the tune and Stump and Stumpy, Negro dance team. All top stuff. Sinatra and the Pied Pipers also take out on *Last Call for Love*. Jo Stafford was unhappily buried with the Pipers thruout.

The plot has to do with spies and counter-spies playing tag on a pleasure boat. Lahr and Skelton have good lines and are able to lift the stilted story out of the audience's consciousness. T. D. speaks one line, but that's better than trying to work a band leader into an acting role.

Band does its usually smooth job, and, altho a couple more numbers wouldn't have hurt, what there was has plenty of effect as an appetizer.

Certainly way above the recent average on filmicals. *Harold Humphrey.*

Mickey Mice Better Beware! Hep-Schmaltz Era Is Dawning!

NEW YORK, July 4.—Now that hepster Harry James has hit the heavy dough by hiring a flock of fiddles and blowing trumpet solos strictly from the sugar mill, and now that hepster Tommy Dorsey, in the heavy dough to begin with, has added catgut and a harp besides, the band biz finds itself in the throes of a trend. Said trend is more than the removal from the relief rolls of several dozen previously impoverished fiddle scrapers—it is the dawn of the hep-

schmaltz era, as contrasted to the rag-time days, the jazz age, the heyday of the crooner and the era of swing, all trends and all now dead.

Harry James's strings and impassioned trumpet have been known to wring tears from many a pawnbroker, not a few landlords and more than one professional executioner. Dorsey's new set-up, however, goes one step further in the matter of schmaltz and sounds like Andre Kostelanetz in shirt-sleeves, with overtones of what used to be called swing. Bobby Byrne, eager to outdo rival trombonist T. D., threatens to add not one harp, but two. The next step might well find Muggsy Spanier playing a dirge-like *South Rampart Street Parade* in front of three harps, two lutes, oboe, French horn, piano, bass and triangle. There appear to be no limits.

Even so hardy a soul as Charlie Barnet, who formerly would have strangled with fury at the mere mention of catgut, tried a fiddle section not long ago, and the fact that he discarded it does not detract from the further fact that he is playing more gooey stuff without it than he did with it.

Jan Savitt, never noted for subdued scoring, has also augmented his ork with a covey of string scrapers, which can only mean that he is falling in line. Erskine Hawkins is also adding strings, the first big Negro outfit to do so.

Just where another year or so of top jazz bands making room in their books for studies in molasses will leave the mickey-mouse bands is a touching question of the day. The professionally "sweet" orks have been getting by for the most part on the fact that they play nothing but sweet. But with knock-down and drag-out jazz numbers becoming a rarity in the libraries of the swing bands, and with these bands playing sweeter than most of the sweet bands, it would seem as tho there is some scribbling being done on the mickey-mouse wall.

It is not at all difficult to visualize a day when Tommy Dorsey will set the biz on its ear by announcing the addition of a trumpet section. That's probably the next trend, A. D. 1948.

Lay-Offs Ain't Bust-Ups!

CINCINNATI, July 4.—Lang Thompson, here Monday (29), denied that his band had disbanded May 3 following engagement at Lantz's Merry-Go-Round, Dayton, O., but stated that the ork had merely laid off 10 days to permit reorganization made necessary by the draft.

Band resumed the middle of May on one-nighters thru Ohio and Michigan, and then moved to Kennywood Park, Pittsburgh, for two weeks, following with a week at Coney Island here, ended Thursday (2). Band plays one-nighters westward thru July 11, opening the 12th at Forest Park Highlands, St. Louis, for two weeks.

Jordan's Five-Piecer Does Swell Biz on One-Nighters

CHICAGO, July 4.—Louis Jordan and his five-piece band, booked out of local GAC office on a one-night tour, is doing unusually good biz. This is the office's initial experiment with a small ork and may lead to other tours for five and six piece outfits.

During his first four dates, Jordan grossed \$3,514.82. At Castle Ballroom, St. Louis, June 15, grossed \$600; at Dreamland, Little Rock, Ark., June 16, \$1,018 came in; June 19, \$1,049 was grossed at Harvest Club, Beaumont, Tex., and \$847.82 at Civic Auditorium, Galveston, Tex., June 23.

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

A
Agnew, Charlie (Deshler-Wallick) Columbus, O., h.
Akin, Bill (Causeway) Muskegon, Mich., c.

B
Barlow, Ralph (Peony) Omaha May 30-July 11, p.
Barnet, Charlie (Steel Pier) Atlantic City, h.

C
Calloway, Cab (Casa Manana) Culver City, Calif., nc.
Camden, Eddie (Royale) Savannah, Ga., 6-18, nc.

D
Davis, Eddie (Larue's) NYC, re.
Davis, Johnny "Seal" (Sea Girl Inn) Sea Girl, N. J., nc.

E
Eddy, Ted (Iceland) NYC, nc.
Edwards, Jack (Statler) Boston, h.

F
Farber, Burt (Netherland Plaza) Cincinnati, h.
Fidler, Lew (Detroit Athletic Club) Detroit.

G
Genovese, Vince (Rendezvous) Murphysboro, Ill., nc.
Gilbert, Johnny (Colonial) Rochester, Ind., 6-12, h.

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Orchestra Routes



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

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

Gray, Chauncey (El Morocco) NYC, nc.
Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.

H
Hagenor, Herb (Monaco's) Cleveland, nc.
Harris, Jack (La Conga) NYC, nc.
Harris, Phil (Chicago) Chi, t; (Palace) Cleveland, 10-16, t.

I
Jackson, Paul (402 Club) Port Huron, Mich., nc.
James, Jimmy (Ault) Cincinnati, p.

K
Kacach, Johnny (Gabe's Grill) New Brunswick, N. J., c.
Kardos, Gene (Zimmerman's Hungaria) NYC, re.

Bands on Tour--Advance Dates

GUS ARNHEIM: Forest Park Highlands, St. Louis, July 26 (two weeks); Sherman's Cafe, San Diego, Calif., Aug. 19-Nov. 9.

ACE BRIGODE: Avalon Ballroom, Niles, Mich., July 15-19; Happy Hour, Minneapolis, 22-Aug. 4; Trocadero, Henderson, Ky., 14-27.

LES BROWN: Elitch Gardens, Denver, July 30 (two weeks).
BOB CHESTER: Elitch Gardens, Denver, July 16.

JACK COFFEY: Hilo Club, Battle Creek, Mich., July 13-20.

JACK CRAWFORD: Hollywood Club, Kalamazoo, Mich., July 19 (two weeks).

DUKE ELLINGTON: Lakeside Park, Denver, July 10-15; Sherman Hotel, Chicago, 17-Aug. 13; Riverside Theater, Milwaukee, 14-20.

GEORGE (PEE WEE) ERWIN: Ballroom, Yankee Lake, O., July 15-19; Euclid Beach, Cleveland, 25 (two weeks).

BENNY GOODMAN: Metropolitan Theater, Boston, July 16-22; Sun Valley, Worcester, Mass., 25; Lake Compounce, Bristol, Conn., 26.

FLETCHER HENDERSON: Ballroom, Clintonville, Wis., July 9; Armory, Stevens Point, Wis., 10; Eagles' Ballroom, Milwaukee, 12; Lake Lawn, Delavan, Wis., 14-19; Indiana Theater, Terre Haute, Ind., 24; Theater, La Fayette, Ind., 25; Ballroom, Evansville, Ind., 26; Happy Hour, Minneapolis, Oct. 1.

RAY HERBECK: Hollywood Club, Kalamazoo, Mich., July 13-18.

TINY HILL: Trianon Ballroom, Chicago, July 11-Aug. 15; Paramount Thea-

ter, Hammond, Ind., 16; Lake Lawn, Delavan, Wis., 18-25.

INA RAY HUTTON: Indiana Theater, Terre Haute, Ind., July 17; White City Park, Herron, Ill., 18; Theater, Richmond, Ind., 19; Theater, Peru, Ind., 21; Theater, Anderson, Ind., 22; Dunbar Cave, Clarksville, Tenn., 23; Peabody Hotel, Memphis, 25 (two weeks).

ART KASSEL: Del Rio Ballroom, Kankakee, Ill. July 17; Rink Ballroom, Waukegan, Ill., 18; Modernistic Ballroom, Milwaukee, 19; Hotel, Appleton, Wis., 21; Grand Theater, Wausau, Wis., 22; Terf Ballroom, Austin, Minn., 23; Prom Ballroom, St. Paul, 24-26.

RAY MCKINLEY: Palomar Ballroom, Norfolk, Va., July 6-12; Shrine Auditorium, Springfield, Mass., 27-Aug. 1; Coney Island, Cincinnati, 7-13.

VAUGHN MONROE: Million Dollar Pier, Atlantic City, July 10-16; Masonic Auditorium, New Brunswick, N. J., 17; Pleasure Beach Park, Bridgeport, Conn., 19; Empire Ballroom, Allentown, Pa., 22; Capitol Theater, Washington, 23-29.

WILL OSBORNE: Claridge Hotel, Memphis, July 10-August 6; Castle Farm, Cincinnati, Aug. 8; Moonlight Gardens, Canton, O., 9.

JOE SANDERS: Casino, Quincy, Ill., July 17-27.

LANG THOMPSON: Forest Park Highlands, St. Louis, July 12 (two weeks); Casino, Quincy, Ill., 27 (week); Idora Park, Youngstown O., Aug. 15 (two weeks).

ADA LEONARD: Lake Club, Springfield, Ill., July 17 (week).

Molina, Carlos (Happy Hour) Minneapolis, nc.
Monroe, Vaughn (Paramount) NYC, t; (Hamld's Pier) Atlantic City, 11-17.

N
Navarro, Al (Narragansett) Providence, h.
Nelson, Ozzie (Elitch's Gardens) Denver, 6-15, p.

O
Oliver, Eddie (Blackstone) Chi, h.
Oman, Val (La Martinique) NYC, nc.

P
Pafumy, Joe (Belmont-Plaza) NYC, h.
Page, Gene (Baltimore) Toledo, O., nc.

Q
Quinton, Bobby (Hurricane) NYC, nc.

R
Ravazza, Carl (Schroeder) Milwaukee, h.
Reid, Morton (St. Regis) NYC, h.

S
Sacacas (La Conga) NYC, nc.
Sanders, Sid (Rainbow Inn) NYC, nc.

T
Teagarden, Jack (Lakeside) Denver, p; (Blue Moon) Wichita, Kan., 11-24, nc.

V
Venuti, Joe (Gingham Gardens) Springfield, Ill., July 12-Aug. 13, nc.

W
Wald, Jerry (Lincoln) NYC, h.
Wallace, Jack (Lookout Mountain) Chattanooga, Tenn., h.

X
Xmas, Dick (Dempsey's) NYC, re.

Y
Yellman, Duke (Brown Derby) Chi, nc.
Young, Ben (Book-Cadillac) Detroit, h.

Z
Zuckerman, Sam (Café Society Downtown) NYC, nc.

Roadshow Films

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New Gas Rationing Plan Provides for Roadshowmen

NEW YORK, July 4.—Roadshowmen engaged in putting on 16mm. and 35mm. programs in the East Coast gasoline rationing area will be able to obtain a supply of gasoline to permit them to continue with their occupational activities, according to Lee S. Buckingham, director of the New York State branch of the Office of Price Administration. Rationing regulations, it is pointed out, provide for any supplementary rations needed for cars that must be driven in pursuit of a gainful operation.

Under the new rationing set-up, according to Buckingham's announcement, a Basic-A coupon book will be issued to all passenger car drivers. All operators of passenger cars must report to their nearest school July 9-11, the days set aside for the registration of motorists in this area. Roadshowmen who are not certain where to go are advised to consult their local rationing board. After filling out a simplified form roadshowmen will receive an A book which contains 48 stamps. Each stamp authorizes the purchase of four gallons of gasoline. According to Buckingham, the book provides for 2,880 miles of driving for one year, figured on the basis of 15 miles to the gallon. Of this amount 1,080 miles are considered available for general purposes, such as driving to church, school, shopping, etc. The remaining 1,800 miles takes care of occupational driving needs.

If a roadshowman travels more than 1,800 miles during a year while putting on his shows he must go to his nearest local board and file a request for an additional allowance. If certain requirements are met he will receive either a B book for a smaller allotment of ad-

ditional gas or a C book for a larger allowance.

Supplementary gas allotment books will not be issued unless the roadshowman can (1) establish he drives more than 1,800 miles a year in the pursuit of his occupation, and (2) show that he cannot be a member of a car-sharing club by the very nature of his business, and (3) that other means of transportation are not available or suitable.

After consideration of the facts the local board may issue a B book which has 16 coupons, good for a period of three months. Each coupon also permits the purchase of four gallons of gas. Buckingham pointed out that a man with an A and B book can travel 470 miles a month. If more mileage than this is necessary a C book is also available, but will only be issued after careful investigation of the facts.

Roadshowmen who operate light trucks will be eligible for an S1 book. This book has 96 coupons, each authorizing the purchase of five gallons. Applicants for S1 books must go to their local boards beginning July 9. Buckingham stressed the fact that the coupon value is subject to change without notice, depending on the oil supply situation in the East.

Roadshowmen who are away from home on the registration days can make an application at the nearest school at whatever town or city they may be in. If, however, they happen to be outside of the rationing area during the three-day registration period, roadshowmen will be required to register with their local rationing boards when they return to the area. But they will not be able to make out applications for gas coupon books until July 24. The new plan itself becomes effective July 22.

Another point of interest to roadshowmen is that if they have new tires or tubes or retreaded or recapped tires in public warehouses they may withdraw them for their own use only if the vehicle is eligible and only on presentation of a rationing certificate obtained in the usual way.

Leaders in the 16mm. field have stressed the fact that roadshowmen are entitled to retread tires and gas and if they come up before a particularly tough rationing board they have the right to appeal and should exercise this right. It is pointed out that the President has gone on record saying he does not want to interfere with the morale value of motion pictures. Therefore, the roadshowman, going into the theaterless, out-of-the-way communities, has a particularly strong case. And the gas regulations are not intended to interfere with the occupational activity of firms or individuals, according to an interpretation from the Washington headquarters of the OPA.

Pennsy Ruling Okays Outdoor Film Showings

ALLENTOWN, Pa., July 4.—In an opinion handed down by Presiding Judge R. W. Iobst of the Lehigh County Court of Common Pleas the ordinance at suburban Whitehall township banning the exhibition of outdoor movies was ruled invalid as a "discriminatory trade regulation." As a result, the judgment of a justice of peace who held the operator of a drive-in movie theater guilty of violating the ordinance was reversed. Moreover, the judge's opinion, which gives the go-sign to all 16mm. roadshowmen in the territory, ordered restitution

Defense Assns. Open New Field For Roadshowmen

WASHINGTON, July 4.—The national defense effort has opened many new opportunities for roadshowmen.

Various voluntary associations have been organized thruout the country as small manufacturers have pooled their machine equipment and other facilities in order to be able to handle war contracts. The names chosen for these voluntary associations and community pools have a picturesque quality—Bits and Pieces, Hen and Chickens, Mother Hen are instances. Each represents the efforts of from 3 to 10 or more small manufacturing plants or machine shops to unite under a single production schedule and convert the combined equipment to the producing of war materials.

While small, these plants employ sizable groups of workers, and roadshowmen have a field for the showing of special programs, as well as instructional films. Films showing progress of the war effort, instructional films on various phases of civilian defense, as well as more technical films in keeping with the production of the plants, newsreels and patriotic subjects are appropriate. Programs should not exceed an hour in length.

A pamphlet entitled *A Bibliography of Defense Production Associations and Community Pools* has been issued by the Department of Commerce and lists the various voluntary associations organized thruout the country. Operators interested in obtaining this list should write to *The Roadshowman*.

May Lift Ban on Sunday Movies

NEW YORK, July 4.—Danton Walker, in his Broadway column appearing in *The News*, recently stated that the Sunday ban on movies in localities where it is in effect may be lifted for the duration. If a proposed congressional resolution wins out Sunday shows will be permitted in spots that now strictly enforce blue laws, according to Walker.

He points out that the argument being presented by forces agitating for Sunday shows is that this is the only day when many service men and war workers can attend, and that it is necessary for morale. The shows would be permitted in mid-afternoon so as to avoid conflict with church services.

If and when the legislation is favorably adopted it will be a good break for roadshowmen.

Late Film Release

WAR BABIES, released by Comedy House. One-reeler, the first Shirley Temple picture ever made. Theme of film is burlesque on war pictures and is enacted by a cast of baby stars none over four years of age. Running time, 11 minutes.

made to the operator for fines and costs paid.

The opinion was rendered on the appeal of Leon Male, roadshowman operating the Seventh Street Drive-In Theater, located about one mile north of Allentown. Male was convicted of violating the ordinance before a justice of peace last year on July 7, 1941, when he was fined \$50 and costs. He appealed the conviction at that time and, pending the outcome of the appeal, he continued running the outdoor movie shows both last season and this season.

Bernstein Covers British 16mm. Field At Luncheon Talk

NEW YORK, July 4.—Sidney L. Bernstein, film adviser to the British Ministry of Information, addressing a joint luncheon of the Association of Motion Picture Advertisers and the War Activities Committee of the film industry at the Edison Hotel last Thursday (25) outlined how the British Government has utilized 16mm. to get war information across to the public. His talk covered the three kinds of distribution in England . . . the weekly short given free to every theater in the country; the specials, ranging from 1,000 feet to feature length, sold in the usual trade way, and the mobile 16mm. units which go to factories and specialized audiences.

"The third method of getting information to the public thru the movies," Bernstein stated, "falls under the heading of non-theatrical showing of films. This is to serve those people in places not served by the regular theater. We organized a hundred mobile film units to serve those people. Each unit includes a car, a 16mm. projector, a generator, a screen and a driver. The country was divided into areas, with local film offices which helped to turn the village halls and churches into theaters for one-night stands. The results were amazing; some of the people we reached had never seen a movie before.

"These units also show pictures to factory workers and to farm workers doing war work far away from the cities. It is exciting to go into a factory on a night shift at 3 in the morning and see

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Our new 1942 Summer Catalog is now ready! Hundreds of new features, comedies, cartoons, news reels and other subjects at your disposal. An unexcelled 16mm. exchange guaranteed to take care of your film needs in every way and at a great saving! Here is a personalized service that will insure you greater profits and continued good-will. Our motto: "Good Prints. Good Service. Good Pictures." Write for your "ROADSHOWMAN'S CATALOG AND BOOKING GUIDE" today!

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\$19.50 PUTS YOU IN SHOW BUSINESS

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

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Here's Bing's best. One of a large group of big-time product—now available in 16mm.

Bing CROSBY

Write for our big Special Brochure on the latest. Not available thru any other 16mm. Exchange or Library.

ROSHON 16mm EXCHANGES

1. Pittsburgh, Pa. 520 State Theatre	6. Atlanta, Ga. RhodesHaverly Bldg.
2. Philadelphia, Pa. 1507 Fox Theatre	7. Dallas, Texas. S'ghland Life Annex
3. Chicago, Ill. 185 W. Randolph	8. St. Louis, Mo. Lauderman Bldg.
4. Kansas City, Mo. 508 Midland Bldg.	9. Minneapolis, Minn. 535 Andrus Bldg.
5. Memphis, Tenn. 88 Madison Ave.	10. New York City 2506 RKO Bldg.

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NITECLUB HITS

Specialty Shorts, Complete Subjects, Swing Songs, Nifty Dances, Novelty Numbers. Brighten up your programs. Twelve Numbers only \$6 Each. All 12 for \$8.00 with order; balance \$6.07 per month.

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BARGAINS ALWAYS in PORTABLE SOUND

16mm.—PROJECTORS—35mm.

Free Bulletins, Standard Makes \$29.50 up
Everything in Theatre Equipment.

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449 West 42nd Street New York City

people going from their benches into the canteen for lunch and having movies with their coffee. We realize that the little man who works on a little washer for a tank gets a kick out of seeing that tank in action. Factory managers tell us that the morale of the factory goes up with a bang after these pictures are shown.

"We gave about 30,000 shows the past year and over 5,000,000 people attended. The trade didn't suffer loss of business, even the exhibitors were a bit apprehensive about this form of competition.

"We have also mobilized practically every 16mm. projector in the country—1,200 of them—and these are now in libraries, institutes and factories. We supply them with films from our own central library and issue 1,600 reels per week.

"We make about a hundred short films a year for our mobile units. These films cover every aspect of the war—wartime cookery, how to run a farm, how to kill rats, how to save rubber, films on plastic surgery and fire fighting."

Bernstein stated that movies can give the whole world a picture of courage, reassurance and inspiration, and it is for all associated with the film industry to see that the job is done.

CIO and AFL Vie For Roadshowmen

SPRINGFIELD, Mass., July 4.—Union motion picture operators in this area, some of whom are associated with the American Federation of Labor and others with the CIO, are vying with each other for jobs operating 16mm. and other non-theatrical film shows. The rival groups have resorted to the classified advertising columns of the Springfield papers to present their claims.

The AFL advertises thus: Special Notice—The only recognized American Federation of Labor Motion Picture Operators, Local 186, can furnish equipment and union operators for any 16 or 35mm. motion picture shows. The CIO ad reads: As a matter of fact the only chartered non-theatrical motion picture operators' union in this area is Local 220.

Leslie Crosby, spokesman for Local 220, says that his organization received its charter May 12, and that it is the only non-theatrical union in Western Massachusetts. His local, he says, does only non-theatrical work, mostly at nights and part time, running films for shows at clubs, churches, fraternities and the like.

Friction between his group and Local 186 several years ago, before the CIO group was organized, was apparent when Local 186 demanded that men working with Crosby join the AFL group or get out of the business. They refused and took steps to organize under the CIO, obtaining their charter May 12, this year, according to Crosby.

Benjamin Hull, spokesman for the AFL group, claims jurisdiction over all 16mm. workers in this area and insists any other organization is not recognized. The AFL local has both theatrical and non-theatrical operators as members, Hull maintains.

Crosby states there are about 20 operators in the new CIO union, that they do non-theatrical work and they are not competing with operators in moving picture houses.

Hull launched round two of the battle when he declared that the CIO was not so much a union as a group of men who work for Crosby.

"He is not speaking for a group of union men in the same sense as I am," said Hull. "I would call his organization a company union more than an ordinary CIO union. I have talked with some other CIO union officials and I do not think his group has much standing with them."

SOUND PROJECTORS

In excellent condition. Bell & Howells, Victrola, Universale, DeVry's, Brand new Victor 40A with 12" Speaker. We also BUY projectors and films—highest prices paid.

ZENITH THEATRE SUPPLY CO., INC.
308 W. 44TH ST. NEW YORK CITY

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write today! 7-11.

REPRINT EDITOR
27 Opera Place Cincinnati, Ohio



PVT. RALPH BLACKWELL, formerly with various reps in the Midwest and South and whose last engagement was with the Boob Brasfield show in Georgia the past spring, is now with Co. B, 330th Eng. Reg. S. S., Engineers' Organization Center, Camp Claiborne, La. He hopes to transfer soon to the Air Service.

Much Rep Talent In Rodgers Units

CAMP CLAIBORNE, La., July 4.—Nat D. Rodgers's units, playing for the soldiers here and at Camp Shelby, Miss., feature a number of performers well known in the tent repertoire field, among them Elmer and Lillian Wright, Hap Ray, Mack D. Ferguson, Mr. and Mrs. Bud Davison, Jack Moore and Jole Seidler.

The veteran Roy E. Fox, who for many years operated his own railroad tent show, is handling the advance of one of the units. His daughter, Sunny, is featured dancer with one of the shows. Logan Turgonsoi, former trick roper with circuses, is manager of a Rodgers unit, and Carl Briggs, formerly in advance of Hila Morgan seven years, is also with Rodgers in a managerial capacity. Another feature with Rodgers is Maria Zarlington, formerly of the juggling Zarlington Twins. Ray Zarlington, veteran rep showman, is their uncle. Maria's sister is married and residing in Brownwood, Tex.

Rodgers is giving the soldiers a "forget the war" girlie show, using a five-girl line, a good novelty specialty and plenty of comedy.

Oliver's Observations

In Lima, O., last week—home of Nancy Boyer, of baby-star fame years ago. See where Rube and Avis Ferns, of tab fame, are operating a costume house at Warsaw, Ind. Mr. and Mrs. Elmer Lazore, way back repsters, in New York City heading the Velvet Tobacco radio show. Motoring thru Louisville—irony sign on lobby since Bert Smith's closing months ago: *Why Girls Walk Home and The Devil Pays.*

Hard to realize that 15 years ago there were 148 permanent dramatic stocks operating in the good old U. S. A. Hard to forget—Billy Wehler's candy pitch, Fred Hurley's smile, late Milo Bennett's cigar, Milton Schuster's reserve and soft-spoken conversation.

Remember Ruth Craven and *Was She To Blame?* Going back, eh what? What has become of Bessie Dainty? Things I never knew until now: J. D. Newman, Cole Bros.' general agent, would rather talk old rep days than pack the tent. Clint and Bessie Robbins, sages of North Dakota and Minnesota rep, now operating gift shop at San Gabriel, Calif. Showfolks, please note! "A pound of loyalty is worth a ton of cleverness." Who recalls the old Bell Airdome Circuit down Kansas way? T. Dwight Pople and his crew?

Some Oliver rep players who are making good in Hollywood—Dick Elliott, Bradley Page and Vada Heilman. What has become of Jim Tom Story and his sax? Three most impressive theaters I have ever seen—the old Bird Cage Theater at Tombstone, Ariz.; America's oldest opera house at Monterey, Calif., and the Music Hall, New York. I'd give 10 bucks to see Mort Singer's *Si Perkins* show as it was years ago. Jack Lewis still a recluse at his orange ranch in Leesburg, Fla. OTIS L. OLIVER.

Norma Ginnivan Finds Biz Fair

THREE RIVERS, Mich., July 4.—Norma Ginnivan Dramatic Company, playing its established territory in Ohio, Indiana and Michigan, reports business fair on the tent trek to date.

The roster is as follows: Norma Ginnivan, Mr. and Mrs. Howard Meranda; Eddie, Eleanor and David Wilson; LeRoy and Sharpe, William Stewart; George and Lucille O'Brien and George Jr.; Bert and Sherman Welr, Charles Archer, John Chevront, Fred and Lilyan Poole and Mrs. Ann Hicker.

Orchestra is under the direction of Fred Poole. Eddie Wilson is stage manager and director. Recent visitors included members of the Skippy LaMore company and Billy Remick, now in the navy and stationed at Toledo.

LaMore in Relapse; Condition Is Serious

ANGOLA, Ind., July 4.—Skippy LaMore Tent Show closed suddenly here Monday (29) when Manager LaMore collapsed during the performance and was rushed to a local hospital in a serious condition. Examination reveals he has a brain tumor.

The show had just reopened after a two-week layoff while LaMore was confined in a Vicksburg (Mich.) hospital, apparently the victim of a heat stroke.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

PATSY PATTERSON writes from Indianapolis: "I have seen my name mentioned several times in the walkathon news asking what I am doing. I am out of walkathons now for good and am working in a war plant here in Indianapolis. Margaret Helm and Ellen DuPree are also working here. I miss many of my walkathon pals and will try to make it to one of the spots soon."

PVT. ERIC LEVY, now stationed at Lowry Field, Colo., in the Army Air Corps, writes that he would like to hear from friends, and adds: "Never thought I'd miss the biz so much until all this happened."

WHILE WE ARE ABOUT IT, what's become of Alex and Ruth Smith, Bobina Smith, Harry Cowl, Jimmie Horan, Dally Dure, Louis Slusky, Billy Lang, Fannie and Carman Ruggiero, Freddy Hall, Ernie Mesle, Johnny Harrigan, Bill Mason, Al Baker, Heinie Rink, Sallie Parker, Al Dee, Hobo and Patsy Hobough, Daddy Fox, Bob Lee, Kenny and Virginia Laux, Tommy Loring, Chuck Payne, Tiny

Epperson, Robert A. Perry, Hester Travis, Walter J. Gafsky, C. A. Pressey, Herman Bearzi, Joe and Margie Van Raam, Al P. K. Cook, E. L. Moran and Pee Wee Pinker. Write in and let your friends know what you are doing.

FIVE YEARS AGO in the derbyshow business. Ray E. (Pop) Dunlap was running a show at Haledon, N. J. . . . Frank Costello had left the derbyshow biz to form the dance team of Costello and Danna and was ready to join a new show, *New York Melodies*. . . . Betty Lee Dorla was in a show at Waco, Tex. . . . Wayne (Swede) Nilsen was working in Cedar Point, O., and was about ready to open a new show. . . . Wesley Bryan was sojourning in Kansas City, Mo.

INQUIRIES ON members of the Derbyshow field have been piling up on the editor's desk. Here are some who have been asked about: Frank Costello, Scotty Reed, Forrest Balley, Jimmie Gates, Porky Jacobs and Tony and Virginia Berthelot. Drop a note to the editor as to your whereabouts and present activities.

Field Offices

LIST of field offices of the War Production Board throught the country to which rationing inquiries should be directed appears in the Carnival Department of this issue.

Reidsville Big For "Silas Green"

REIDSVILLE, N. C., July 4.—Charles Collier's *Silas Green From New Orleans* tent show was here for its annual visit July 1 and showed to a packed house despite a downpour of rain. Show this season uses a military theme, *You're in the Army Now*.

A cast of talented principals, 10 good-looking girls in line, Ford Wiggins as Silas, good novelty acts and attractive costumes make for a solid show. Troupe had the largest number of white patrons ever to visit a colored show in Reidsville. Owner Charles Collier is still the genial host to showfolks, ably abetted by Manager Morton. Mr. and Mrs. Rex M. Ingham and Mr. and Mrs. Tex Watts visited here.

Rep Ripples

HARLEY SADLER'S Own Show is winding up a two-week stand in Amarillo, Tex. Plunkett Family is still the big feature. . . . LLOYD GILBERT, sax man and general business, left Bisbee's Comedians at Morganfield, Ky., last week to join the army. Bisbee is reported doing well in his established Kentucky territory. . . . LEO AND BROWNIE BROOKS and Jack and Boots Gould are with the Mack-Neely Comedians playing their old towns in the Tennessee sector. . . . ART BROWNING, veteran rep and stock trouper and later in vaude, is taking the t. b. cure at the Hamilton County T. B. Hospital, Price Hill, Cincinnati. He'd appreciate a line from old trouper friends. Browning is registered under his right name of Abraham Brown. . . . HAROLD DEWAN began his second season in the White Mountain section of New Hampshire July 1 with his vaude-pictorial unit. He is playing one-nighters, using the dance-after-the-show idea. . . . C. A. (BOT) SCHAFFNITZ posts from Smyrna, Tenn., that he signed with the Regal Theater there, but he fails to say in what capacity. . . . BILLY REMICK, now at the Toledo Naval Training School, was a recent visitor on the Frank Ginnivan Show at Maumee, O.

POWELL WON'T QUIT

(Continued from page 23)
ing a loss, proved to be a major box-office sensation, considering that Powell was untested at the gate. Altho the final tally is not in yet, Powell hit over \$20,000, considered good here for big name bands. Earle management says it would have felt lucky if Powell had brought in only \$15,000.

All the more remarkable, Powell had to carry entire billing alone, and is therefore credited with every penny at the gate. There was no advance bally, since the week was originally skedded for Sonny Dunham and the Andrews Sisters. It was the maestro's first local appearance. However, records and air time seemed to serve in good stead and prove that band is a definite box-office sleeper. Three standard acts filled out the bill and the screen showed *Syncopation*.

Day before opening, Powell took on Jack Carney, who formerly guided Count Basie and Jan Savitt. Earle has been the turning point in the career of many other bands, and it looks like it will turn the trick for Powell. Earlier this season it was a fattened Earle gross that pulled Benny Goodman out of a slump.

Ben Wilkes Tent Theatre

WANTS QUICK

Gen. Bus. Character Man with specialty. If you drink don't answer, as that is the cause of this ad. Address: Paoli, Indiana, this week.

WANTED

Boss Canvas Man for J. B. Rotnour Players. Must be sober. Three nite and week stands. Popcorn privilege to let. Abbotsford, Wis., week July 8th; Medford, Wis., week July 13th.

Okay Gate Trend Prevails

Frolicland Pars '41 Brandon Biz

Despite inclement weather —Children's Day registers new opening gross

BRANDON, Man., July 4.—J. W. (Patty) Conklin's Frolicland, traveling in two sections totaling 58 railroad cars, successfully inaugurated its tour of the Western Canada Class A Fair Circuit at Provincial Exhibition of Manitoba June 29-July 3. Stand marked inaugural of Frolicland's second annual tour of the circuit, and shows made the 1,452-mile jump in here from Brantford, Ont., in good time.

Ground layout this year has been moved up directly to the entrance of the grandstand, heretofore occupied by farm implement exhibits. This resulted in greater attendance, and Children's Day registered a new gross for opening day. Broadcasts over Station CKX emanated twice daily from individual shows.

Altho hampered by inclement weather, show officials said business for the first three days was about on a par with last year's figures. Frolicland visitors included Mayor F. M. Young, Brandon; Hon. Ejrick F. Willis, minister of public works; W. A. Cameron, president Manitoba Provincial Exhibition; Art McGuire, Calgary Exhibition; Stanley Waite, Provincial Exhibition, Regina, Sask., and Sid W. Johns, secretary Western Canada Association of Exhibitions. After touring the midway all complimented Conklin on the attractions line-up and other innovations.

Green Joins Conklin Staff

BRANDON, Man., July 4. — J. W. (Patty) Conklin, president, Conklin Shows, this week announced the appointment of William H. Green, Detroit newspaperman, as director of public relations for his Frolicland. He assumed his duties here. Green formerly headed the advertising and publicity departments of Music Corporation of America.

Bantly's in Black At Junction Park Despite Weather

JUNCTION PARK, Pa., July 4.—Playing a return engagement here, Bantly's All-American Shows garnered good results for the week ended June 27, despite rain and threatening weather thruout. Altho rain prevailed daily, not a single night was lost. On Thursday night the Western Pennsylvania sector experienced an all night dim-out, making the second practice blackout in which shows have participated. Numerous visits were exchanged with personnel of American Exposition Shows.

Mitch Mitchell had plenty of paper up and received co-operation from papers in New Brighton, Beaver Falls, Rochester and Aliquippa. Ted Miller, general agent, returned after a business trip in the East. Mrs. Bantly visited in Reynoldsville and Philadelphia and returned to the shows on Wednesday. Bud Rilee, Penny Arcade, bought a new trailer, as did Tex Donohue. Train did not get in until Monday morning, but under direction of Ride Foreman Slim Hetrick everything was up for opening.

Chuck Stanko and Herman Bantly spent Friday in Pittsburgh on business. Chief Jerome Red Cloud has his Side Show well flashed. Shorty Knight is clicking in the Side Show. Ted Ward is managing the Bobo Show for A. J. Budd, replacing Doc Williams. Jim Keating, who has had the Snake and Jungland shows, closed and left for the Middle West. Kathleen Kriner joined the staff of Dave Lane's Photo Studio. George C. Johns took over the foremanship of the Chairplane. Pearl Brown joined Bert Melville's Hot Spot Revue. H. B. Beall, Danny Klein and Ted Miller are on the sick list, but all are reported on the road to recovery. Elizabeth Leno, of New Castle, Pa., was a guest of Dora Faith.



"OH! For a bicycle built for two," could be what Lon Ramsdell (right), press representative, is thinking as he and General Agent James Quinn, O. C. Buck Shows, go into training to make their appointed booking and exploitation rounds just in case the gas rationing in the East makes it impossible for the boys to use regular transportation facilities. Photo was made while organization was playing Keene, N. H., last week.

SLA Red Cross Fund

CHICAGO, July 4.—A total of \$344.50 was received for the Showmen's League Red Cross War Relief Fund for week ended July 2. Shows contributing were:

Frank Burke Shows.....	\$ 15.00
Bunting Shows	11.00
Dick's Paramount Shows, Inc.....	4.50
Blue Ribbon Shows.....	110.25
Motor City Shows.....	57.85
Mrs. C. A. Vernon.....	32.75
Fred and Patsy Potenza (Booster's Wonderland Shows)	35.00
Byers Bros.' Shows.....	32.20
World of Today Shows.....	45.95
Total	\$344.50

Dee Lang Chalks Up Win at Grand Forks

GRAND FORKS, N. D., July 4.—Dee Lang's Famous Shows, providing the midway at Greater Grand Forks State Fair here June 21-28, worked to satisfactory results despite cold and rainy weather. Shows opened Monday noon for the first of two children's days. Kids jammed the grounds and all had a little money to spend, giving rides especially a good business. Lack of concessions that usually line the walk to the grandstand, kept most of the visitors on the midway. Night crowds, while small, gave shows a good play. Held over another day because of the weather, shows clicked. Weather that day was the best of the week, enabling organization to wind up in the black.

Plaza Expo Registers At Dillonvale, O., Date

DILLONVALE, O., July 4.—Plaza Exposition Shows closed a successful week's stand here June 27, altho losing opening night to rain. Tuesday opened well and business increased nightly thereafter, and Saturday night was best. Rides and shows did exceptionally well, but business on concessions was not up to expectations. C. W. Ward is getting new banners for his Paris Revue, and Frankie Wade's bingo is doing well. Manager Ralph Conley returned to his home in Wheeling, W. Va., for a few days. Tom Pierson, new electrician, is doing a good job. Several members visited personnel of Gooding's Greater Shows at Martins Ferry, O.

Good Weather, Biz For World of Mirth At Stratford Date

STRATFORD, Conn., July 4.—Good weather and business prevailed here for World of Mirth Shows' week's stand at Avon Park, under American Legion Post auspices. Shows followed a number of other organizations in here and one of the most drastic blackouts ever experienced so far by the shows prevailed here. Night auto traffic was cut to a minimum and all lighting was restricted to a low beam.

Long jump from Bedford, Mass., was made in good time, but several of the crews found it necessary to double to get the shows up in time for Monday's opening. General Manager Max Linderman was away several days on a trip to Washington. Pvt. Benny Snapp, recently inducted into the army, visited here while on a furlough. Neil Geary, formerly of the publicity department, reports he has been promoted to a corporal. Corp. Dave Linderman, nephew of Owner Linderman, will enter officers' training school soon.

Mrs. J. C. Simpson's concessions, under management of Mrs. Flonnie Barfield, are doing well. Palmistry booth line-up includes Rachel Fine, Etta Reynolds, Anne Lager and Midge Dyckman. At the photo galley are Emmett Barfield, Roy Rundlett and Daisy Mathis.

Austin, Tex., Good Stand for Tidwell

AUSTIN, Tex., July 4.—Hot weather but good business prevailed for T. J. Tidwell Shows at their week's stand here, which ended June 20. Located at the new Barton Springs Road showgrounds, shows were sponsored by the American Legion Post. Shooting gallery was popular, as were the Tilt-a-Whirl and most of the rides. Jack Sherman's Harlem Minstrels and Sammy George's Hot Spot did well.

Leo Suicide Simon, free act, continues a good draw. Jim Schneck, agent, reports that 50 men from the shows have joined the armed forces.

Smith Good Fellowship Party Proves a Success

CENTRAL CITY, Pa., July 4.—A large crowd attended the Good Fellowship Club's first party of the season in the Cotton Club Revue top here July 1. Jack Rockway acted as host in the absence of Manager George Clyde Smith, and Daisy Reeves, Mrs. Jack Rockway, Camilla Holt and Margaret Morris prepared and served a buffet lunch. Red Bell was bartender, and music was provided by Dave Hick's Cotton Club Orchestra.

First half of the program was devoted to Anna Lee King's Revue, while the second half was presented by Junior Thal's Jitterbug Dancers, with Anna Mae Thal and Joe Walks featured. In attendance were Rita and Benny Chapple, Dorothy and Buster Rattigan, Mr. and Mrs. Floyd Smith, Mr. and Mrs. Petey Weigand, Mr. and Mrs. S. R. Holt, Ernest and Paula Schneider, Mr. and Mrs. Francis J. Thal, Mr. and Mrs. Jerry Higgins, Mr. and Mrs. John Yanko, Bobbie and Bill Anders, Steve and Johnny Yanko, Charles and Annie Smith, Spicey and Daisy Copeland, Gertrude and James Smith, Russell Hardy and Arthur Heaton.

Mike Bosco, Margaret De Passio, Peggy Ewell, Elsie DeFord, Cora Holthfeld, Fay Templeton, Bobby Raley, Prince Omwah, Bobby Woods, Blackie Holt, Clarence E. Seitz, Dick Dickerson, Gus Rogakos, Boots Moore, Luke King, Fred Kutsch, Dick Dunn, Eddie Meyers, Bill Weather, Kid Sparrow, Frank Cole, George Tallie, Happy Satchel, Carl Aumiller, Paul Allhouse, Patric Marino, Jack Elliott, Marty Wynne, Al Primo, Carman Capatch, Louis Chop, Callie Mae Harris, Virginia Taylor, Betty Davis, Julia and Edna Mae and Myrtle Harris.

Army-Navy Fund: Total \$38,357

NEW YORK, July 4.—Increased returns from parks, pools and beaches, as well as from carnivals, brought the total amount credited to the outdoor division of Army-Navy Relief this week to \$38,357.20. More than half has been brought in by the park-pool branch, total from these fields having been upped considerably by a check for \$10,883, representing 100 per cent of receipts on June 22, from Riverview Park, Chicago. In fact, Riverview's contribution is itself greater than the 10 per cent donations of all other parks and pools combined.

On the carnival side, the week's leader was Art Lewis Shows, followed closely by World of Mirth, James E. Strates, Endy Bros., and Cetlin & Wilson.

The figures:

Art Lewis Shows.....	\$350.00
World of Mirth.....	287.40
James E. Strates.....	274.84
Endy Bros.	273.38
Cetlin & Wilson.....	252.78
Mighty Monarch	200.00
Keystone Modern	148.44
Bantly's	116.98
Barney Tassell	103.26
Motor City	97.98
W. C. Kaus.....	94.00
Crystal	81.28
Dick's Paramount	71.78
M. & M.....	69.00
Pioneer Victory	66.00
Ross Manning	59.60
G. C. Smith.....	56.20
Lawrence Greater	55.42
Hubert's Museum	50.00
Times Amusement Corp.	50.00
Coleman	50.00

Contributions were also made by the following shows: Eddie's Exposition, Pryor's, Midway of Mirth, Pearson, Bright Lights, W. S. Curl, O. J. Bach, Kaus Exposition, Great Lakes, Skerbeck's, Cumberland Valley, B. & V., Patrick's, I-T, Lofstrom and St. Eloi Trained Monkeys, H. & C., Ellman, Ben Williams, Dyer's, Worcester Coaster, Bunting, Lew Henry Rides, Gerard Greater, Lake State, Golden Belt, William Domes Ski Ball, G. T. Fitzpatrick's, Virginia Greater.

RA Moves Into Detroit For 12-Day Engagement

DETROIT, July 4.—Royal American Shows moved onto the circus lot at Michigan and Wyoming Roads in suburban Dearborn for a 12-day stand. Billing for shows was said to be the heaviest on record for similar organization in this territory.

Jack Bell, vet local billposter, said a total of 7,000 sheets of paper were put up, all on the West Side, and about 4,000 cards and lithos, which received wide distribution.

LITTLE ROCK, Ark., July 4.—City council here has approved lease for a permanent midway to Fuzzell's United Shows in Fair Park. Operations of shows, rides and concessions will be limited to an area between the old administration building and a fixed Merry-Go-Round and miniature railroad in the front of the park.

WATCH FOR . . .

LIGHTING UP A MIDWAY IN WARTIME

By JIM McHUGH

in the

FALL NUMBER THE BILLBOARD

Dated July 25



ABE PRELL

A TRIBUTE AND PROMISE TO OUR BOSS
SAMUEL E. PRELL



SAMUEL E. PRELL

OWNER AND GENERAL MANAGER OF PRELL'S WORLD'S FAIR SHOWS

HURRY BACK
WE'RE WAITING FOR YOU
CASH MILLER
PALACE OF WONDERS

Anyone having worked for and known Mr. Samuel E. Prell personally knows what it means to us to have our Boss, Business Associate and Companion confined in a hospital fighting a brave battle to recover from very serious injuries sustained while supervising the unloading of the show in Baltimore on May 24.

Through this testimonial we want to pay public tribute to him and pledge our loyal support to those in charge during his absence. May his recovery be speedy is the wish of every member of Prell's World's Fair Shows.

Make Your Visit There a Short One.

We Need You

GERTRUDE MILLER
CHEZ PAREE REVUE

STAFF

- | | |
|--|---------------------------------------|
| ABE A. PRELL, <i>Manager</i> | LEO BISTANY, <i>Assistant Manager</i> |
| CHAS. H. POWELL, <i>General Agent</i> | THOS. RICE, <i>Special Agent</i> |
| C. W. FRANKLIN, <i>Press and Radio</i> | SAUL BERNIS, <i>Secretary</i> |
| FRANK SHEPPARD, <i>Electrician</i> | MATT CRAWN, <i>Builder</i> |
| BEN FOWLER, <i>Master Mechanic</i> | SAM CARUSO, <i>Carpenter</i> |
| CHAS. GUTTERMUTH, <i>Master Transportation</i> | DON CRAWN, <i>Designer</i> |
| BOB ZAMAREA, <i>Front Gate</i> | DAD WARD, <i>Mail and Billboard</i> |

Our Department Is Still
100% FOR YOU
TOMMY RICE
EVELYN RICE
TOM MORRISON

SEYMOUR SCLAR *Razzle Dazzle*
AL SHORG
GEO. BARNET *with*
Concessions
JOE SHAW
TONY TIerno
SLIM KAVANAUGH

Roll Down
SOLLY WINNIMAN
OLD MAN KEDGH
EDDIE RIMER *Ham and Bacon*
ROCHESTER
JOE GREEN

Ham and Bacon
PISTOL PETEY *Toys*
MILLER **LULU**
RIEBEN

Radio Wheel
SEYMOUR SCLAR *Shawls*
HARRY MODELE

Waiting For You
MARY CASEY
Annex Attraction

RAY PRICE
and

"SIL" BOSWELL
Ball Games

Up and At 'Em
Over and Under
"LIL" FRANKLIN

All to the Mustard
HARRY and BO FINNIGAN
"Grab"

Old Friend
Wishing You a Speedy Recovery
LEO and VI BISTANY

HURRY BACK
Waiting for a Good Pinochle Game
SAUL BERNIS
Secretary

I'm Back, Sam
JOHNNY VADAY
Polo Plane

THE LIGHTS WILL BE TAKEN CARE OF
SAM
FRANK SHEPPARD
Electrician

I'LL KEEP THEM ROLLING.
GET WELL QUICK
CHAS. M. POWELL
General Agent

HURRY BACK
Mr. and Mrs. SAM RUSSELL
Concessions

We'll Be Here When You Get Back
HARRY "DAD" WARD
JOHN RUSHENBACH
SAM WILSON
GEO. COLLINS

- | | |
|----------------|---------------|
| JIM FLANAGAN | FRED HARE |
| JIM BAILEY | MARR HOYT |
| BILL PARLIMENT | DAD DICKENS |
| JOE ROCCO | JOE PARSONS |
| JOE SAKOLASH | BEN CHEGK |
| CHAS. ALBERT | JIM CARL |
| JAS. BROWN | ABE WOLFF |
| HARRY FOX | GEO. JOHNSON |
| STACEY KNOTT | SAM PATTERSON |
| JIM EMERY | JOE PIEDELATE |
| LOUIS BETHEA | BEN LUCAS |
| JOE POPOVITCH | |

C. W. FRANKLIN
Press and Radio
STILL TELLING 'EM ABOUT THE BEST SHOW ON EARTH

HURRY BACK, WE MISS YOU
MARGE and HARRY STEVENS
Concessions

ANXIOUSLY WAITING FOR YOU
JOE PRELL
Midway Cafe

"AL" WALLACE
Spitfire

DON CRAWN
MATT CRAWN
Designer and Builder

BOBBY MANSFIELD
The Ziegfeld of the Outdoor Show World

Mr. and Mrs. B. ROYAL
Penny Pitches

"BENJIE" BENJAMIN
How Ya' Sam

WHITEY PELLY
Concessions

I BE HERE
SAM CARUSO
Carpenter

BESSIE HAUT
CAT GAME

AL PAUL
FROZEN CUSTARD
ELIZABETH AND UHLIE PARKERSON
POPCORN

LESTER WALLACE
CIGARETTE PITCH AND PILL GAME

GLADYS AND BILLY GARBBER

Mr. and Mrs. WAY

The Boys of JONES
BETTER BINGO

JACK LEEPER

ZACCHINI
The Human Cannon Ball

Free Act on the Midway and The Penny Arcade

MICKY DONAHUE
Motoradrome

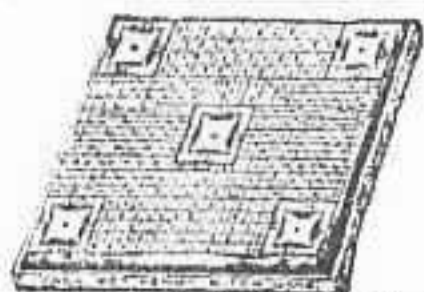
"HANK" SILOW
Jungle Oddities

Glass House
BOYD and BYRON

DAD:

Everything is going fine on the show. Everyone is co-operating to make this the best season we ever had. I want to thank all the show people on the show for their whole-hearted support to me and to assure all show friends in the show business they will always find a welcome on the Prell's World's Fair Shows. We are booked solid until the close of Armistice week. Hurry back, Dad, we all miss you.

Your Son,
ABE.



PENNY PITCH GAMES

Size 46x46", Price \$25.00.
Size 48x48", With 1 Jack Pot, \$35.00.
Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$12.00

BINGO GAMES

75-Player Complete\$5.00
100-Player Complete 7.25

1/3 Deposit on All Orders.

SEND FOR CATALOGUE

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.

124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

1942 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 10-p., Fancy Covers, Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .35
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, 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, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound25c
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc.35c
Signa Cards, Illustrated, Pack of 3615c
Graphology Charts, 8x17. Sam. 5c, per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P.25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
Instant Delivery. Send for Wholesale Prices.

Baker's Game Shop

WATER FALL COUPON BLOWERS, Wheels, Laydowns and Posts, Race Tracks and Skillos, Buckets and Penny Pitches, Color Games and Pan joints, Roll Downs and Brazilian Boards, Big Dice, Roll Down Charts, Bingo Cards and Soup Pegs, Bingo Master Boards, BINGO BLOWERS, Ping Pong Balls. No more Bottles and Punks. Catalog if you mention your Biz.

2907 W. WARREN, DETROIT, MICH.

KWIKUP CONCESSION STANDS

MANY SIZES. Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripe steps the crowds. Circular and canvas samples free. THE MONROE CO., 35 Bridge St., COLFAX, IA.

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.

SAM WEINTROUB WANTS GOOD AGENTS

For new Percentage Store. Also good Men for Slum Bowling Alley. Men for Hoop-La.

Care VIRGINIA GREATER SHOW This week, Aberdeen, Maryland.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

CARNIVAL daze.

TOM HARNEY, former Kiddle Ride operator on O. C. Buck Shows, is now a guard in a defense plant in Keene, N. H.

FORMER guess-your-weight agent for Moon Laird, Pvt. Ralph Johnson is soldiering at Camp Claiborne, La.

IT'S the train loader who has a load on his hands.

PVT. ERNEST C. BROWN (Sonnie Kelley), formerly with Art Lewis and Sol's Liberty Shows, is stationed at Fort Warren, Wyo.

STAFF SERGT. CLYDE E. FORTNER is in an army hospital at Camp Blanding, Fla. Before entering the service he was with Johnny J. Jones Exposition.



HOWARD COLLINS, former Tilt-a-Whirl foreman on Barker Shows, enlisted in the Navy recently where he holds the rank of seaman, second class. He is stationed aboard the U. S. S. Savannah.

FIFTY-FIFTY doesn't mean sixty-forty, but some offices think so.

LUCILLE BUNCH, wife of Sam Bunch, is in St. Vincent Hospital, Little Rock, where she was to undergo an operation July 2.

BOOKING their cookhouse and ball games with Hubbard's Midway Shows at

Not Kosher

JACKPOTTERS were cutting up early-day tramping mishaps in the cookhouse. Train wrecks, clemis, rain, wind and everything considered tough breaks had been hashed and pe-hashed. Finally a meek storyteller, who had been waiting for an hour to get a word in, said: "It was in the middle of January and every concessionaire, show and ride man who needed a week's work had gathered in a Florida town that was to hold a midwinter fair. All of them had jumped into the spot without any jobs or booking and were depending on good luck to get placed. The town's only hotel was jammed to the roof with guests who didn't know whether they would or wouldn't leave with their baggage. That only a few would be placed was a certainty, but who the lucky ones would be no one knew." On the show's Sunday arrival a cold rain set in and continued throught the week. Setting up was stalled day after day, by Saturday night only part of the show was up and the fair officials decided to call off the event. At 10 p.m. on Saturday every native in the burg started running toward the hotel. Following the crowd, I looked thru the hotel window and saw a surging crowd of troupers pushing one another around while trampling on their fallen friends. When it was over there were three killed and 14 sent to the hospital." "What started the fight?" asked a listener. "Fight!" yelled the storyteller. "Who said it was a fight? It was merely a scrimmage caused by a chump who had thrown a ham sandwich into the lobby."

Port Clinton, O., were Jack Harlow and Tex Conway.

NO MATTER how successful you are, someone always knew you when.

REJOINING Arthur's Mighty American Shows in Olympia, Wash., after a two-week absence were Ralph and Margaret Balcom.

J. BORICK cards from Anderson, Ind., that Mrs. Louise Miller is ill in University Hospital, Augusta, Ga., and would like to read letters from friends.

ITCHY feet is another trouble that can't be eased by scratching.

"CLOSED my popcorn stand on Fuz-zell's United Shows for the duration and found a good place to fish and hunt so will take advantage of it," infos F. W. Pratt from Sedgwick, Kan.

DAVE STEVENS, secretary San Antonio Showmen's Club, has been released from Research Hospital, Kansas City, Mo., and is recuperating at his home there.

THIS is one year when the carnival business is really shifing for itself.

MR. AND MRS. JACK ARNOTT joined Hennies Bros.' Shows in Ashtabula, O., during the organization's recent engagement there. Jack is working with Harry Baton on the scenic and pictorial chores.



RIDE FOREMAN for B. & V. Shows for the last seven years, Joseph Pendrick is stationed at Fort Bragg, N. C., with 15th Battalion, Battery B. Before joining the B. & V. Shows, Pendrick was with Buster Gordon's Diving Act.

FORMER caller on Crystal Exposition Shows, William (Bill) Richardson advises from Morristown, Tenn., that he is en route to Fort Oglethorpe, Ga., to join the army.

OFFICES applaud agents' good judgment whenever they agree with the office.—Fred Lot George, agent Gate & Banner Shows.

TRIBESMEN from a South Dakota reservation recently visited Chief Rain in Pace, member of John T. Hutchens's Modern Museum on Snapp Greater Shows, at McLeansboro, Ill.

SIDNEY PRESSON, former Girl's Show operator, is in U. S. Naval Hospital, Corpus Christi, Tex., where he underwent a hernia operation. He would like to read letters from friends.

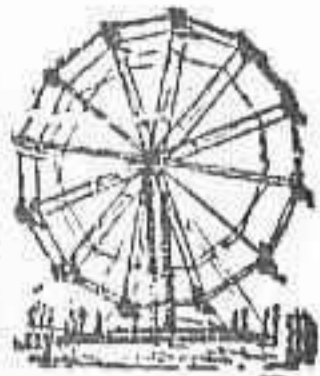
SOME general agents who have mentioned being booked up for the season are not so sure about it now.

A. H. MacTAVISH, cookhouse operator and concessionaire, visited The Billboard Cincinnati office last week while en route to join Hennies Bros.' Shows. He closed recently with Liberty United Shows.

JOINING Arthur's Mighty American Shows at Olympia, Wash., were Mr. and Mrs. Patrick Berry, Verne Coe, Charles

"GOING STRONG"

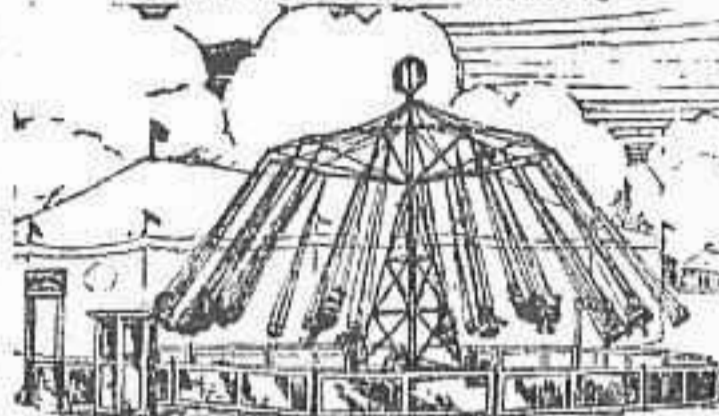
F. L. Flack's No. 12 Wheel with the NORTHWESTERN SHOWS entered service in May, 1941—28 years "on the job." BIG ELI Products can life-time profits. RIDE MEN: Be sure to mail in your report for the 4th of July Contest NOT LATER than Saturday, July 18th.



ELI BRIDGE COMPANY

Builders of Dependable Products
800 Cass Ave. Jacksonville, Ill.

THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire height 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.
SMITH & SMITH, Springville, Erie Co., N. Y.

POPCORN

SUPPLIES SEASONING BAGS SALT BOXES
WILKIN THEATRE SUPPLY, INC.
Atlanta, Ga. Charlotte, N. C.

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

WANT SIDE SHOW PEOPLE

Sword Swallower and Knife Thrower. Would like to hear from Henry Thompson and Lucky Ball. Can use Annex Attraction but no Sex Act. Can use Musical Act or Bird Act. Wire

MARK WILLIAMS

Gooding Shows Lorain, Ohio

Sol's Liberty Shows

WANT

Foreman for Roll-o-Plane. Ride Help who can drive trucks and semi-trailers. Must be strictly sober. Address:

Sheboygan, Wis., this week; Kankakee, Ill., next week.

READING'S SHOWS WANT

High Striker, Hoopla, Short or Long Range Lead Gallery, Mouse Joint, Bowling Alley, Ball Games, American Palmistry. Want Grind Shows, Ride Help, Minstrel Show People. Murray, Ky., next week; Mayfield, Ky., Princeton, Ky., Hopkinsville, Ky., to follow. Address or come on to Huntington, Tenn. Homecoming this week. W. J. WILLIAMS, Mgr. P.S.: Have for rent, Cookhouse, complete, ready to go.

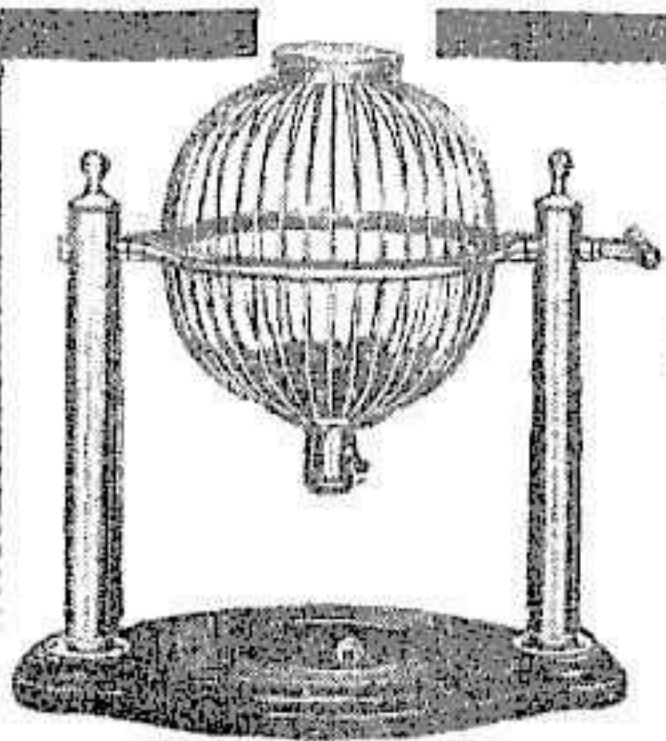
USED SIDEWALL SALE

7-foot, 35 cents per foot; 8-foot, 40 cents per foot; 9-foot, 45 cents per foot. White and roped top and bottom. Good Used Concession Tents, 10x14, \$39.50. MAIN AWNING & TENT CO., 230 Main St., Cincinnati, O.

FOR SALE

Silver Streak, in A-1 condition. Can be seen at any time, now in operation on show. Price \$5000.00. Address:

A. J. KAUS, KAUS EXPO. SHOWS West Haverstraw, N. Y., this week; then as per route.



Evans' BINGO

Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazaars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9 1/2" diam.; Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

FREE CATALOG

Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 50 years the standard of quality.

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago

BUNTING SHOWS WANT

Merchandise Concessions of all kinds. Shows with own outfits. Can place experienced Ride Help, Chasers and boozers, save your time. Top salary; cash every week. Highwood, Illinois, July 13 to 18; North Chicago, Illinois, July 20 to 26. Defense plants working day and night. Thousands of soldiers and sailors at Great Lakes and Fort Sheridan. Address: Amboy, Illinois, this week.

FOR SALE

Concessions and Carrousel. Allan-Herschell 32 Ft. 2 Abreast Little Beauty, 5 H.P. Electric Motor, Organ, Crates, Tools, complete \$2,200.00, with or without Power Transformer, 100 KW complete on Dodge Truck complete with Switchboard and Cable, 1000 Ft. of 2-0 Cable; Bingo, 20x40 Stools, Tent, Frame and Mikes complete; Milk Bottle Games, Concessions complete, 10x18 Balloon, Dart Game, Huckleby Buck, Slob Throwing, Cook House. All Concessions complete, Frame, Canvas, Stringer, Trunks, Flash Cloth Ropes. Electrical equipment, Motors, any size; large Switch Boxes, Wire, Cable.

HENKE BROS.

2314 W. STATE ST., MILWAUKEE, WIS.

WANT GIRL SHOW

For Martinsville, Indiana, American Legion Celebration, week of July 13th. Want other Shows of merit with own outfits. Good route and the right terms. Also want a few more legitimate Concessions: Long Range, Penny Arcade, Fish Pond, String Game, Hoop-La, Basket Ball, High Striker. Want Second Man for Tilt-a-Whirl. Address:

BAKER'S UNITED ATTRACTIONS

Spencer, Indiana, this week.

STATIONARY LOCATION

In the heart of Defense Industry, 12 miles from City Hall, Detroit, W. Warren and Outer Drive. Want small Beauty or 2-Abreast Merry-Go-Round and #5 Ferris Wheel, book or buy. Want Penny Arcade. Want Concessions: Cigarette Gallery, Fish Pond, Scales, High Striker, Glass Store. All must work for stock. Will book Picture Photo Gallery. Long season.

LIPPA AMUSEMENT CO.

15458 WARD DETROIT, MICH.

BEAM'S ATTRACTIONS

At Old Home Week, Orbisona, Pa., July 13-18. This show plays Celebrations exclusively. Want Octopus or Tilt Shows, Concessions, Earl White, wire "Heavy" Tutors. Rockwood, Pa., this week. Write or Wire

M. A. BEAM, Rockwood, Pa.

GIRLS GIRLS

For Girl Show. Want one Girl to feature as Miss America. Also want Ticket Seller, Man to sell Prize Candy in Sitdown Girl Show, or will sell privilege on percentage. Write or wire

F. W. MILLER, GOODING SHOWS Franklin, Ind., July 7 to 17th.

Cushman, Lee Emhoff, Evelyn and Harold Gould, Clifford Higgins, Virgil Miller and Leonard Prussel.

WE'VE heard everything at cookhouse-table conventions except, "I'll write to my congressman."

FRANK ZORDA, Side Show operator with All-American Exposition, info from Logansport, Ind., that Professor Levitch, mentalist; Sailor Burke, tattooer; Jo Jo, frog boy, and Whitey Sims, front talker, joined him there.

MEMBERS of Arthur's Mighty American Shows who entertained showfolk friends during the organization's stand in Olympia, Wash., were Mr. and Mrs. Tex Hudspeth, Mr. and Mrs. Joseph Blash, Mr. and Mrs. John Donzelli and Mr. and Mrs. Jerry Fox.

DON'T chase the curious away from lots and unloading platforms. Natives' curiosity is the backbone of show business.—Oscar the Ham.

FORMERLY with World of Mirth Shows, Donald Cook is at Old Orchard Beach, Me., where he is operating Mr. and Mrs. Sam Ames's pitch-til-you-win stand. Mr. and Mrs. Rolfe, also former World of Mirth members, have the photo gallery there.

IT will take more than one week of ideal show weather to forget and overcome some that weren't so ideal.

"WHILE visiting Lauther's Side Show on Johnny J. Jones Exposition at Anderson, Ind., last week, we met many friends, including Slim and Bertha Curtis, Iola Grass and Claudette," card Tex Putegnat and Louis-Louise Logsdon from Hope, Ind.

A FOOL and his money may soon be parted, but it doesn't keep him from howling about it downtown.—Colonel Patch.

PERSONNEL of Myrtle Hutt's Side Show on Great Lakes Exposition includes Professor Sanders, tattoo artist and magician; Hubbard's trained animals; Helen Boyd, escapes; Madam Zelda, mentalist; Joe Tate, human pincushion; Skeets Dillenden; Robert Lehan, inside lecturer; Joe Drake, talker, and Al Allen and Gus Comstock, tickets.

BEING road smart doesn't call for continuous lessons to the First of Mays to brighten 'em up.—Cousin Peleg.

Knighted

BELIEVE it or not, a manager operated three rides and three shows without a salary list. When he opened in the spring all employees were told that the first two weeks were more or less of a dress rehearsal and that when the proper time arrived the matter of salaries would be taken care of. When a new worker applied for a job, he or she were told that at present there were no vacancies, but should they care to travel along with all expenses paid until an opening presented itself, they were welcome to do so. The only compensation that the workers received was a nightly weed of cookhouse brass. Out of his 75 employees 75 of them were waiting to be put on a pay roll. Whenever an employee became too nosey and asked others what they were getting, he was chased off the lot as a disorganizer. So they came and went, week in and week out. The more faithful were paid off with titles running from first assistant manager down to forty-fifth assistant. Sam Jackson, colored, from Alabama, had gradually risen from restroom orderly, sergeant of comfort, comfort station captain to major of sanitation. His home town pal, Rufus Brown, also a member of the show, aspired for the job and the big promotions but, being the meek type, he never asked for a raise. When Jackson got out of line by asking for money he was immediately chased and Brown got the job. When the show again played Jackson's home town he visited the manager. "Well! Well!" cracked his former employer in a gloating manner, "Guess you are fed up with cotton picking and want to come back." "See what you missed by blowing the show," as he pointed to a typewritten title on a card pinned to Brown's cap, "Had you stayed two more months you would now be a colonel."

PEGGY PARSON ILES, frozen pineapple-whip concessionaire on Hennies Bros.' Shows, writes from Bradford, Pa.: "Just mailed two scrolls, 50 inches long with letters on both sides, from friends on this show to Pvt. Billy Shulman, Camp Claiborne, La., and Pvt. Joe Iles, Camp Polk, La. Business has been very good for me this year. Still spots are like fair dates."

NOW that iron for farm machinery is being rationed and advertising is nil, what are ticket sellers going to do for umbrellas?

WANTED
SIDE SHOW ACTS
 JOHNNY RAYMOND
 SLIM DUNCAN
 ELLA WRIGHT
 RALPH DAVIS
 and Other Outstanding Side Show Acts.
 Write or Wire
SCOTTIE McNIEL
 General Delivery ALBANY, N. Y.

WORLD'S MOST POPULAR RIDES
 OCTOPUS—ROLLOPLANE—FLY-O-PLANE
 Manufactured by
EYERLY AIRCRAFT CO., Salem, Oregon
 ABNER K. KLINE, Sales Manager

Now, more than Ever
 There is no Better Investment than a piece of Good Equipment.
TILT-A-WHIRL is one of THE BEST
 Keep 'Em Whirling! Immediate shipment on necessary parts.
SELLNER MFG. CO., Fairbault, Minn.

KOLA FLAVOR
 If you need a kola flavor with a new distinctive flavor of its own, one with a new snap and sparkle that brings them back for "seconds," try our KLIX KOLA Concentrate. This is a 9-to-1 concentration; you need only 50 lbs. of sugar for a 10 gallon batch. Your cost on the finished fountain syrup, including the cost of your sugar, is only 95¢ per gallon. KLIX KOLA CONCENTRATE costs you only \$6.00 per gallon. Order yours today.
GOLD MEDAL PRODUCTS CO.
 133 E. Pearl St. Cincinnati, Ohio

URGENT
 Want the present whereabouts of H. L. ARCHER, called KENTUCKY RED, probably running Pan or Rat Game. All information treated in strictest confidence. Phone, wire or write
MOTOR CREDIT CORPORATION
 3040 E. GRAND BLVD., DETROIT, MICH. PHONE: MADISON 0142.

Dodson's World's Fair Shows
 Can-place for balance of season, including nine fairs: First-Class Cook House, will furnish wagon for same. This is a thirty-car show and will guarantee good business. Can also place Silver Streak, Rocket Ride or Fly-O-Plane; have wagons for same. Legitimate Concessions of all kinds. Address
DODSON'S WORLD'S FAIR SHOWS
 Richmond, Ind., week July 6 to 11; then as per route in Billboard.

JONES GREATER SHOWS WANT
 For Best Celebrations and Fairs in West Virginia.
 Rides: Want Rolloplane, Octopus, Tilt or any other Flat Ride. Also can place Kiddie Ride. Shows: Want Monkey, Mechanical City, Posing, Girl Show. Pro McGuire, wire. Concessions: Want Penny Arcade, Lead Gallery, String Game, Hoopla, Custard, Pitch-Till-Win and other Grind Concessions. Eddie Weekley wants Cookhouse Help. Tom Hale would like to hear from Bob and Curley, Pan Game Workers, also Doyle Miller, Bingo Caller. Can place experienced Ride, Show and Concession Help.
 Address JONES GREATER SHOWS, Webster Springs, W. Va.

CAN PLACE AT ONCE
 Foreman for Chair Plane. Ride Help for all Rides, prefer those that drive Semi Trailers. Also Ferris Wheel Foreman. Cook House and Crab, Arcade and all 10 Cent Grind Concessions. Want People to handle Side Show and Motor Drome. Have complete outfits for both. Fairs start early in August and close Armistice week. Want Octopus and Roll-o-Plane. One more sensational Free Act. All address:

LAWRENCE GREATER SHOWS
 MONACA, PA., THIS WEEK; ALIQUIPPA, PA., NEXT WEEK.

FAIRS—CELEBRATIONS—FAIRS
ILL.-ARK.-MO. AMUSEMENTS
 WANT Shows of all kinds. Have new canvas and panel fronts, mounted on trucks for same. Good proposition to exclusive Girl Shows, Athletic and Ten-in-One. Bobby-Ann Melroy, answer. We have seven office-owned Rides, plenty of bona fide fairs and celebrations, including Stuttgart Rice Carnival on the streets. Merchandise Concessions, come on. F. J. "Dutch" Doyt wants Counter Man and Ball Game Agents. Place sober Ride Help. GEORGETOWN, ILL., STREET CELEBRATION this week.
FAIRS—CELEBRATIONS—FAIRS

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, July 4.—Members were sorry to learn of the death of Brother Joe Abrams and Mrs. Mathiesen, mother of Brother Walter Mathiesen. Services for both were held in Chicago June 29. Brothers William Young and R. N. Adams are still confined in Alexian Brothers' Hospital, and Brother Al Seipher is in a serious condition at North Chicago Hospital. Tom Rankine is still confined in his home. Fred and Patsy Potenza Attractions, Chicago, have joined the growing list of donors to the League's Red Cross War Relief Drive. First subscription was for \$35, donors being Joe Foote, Fred Potenza, Patsy Potenza, Earl Tauber, Irving Borker, Ozy Breger, Oliver Barnes, Cecil Meyers, Jeff Becker, Joe De Genova, Charles Levine, Al Curtis, Sam Arenz, F. Edwards and John Lempart.

Richard Pronath advises he is in the Flight Service at Jefferson Barracks, Mo. John Young and Arthur Hunt are in Chicago for induction. Brother James A. Lamont advises he is stationed in Los Angeles. W. R. Hirsch and Harold De Pue have been here on business. Cliff Wilson visited the rooms, as did Mrs. Tom Vollmer. Mike Rosen stopped over en route to Logansport, Ind., and Larry Rohter and Elmer Welter also visited. President Carl J. Sedlmayr visited briefly en route south and east. Julius Wagner left for St. Paul to relieve Maurice Hanauer, who is on the sick list. Listings for the 1943 edition of the Outdoor Amusement World Directory are coming in nicely. Perhaps you are one who has neglected to pay his 1942 dues. If so why not give this immediate attention? Club's rule is that members who are delinquent for 1942 and do not have their dues paid before November 30 will have their names removed from the roster. Re-instatement can only be made by filing a new application.

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, July 4.—The gloom of death hangs over our organization at this writing. Arthur L. Hill, our first secretary and one of our most beloved members, has passed on. We also buried in our plot at Ferncliff Cemetery John Jennings. While Jennings was not a member legally, he had the run of the club, attended most of the meetings, and had all of the privileges of the rooms. Jennings was sightless. President Art Lewis in town from Connecticut. Larry Sunbrock visited and told some tall tales of his thrill shows. Very few of the members knew that Arthur Hill spent 13 years in the regular army and served thru the Spanish-American War. Executive Secretary Walter Sibley visited the Ringling Show and secured a number of new members from Frank Miller, chairman of membership committee. Frank advises that he has just purchased property at Park Ridge, N. J., swimming pool and all. Membership drive is in full stride, with Frank Miller leading, Howard Ingram second and Jack Owen third. New members are Sam Berk, Harry Dutton, Sam Delaney and Harry Kay, sponsored by Frank Miller; Joe L. Bullington, Josh Kitchens and Ed Hughson, sponsored by Howard Ingram.

Louis Blumenthal, of Coney Island, one of our first members, has been inducted into the army. Quite a few of the boys are waiting to be called. Brother Sam Prell is gradually recovering from auto accident in Baltimore. Brother Alex

Brown has undergone another operation in Queens General Hospital, Jamaica. Brother Chisholm shows in town for a brief visit. Harry Rosen is sending in plenty of advertising copy for the year-book, also a few new members. Solly Nuger had quite a serious operation recently at his home in Springfield, Mass. Brother Arthur Campfield, who visits frequently, says there's plenty of business but difficult to fill orders. Have you seen the new stationery? It just screams U. S. A. Bought another War Bond today. Did you? Well, you'd better. Everybody's doing it now.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, July 4.—Ross Davis, Showmen's Day Committee chairman, reports that the first Showmen's Day of the season was held yesterday in Klamath Falls, Ore., by West Coast Circus Shows, headed by Mike Krekos. Results will be given as soon as they are tabulated. Campaign has been well planned by Brother Davis and he has received full co-operation of club members in putting this matter before showpeople. Brother Al Weber is donating tack cards.

Sam Dolman is off to a big start on the membership drive. Ray Lampman, Lloyd Lusby, Edmund Neu, Ralph A. Sears, Mitchell S. Kellenborn, George L. Price, Lawrence J. Vogt, E. E. Adams, John A. Nuber, Arthur R. Hopper, Almon M. Bristol, Al Mulligan, Jack J. Kent, Art Johnson, John W. Martin, Everett Wells, Mario DeSilveira, Myles Nelson, Arthur E. Anderson, Bernard Davis, Thomas H. Bailey, Jerry Fox, Bert Lang, William H. Allman, John J. Taylor, Orland Ormsby, Mike Mahan, Thomas Stack, Albert Lindenberg, Milt Williams, James B. Smith, Ted Right, Richard Schoonover, Finis A. Coggin, Harry B. White and Richard Collins are among recent additions.

Mail has been returned from E. M. Butler, Bud Bentley, R. L. Cunningham, Mike Casey, Swain Esper, George S. Edgerly, Wayne M. Endicott, James A. Gallo-way, Earl Graham, William J. Gallagher, James Hicks, Edward A. Johnson, Robert Johnson, George Kelly, E. C. Martin, H. W. McClellan, Eddie Moore, Thomas McDow, Donald G. McNeil, L. N. Masden, Hugh McPherson, Vance Offutt, Albert George Overberg, Sam Pearson, J. W. Rogers, Morris Rosenbaum, Pat Riley, Harry Rogers, Texas Tom Ross, William Steinhardt, Ray Seharsch, William Schlessinger, Willard R. Taft, G. E. Webster, Edward S. Ritro and Leslie Borinstein.

Ladies' Auxiliary

June 22 meeting, with Edith Bullock presiding, attracted 28 members. Letters were read from President Margaret Farmer, Fern Chaney, Claudia McHaney and China War Relief. On the sick list are Maxine Ellison and Hazel Fisher. Ethel McDonald is doing as well as can be expected. War Stamps and bank award went to Anne Stewart, and Olga Celeste won the door prize, donated by Donna Day. Red Cross Chairman Julia Smith reported the quilt completed at the party given by Jenny Reigel and that Norma Burke and Rose Rosard brought in slippers and mittens, while Stella Linton and others are making afghan squares and stretchers. Money was donated by Mora Bagby and Anne Stewart for material to complete the quilt made by Second Vice-President Mabelle Bennett. This one will be tacked at the party to be held at the home of Frances Barth July 22.

Anne Stewart sold another subscription book, making her third. Topsy Gooding mailed in four books this week. The books are going exceptionally well. Prospective members Mrs. Ernz and her daughter were introduced by Mother Fisher, and Frances Barth introduced Commander Lorraine La Vani and Lieutenant Hovey, Communication Corps. Short talks were made by Blossom Robinson and Tillie Palmateer. Jenny Reigel received a hearty hand for the party she staged. Edith Bullock reported on her trip and said that Past President Peggy Forstall enjoyed her visit with Zeiger's United Shows.

San Antonio Showmen's Club

216 Soledad St., San Antonio, Tex.

SAN ANTONIO, July 4.—Club closed after engagement of Alamo Shows here, but will reopen again October 10. P. Perkinson will again have the eat shop, and Bill Bass will be manager of the Cocktail Lounge. Charlie Shubb remains as custodian. Rooms are to be repainted, floors done over, and new lighting effects installed. Jack Ruback, owner Alamo Exposition Shows, is president.

Recent visitors included Bill Hirsch, Denny Pugh and Sam Feinberg, who is club's good-will ambassador.

OTTAWA FAIR CANCELED

(Continued from page 3)
had gone out and newspaper and billboard advertising had been launched. It is expected the government will compensate the association for these expenses. A meeting of fair directors has been called for next week. George A. Hamid, Inc., and the Conklin Shows were to have provided grandstand show and midway. Canceling of the exhibition leaves Quebec Provincial Exposition as the only major fair to operate in Eastern Canada this year.

CONCESSION CARNIVAL TENTS
Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
Our New Address:
2315-21 W. HURON ST., CHICAGO, ILL.

TENTS—BANNERS
We Are Still Making Carnival and Concession Tents.
Charles Driver — Bernie Mendelson.
O. Henry Tent & Awning Co.
4862 North Clark Street CHICAGO, ILL.

WANTED DANCING GIRLS
Oriental, Strip Tease, Hawaiian. Salary \$20.00 week if you cut it. Man to make openings; Deadup, wire collect Western Union.
C. J. McDONNER
KEYSTONE SHOWS
Zanesville, Ohio, this week; Portsmouth, Ohio, to follow.

AGENTS WANTED
For Grind Stores, Wheels, Ten Cent Stores and Ball Games; also Corn Game Help. All spots to follow in downtown locations in defense areas. Come on, can use you.
ALTON PIERSON
Care AL BAYSINGER SHOWS
Warsaw, Indiana

SMITH'S GREATER SHOWS
WANT Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Chair Plane and Loop-Plane. Working Men in all departments. Top salary. Few openings for Concessions. All address:
K. F. SMITH, SMITH'S GREATER SHOWS
Gainesville, Va.

WANT DROME RIDERS
Can use one more Straight Rider and Ticket Seller.
EARL PURTLE
Care World of Mirth Shows
Springfield, Mass.

WANTED
CATERPILLAR FOREMAN TO JOIN AT ONCE. Ben Wilkerson, come on to Chicago.
YAMANAKA
Care World of Mirth Shows
Springfield, Mass.

DYER'S GREATER SHOWS WANT
Second Man for Octopus, Tilt and Roll-o-Plane; Front Man for Side Show. Salary all you are worth. Cookhouse, Juice and Grab. Legitimate Games open. Frank Busch wants Agents. Motor-drome, Monkeydrome, Fat Show open; book reasonable. Twenty-one Pairs and Celebrations contracted. Ottumwa, Iowa, this week; Burlington next week; then Wisconsin. We furnish licenses.

DODSON'S WORLD'S FAIR SHOWS

WANT

First-Class Manager for Posing Show; have beautiful outfit for same; also Girls. Must be First-Class Talker and capable of getting money. Can also place Foreman for Whip and Ride Help; top salary to sober and reliable men. Address

DODSON'S WORLD'S FAIR SHOWS

Richmond, Ind., week July 6th; Evansville, Ind., week July 13th

R AND S AMUSEMENT WANTS

Outstanding Free Act for balance of season. Want Agents for Stock Concessions. Want Shows with own transportation. Can place Ride Help; no foremen. Want Legitimate Concessions of all kinds. Sixteen weeks of real still dates and fairs. Secretaries, notice! Have a few weeks open. Look us over. Address

JAS. M. RAFTERY, Mgr., R and S Amusement, Floyd, Va., this week.

DICK'S PARAMOUNT SHOWS WANT

Capable Manager for Posing Show, Side Show Acts, Grind Shows with own outfit. CONCESSIONS—Legitimate Grind Stores and Ball Games. RIDE HELP—Rocket, Octopus and Rolloplane Help; semi drivers preferred. One more Sensational Free Act. Write or wire DICK GILSDORF, South Bridge, Mass.

WHITE PLAINS, N. Y.

Tarrytown Road

JULY 13-18 Other dates to follow

WANT: Grab or Cook House, Custard, Candy Apples, Bingo, Free Act and Shows of All Kinds.

(Don Anderson wire)
Also Fish Pond, Shooting Gallery, Diggers, Ball Games and String Games, Penny Pitch, Merchandise Wheels, American Palmistry, all legitimate concessions.

Can use experienced ride help.
Write or wire EDWARD ELKINS, 1584 Broadway (Rm. 603), N. Y. City.

GREATER UNITED SHOWS

WANT OCTOPUS AND ROLLOPLANE With Own Transportation

CAN PLACE SIDE SHOW, Glass House or Fun Show. Also Girl Revue and Minstrel or Hillbilly Show. Want sober and capable Ride Help for balance of season. We are showing mostly two-week stands at Army Camps and Defense Projects with MILLION DOLLAR PAYROLLS, including MINERAL WELLS, TEXAS. (Camp Wolters), Lawton, Okla. (Fort Sill), Annual Buckeroo Celebration. WICHITA FALLS, TEX. (Camp Shephard).

ALL DOWN TOWN LOCATIONS

Can place Hoopla, Scales, Custard, Long Range Gallery. Positively no rackets.

WIRE

J. GEORGE LOOS, MINERAL WELLS, TEX., THIS WEEK

WANTED FOR PORTSMOUTH, OHIO, STREET FAIR

JULY 13 TO 18

Legitimate Concessions of all kinds except Bingo. Can place sober, reliable Ride Help. Also Independent Shows. Address

KEYSTONE MODERN SHOWS

Zanesville, Ohio, This Week.

HAPPYLAND SHOWS

Can place for balance of season, including ten of the best Celebrations and Fairs in Michigan. Penny Arcade, attractive money-getting Grind Shows. Ride-O Foreman, Workingmen on all Rides, Girls for Revue. Address ELKS' CHARITY FESTIVAL, Pontiac, Mich., all this week; Legion Celebration, River Rouge, Mich., July 13 to 19.

Marks Shows Can Place

One Monkey Show or Jungleland Show. Must be first class, with or without own outfit.

Wire MARKS SHOWS, at Point Pleasant, West Virginia.

WANTED FOR SUMMER

PETE KORTES

WANTED FOR WINTER

CAN USE SIDE SHOW ACTS, TALKERS, ANNOUNCERS, LECTURERS, FREAKS.

Write Me—Ko Ko, Bird Girl, Knife Throwing, Good Juggler, Free Acts, Pedro Lopez, Alzora Watkins (Turtle Girl). No Sex. Good Bally Attractions. Museums all winter.

BECKMANN-GERETY SHOWS, Racine, Wis.

WANTED

Posing Show Talker, experienced Candy Pitchman. Also Girls for Posing and Girl Shows, top salaries. Wire all replies to

JOSEPH SCIORTINA, Strates Shows, Utica, N. Y.

Mathew J. Riley Enterprises

WANT

Chairplane Foreman and Clutchman at once. Top salary. Concessions—Custard, Grab, Long Range Gallery, Bowling Alley, Fishpond and any legitimate Ten Cent Grind Store. Will book Rides except Merry-Go-Round, Ferris Wheel, Chairplane. Playing Philadelphia and vicinity to good business. Long season. MATHEW J. RILEY, Manager, 917 Walnut Street, Philadelphia, Penn. Phone: Kingsley 9855.

FOR SALE

SILVER-STREAK

FOR SALE

Spillman Portable Model complete. Can be seen operating here. Used 18 weeks. WILL ACCEPT FIRST FAIR CASH OFFER OR TRADE FOR SPITFIRE, FLYING SCOOTERS OR 16 CAR OCTOPUS.

HOLLINGSWORTH THRILL RIDES

1012 OAKLAWN ST., N. E., GRAND RAPIDS, MICHIGAN. Phone 71-851.

AMERICAN LEGION CELEBRATION

SEYMOUR, IND., JULY 7 THROUGH 13TH

WANTED: CONCESSIONS. No flats, Bingo, Ball Games, High Striker, Scales, String Game, Candy Floss and Apples, Hoopla, Custard, Pitch-Till-You-Win, Penny Arcade. Any kind of Legitimate Concessions. Will give privilege of two Concessions for Sound Car. We are weeding the 40 Mile Concessions. Come with the show knowing and playing Indiana's best spots. Any time this show blanks you privilege free. Shows—What have you? Rides—Will book Tilt-a-Whirl.

GEREN'S UNITED SHOWS

SEYMOUR, IND., JULY 7 THROUGH 13.

ART LEWIS SHOWS

WORLD'S FINEST MIDWAY

NOW CONTRACTING FOR

FLOURTOWN, PA., FREE FAIR

LAST YEAR'S ATTENDANCE OVER 500,000—JULY 20 TO AUG. 1, Inclusive

CLEARFIELD, PA., FAIR

AUG. 3-8

BUTLER, PA., FAIR

AUG. 10-15

CAN PLACE

SHOWS

GLASSHOUSE

and

SHOWS OF MERIT

RIDES

Will book or buy Flyoplane, Will book Octopus, Spitfire, Pony Track. Wagons furnished.

CONCESSIONS

Legitimate Only—American Palmistry, Photos, Scales, Guess Your Age, etc.

Prof. Kuntz wants Sideshow Entertainers. Have beautiful framed War Show—will turn same over to reliable party to operate. Want Chorus and Posing Girls (salaries paid by office). Chas. Lewis wants Lady Ball Game Agents.

Address ART LEWIS, Gen. Mgr.

MANCHESTER, CONN., JULY 6-11 — TRENTON, N. J., JULY 13-18

MARKS SHOWS

CAN PLACE

One or Two More Shows, with or without own outfits, and Single Platform Show. Have opening for Legitimate Concessions. American Palmistry, Penny Arcade open.

WANTED

FERRIS WHEEL FOREMAN and RIDE HELP on all Rides, Semi-Trailer Drivers,

A NO. 1 TRUCK MECHANIC. Capable Sound Truck Operator.

Long Season—Top Salaries

MARKS SHOWS, THIS WEEK POINT PLEASANT, WEST VA.—Week of July 13th at Charleston, West Va.

W. G. WADE SHOWS

DOWAGIAC, MICH., JULY 13-18.

Want Independent Shows and legitimate Concessions. Exceptional opportunity for Frozen Custard, Photo Gallery, High Striker, Balloon Darts, Pitch Till You Win and other ten-cent Grind Stores.

Our Fair Season opens the first week in August. Address

W. G. WADE SHOWS

Gary, Ind., this week.

ENDY BROS.' SHOWS, INC.

WANTS

Ride Help on Spitfire and Rocket, Semi Drivers, Canvas Men, top salaries;

Chorus Girls. Place legitimate Concessions, Wheels. Want Concession

Secretary that can keep books. Glens Falls, N. Y., this week.

RICHWOOD TRI-COUNTY FAIR

RICHWOOD, OHIO, JULY 21ST TO 25TH — 4 BIG DAYS — 5 BIG NIGHTS
OHIO'S FIRST COUNTY FAIR IN THE CENTER OF THE DEFENSE AREA
DAILY RACES — THRILL SHOWS — RADIO STATION SHOWS AND STARS

WANT SHOWS and CONCESSIONS of all kinds. Need large Cookhouse, Drink Stands, Grab, etc. Grand Stand Concession for Sale.

All Replies to D. STACK HUBBARD, Gen. Mgr., Maumee, Ohio.

AL. BAYSINGER SHOWS

WANT

WANT

WANT

Cook House, Grab Joint and Diggers. Girl Show, Monkey Circus, Animal Show, Snake or any good Grind Shows. Have fronts and tops for any size Show. Have top and front for Side Show. Two more late Rides for long season south. Good Ride Help that drive trucks, contact us at Warsaw, Indiana, this week.

GREAT LAKES EXPOSITION

CAN PLACE FOR LONG SEASON

Foreman for Caterpillar and Second Men; salary \$40.00 per week and percentage of gross. You must know your business. Help for Scooter Ride. Ride Help that can drive semi trailers. Good treatment and salary sure; no meal tickets, all pay in cash. Capable Operator for Girl Show; must know his business. Have equipment for show people who have something to put inside of tents. Have beautiful frame-up for Geck Show operator. Concessions of all kinds. Pop Corn and Peanuts open. Fitzlo Brown no longer with this show. Eddie Lippman in charge of Midway. Harry Smiley can place Ball Game Operators, Coupon Store Workers. Long season of Fairs and Celebrations.

Address AL WAGNER, Terre Haute, Ind., This Week; Then As Per Route.



The MOBILE HOUSING UNIT

SCHULT

IN YOUR COUNTRY'S SERVICE

Government and Industry moves to jobs where needed. Thousands of men have been quickly mobilized and housed in key centers in Schult Trailers, the nation's top trailer value . . . Larger, roomier, more luxurious than ever. Interiors include private bedrooms, dinettes or davenport—super insulation for maximum year round comfort. Rugged construction assures long life. Cut costs and live comfortably. Write Schult for complete information. Schult Trailers, Inc., Dept. 207 Elkhart, Ind.



WANTED WANTED

Agents, Men and Women, for Penny Pitches, Cigarette Pitches and Pan Game.

MILTON MORRIS

Care Ideal Exposition Shows
Camden, N. J., or Plaza Hotel, Camden.

ments have been made in honor of the late E. S. Corey, vet owner of shows bearing his name and whose show equipment is still on the midway, to purchase a tombstone some time this summer and place it on his grave. Good Fellowship Club's weekly meeting, with Jack Rockway presiding and George Gorman as Kangaroo Court judge, swelled the sick benefit fund to \$72.50. Entertainment was presented by Junior Thal, with Armina and George Gorman and Boots Moore assisting. **BOBBY KORK.**

Virginia Greater

Gloucester Heights, N. J. Week ended June 27. Auspices, Firemen. Business, fair. Weather, fair.

Altho business started good, rain held it down the rest of the week. Weather was threatening, with light showers Thursday, Friday and Saturday. Personnel was saddened by the deaths of John (Dutch) Meyers and Charles Ringer. Snake Show has been turned into a Mickey Mouse Circus, under management of Harry Lindstrom. Russell Lane returned from a trip to Charleston, W. Va., and again has charge of the Ferris Wheel. Bill Penny won a \$25 War Bond, donated by National Showmen's Association. Mrs. Ken Davis arrived from Florida and will spend the rest of the season with the shows. Chick Brown joined with concessions, with Toy Daniel as assistant. Sol Speight's Minstrel Show arrived and personnel includes Sol Speight, manager and comedian; Smitty Smith, comedian; Cynthia Speight and Luvada Riley, singers; Arthur Jones, Calvin Todd, Archie Miller, Harry Crafton, James Young and William May, orchestra. Red Woods, manager of Louis Augustino's Side Show, has the new illusions and magic bits clicking. Mrs. Milles is color-

ing pictures at her daughter's photo gallery. Ruby White, who was with the shows last season, visited.

Fairview, N. J. Week ended June 20. Auspices, Firemen. Business, poor. Weather, poor.

Monday night was lost because of shows' inability to obtain power for its lights. On three nights it rained, with the result business was the poorest in several weeks. On Sunday night Mr. and Mrs. Millet, Helen Augustino, Rita Barbet and Ken Davis were entertained at a chicken dinner in New York by Louis Augustino. G. H. Shirey and family, of Russell Bros.' Circus, are now working for Sam Weintraub. Mr. and Mrs. Frank Tucker, Anna and Margie Elledge and Earl Carpenter closed here. Lewis Ringer joined, and Harry Richman framed a Micky Mouse Show. Russel Lane, Ferris Wheel foreman, left for Charleston, W. Va., to be examined by his draft board. Mr. and Mrs. Bob Milles made several trips to New York, and Walter Woods purchased several new illusions. Raleigh Gibson, Merry-Go-Round foreman, rejoined here, as did Roy Roberts. Sol Nuger, co-owner, left for Springfield, Mass., to undergo an operation. **KEN DAVIS.**

All-American Expo

Freeport, Ill. Week ended June 27. Location, Stephenson and Howard streets. Auspices, USO. Business, satisfactory. Weather, fair and cool.

Shows were the first in here in several years and were well received. Week found the midway doing satisfactory business despite cool nights. Showing under USO auspices, with a committee headed by Senator Charles Green, shows used a downtown lot. Special consideration was given traffic problem by police department. With the absence of Fearless Greggs, cannon act, which returned to Plymouth, Wis., to break in a new man because of the induction into military service of a member of the act, President Frank West awarded a \$25 War Bond nightly with the result that the gate gross held up very well and newspapers were liberal in praise of shows' plan. President West plans to retain this nightly gate award feature. "Dutch" Radcliff, concessionaire, is doing good business, as are Mr. and Mrs. John Fisher. Gaylor Henderson, who operated the popcorn concession, was called to his home because of illness and left the shows here. Eddie O'Brien, nephew of Mr. and Mrs. West, is vacationing on the shows. He is managing the miniature train until the return of the ride's manager, who was called to his home in North Carolina on business. Jack Foster, manager Ferris Wheels, is framing some new lighting effects. Frank Zorda's Side Show and Frankie Teccano's Paradise of Blondes are leading shows. Art Spencer's Liondrome is clicking. Luana, new reptile show, is proving a good draw. Harlem Casino, colored revue managed by Johnnie Williams, is rehearsing several new acts. Congress of Front-Page Personalities is fast shaping up, latest addition being Lloyd Cave, New Mexico giant. Reported by an executive of the shows.

Great Sutton

Lexington, Ill. Week ended June 27. Location, City Park and streets. Auspices, Homecoming-Agricultural Fair Association. Business, satisfactory. Weather, rain one night.

This town of 1,200 population drew over 6,500 to the midway on Saturday. However, the greater part of the week pulled a normal attendance. Everything obtained good play, with the Tilt-a-Whirl topping rides. Concessions worked to satisfactory results. Whitey Butler, operator of the midway cafe, is still on the sick list, but improving. Committee here, headed by Arthur O'Dell, co-operated. **JEWEL BELLE RICHARDSON.**

John H. Marks

Wheeling, W. Va. Week ended June 27. Location, Island Showgrounds. Auspices, American Legion Post. Business, excellent. Weather, hot.

Monday night was lost because of the condition of the grounds. Lot was soggy but many loads of cinders and shavings placed it in good shape for Tuesday night. Committee, headed by Tom Beckett, co-operated. Grounds adjoined Wheeling Downs with the race meeting in progress. Shows had good afternoon play daily. Eagles' Night, Friday, drew well. Saturday was exceptionally good,

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 4.—Our visitation program includes a visit to Cetlin & Wilson Shows at Doud Memorial Park here under auspices of American Legion Post. We call attention to the fact that the association is still issuing free personnel memberships to anyone in the armed service who at any time held a membership in the association. Cards will be sent directly to the member in question upon receipt of his request and adequate information as to where the card can be sent so that it will be received directly by the person in service.

Department of Commerce has furnished office with a survey of business conditions in the Cleveland area. We also have received an interesting article on the subject of available electric power in Texas. There is also on file in this office a speech delivered by Joseph B. Eastman, Director of Defense Transportation, recently at Cleveland to the Chamber of Commerce. Speech gives his general views on the over-all transportation situation.

and Victory Rubber Party that afternoon was successful. *Intelligencer* and *Evening News-Register* devoted much space and art to the shows. George Bean, vet city editor of *The Intelligencer*, and Russ Raftery, city editor *News-Register*, visited the press wagon and midway. Station WWVA was used for spot announcements. Visitors included Irish Horan, Paul Lane and Joe Payne, Bantly's All-American Shows; Jake Shapiro, Triangle Printing Company; Bert Britt, ride owner; Bert Rosenberg, general agent Penn Premier Shows, and members of Gooding Greater Shows. George Gregg, well-known talker, off the road the last six years, joined to handle the front of Speedy Merrill's Motordrome. Cookhouse, operated by John Gravas and Harry Basil, is doing well. Victory Ranch Revue, managed by Art Gordon and featuring Dixie Douglas and Juanita Jockeylyn, is clicking. Additions to the Ruth Roy Circus Arena are the Wyoming Duo and Alvarado. Roy Bible manages the unit. Doc Waddell, accompanied by his son, Parson Waddell, visited. **WALTER D. NEALAND.**

Blue Ribbon

Beloit, Wis. Eight days ended June 30. Location, South Beloit showgrounds. Auspices, Fire Department. Business, good. Weather, fair.

Move in from Benton Harbor, Mich., was made in excellent time, all equipment arriving on the lot Sunday except the transformer truck, which broke down and did not arrive until the next day. Happy Sumrell, chief mechanic, has been doing a splendid job getting it on and off the lot. Mr. and Mrs. Jimmie Paden's trailer was hit by another car while en route here and severely damaged. As shows were not scheduled to open until Tuesday, everything was up and ready hours before opening. Walter Hoey, business manager for several service clubs sponsoring shows thruout the season, handled the firemen's affairs in an efficient manner. Shows were third in here for the season, but it did not hurt business, as Saturday proved one of the best of the season so far. Lot Superintendent L. H. Hardin celebrated his 65th birthday. Wednesday Midnight Jamboree was held in the Minstrel Show top, with proceeds totaling \$224 being divided equally between the Red Cross and Showmen's Relief Fund. Event was well attended by the showfolk and officials of Showmen's League of America. During the event Clyde Barrick, Edward Matson and Jack Galluppo made application for League membership. **H. B. SHIVE.**

WESTERN UNION

TRAVELING? TELL THE FOLKS AT HOME AND OFFICE ABOUT YOUR TRIP BY SENDING TOURATE TELEGRAMS. ONLY 35c FOR THE FIRST 15 WORDS.

CONCESSIONS WANTED

WEIRTON, W. VA., JULY 13-18 INCLUSIVE

Cat Rack Ball Games, Penny Arcade, Shooting Gallery, Scales, Fish Pond, Duck Pond, Penny Arcade; Penny Pitches, Cigarette only; Cook House, Cigarette Gallery, High Striker, Cane Rack, Balloon Darts and other legitimate Concessions.

Address Inquiries to
THE F. E. GOODING AMUSEMENT CO.
1300 Norton Ave. Columbus, Ohio

ZACCHINI BROS.' SHOWS

MT. CARMEL BIG CELEBRATION—Week of July 13-18—Hammonton, New Jersey

BINGO WANTED

Want legitimate Concessions as follow: Scales, Novelties, Guess Your Age, Palmistry, Ball Games, Penny Pitches, Lead Gallery, Short Range Gallery, Photos, Oustard, String Game, Fish Pond, Hoop-La, High Striker, Pitch Till You Win, Clothes Pin Pitch and other Merchandise Concessions. Want Shows with or without transportation. Want Agents, Ride Help in all departments. Top salary. Girls for Posing and Hollywood Revue. Want Cook and Waiters. This week, Holmes, Pa.; next week, Hammonton, New Jersey. The best celebrations in the East. Come and get the money.
BRUNO ZACCHINI, Gen. Mgr.; CARL O. BARTELS, Secy.

WANTED

Tractor Drivers, Train Men, Ride Help and Workingmen in all departments.

Address
BECKMANN & GERETY SHOWS
Evergreen Park, Illinois, Until July 7; Racine, Wisconsin, July 9 to 15.

KAUS EXPOSITION SHOWS WANT

Legitimate Concessions of all kind, Guess Your Age and Weight, American Palmistry, Arcade. Experienced Ride Men for Ferris Wheel, Tilt-a-Whirl and Help on other Rides. Those who drive trucks preferred. Girls for Revue—write Whitey Wagner. Waiters for Cookhouse—write Bingo Mack. J. J. Burns wants Penny Pitch Agents. Address:
A. J. KAUS, Manager, this week, Haverstraw, N. Y.; next week, East Paterson, N. J.

WRITE SIOUX TIRE & BATTERY CO.

SIOUX FALLS, S. D.

Buy on Our Easy Terms.

BINGO CALLER WANTED

Spencer Rodney, wire. And Counter Men. Good wages and bonus at the end of season. Wire
F. W. PEPPERS
Care Pryor's All State Shows
Morgantown, W. Va.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Hurrah, Ind.

Week ended July 4, 1942.

Dear Editor:

Ballyhoo Bros.' Circulating Exposition played a real old-time Fourth of July celebration here. The committee's object was to make and keep it as such from the day it started on July 2 until it closed on Saturday night. Citizens of the town and surrounding country were asked to co-operate by praying for rain and to bring their lunches with them, as the committee had been liberally guaranteed. At Thursday's opening the grove near the lot was filled with picnickers who dodged the summer heat by staying under trees.

On Friday the festivities got under way with a mile-long parade, measured by the same fellow who measures such length midways. The office spared no expense in making its float, *Heroes of the Revolution*, the most outstanding. Upon it rode four of the five brothers, wardrobe to represent great Americans. Pete Ballyhoo wore the powdered wig and make-up of George Washington. Jake represented Israel Putnam. Hank looked the part of Lafayette, and Bill was Ethan Allen. Walt Ballyhoo, the fifth brother, rode a horse behind the float and, as Paul Revere, announced the free acts on the lot that were to be presented upon the parade's arrival there. Forty girls from our six revues walked and danced barefooted ahead of the float, scattering flowers in its path. On account of starting the flower tossing too early they ran out before the wagon hit the main drag and had to finish the march by scattering shavings that were hurriedly brought up in a truck.

An advertised Grand Salute after the parade was a masterpiece. Due to scarcity of powder, Pete Ballyhoo promoted 30 sticks of dynamite from a rock quarry and placed them in a hollow tree in front of the main gate. When the parade came into sight a committeeman threw on the switch that set it off. The explosion was so terrific that it blew away the

entrance arch, 10 concessions and Merry-Go-Round. The 10,000 people who were following the parade made a grand rush over the debris and crashed the midway. Two front-gate ticket sellers were later found unhurt in a diving net at the back end of the midway. Their \$4 in change was never located and was deducted from their pay. The loss of equipment and gate admissions was heavy, but, what was worse, we couldn't get the crowd away from that end of the midway after photogs had arrived to make pictures for the local papers. Most of the wrecked equipment was carried off, piece by piece, as souvenirs.

July 4th arrived clear and hot. Again crowds stayed under the trees. At 6 p.m. clouds started gathering and by 7:30 rain arrived and continued until 11. Then to continue keeping it an old-time celebration our secretary passed a hat to get move money, and tearing down started in earnest. MAJOR PRIVILEGE.

WPB Field Offices

WASHINGTON, July 4.—Inquiries from show business on rationing and priorities should be directed to the nearest field office of the War Production Board, the amusement section of WPB advised. A list of these offices thruout the United States follows:

ALABAMA—301 Phoenix Building, Birmingham.

ARIZONA—406 Security Building, Phoenix.

ARKANSAS—13 North 7th Street, Fort Smith; 304 Rector Building, Little Rock.

CALIFORNIA—1355 Market Street, San Francisco; 314-318 Mettel Building, Fresno; 1031 South Broadway, Los Angeles; 209 Financial Center Building, Oakland; 510 Union Building, San Diego; Farmers and Mechanics Building, Sacramento.

COLORADO—708 Kittredge Building, Denver; Star-Journal Building, Pueblo.

CONNECTICUT—Phoenix Bank Building, Hartford; 144 Golden Hill Street, Bridgeport; 514 Liberty Building, New Haven.

DELAWARE—314 Penn Building, Wilmington.

FLORIDA—730 Lynch Building, Jacksonville; 701 Congress Building, Miami; 901 Wallace South Building, Tampa.

GEORGIA—116 Candler Building, Atlanta.

(See WPB FIELD OFFICES on page 46)

Shorts

CYCLONE KID and Cowboy Swingers, Three Cardinals and Three Sailorettes headed the show sponsored June 27 at company grounds by Neffsville (Pa.) Fire Company. A 25-cent gate was set, with children under 12 admitted free. Established bus service within two blocks of the grounds forestalled any transportation problems.

ZIEGLER'S SHOWS, under management of Charles A. Ziegler, were scheduled to provide the midway at annual Omak (Wash.) Stampede July 4-5. Features also were to include leaders of Pacific Northwest Indian tribes, including Steve Cleveland, George Friedlander and Tom Andrew. Moonaw & Bernard rodeo stock was to be used, and this year all bleachers were covered so that grandstand seats only prevailed. Paul Maley is Stampede Association president; James Rees, vice-president; Ralph Tye, secretary, and Bill Greime, treasurer.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

Final Plans Are Mapped For Algona Celebration

ALGONA, Ia., July 4.—Final preparations for the 19th annual July 4th Celebration, under Kossuth County Fair Association auspices, which got under way here today, were completed early this week. Talent line-up includes acts provided by Barnes-Carruthers, and a fireworks display will be put on under direction of Thearle-Duffield Fireworks, Inc. Also programed is a pageant, featuring a patriotic theme. Ebersole's Shows have been contracted for the midway.

A group of Sac and Fox Indians from reservations at Tama, Ia., will present tribal dances and ceremonies, honoring chieftains of both tribes.

E. E. Vosburgh To Direct Celebration in Chester, Ill.

CHESTER, Ill., July 4.—Elmer E. Vosburgh, of Vosburgh Enterprises, has been signed to direct the celebration to be held in connection with the Chester Bridge opening here. About 10 surrounding towns are scheduled to participate.

An extensive advertising and exploitation program is being mapped and headquarters have been opened in downtown Chester. Committee also is making plans for its entertainment program.

Streator Cele Starts Okay

STREATOR, Ill., July 4.—Featuring a wartime theme, this city's 10th annual July 4 Celebration got under way successfully at City Park here today.

Philly War Show Big Draw

PHILADELPHIA, July 4.—Government War Show, presented here for seven days, showed to over 300,000 admissions. Thursday with 68,000 was the best day.

Louisa, Va., Firemen's Cele Activities Are Set

LOUISA, Va., July 4.—Last-minute preparations were made this week for the eighth annual July 4th Celebration here under Louisa Volunteer Fire Company auspices. Activities got under way with a grand parade, led by Harrisonburg (Va.) Boys' Band, with fire companies from Culpepper, Orange, Gordonsville, Mineral and Ashland participating.

Also programed are Balasi and Skaren's Black Tom presentation, a public wedding and the awarding of over \$600 in War Bonds and Stamps. A fireworks display also will be presented. On the midway will be H. C. Poats's Merry-Go-Round and Chairplane, W. T. Yount's Ferris Wheel and T. K. Eppard's photo gallery.

Dallas Victory Show Nixed

DALLAS, July 4.—Plans for this city's proposed Victory Carnival, scheduled to replace the canceled State Fair of Texas, have now been abandoned. Victory Committee of Texas, headed by E. L. Thomas, was denied use of Fair Park by fair's board of directors at a special meeting here June 29. Thomas requested use of Fair Park for the celebration when the State fair was canceled. Fair directors' refusal of the Victory Committee's request was at the suggestion of H. F. McCarthy, director of traffic for the Washington Office of Emergency Management.

OLD SETTLERS' DAY at Columbia City, Ind., has been canceled for this year at least, A. R. Luckenbill, concession superintendent, said last week.

BIGGEST CELEBRATION IN MIDDLE WEST

SOLDIERS' AND SAILORS' REUNION

Salon, Illinois, July 27th to August 1

Dodson's World's Fair Shows
Barnes-Carruthers Stage Show

EARL W. MERRITT, General Chairman

WANTED WANTED

For

NAVARRE, OHIO, FIREMEN'S JUBILEE

Week July 13th to 18th.

BYESVILLE HOMECOMING TO FOLLOW. Cigarette Shooting Gallery and any other legitimate Concession. Ferris Wheel Operator (Art Shirley, come on). Chairplane Foreman. Address all mail and wires to

J. R. EDWARDS SHOWS

GALION, OHIO

MORRISON PATRIOTIC DAY

On Street, August 4 & 5.

All Concessions work for stock. \$1 per ft.—10 ft. minimum. Be prepared to lay it on the line.

J. E. WELLS, Morrison, Ill.

FREE ACTS WANTED

Labor Day Week—Six Days

TRADES & LABOR ASSEMBLY

(Merchants Co-Operating)

J. H. ABRAMS, Secretary
120-A North Third St. Hannibal, Mo.
Sol's Liberty Shows, Main Attraction

WANTED

Rides, Shows, Concessions, also Free Acts. Last weeks in July or first weeks in August. Write

BUD HENNY

Colby, Wis.

VALUABLE CONCESSION SPACE NOW SELLING FOR GRAND CELEBRATION OF CHESTER'S BRIDGE OPENING

AT CHESTER, ILLINOIS, SATURDAY, AUGUST 1, 1942

Want to hear from first-class Carnival. Want to hear from Decorating Firm. Want to hear from Special Acts and Outdoor Attractions. Send full information and price. Good Program and Bannermen needed. Write, phone or wire

ELMER E. VOSBURGH, Managing Director, P. O. Box 6, Chester, Ill. Phone: Chester 20.

Biggest Celebration in Western Pennsylvania

SAXONBURG (PA.) ANNUAL FIREMEN'S CARNIVAL

JULY 20-25 INCLUSIVE

WANT Shows and Concessions of all kinds, only Bingo and Ball Games booked so far. Free Acts and Rides booked. Free Gate. Positively no racket. Don't Miss This One—It's a Natural. Contact

FIREMAN TOM WALSH, Chairman of Concessions, Saxonburg, Pa.

WANTED CARNIVAL

RANTOUL, ILLINOIS

MILITARY CAMP 25,000 MEN

WEEK AUGUST 31-SEPTEMBER 5

Contact CAL RASOR, Tuscola, Ill.

FOR SALE

Wax Show, complete outfit, now showing in Kentucky. Have 2 Shows complete. Will sell either one to suit customer or one-half interest in one or both. Have 130 characters in all. Sell any number at right price. Terms.

S. GIBSON, Ft. Walton, Fla.

SECOND-HAND SHOW PROPERTY FOR SALE \$285.00 Electric Pony Kiddle Ride. Holds 16, with Canvas Top. Running Order. Nicely Painted. \$4.50 Ticket Box Umbrella. Nice Colors. Others. \$15.00 Wrestling Mat, 5x9 ft. Good Condition. \$43.00 Ruth Snyder on Electric Chair. Wanted: 5000 Pairs Chicago Rink Skates. Any Size. Pay Cash. Write or Wire

WEIL'S CURIOSITY SHOP
12 Strawberry St., Philadelphia, Pa.

BYERS BROTHERS COMBINED SHOWS

WANT

For a star-studded fair route the following: All ten-cent concessions open except custard, diggers and corn-game. Have complete frame-up for girl show. New top, front and banners. Want fighters and wrestlers for athletic show. Big new wagon front for same. Will book any worthwhile show not conflicting. Special proposition to Metordrome. This show holds contracts for the following fairs:

Eldorado, Ill., July 6-11; Urbana, Ill., July 26-Aug. 1; Farmer City, Ill., Aug. 3-8; Mt. Carmel, Ill., Aug. 10-14; Carmi, Ill., Aug. 16-21; Bridgeport, Ill., Aug. 24-28; Anna, Ill., Aug. 24-28; Olney, Ill., Aug. 31-Sept. 5.

All wires answered. Eldorado, Ill., July 6-11, or as per route, to C. W. Byers or Mgr. H. P. Hill.

Largest Labor Day Celebration in Illinois week of Sept. 7-12; Kennett, Mo., Fall Festival Sept. 14-19; Mississippi County Fair, Blytheville, Ark., Sept. 21-26; Harrisburg, Ark., Sept. 28-Oct. 3; Marked Tree, Ark., Oct. 5-10.

Turnaway Houses Reported for RB At Newark Stand

NEWARK, N. J., July 4.—Playing on the Olemar lot in Irvington, Ringling Bros. and Barnum & Bailey Circus played to a capacity night house on June 22 despite rain. June 23 and 24 gave the show two turnaway houses.

Estimate is that the show played to 30,000 more people than in 1941.

Beers-Barnes Adds Seats

EAST AURORA, N. Y., July 4.—After spending several weeks in Pennsylvania, Beers-Barnes Circus is now in New York State. Due to large attendances, more seats were added. Smokey, a thoroughbred high-school horse trained by Walt Davis, was added to the program. Tex Lawton has been doing good business on candy stands. About 60 people are now with the show and each department has a full crew. Business has been good at every stand, it is reported.

Holland Ends Record Stand

BRIDGEPORT, Conn., July 4.—Holland Classical Circus completed its fourth and last week here on the old circus grounds at Black Rock, breaking records for any circus in length of stay in the city's history. A novelty for closing week was addition of the Circus Museum, which featured Van Lear's collection of European harness, saddles, plumes and noted circus paintings by French artists. A special performance was given this week at Hillside Home, city institution, thru co-operation of city officials and circus executives.

Bob Morton Signs Two

PHILADELPHIA, July 4.—Bob Morton, who was here during the past week, signed contracts for the annual Shrine Circus to be held at the Arena week of October 12. He also has signed contracts for the annual Shrine Circus in Boston week of September 28.

H. H. CONLEY, CFA, Park Ridge, Ill., advises that Mickey and Paul Rosini Jr., sons of Rosini the magician, were his guests at Cole Bros.' Circus at Gary, Ind., June 27. He later caught Mills Bros.' and Lewis Bros.' circuses.

Foreign

WAY back when in those good old days of which the present old-timer still sings praises a one-ring wagon show was touring the Deep South. It was a dog and pony show with a few ground and aerial acts, but carried no elephant or cages of wild animals. Several of the gaudily painted box wagons had small barred windows under the drivers' foot boards to represent air holes and underneath was painted "Danger!" which was only a stall. On this day the wagon train was winding its way over a dusty country road, flanked on each side by cotton fields. Only signs of habitation were the cabins of colored share croppers. Old Tom, vet boss canvasman, rode alongside of a driver of the cookhouse wagon that was also designed as a cage. He was in a cheerful mood and was entertaining himself by greeting the share croppers who lined their fences to see the show pass, with "Mornin', Auntie. Did you see the elephants pass yet?" After getting their negative replies Tom would continue with, "Wuz they grazin' or galloping along?" and then laugh heartily at his crack, while the colored onlookers gazed at one another with puzzled expressions. Suddenly a share cropper driving a team of mules approached the wagon train. When getting almost to the first wagon the mules wheeled about, threw the driver into a ditch and galloped madly away. Stopping the cookhouse wagon, Tom alighted to help the farmer to his feet and, laughing inwardly at the scene, asked, "What's the matter with 'em, neighbor; were they scared of the bright-colored paint?" "No, suh! No, suh!" answered the colored one, sniffing the air, "Dey smelt de foreign odah ob de varmints in dat cage."

WATCH FOR . . .

THE INDOOR CAVALCADE

By BILLY PAPE

in the

FALL NUMBER THE BILLBOARD

Dated July 25

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Slaughters, W. Va.
July 4, 1942.

Dear Editor:

Managers of Won, Horse & Upp Circus were the proud owners of their first lion. While day and dating Drawhead Sisters' Cultured Carnival, Manager Wrench, of Wrench & Hammer Motor-drome, visited our lot to look over the show and noticed a pony chariot with motorcycle tires on the wheels. Contacting Manager Upp, a deal was put thru whereby the tires were traded for a lioness named Creeper. Having no further use for a tireless chariot, the boss became big-hearted and gave him the whole thing. The drome operator, having no further use for the lion feed on hand, gave the boss two cases of canned dog food. He informed our animal man that the cat could be handled on a leash and wasn't afraid of domestic animals.

Believing that Creeper was more of a carnival than a circus name, she was renamed Rosin. Members of the press staff then met in the office to outline special paper for the beast. Having an act of six white goats on the program, it was decided to let them work together. Special paper reading, "Biblical Versions Come True. A Lion and a Lamb Shall Lie Down Together," was ordered to be sent on to our advance wagons. The beauty of the thing was that we were going to give them five times more than the version called for. Making the lioness lie down was a simple matter, as that was about all she did do. The hard part of her training was getting her back onto her feet. Not knowing how much fear the goats had of the beast, they were brought into direct contact in a

Hope To See Him Own Big One, Fla. Officials Tell J. R. North

TALLAHASSEE, Fla., July 4. — Gov. Spessard L. Holland and other State cabinet members told John Ringling North in a conference here this week that they hoped to see him own the Ringling Bros. and Barnum & Bailey Circus.

Declaring "there is only one place where we think the circus should ultimately rest," the governor suggested to North that he make an offer to purchase the circus stock from the estate of the late John Ringling.

The proposal came at a conference between North and his attorney and cabinet members on ways and means to speed up liquidation of the \$22,000,000 estate Ringling left to Florida in 1936. North did not commit himself on the purchase proposal. He and his attorney, Leonard G. Bischo, New York, told the cabinet they

were anxious to speed liquidation of the estate.

Holland had proposed some of the Ringling properties be sold to pay off claims against the estate, especially those of small creditors.

Commissioner of Agriculture Nathan Mayo agreed with Holland when the governor expressed his opinion that North should own the circus. He complimented the circus general manager on operation of the Big Show and said, "We long to see the day that you own it."

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Warren Lewis writes from Michigan: "I have a coin about the size of a quarter on which are embossed the faces of Buffalo Bill and Pawnee Bill. It was given to me by the former. Great likeness. It is of very soft metal. When Buffalo Bill gave it to me he said 'Here, Warren, take this. There were only a few of these put out and I want you to have one of them!' I have never seen any since."

And from Wisconsin we learn from a collector: "I have an ordinary United States silver half dollar dated 1855. Stamped on one side are the words 'Free Ticket to Yankee Robinson.' On the other side is stamped the words 'Free Ticket Yankee Robinson Double Show.'"

One collector would like to get Gollmar routes complete or nearly complete. And another: When did Ringling Bros.' Circus start playing Sundays in New York City? C'mon, fellas. Collectors must stick together or they will get stuck separately. Let's all help to complete some of these collections and make them worth while for the sake of the history of the circus.

Here are a few items a Blue Island (Ill.) collector notes on: Two-page daily newspaper, Bache's *Philadelphia Aurora*, November 21, 1799, with one-fourth column advertisement of Rickett's Circus, which was the first circus in America; four-page weekly newspaper with a two-third column advertisement of G. F. Bailey & Company's Grand Circus. The paper is *The Jersey Press*, Camden, N. J., April 29, 1863; *St. Thomas Times Journal* of September 15, 1885, with a six-column write-up of the death of Jumbo, P. T. Barnum's famous elephant. It has a large cut of Jumbo lying on the side of the track. He also has lots of clippings and write-ups of Linda Jeal, who died recently at Springfield, Ill. She was the widow of William O'Dale Stevens, who died on September 29, 1883, at 841 West Newark Avenue, Jersey City, N. J.

We have often been asked how circus photographs should be preserved. We think the best way is to have special albums for each show and not mix the photographs. These albums can be purchased cheaply and may be decorated with other mementos of the show. They also can be arranged according to classifications: All train wrecks together, all clown pictures grouped, etc.; or they can be kept together in letter files. We remember receiving from Congressman Maury Maverick a large letter file. On all sides were pasted cut-outs from one-sheets. Every inch of the box was covered with a circus picture and the var-colors made it look like a slice cut from a rainbow. For presentation purposes the whole was shellacked and today this file stands in all its pristine glory on one of my library shelves looking as new as the first day I got it. The Honorable Circus Fan informed me at the time that there were only three such boxes in existence—the one presented to the writer, one given to the late Harry Hertzberg and one he had himself. So you see preserving circus mementos gets an extra boost when burnished with originality in make-up.

Field Offices

LIST of field offices of the War Production Board thruout the country to which rationing inquiries should be directed appears in the Carnival Department of this issue.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

HUGHIE FITZ and Company, clowns, jugglers and magicians, played Oricuta Beach Club at Rye, N. Y., on July 4.

STILL strawing.

LOUIS (DOC) BISHOP, vet circus trouper, joined Alamo Exposition Shows, where he is operating a pit show.

RINGLING-BARNUM will play its annual engagement in Cincinnati on the Cumminsville lot on August 15-16.

LOUIS E. KLING, former member of Thunderbirds Troupe, has joined the U. S. Naval Reserve, Los Angeles.

THERE is always a good story around a stake-and-chain wagon.

PHYLLIS DARLING, wife of Frenchie Moore, concessionaire on Wallace Bros.' Circus, remained in New Orleans, where she is managing a night club.

A PARADE was held in Springfield, Mass., on June 25 when Wallace Bros.' Circus co-operated with the USO-Navy Relief Drive.

PARSON WADDELL, former first assistant to Bill Curtis, purchased acreage near Chillicothe, O., and is building a chicken farm.

DRESSING-ROOM Teardown Gossip: "This is where I came in 15 years ago."

ROBERT D. GOOD cards from Allentown, Pa., that Ringling-Barnum circus played there on June 25 to two capacity houses.

WILLIAM M. MEYER, owner-manager of Burr Bros.' Circus, visited *The Billboard* Cincinnati office last week while in town on business.

LET'S see now. Who was it said that this would be a bad season?

WALTER L. MAIN recently visited Jerome T. Harriman at Summit Beach Park, Akron. When Cole Bros.' Circus played Akron he attended the night performance.

CHARLES (KID) KOSTER advises from his summer home at Leonardo, N. J., that he visited Lon Ramsdell on O. C. Buck Shows at Amsterdam, N. Y., where the show was having bang-up business.

THIS season settles the argument as to whether a blue top will get as many patrons as a white one.

COL. AND MRS. DON C. HALL visited Cole Bros.' Circus at Joliet, Ill., (See *Under the Marquee* on opp. page)

AC Looks for Better Play as Army Moves In

ATLANTIC CITY, July 4.—Atlantic City follows the pattern of Miami Beach in losing its civilian character to assume a military one. Beach front hotels, and possibly Convention Hall, will be taken over by military authorities to house some 25,000 troops. The first step in that direction was taken Tuesday (30) when Army Air Force took over the 13-story Ambassador Hotel, with some 2,100 air force trainees moving in.

Eventually, according to U. S. Senator William H. Smathers, the air forces and Coast Guard will move into seven beach front hotels. Plans are also afoot to make use of Convention Hall as a drill ground in bad weather. The resort's municipal airport will also be available for training, as will a \$1,395,000 air field under construction 10 miles west of the resort. While the identity of the other hotels being considered was not disclosed, it is understood that interest is being shown in the Traymore, Brighton, Chelsea, Ritz-Carlton, President and Marlborough-Blenheim.

Hotel and amusement interests here, facing a dull season because of gas and tire rationing, as well as the loss of one-day excursionists, are happy over the move. They point out that in Miami Beach business has not only prospered from the 90,000 soldiers quartered there, but from nearly as many friends and relatives of trainees who had come down for either brief or prolonged visits to be near their men.

With the resort becoming a military reservation, a curfew was put into effect by the Coast Guard, to apply to all the South Jersey beaches, as well as here.

Lakeside, Denver, Installs Wrestling as Arena Feature

DENVER, July 4.—Lakeside Park is presenting professional wrestling shows in its arena, which is also the scene of midget auto races. Due to difficulties encountered in getting tires, the auto races have been cut from two nights to one night a week.

Manager Ben Krasner added wrestling in a move to put the arena, with its capacity of 7,000, to greater use. The first wrestling show drew a small gate, but Promoter Johnny Atkins and Krasner predict improvement, with boxing being substituted for wrestling on occasion. This is the first time Denver has had outdoor wrestling in years.

With the Zoos

CALGARY, Alta.—New arrivals at the zoo here are two armadillos, a coon, two opossums, three rock squirrels and three red squirrels from the San Antonio Zoological Society. Calgary zoo sent San Antonio a moose.

RACINE, Wis.—Newcomers at Racine Zoo are two lion cubs and a baby elk. The cubs are the fourth litter born to the lioness at the zoo in 3½ years and are the first that the mother has nursed, according to Head Keeper Tony Pluhar.

WATCH FOR . . .
WARTIME ANGLES
IN
PARK PROMOTION
 By COL. A. T. MILLER
 in the
FALL NUMBER
THE BILLBOARD

Dated July 25



A FREE RIDE with the purchase of a 10-cent War Stamp was the contribution made by Pine Island Park, Manchester, N. H., June 25 when Manager Barney J. Williams operated the popular fun spot all day and night at his own expense, as the stamps became the property of the purchaser. A bumper crowd took advantage of the offer. Youngsters are shown lined up to purchase stamps being sold by C. Edward Roth (left), of Washington, acting New Hampshire administrator of the War Savings staff, and Arthur D. O'Shea, Laconia, N. H., State retail chairman of the War Bonds Volunteer Sales Campaign Committee.

Rain Hurts Coney, Cincy, But Biz Still Tops 1941

CINCINNATI, July 4.—Despite cool and rainy weather the last three weeks, which hurt business considerably, Coney Island attendance figures and spending grosses continue to run ahead of the corresponding period last year by an appreciable margin. Rudolph Benson, press representative, reveals.

Pool business, which has been nothing short of sensational with good weather, has taken a licking with the inclemency of recent weeks. Last Sunday, with perfect swim weather, the pool turned away more than 1,000 swimmers. Moonlite Gardens continues to run ahead of last season's dance business. Kay Kyser and orchestra were the feature last night and, while the band is believed to have set a new high mark for the ballroom, official figures were not available at this writing. Bill Munday's ork begins a week's engagement at Moonlite tonight.

Coney management has been getting frequent requests from local defense plant heads to keep the fun spot open later at least one day a week for the benefit of defense workers. One large defense plant held a picnic at Coney last Thursday (25), with everything in the park running to 3 a.m. A check revealed that approximately 1,000 passed thru the turnstiles after midnight. In addition, however, many others who ordinarily would have gone home earlier remained until the closing. If enough requests come thru, the Coney management will set aside one day a week for a late session for war workers.

Coney Island, N. Y.

By UNO

Luna Park. Sam Tikotin back assisting Johnnie Coleman at Abe Seskin's Dump-the-Lady. Seskin has added a basketball game to his already large quota of money-makers. Seskin and Anderson now control nine games in Luna and expect to add five more. . . . Hawaiian troupe is headed and controlled by Princess Kaniho, who for the last five winters was featured at Hotel Lexington, Manhattan, with Ray Kinney's Hawaiians and is signed for a return following her summer's appearance, her first, in Luna. In her musical division are Helen Andrade, Dude Maikal, Leon Summit and Walter Kaluna. Dancers comprise Chiquita, Florence (Keala) Wilson, Rita, Lani and Mili. . . . Bernie Williams and Joe Jacobs with Seskin's duck game are graduates of Hy Algurt's duck game on Surf. . . . Tom McKee, of Aqua Gals, going in for a winter's berth as a sporting goods buyer.

Rosen's Revue

Dave Rosen has shelved the two-headed baby and the rest of the freaks and realized his wish for a return to a girls show. Establishment's front altered with new murals depicting feminine poses and a new label, *Streamlined Vanities*. Revue includes Shirley Delmar, Caroleah, Justine LaMarr, Norma Miles and April Taylor. Murray Spivak and a five-piece ork supply the music. Charles Steinbraker is ticket man. Morris Lasky, Billy Milton and Charles Burns are outside talkers. Bill Rolof is general all-around worker. Meyer Hamburg has the candy concession and Marie Wagner is nurse in the blow-off showing Liza Jones, the girl with the elephant nose.

"King" Kyrimas

James Kyrimas, ride op, newly monickered Coney's "Speed King," has acquired blue prints and the sole rights to another ride built and designed by Norman Bartlett, which he will erect when the war is over. Ride is a combination Roller Coaster and Loop-the-Loop comprising two trains of three all-steel streamlined cars each, seating in all 24 passengers and geared to a speed of 90 miles an hour. Site will be a new spot on the Bowery. Also plans for a new Sky Dive of 16 cars to be put up on Bowery property recently purchased at West 15th.

Steeplechase Park. Police Anchor Club had annual outing July 1 and jammed all attractions. . . . Publicity man Leo Guild put over a War Bond stunt that gave all bond buyers a chance to pick any one of a group of female models as

companion on a ride. . . . Also introduced a new dance, Sand Shuffle, a creation of Arthur Murray. . . . Ork leader Sandy Schell, only one of his crew a bachelor, is popularizing *Journal-American's* new war ditty, *Knit One, Purl Two*. . . . Fiftieth anniversary of Chanticleer ride is being celebrated. This ride, one of Bostock's originals, first traveled by steam and was used all over Europe. Tilyous, upon possession, replaced steam with electricity.

Here and There

Paul Berk, formerly partnered in operation of Greyhound ball-rolling game that was replaced by current Empire, is now a chain concessionaire on Stillwell Avenue, between Bowery and beach. Runs a basketball, bottle, tally ball, shoot-till-u-win and penny game. Dickie Shaloff is general manager. Assistants are Tony Primmi, Johnnie Kucher and Curley Weinstein.

Atlantis bar, grill and dance hall on Boardwalk, owned by Murray Wanger and Hymie Schuchman, operates under blue dim-outs after sundown. Bar trade on main floor entertained by Ralph Lawrence, accordionist; Embassy Trio, singers and instrumentalists, with Ruth Blair doing the vocals. Patriotic display changed weekly in bar's center. On top deck is a squared arena for the jitterbugs tripping to Sol Curry's ork and applauding Karen Kaye's singing.

Charles Viscosi works at Empire game week-ends and for Venus Fashions, Inc., rest of time. . . . Doc Poster shifted his week-end oratory from the Mammoth to World Circus Side Show, where Kokomo, monkey boy, is also new, having moved over from Rosen's. . . . Birthday party tendered Mrs. Loretta Sweeney, wife of George (Pop) Sweeney, chief barkeep at Bowery Barn. . . . Half Moon Hotel still has Harry Rogers ork, plus Terrace Trio and Syd Seely and his vibraharp. . . . Mrs. Victoria Rappa, of Sea Gate Division of the American Red Cross, and Mrs. Molly Moran, of the Coney Division, taking care of residents volunteering blood. Blood Donors' Day is every Saturday under auspices of Army and Navy Coney Committee.

Field Offices

LIST of field offices of the War Production Board thruout the country to which rationing inquiries should be directed appears in the Carnival Department of this issue.

Trend to Hayburners

ST. JOHN, N. B., July 4.—Horse-drawn vehicles have reappeared as transportation for people to beaches and parks thruout the maritime provinces. With a rationing coupon good for only two gallons in the Atlantic provinces, the trend toward the four-legged transportation the past two months has been marked. Bicycles are also out in force as a means of taking people to the amusement centers since the cut in the value of the rationing coupon was announced.

Balto Gwynn Oak Runs 60% Ahead

BALTIMORE, July 4.—After two months of operation, Gwynn Oak Park is registering a 60 per cent increase in gross receipts and attendance over the same period last year, according to E. R. Price, general manager. The increase is all the more noteworthy in view of the fact that last season was the best the spot has enjoyed since it has been under the ownership and management of Arthur B. Price, brother of the general manager. A million-dollar season is predicted for this year.

Gas and tire rationing will have little effect on Gwynn Oak business, says General Manager Price. "It will serve to keep people closer to home," he says, "and, being within the city limits, we expect to get not only our normal patronage but much added play."

A number of new attractions have been added this year, including a miniature railroad, operated by H. Stein, and the Magic Carpet, funhouse. New arrivals here are Capt. Roman Proske and His Royal Bengal Tigers. Another feature turn is the Dobas Family, acrobatic teeterboard novelty featuring Hildegard. New Dixie Ballroom is managed by Prof. Joshu T. Cockey, with music furnished by Rudy Killian's orchestra.

The rides are under direction of R. N. Anderson, and games are under direction of Lloyd Anderson. William Johnson, formerly at Bay Shore Park, directs food emporium operation, and Herb Walters directs other activities.

Los Angeles Beaches

By SAM ABBOTT

LOS ANGELES.—James C. Cunningham, on Ocean Front pier since 1928, is now handling a lead gallery for Lick Pier. . . . Mrs. L. Brocco is operating the Play Ball concession for B. B. Dale and Hamilton near the entrance to Ocean Park pier. . . . T. W. Smollen has Carole Iverson and Minnie Alberta Bunge at his lead gallery. . . . Mrs. C. L. Langley is operating the Wheel-O. . . . Casey Peck is an archery operator at both Venice and Ocean Park, with Verne Dille in charge of the latter. . . . Mae Freige, at Toonerville, recently appeared for his draft board physical and was rejected. . . . Harry Ginn, formerly on the Roller Coaster, is now in the army. . . . George Beam, formerly on the Whip, is a corporal in the army. . . . Jack DeMotto, veteran carnival trouper, has a guess-your-State on Ocean Park pier. . . . Saul J. Breetwor reports that identification anklets are going strong at his wire jewelry stand. He is assisted by his wife, Shirley. . . . Business so good at the Saul Golden caramel popcorn stand that Hermie Rose has been sent over to assist Charlie Copeland.

C. H. Alexander, who had a sling-shot game in 1940, now has a ham and bacon racing derby that's going strong at Ocean Park. . . . Maxine Alexander is operating a fish pond. . . . Lester Barnes is on the door at the Marine Bell. . . . Robert E. Holloman is the foreman on the Waltzer. He's been on the Coast a year now, coming out from the East, where he had a railroad job. . . . Earl Woody is in charge of the turnstile and breaker at the Waltzer. Ride is going strong. . . . Ivan Seale was formerly with the Waltzer.

Nathan Zebelman, brother of Birdie (Mrs. Barney) Fishman, of Sportland, is stationed at March Field with the Air Corps. . . . Bud Culver is operating the Loop-o-Plane for E. S. Hill and William Johanssen. . . . Bunice Langston is in charge of the nail game for Barry Kahn. . . . H. C. Dearing is operating Movie- (See Los Angeles Beaches on opp. page)

American Recreational Equipment Association

By R. S. UZZELL

With dim-outs, blackouts and what have you, Steeplechase, Coney Island, thought its patrons were fed up on dark spots and twilight zones and as an innovation put light in the Old Mill after operating it 47 years as a dark, watery lovers' lane. One couple, about 50 years of age, liked it with illumination. They share this sentiment alone. A girl with a sailor said lights destroy the illusion. She did not say which illusion. A little girl about 8 years old said absence of lights made the ride seem longer. As she grows up she will say it is all too short without lights. The public will stand for a lot of changes but not this one. You may as well ask them to take the Merry-Go-Round without music or dance without a girl. Darkness in the Old Mill does not scare them because they know they cannot get lost or come back alone. Here is one ride which requires no compulsion to get it blacked out. The patrons want to help the management save electric current.

John J. Carlin, of Baltimore, suffered a knee injury in a fall recently and is temporarily laid up for repairs.

Bus lines are chartered to carry munition workers to work. After getting them on the job why not take the last shift to a picnic? This could be worked out so all workers could have much-needed recreation.

George Hamid Jr. is doing fine work in naval recruiting. His dad calls him the Admirer.

The Missouri River is on a rampage, the worst since 1903. In that memorable year it entirely submerged Mike Heim's old Electric Park the day before Decoration Day and put it out of commission for six weeks. Like Noah, Heim looked for dry land. He crossed the city and bought a race track and fashionable driving club where he built his new Electric Park, which then was the finest in the country west of Chicago. All have profited by his example and located amusement spots in Kansas City away from the river bottom. The Missouri empties into the Mississippi not a great way above Chain-of-Rocks Park, St. Louis, which is elevated about 300 feet above the river. Forest Park Highlands is high enough above the river to escape all flood damage. These parks are going serenely on their way to, we hope, a great Fourth of July business.

It is gratifying to note what the parks are doing for Army and Navy Relief. It is a story of loyalty and patriotism such as our industry has never had to tell. It is all so genuine, and with no profit motive whatsoever.

Park Free Acts

PEACHES SKY REVUE, six femme aerialists, were featured at Clementon (N. J.) Lake Park for week ended July 4.

THE CANESTRELLYS were highlighted at Willow Grove, Philadelphia, the June 27 week-end.

SKY-HIGH ALCIDOS, current at Waldamer Beach, Erie, Pa., set by the Gus Sun office, are the first free act to play that spot in eight years.

THE GREAT KNOLL, current at Lake Ponchartrain, New Orleans, is renewing acquaintance with Wright and Vivian, jugglers, also on the bill there. Knoll was set there by Charles Zemater, Chicago.

Park Briefs

LOUISVILLE.—Jefferson Park opened Saturday, June 27, to a surprise crowd, with the Sunday attendance doubling that of opening day, according to J. Harry Six, ride operator and member of the park staff. More rides and attractions were added for July 4, Six says.

RYE, N. Y.—Ted Swanson, formerly with Pleasure Bound, Inc., at Playland here, is in the Army Air Corps at Miami Beach, Fla. Swanson worked on the Ferris Wheel at Playland five years.

DETROIT.—Edgewater Park joined in the scrap rubber drive by staging a special Rubber Night, with free tickets for rides and shows being given for each piece of rubber contributed by a patron.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

How About It?

Dan Ferris, secretary of the Amateur Athletic Union, has issued a ruling which permits amateur swimmers to take jobs as lifeguards for the duration of the war without jeopardizing their amateur standing.

This marks the first time that the A. A. U. has eased up on its definition of a simon pure, and here's hoping that the powers that be go one step farther and sanction the awarding of War Bonds and Stamps as prizes in place of medals and cups, so that the valuable materials that go into the making of the latter prizes can be converted into implements of war.

This department has been campaigning for the abolishment of medals and trophies, but the A. A. U. has claimed that offering stamps and bonds would make the swimmers professional. That claim, however, seems a little foolish in face of the more recent A. A. U. ruling.

An amateur swim champ is no more a pro if he takes a War Bond as a prize for winning a race than he is if he accepts a job at a local pool as a lifeguard. In both instances he is helping his country. And what's more important nowadays than that? So let's stop giving out medals and cups and substitute War Bonds and Stamps. How about it?

More on Baltimore

From A. T. Miller, events director of Carlin's Park, Baltimore, it is learned that the municipals in the Baltimore area seem doomed to stay closed for the duration. Meanwhile, rubber and gas shortages prevent week-end trips to the shores and beaches, with the result that Baltimore's commercial tanks are swamped with swimmers.

Carlin's newly decorated Olympic Pool, according to Miller, staged a special opening-day promotion recently featuring femme lifeguards and bathing beauties and including old Father Neptune himself. The pageantry resulted in valuable newspaper and radio publicity. To date, says Miller, Olympic Pool has broken every gate record of last season. The last two Sundays in June the pool had a sell-out in less than two hours after the opening gun.

Foreign Correspondence

Word reaches the column from New Caledonia, where Charles (Jackie) Morris Jr., son of Doc Morris, promoter and picnic impresario, is stationed with the U. S. forces. Jackie, who used to teach swimming at the Hackensack (N. J.) Y and prior to that won a number of swim races in Jersey pools, is branching out as promoter all his own. In his spare time Jackie is staging swim races between the doughboys and the Australian troops.

The Americans and Aussies have dammed up a river in Caledonia and the swimming is said to be near perfect. Jackie's many friends in the swim fraternity will be glad to learn that he's feeling fit as the proverbial fiddle.

Men and Mentions

I. Q. Gross, praise agent for various Miami Beach (Fla.) pools the past few winters, is back on the beach, only this time wearing khaki. He reports that the Air Corps boys, of which he is one, are now enjoying swimming in the Sands and Raleigh plunges on the beach which he formerly ballyhooed. Grossinger pool is another used exclusively by the army.

Capt. Jimmy Jamison, who hasn't been heard from for many moons, is one of the features in the thrill show being held at the Polo Grounds, New York. Jimmy, 'twill be recalled, competed in the high dive contests conducted by this department six years ago.

Hank Akers, former World's Fair diver, is now a paratrooper. Jack Ott, son of Alexander Ott, is sub-commander of his flight squadron in the Navy Air Corps at Corpus Christi, Tex. And we understand that Alex, who used to put on the water shows at the Miami Biltmore plunge, is mulling the idea of framing a water carnival to play army camps for the U. S. O.

Another swim figure who wears a uniform, instead of a swimmer is Gilbert Eden, former Miami Swim Impresario and now in the Signal Corps in Arkansas.

FRANKFORT, Ind.—Clinton County Fair here, which directors recently voted to postpone, will be held as usual this year, said Secretary Will G. Ross.

Atlantic City

By M. H. ORODENKER

It is much too early to pass judgment on the success of Steel Pier's double-admission policy inaugurated June 27, providing for one fee for the pier proper and another admission for the vaude bills in Music Hall. However, with the military taking over the resort hotels one by one, there may be much more method than madness in Frank P. Gravit's double-admission policy.

Prospects of the military population exceeding the civilian here would not make it surprising if both Steel Pier and Hamid's Million-Dollar Pier find it profitable to keep open the year round to provide entertainment for men in uniform. Already some amusement interests on the Boardwalk, notably the operators of the Globe Theater, are negotiating to extend their summer lease for the remainder of the year.

S. W. Gumpertz, managing director of Hamid's pier, is arranging for the selection of "Miss Conservation of 1942," with the gals garbed in dresses and slacks instead of the usual bathing suits competing for prizes. Charles Anton, beauty authority, will be in charge.

Wildwood, N. J.

Hunt's Ocean Pier got the new season under way June 26, with Bill Gerst as resident manager. Buddy Williams and orchestra are set for the summer in Starlit Ballroom.

LOS ANGELES BEACHES

(Continued from opposite page)

land. He's gives the kids a great thrill when they come out from the dark tunnels. . . . Sidney Schiff was busy the past week fixing up his Lucky Pitch, which is run by H. B. Ramsdell. Scheff also has the hoop-la and the voice recording booth handled by Kenny Drake. . . . Jack Leone has put up his guess-your-age stand on the Ocean Park pier. Draft board guessed Leone's age first and now he's guessing the age of the servicemen at the Sportland annex. Mamie Overgard is the pretty cashier. . . . Jack Monson is operating a lead gallery on the beachfront for West Coast Amusement Company.

UNDER THE MARQUEE

(Continued from page 39)

pital, Reading, Pa., from injuries sustained in a 30-foot fall during a performance there on June 15.

RINGLING-BARNUM circus is billed in Pittsfield, Mass., for July 19, matinee only, under auspices of American Legion. This will mark the first time for the show to ever play New England States on a Sunday.

RUMORS that horses would replace motor equipment on circuses was killed thru the shortage of Dobbins. Might even start rationing them before long.

L. G. MARSHALL, Eagle Ranch, Bartonville, Vt., lettered: "Visited Hunt Bros.' Circus at Springfield, Vt., and was pleased about quality and quantity of the performance. Mrs. Charles Hunt, out of the hospital, has returned to the show."

PERHAPS some kind of a meter has been invented and placed at front doors to deter-

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mine whether a patron came in on press, radio or billboard advertising.—Son of the Bucket and Brush.

RAY BICKFORD lettered from Greenfield, Mass., that Wallace Bros.' Circus played there on June 25 to a half-house matinee and near capacity at night. Hunt Bros.' Circus, Athol, Mass., on June 23 had a three-quarter house, with reserves well filled after a 7 p.m. rain-storm.

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"LOCAL OPTION" FAVORED

Wisconsin for Continuance of All Its Annuals

MADISON, Wis., July 4.—That the public is strongly in favor of holding State and county fairs and regards them as valuable aids in the war effort was the conclusion drawn by the fair men of Wisconsin at a meeting in University of Wisconsin livestock pavilion here on Tuesday.

Some 250 men and women representing the fairs, 4-H clubs and agricultural and livestock interests of the State voted unanimously that the State and county fairs should be held. Their action was based not upon their individual opinions alone, but upon the results of a thorough survey of the people in their respective districts. After the resolution endorsing holding the fairs had been adopted, Ralph E. Ammon, director of agriculture and manager of the State fair, announced that he had received 269 wires and letters from fair men and agricultural leaders who were unable to attend the meeting and that of the 269 only three were against holding the fairs, while 266 voted to continue the fairs.

Eastman Is Quoted

Herman Ihde, president of the Wisconsin State Board of Agriculture, presided as chairman of the meeting, and Ralph (See Wisconsin Continues on page 44)

Minn. Continues With 1942 Plans

MINNEAPOLIS, July 4.—Minnesota Federation of County and District Fairs at a board meeting in the Radisson Hotel here June 28 urged that all 1942 county fairs in the State be held where such annuals would not conflict with the request of Joseph B. Eastman, Defense Transportation Director, that they be canceled.

Resolution adopted by directors was that fairs should go on if patrons attending them do not have to travel more than they normally do for marketing purposes or to which patrons could travel by using regular local transportation systems, and for fairs opening so soon that postponement is not practical. "After a careful consideration of Eastman's suggestion," the resolution read, "and with a sincere desire to comply (See MINN. '42 PLANS on page 44)

Texas Boosts War Effort

DENTON, Tex., July 4.—At a meeting in Stephen F. Austin Hotel here members of the board of directors of Texas Association of Fairs voted that all non-essential activities at fairs should be cut out entirely and everything possible should be done to assist in the war effort.

They pointed out, however, that the fact that county fairs have proved that they are a benefit to the community, that they contribute to the war effort in tax admissions, premiums paid in War Bonds and Stamps and that they furnish inspiration to grow better agricultural products and better livestock are sound arguments why they should not be discontinued this year.

Biggest at Anderson

ANDERSON, Ind., July 4.—Anderson Free Fair here, June 29-July 4, broke all records for attendance and business on grounds on the first three days, with good weather. A patriotic program and fireworks Monday night drew the biggest crowd ever seen on the grounds. More autos at 25 cents apiece were parked in the infield during night harness racing than at any other fair here. Johnny J. Jones Exposition was on the midway. A visiting committee from La Porte, Ind., said the fair there would be held as scheduled.

States Divide on Separate Action, Unity in Operation

WITH the question of continuing fairs being considered in many States, first reports indicate that "local option" will play a big part in final decisions. Recommendations that the request of ODT Director Joseph B. Eastman to postpone fairs be acted upon by individual boards or associations are expected from more State associations of fairs than are advised from State associations that all fairs in their respective States should be held. In some instances governors have asked that fairs in their Commonwealths be deferred. Many meetings on the subject are yet to be held. Early reports follow:

ALABAMA—Governor asks deferment.
ARKANSAS—Some county fairs cancel, altho governor favors continuance.
CONNECTICUT—Danbury and some others defer action.

IDAHO—Sentiment strong to continue.
ILLINOIS—Some counties proceeding.
INDIANA—Some counties proceeding.
IOWA—Most larger ones off. Smaller ones to continue.

KANSAS—Topeka, Hutchinson go ahead. Other boards to meet.

KENTUCKY—State Fair decision July 6 to guide others.

LOUISIANA—Early report Shreveport will continue. Donaldsonville canceled. State ag commissioner asks postponements.

MASSACHUSETTS—Eastern States Exposition, Springfield, off as army takes plant.

MICHIGAN—Ionia going ahead.
MINNESOTA—State association recommends continuance. State Fair decision July 11.

MISSISSIPPI—Jackson State Fair to continue. Others plan to proceed.
MISSOURI—Sedalia State Fair and Springfield and others scheduled.

MONTANA—Great Falls and Billings to continue.

NEBRASKA—Lincoln State Fair plans to go ahead.

NEW YORK—State association favors continuance. Altamont deferred.

NORTH DAKOTA—Fargo plans curtailed annual.

OHIO—State association favors continuance where "there is no interference with war effort."

OKLAHOMA—Oklahoma State Fair slated to proceed.

PENNSYLVANIA—York, Reading and other fairs announce continuance.

SOUTH CAROLINA—Greenwood and others plan to operate.

SOUTH DAKOTA—Huron State Fair and Sioux Falls vote to go ahead.

TENNESSEE—Jackson postponed.

TEXAS—State association favors county fairs with non-essential activities cut out. Some smaller ones canceled.

UTAH—Salt Lake State Fair plans to proceed.

WISCONSIN—Farm representatives vote to continue State Fair and county fairs.

Buckeyes Put Operations Up To Each Board

COLUMBUS, O., July 4.—That the majority of the 92 county and independent fairs in Ohio will go forward with their 1942 programs was indicated at a special meeting of the executive committee of Ohio Fair Managers' Association in the Deshler-Wallick Hotel here on Monday. After two hours of debate a resolution by Frank E. Kirkpatrick, second vice-president of the association and president of Franklin County Fair, Hilliards, was adopted unanimously, leaving the question of whether or not fairs should be held entirely up to local fair organizations.

Fifty-three fairs were represented, with from one to five representatives of each in attendance. Resolution, as adopted, reads: "The Ohio Fair Managers' Association goes on record as favoring continuance of all fairs where it will not handicap the war effort." Preamble cited a portion of the latest statement (See Buckeye Operations on opp. page)

Idaho Execs Defer Abandonment Action

TWIN FALLS, Idaho, July 4.—At a special meeting here Saturday, Idaho State Fair and Rodeo Association went on record deferring action to abandon county fairs. The session, called in an effort to sound out opinions of fair and rodeo secretaries relative to complying with ODT Director Joseph B. Eastman's request to discontinue annuals for the duration, decided to hold in abeyance plans for the coming season until more information is received from Washington, Saul Clark, association secretary, announced.

Some officials indicated they felt discrimination was being used against the staging of annuals in face of the fact that baseball, horse racing and circuses were getting the "go ahead" from the government. Altho Gooding and Jerome counties may cancel their plans, the majors will continue shaping programs, it was said.

Earl J. Burns, chairman of the Cassia County Fair, pointed out that E. J. Id- (See IDAHO EXEC'S DEFER on page 46)

Iowa Annual Finally Off

DES MOINES, July 4.—Iowa Junior State Fair was canceled by the State board in compliance with ODT Director Joseph B. Eastman's suggestion that all fairs be called off. Board voted unanimously for cancellation, which includes all educational events, farm and livestock features and all kindred activities. Nixing marks the first time the annual has been canceled since 1898, when the grounds were taken over by the army during the Spanish-American War.

Kingman Advises Consideration of Possible Factors

BROCKTON, Mass., July 4.—In a letter to members, reporting on the Eastman hearing held in Washington on June 24, IAFE Secretary Frank H. Kingman, secretary of the Brockton Fair, besides saying he believed the question of postponement of fairs should be decided on a basis of local and personal conditions, said every fair "should consider, among the many factors, at least the following: "Am I dependent upon the railroads for either the movement of exhibits or a carnival? How seriously would it affect my fair if Mr. Eastman should order, and he has this authority, that defense materials and necessary goods (See KINGMAN ADVISES on page 44)

Beaver Dam in Okay Early Ind. Skeds Retained

BEAVER DAM, Wis., July 4.—Dodge County Fair, first of the season in Wisconsin, is on this week and indications are that it will chalk up a satisfactory record for its first early date (formerly it was held first week in September). Fair men of the State are looking to Beaver Dam as a criterion of the public's attitude to fairs in general this season, but Secretary J. F. Malone says that the fair cannot properly be regarded as a general barometer because of the fact that it includes the Fourth of July weekend and also is being held at a time when the farmers are extremely busy because continued inclement weather has (See Beaver Dam Start on page 44)

Early Ind. Skeds Retained

INDIANAPOLIS, July 4.—Some county and district fairs in Indiana will be held as planned. Robert C. Graham, president of Indiana District and County Fairs Association, explained that arrangements for some early fairs are so far along that cancellation would result in serious financial loss. Some late summer fairs, however, may be canceled, he said.

Ionia Program in '42

IONIA, Mich., July 4.—"Ionia Free Fair will hold its program this year in the interest of public welfare and the defense program," said President Howard C. Lawrence, in part. "We are proceeding with our plans for the fair, and, subject only to an outright specific ruling to the contrary, the fair will be held as scheduled."

First 3 Days at Brandon Under 1941; Weather Hits Grand Forks

BRANDON, Man., July 4.—Destined to hit a new high for the first three days, attendance at Manitoba Provincial Exhibition here, was hit by a driving cold rain in mid-afternoon Wednesday, Dominion Day, which continued thru the day, spoiling an opportunity for a record-breaking front gate. Over 5,000 night grandstand patrons were given refunds. Intermittent rains also fell Monday and Tuesday.

However, current receipts were even with 1941 for J. W. (Patty) Conklin's Frolicand when he exhibited here for the first time over the Class A Western Circuit. Despite the weather, front gate and grandstand attendance figures were only slightly behind 1941, Secretary-Manager Beatrice Benson said. She expressed satisfaction with results to date.

GRAND FORKS, N. D., July 4.—Extended one day because of inclement weather, Greater Grand Forks State Fair here June 22-28 was believed to be under last year's good marks. Altho financial returns have not been announced, Ralph Lynch, fair manager, indicated that rain and cold cut heavily into proceeds.

Opening with the pageant America on Parade, with about 500 residents partici-

pating under direction of Lehr M. Knowles, John B. Rodgers Producing Company, fair was hampered by cold weather, which kept patrons away and left the grandstand a near-blank. Page- (See First 3 at Brandon on page 44)

Smaller Ones in Iowa To Continue With Plans

DES MOINES, July 4.—Altho a number of the large Iowa district and county fairs will be nixed, numerous smaller ones will continue with plans for 1942 annuals, it appeared here. Directors at Independence voted to hold the Buchanan County Fair as usual because of the financial arrangements already made, Secretary B. O. Gates said. At West Liberty it was announced West Liberty Fair would be held as usual. Decision was based on the fact that expenditures already had been made.

At Missouri Valley, Harrison County Fair board voted to abandon its annual for the duration, as did the Taylor County Fair board at Bedford. Humboldt County Fair was abandoned, but the county farm bureau will sponsor an Achievement Day program for 4-H boys and girls.

Mississippi County Boards For Continuance of Annuals

JACKSON, Miss., July 4.—County fair associations in the State are planning, at least for the present, to hold their annuals as usual, J. M. Dean, secretary Mississippi State Association of Fairs, said here. "I'll bet there are few counties in Mississippi where enough horses, buggies and wagons couldn't be found to bring everybody to the fair," Dean said. He added that managements of the 20 county annuals were determined to go ahead with plans despite Washington's request that fairs be discontinued. "Unless we come to the point where we can't budget at all, I think we ought not let the fairs go," said Dean. "Actually, little transportation is involved in these little fairs, the distances being short, no considerable amount of exhibits coming from far away and, as I said before, there are always the horses and wagons. Then you must consider what the fairs mean in social contact and entertainment in counties where other sources of amusement are slim. We'll need them as much as ever after the war and it would be a pity not to keep organizations intact." Dean said that of the State's district annuals those at Columbus and Tupelo, at least, are reasonably certain of continuing, while stock shows at Newton and Tupelo are likewise certainties. All, he said, rely on local entertainment and near-by exhibits.

La. Cancellations Urged; Donaldsonville Called Off

NEW ORLEANS, July 4.—Commissioner Harry D. Wilson, State Department of Agriculture, sent out a request this week asking all fairs and expositions to cancel 1942 plans because of the war. Wilson's request followed by 24 hours South Louisiana State Fair Association's announcement that the fall annual is off. He is president of the State association. "Under present conditions," Wilson said, "with the majority of our young men in the service and our women engaged in war work, plus tire shortage, I do not believe we could put on first-class exhibits and I fear attendance would be disappointing." "I regret very much to see them canceled knowing the great benefits fairs are to agriculture and livestock." After 29 consecutive years South Louisiana State Fair, Donaldsonville, was canceled, President L. A. Borne, Houma, announced before the finance committee of the Senate, now in session. He appealed to the Senate to amend the House-approved bill whereby the fair could receive the 1942-'43 appropriations in a lump sum in 1943, when he hoped all fairs will resume. He explained that if the fair is not resumed in 1943 all appropriations would be canceled.

Fargo Curtails Program

FARGO, N. D., July 4.—J. E. Pyle, president Red River Valley Fair, said this week that the annual would be held here this year, but would be curtailed. "We have some arrangements which cannot be canceled," Pyle said, "and we expect to put on a curtailed fair. Our operation this year probably will center largely around 4-H Club and similar activities, and we expect to draw only from the districts which normally look to Fargo as their marketing center."

Around the Grounds

YORKTON, Sask.—Plans are well advanced for 57th Annual Yorkton Exhibition. Grandstand attractions will be staged and harness races will feature the afternoon program. Fair will run three days, and boys and girls of the district will be guests of the board for two days at the farm camps.

RED DEER, Alta.—Prize lists for 52d annual fair here have been issued and there is a substantial increase in livestock prize money. V. Bjorkeland, president, said last week.

CALGARY, Alta.—Free tickets to the second last day of Calgary Exhibition and Stampede have been sent to 40,000 boys and girls living within 100 miles of this city. Youngsters will see the livestock parade and a stagemore and stand chances of winning a pony, a watch or a dog. Entries in the livestock classes are up over last year, and on June 24 advance sale of grandstand tickets was double that of 1941. Members of the navy, army and air force, together with a member of the United States Army, will officially open the exhibition and stamped.

DAUPHIN, Man.—For the first time in nearly 50 years, Dauphin will not have a summer fair. Dauphin Agricultural Society, withdrew from the Western Canada fair circuit early this year.

SASKATOON, Sask.—Estimated expenditures of Industrial Exhibition here were set at \$73,050, a considerable reduction from 1941, when directors met recently. It was announced that farm boys' and girls' camps will be held and three days will be set aside as Ladies' Days at the races. Entertainment committee also has prepared a special treat for Saturday, last day of the fair.

REGINA, Sask.—J. G. Robertson, for 25 years livestock commissioner for Saskatchewan, has left for England as Canadian agricultural commissioner in Great Britain. He was a director of the Regina Exhibition and secretary of various Saskatchewan livestock associations.

PRINCE ALBERT, Sask.—A satisfactory arrangement has been made with military authorities for all buildings needed to carry on Prince Albert Exhibition, J. P. Curror, agricultural society secretary, announces. Fear that the fair might not be held was expressed earlier with reports that the army did not intend to release the cattle show barns and other buildings for the fair.

York, Reading Go Ahead

YORK, Pa., July 4.—Board of managers of York Interstate Fair at their recent meeting unanimously agreed to hold the annual here on the dates fixed at the annual meeting in January, Samuel S. Lewis, president and general manager, said.

Charles W. Swoyer, secretary-treasurer Pennsylvania State Association of County Fairs, said the Reading (Pa.) Fair definitely is going ahead with 1942 plans, as are most of the other fairs in the State.

Carthage Yet To Decide

CINCINNATI, July 4.—Members of Hamilton County Agriculture Society are scheduled to meet here about the middle of next week to consider what action is to be taken concerning continuance of Hamilton County Fair, Carthage, a suburb. D. R. Van Atta, secretary, said the meeting was originally set for yesterday but was set back when it was learned several board members were out of town.

Platte Retains Races

COLUMBUS, Neb., July 4.—Officials of Platte County Agricultural Society had awaited eagerly this year for the holding of the first fair in Platte County for more than 25 years. However, officials decided to go along with ODT Director Joseph B. Eastman's request and plans. Races will be held on schedule next month, it was announced by President George Soden.

Eastern States Expo Off; Army Takes Over Grounds

SPRINGFIELD, Mass., July 4.—With the Army's Philadelphia Quartermaster Corps formally taking over the six main buildings and about 25 acres of land adjacent to them on the grounds, Eastern States Exposition has been canceled for the duration, General Manager Charles A. Nash announced this week.

Structures leased by the corps for storage of war materials of an unspecified nature include the Industrial Arts Building, two cattle barns, Coliseum, horse show barn and Camp Vail Building. Buildings owned by Massachusetts, Connecticut, Vermont, New Hampshire and Maine are not included in the negotiations, nor are the New England Grange Building or the building owned by Hampden County Improvement League. Several buildings owned by the exposition and about 150 acres of land will remain under the control of the exposition management, Nash said. This is the second time in the annual's quarter of a century history that the government has taken over the grounds for war use. During World War I plant was used as a storage depot.

BUCKEYE OPERATIONS

(Continued from opposite page) of ODT Director Joseph B. Eastman in which he reaffirmed his original position regarding fairs, except that he indicated preparations for some fairs were so far advanced and the time was so short that it might be impracticable to cancel.

This was taken by many present as being sufficient leeway to give the fairs a right to go ahead with their programs, many of which have advanced to a point where thousands of dollars has been spent. Former Governor Myers Y. Cooper, honorary president of the association; President Ralph C. Haines, Dayton, and some others counseled that whatever action was taken should be such that there would be no ground for placing the association in the position as being unpatriotic.

A number of secretaries and other fair officials declared they consider that holding fairs was more of a patriotic effort than not to do so. They cited the suggestion of Secretary of Agriculture Claude R. Wickard, made earlier in the year, that fairs be held as a means of aiding war efforts in promoting agriculture and building up the food supply and maintaining morale.

C. A. Riley, secretary of Geauga County Fair, Burton, said that it had a record of 118 years, would be held as usual and that the people of the county did not want such a record to be marred by closing this year. From statements made it was believed that some fair boards where metropolitan centers are located might decide to defer their programs.

Ala. Gov. Seeks Deferment

MONTGOMERY, Ala., July 4.—Gov. Frank Dixon has urged that Alabama State Fair Association and all other fair groups of the State cancel plans for the duration as a means of conserving transportation.

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HOW FAIRS PLAN TO AID WAR EFFORT
A SURVEY
in the
FALL NUMBER THE BILLBOARD
Dated July 25

Rinks and Skaters

By C. H. STARK (Cincinnati Office)

Reps From 10 States in ARSA Elizabeth Meet

ELIZABETH, N. J., July 4. — In four days' competition on June 24-27 the 1942 United States Amateur Roller Skating Association Championships were decided in Twin City Arena, Elizabeth, N. J., conducted under auspices of the association, recognized by the Amateur Skating Union and Amateur Athletic Union as governing body over amateur roller skating in the United States. Among States represented were New York, New Jersey, Pennsylvania, Ohio, Iowa, Illinois, Michigan, Virginia, Missouri and Washington, D. C.

Champions

(Speed Skating)

Tabulation of points for placing in various events reveals that the champions are:

SENIOR SPEED SKATING CHAMPION—Fiore Frate (90 points). Second—Peter Nelson (80 points). Third—Ray Logan and Charles Logan (30 points each).

INTERMEDIATE BOYS' CHAMPION—Walter Logan (60 points). Second—Walter Curtis (40 points). Third—Leonard Twish and Robert Kitzler (10 points each).

JUNIOR BOYS' CHAMPION—David Dunn (60 points). Second—Gene Herrington (40 points). Third—John Yaek and Howie Buckholz (10 points each).

SENIOR WOMEN'S DIVISION CHAMPION—Molly Frampton (60 points). Second—Margaret Edler (40 points).

Judges for the championships were Mrs. Theresa Weld Blanchard, United States Figure Skating Association; Mrs. Eugene Banks, New York Skating Club; Lenore Drake, N.Y.S.C.; Sandy MacDonald, N.Y.S.C.; Fred Fleischman, Manhattan Figure Skating Club; Harold Hartshorne, N.Y.S.C.; William O. Hickok IV, Hershey (Pa.) Figure Skating Club; Joseph Gibson, Rye

Figure Skating Club; Joseph B. Liberman, N.Y.S.C.; Wilfred MacDonald, N.Y.S.C.; Ozzie H. Nelson, Earl Van Horn, Dance and Figure Skating Club; Joseph K. Savage, N.Y.S.C., and George Werner, E.V.H. D.F.S.C. Anthony Forbes, New York Athletic Club, was assistant referee.

Among guests were Dan Ferris, secretary-treasurer of the Amateur Athletic Union; Pete Miller, president of the Amateur Skating Union; Ted Young, past president of the A.S.U., and William Dawe, president of the Middle Atlantic Skating Association. Miller, Young and Dawe acted as speed officials for the races together with Leroy Jay, A.S.U.; Ed Dougherty, M.A.S.A.; George Eggers, A.S.U.; Harry Noah, M.A.S.A.; William Gaehler, M.A.S.A., and Leonard Wagner, M.A.S.A.

Recorders for the championships were Mrs. Harry Bickmeyer, Mrs. Walter Bickmeyer, Mrs. George Apdale, all of Mineola, and Morris Carriero, Jersey City, N. J. Announcers for the events were Wally Kiefer, of Skateland, Saginaw, Mich., and George Sticka, manager of the Twin City Arena. Organ music was provided by Estelle Martinique, Twin City organizer, and Ralph Townsend, Brooklyn.

Other guests included Earl Van Horn, of Mineola and White Plains (N. Y.) rinks; Mr. Kiefer, of Michigan; Barney Williams, Olympic Park Rink, Irvington, N. J.; Ray Diehl, Brooklyn Rink, and Harold Steinman and Harry Bloomfield, producers of *Skating Vanities of 1942*. Also from *Skating Vanities* were Dolly Durkin, Gordon Flinnigan, Teddy Sokol and Jay Edwards.

Winners

1942 United States National Amateur Roller Skating Championships, Twin City Arena, Elizabeth, N. J., June 24 to 27, Under Auspices of Amateur Roller Skating Association.

SENIOR DANCE—George Werner and Gladys Koehler, Mineola, N. Y.; 2, Fred Ludwig and Barbara Killip, Mineola, N. Y.; 3, Herb Daisley and Rita Luginbuhl, Mineola, N. Y.

SENIOR LADIES' FIGURES—1, Jean White, Mineola, N. Y.; 2, Rita Luginbuhl, Mineola.

SENIOR MEN'S FIGURES—1, Edward LeMaire, White Plains, N. Y.; 2, Ralph Schenck, Mineola, N. Y.

JUNIOR DANCE—1, Leland and Florence Mounce, Mineola, N. Y.; 2, Paul Makin and Patricia McIlwain, Philadelphia, Pa.; 3, Robert Beattie and Edith Schwartzbard, Brooklyn, N. Y.

JUNIOR LADIES' FIGURES—1, Dorothy Vogelsang, Mineola, N. Y.; 2, Martha Weed, Mineola, N. Y.; 3, Beatrice Thomas, Asbury Park, N. J.

JUNIOR MEN'S FIGURES—1, Chadwick Deatrick, Mineola, N. Y.; 2, Fred Ludwig, Mineola, N. Y.; 3, Edwin Allgair, Mt. Vernon, N. Y.

NOVICE LADIES' FIGURES—1, Theresa Kelsch, Mineola, N. Y.; 2, Yvette Kiefer, Kalamazoo, Mich.; 3, Dorothy Luginbuhl, Mineola, N. Y.

NOVICE MEN'S FIGURES—1, Walter Bickmeyer Jr., Mineola, N. Y.; 2, Donald Mounce, Mineola, N. Y.; 3, William Waldron, Asbury Park, N. J.

JUVENILE GIRL'S FIGURES—1, Norma Wood, Mineola, N. Y.; 2, Irene Maguire, Mineola, N. Y.; 3, June Henrich, Mineola, N. Y.

JUVENILE DANCE—1, Walter Bickmeyer Jr. and Irene Maguire, Mineola, N. Y.; 2, Robert Learsch and Mary Leahy, Irvington, N. J.; 3, Fred Wood, Neptune, N. J., and Jean Vitalius, Asbury Park, N. J.

JUNIOR PAIRS—1, Al Shady and Dorothy Luginbuhl, Mineola, N. Y.; 2, Leland Mounce and Florence Kelah, Mineola, N. Y.; 3, Ralph Schenck and Dolly Connors, Mineola, N. Y.

SENIOR PAIRS—1, Chad Deatrick and Jean White, Mineola, N. Y.; 2, James Connor and Martha Weed, Mineola, N. Y.; 3, William Waldron and Marilyn Vitalius, Asbury Park, N. J.

Speed Skating Races

SENIOR MEN, FIVE MILE (Time 16:34.8)—1, Ray Logan, Elizabeth, N. J.; 2, Peter Nelson, Brooklyn, N. Y.; 3, Fiore Frate, Belleville, N. J.

SENIOR MEN TWO MILE (Time 6:17.4)—1, Fiore Frate, Belleville, N. J.; 2,

Charles Logan, Elizabeth, N. J.; 3, Pete Nelson, Brooklyn, N. Y.

SENIOR MEN ONE MILE (Time 3:04.8)—1, Fiore Frate, Belleville, N. J.; 2, Peter Nelson, Brooklyn, N. Y.; 3, Charles Logan, Elizabeth, N. J.

SENIOR MEN, 880 YARDS (Time 1:28)—1, Peter Nelson, Brooklyn, N. Y.; 2, Fiore Frate, Belleville, N. J.; 3, Albert Birchwale, New York, N. Y.

JUNIOR BOYS, 880 YARDS (Time 1:36)—1, David Dunn, Stony Point, N. Y.; 2, (See RINKS on page 57)

ARSA Meet Seen as Pure AAU All Thru

By EARLE REYNOLDS

LANESBORO, Mass.—Altho not in the best of health, I could not miss the championships of the Amateur Roller Skating Association in Twin City Arena, Elizabeth, N. J., on June 27. The program was run off in nice style. Everything was genuine AAU from start to finish. A fine crop of amateurs presented their skill and grace before five AAU figure-skating judges who no doubt have had years of experience in judging figure-skating events on the ice and knew how to score each figure.

Especially did I notice Joe Savage and Theresa Blanchard among the five. One has to go back only a few years to when Mrs. Blanchard was star year after year in amateur figure skating and my favorite ice skater. I cannot recall how many times she won the championships of America, but there were many times. Young Joe Savage has been the greatest authority on amateur figure skating for years, is one of the greatest amateurs of ice and now is doing his edges with great skill and grace on rollers.

School figures were held in the afternoon and the men's senior contest was a photo finish between Ralph Schenck and Eddie Le Maire, with Le Maire winning the school figures by a narrow margin. But when it came to the free-skating part Le Maire walked away with the title, with many points to spare. During his exhibition of free skating he did not make an off-edge move. Last February in Chicago young Le Maire finished second in the junior ice-figure-skating championships, and with his partner, Dorothy Goose, won the pair skating championship of America. Now if this great youngster can cop the senior ice titles next winter he will be the first amateur ever to win both roller skating and ice-figure amateur national championships of America.

Nellie Donegan was a most interested spectator, as Eddie Le Maire is her grandson. Kiefer at the mike handled it perfect. Earl Van Horn, of Mineola Rink, flew over to see his proteges win most all the events. Frank Le Maire, who

taught a great majority of the winners, watched every move. President Nelson and host of others were on the job to see that everything was according to Hoyle in the meet. Jesse Kay and his lovely wife and his cabinet were there for the free skating show at night. Noticed also Lawyer Sharon, of P. & M. office, and Promoter Steinman of the *Roller Skating Vanities*.

From first to last in the championships there was absolute harmony and I wouldn't be surprised if from now on many rinks have contestants in the yearly events. Al Flath flew in from Chicago. If he were here with me in these lonesome but beautiful Berkshire Mountains he would be right at home on these mountain trout streams.

THREE BERRYS will bring their roller presentation to Kaliner's Little Rathskeller, Philadelphia night club.

SUNSET BEACH PARK RINK, Almonesson, N. J., redecorated and renovated, opened for the summer on June 27 with reopening of the park.

BAL-A-ROUE and **Chez Vous Rollerways**, Medford and Dorchester, Mass., respectively, will remain open seven nights a week for remainder of summer.

NANTASKET ROLLERWAY, Paragon Park, Nantasket Beach, Mass., is open every afternoon and evening and will maintain this schedule until Labor Day.

ORLANDO (FLA.) COLISEUM summer opening took place recently with many new features and popular music added to former attractions. Lower prices will be in effect during summer. Servicemen's rates are given men in uniform.

WALTER AND PATSY HILL, brother-and-sister roller-skating team, won first prize in a series of amateur contests being held weekly in Williams Park, St. Petersburg, Fla.

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(See ROUTES on page 57)

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Govt.'s Manpower Program Creating 3 Buying Groups

20 million to be needed in war factories and transportation—12 million on farms—eventually perhaps 10 million in the army

WASHINGTON, July 4.—The United States Government is now working on the most gigantic jig-saw puzzle of all time. When all the pieces are properly put together it will affect the major portion of employable men, women, youths and retired workers throughout the country. In this all-out war everyone must do his part, and the government's man-power program now under way has been created to coordinate effort directed at one goal—victory! The realignment of duties for millions of citizens will directly affect the merchandise field since it will form three vast major consumer groups. It is said that a force of 20,000,000 workers will be needed in direct war production and transportation by 1944 and 12,000,000 in the fields for 1943's harvest. There are 2,000,000 men under arms now and this number is expected to swell to as high as 4,500,000 by the end of the year; the figures for 1943 call for an armed force of 6,000,000 to 7,000,000 and eventually there may be 10,000,000 men in uniform, according to General Hershey.

Voluntary Movement

According to Washington officials, this man-power program is an entirely voluntary movement designed to place every man and woman in the job for which he or she is best fitted and most needed. The War Man-Power Commission, headed by Federal Security Administrator Paul V. McNutt, has active charge of directing the job. Principal field agency of the commission will be the United States Employment Service. Many training agencies and industry have also designated their willingness to help.

One important point that bears watching is that women will be called upon to fill the gap created by the departure of men for the fighting fronts. Already 1,500,000 women are doing war work and 4,000,000 more will be needed in the next two years. The potential reserves, according to Washington officials, include housewives without small children.

All the activity on the home front, particularly, should benefit workers in the merchandise field. The program is already under way and gaining momentum with each passing week. Reports have come in from industrial areas showing

that the audience potential for bingo parties has been increased by new wage earners taken into war plants. Operators who have been able to locate in these towns and who had the foresight to stock merchandise or who are in a position to obtain items for flash displays are cleaning up, according to reports. The reports all emphasize the fact that audiences are much larger and the players eager to spend money at their favorite diversion.

Salesboards Do Well

Salesboard operators in the same areas are also doing well for the same reason, according to trade observers. With workers going back into the factories and fields opportunities are being created in communities, both small and large, for enterprising and energetic operators. The public is clamoring for amusement and it has the wherewithal to spend for a good time.

While dim-out restrictions along both coasts affect seashore resorts and the tire and gas rationing makes further inroads on travel, concessionaires and other resort workers are hoping for the best this season. Workers need relaxation after a week of hard work and it is expected that a program will be worked out whereby the sources of amusement available to them will not be curtailed. One thing cannot be denied and that is that the man-power program will put the greatest amount of money in circulation in the history of this country. No matter what the difficulties the merchandise and amusement fields should be able to garner their full share of cash that will be spent for fun and entertainment. You can't stop the average American from playing and having a good time.

Steady Demand For Figurines

CHICAGO, July 4.—According to reports from novelty workers and concessionaires the American public is a natural for figurines, statuettes, plaster figures, stuffed toys and similar novelty items. A local firm handling novelty dog figurines reports that interest in its items is very strong. Novelty workers and concessionaires have ordered and re-ordered in quantity, it is said.

It is a well-known fact that figurines and plaster figures have an eye-catching value and a peculiar appeal for Mr. and Mrs. Average American out for a good time. Display stands that feature this merchandise are patronized time and time again and where plaster novelties are given away as good-will builders their value in bringing repeat business is unequalled.

Novelty figurines now offered are varied and have diversified appeal. The series of four figurines of dogs in characteristic positions, made of terra cotta composition, are said to be going very well.

La Guardia Seeks To Stimulate N. Y. Biz

NEW YORK, July 4.—Mayor La Guardia has been active for some weeks now conferring with prominent industrialists in an effort to bring defense plants into the city to offset unemployment brought about by shutdown of factories and certain other types of business affected by the government priorities system. This key metropolitan city is being dubbed by certain wags as the "Forgotten City of World War No. II," and according to estimates by the U. S. Employment Service more than 400,000 employable men and women are inactive at the present time. Governor Lehman is also lending his support to the drive.

The bringing of war plants into the city would act as a stimulus to the merchandise field since specialty workers, pitchmen, streetmen, novelty workers and others who concentrate in industrial areas would have a wider market for the items they handle. Another move of interest to novelty workers, pitchmen and streetmen is the drive being made by the Broadway Association to bring big league football games from Yale, Princeton and West Point to the Yankee Stadium and the Polo Grounds this fall. The games would draw visitors into the city and hypo business for novelties and souvenir items.

Free Fluorescent Fixtures From Sales Restrictions

WASHINGTON, July 4.—Fluorescent lighting fixtures using tubes rated at 30 watts or less—types usually used in kitchens, retail stores and for similar purposes—have been released from the sales restrictions of Order L-78, according to the director of Industry Operations. It is said this action was taken because the types released have little direct use in war plants.

Fluorescent lighting fixtures have been good money makers for specialty men, according to reports received by manufacturers of this equipment. While the amended order only makes a limited number of fixtures available, it does give specialty men some additional time to cash in on the demand for this type of equipment.

Like all other restriction orders there is never any intent to work any real hardship on an industry, and an easing of rules is made whenever possible. These are war conditions, however, and problems that come up must be faced squarely. Some workers who were fortunate in obtaining supplies of equipment have been making handsome profits, it is reported.

Call Off Hardware Mfgs. Assn. Meeting

ATLANTIC CITY, July 4.—The New York Hardware Manufacturers' Association Convention, scheduled to open here at Convention Hall on July 12, has been called off. The convention and its exhibition of merchandise was among the largest and most important held in the resort and was known here as "The Half Million Dollar Convention," which is what it meant to the resort last year. The cancellation was disclosed by A. H. Skean, head of the local convention bureau, in a telegram from M. E. Horn, president of the association. He gave no reason for the cancellation.

It was recalled, however, that Joseph B. Eastman, Federal director of transportation, last month said it was probable the government would request that all conventions be canceled for the duration of the war. The Glassware Manufacturers' show and convention, held in conjunction with the hardware meeting, so far has not been canceled. It is sched-

See Big Need for Lighters by Men In Armed Services

CINCINNATI, July 4.—According to reports received here from workers who specialize in merchandise for men in the armed services, there is a very big need for cigarette lighters. These men, working the army camp areas, state that while other practical items move also there is an overwhelming demand on the part of the boys in uniform for a dependable light for the highly valued "smokes." It is reported that workers who stocked up with lighters are cashing in on the heavy demand.

An interesting message for the merchandise field came from the lighter industry recently regarding the strong demand for lighters. It is pointed out that experience gained from actual field conditions in the last war has proved that pocket lighters are the only dependable means of obtaining a light under all climatic conditions, and a vital necessity in such tropical regions as our Army, Navy, Marine Corps and Maritime Commission are now operating.

According to responsible authorities in the lighter industry the manufacture of American lighters is being successfully accomplished with the substitution of steel for brass. The need for lighters, they state, has far outweighed the comparatively small amount of material required.

The industry hopes that these facts will be recognized by the proper authorities, and that pocket lighters will continue to be made available to the boys in the armed services. Merchandise field workers who go into the camp areas report that so far they have not had difficulty in obtaining lighters and it is hoped that a supply will continue to be available. In addition to lighters there is strong demand for such items as sewing kits, shaving kits, razor blades, needles and thread and similar items of a practical nature.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG

C. W., of Rochester, N. Y., writes: "After reading your column for some time I became so interested in the subjects you write about that I started an operation of my own. For a beginner I am doing quite well. However, as the game is still new to me, I would appreciate your help in answering the following questions:

"Would you recommend leaving merchandise on consignment with each card or board placed? What percentage would you consider fair for the operator and the location? Can you suggest a method for keeping track of collections that would satisfy both?"

As a rule operators do not leave merchandise on consignment, especially when the awards offered are in the higher price brackets. To do this a larger investment in premium stock would be necessary than most operators are willing to make in advance, to say nothing of the possibility of loss or damage to the merchandise left on consignment. To avoid this, operators prepare attractive literature with the major awards appeal-

(See DEALS on page 54)

uled as yet for the Ambassador Hotel. However, since the government has taken over the hotel to house army air pilots, the events scheduled for the hotel have been entirely canceled.

BINGO BUSINESS

By JOHN CARY

BINGO OPERATORS are not going about with mournful expressions simply because certain types of merchandise items are not available as a result of the priorities program. Alert operators have long foreseen the eventuality that has come to pass and that will become more acute with each passing month. The remedy, they have found, is very simple—merely a switch to items made of non-essential materials. Dinner sets, perennial favorite of women bingo players, are adding flash to display stands. Colorful designs add to the eye appeal of the sets. Another popular favorite is ovenware, and multiple piece glassbake sets are said to be creating considerable interest. Blankets, towel sets, pen and pencil sets, auto robes, watches, lamps and even cameras and radios are some of the items that are being featured on display stands throughout the country. An alert operator who knows the mood of his audience will never have difficulty in

(See BINGO BUSINESS on page 54)

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.

Special Service Banners

In a group of the latest banners released by Reiter Novelty Company and said to be clicking with the public are special service banners made in three and four colors with flock borders and designs. Army, navy, marine or air corps insignia appear in the corners with the simple wording: "We answered the call." Banners come with red, white and blue cord and tassels. Size of banners is 11 by 8 inches; another plain service banner with the motto is 6 by 9 inches, while a third item shows the Red Cross in the center instead of the service star to designate members who have signed up with this branch of war service. The firm also reports very strong interest in its Keep 'Em Flying for Victory banner and the In God We Trust banner. The latter shows a picture of the Statue of

Liberty against the background of the American flag, while the latter has the American flag and planes in flight.

Pinecone Birds

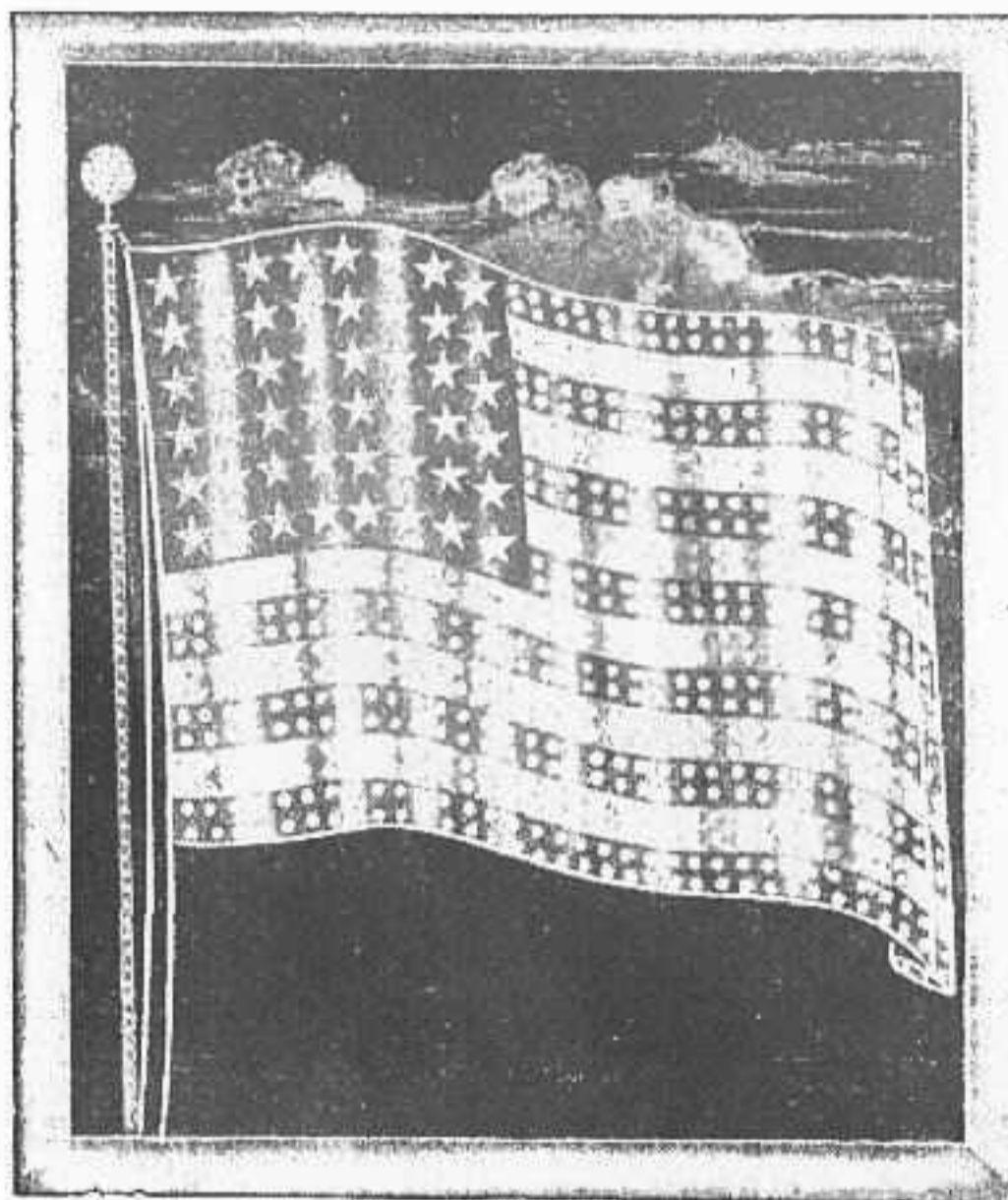
An attractive novelty always creates public interest, and the novel attractively colored birds made of pinecones offered by Leo Kaul Importing Agency are said to be making a hit. Workers report better-than-average demand for these items. The birds can be used as table and house decorations; can be placed on vases, glasses, bowls, dishes, etc. Each bird is furnished with a small ball of modeling clay, a little of which when placed on the underside of the bird makes it stick to the object. Birds available include humming bird, two inches long; finch, two and one-half inches long, and a parrot, two and one-half inches long.

Service Buttons

A line of buttons that are interesting the public wherever shown, according to Midwest Merchandise Company, is its series of service buttons. Buttons are offered in red, white and blue colors and feature five different classifications. The buttons have a phrase stating: I have a son (or brother, beau, husband or dad, whichever the case may be) in the service. The designated member of the family in the service appears in the white center strip of the button in outstanding type. The firm reports that its latest catalog, featuring a complete line of carnival merchandise, is being mailed out now and is available without cost.

Tags

Ceiling prices must be displayed by all retail merchants, and World's Products Company reports that agents handling the firm's tags for ceiling prices report them good money-makers. Highlight of the tags is that they do not require pins or other methods to fasten. A tab is folded back over the shelf and the article is placed on it, thus holding the price-ceiling tag in place. It is reported that grocery, drug, dry goods stores, service



WANTED:
MEN TO
ANSWER
NATIONAL
DEMAND
FOR THIS
'OLD GLORY'
PATRIOTIC
ELECTRIC
DISPLAY

Only American ingenuity at its best could design a display as patriotically beautiful as this model! Retail at \$11.75 to offices, taverns, chain stores, drug stores, cigar stores, gift shops, flower shops, department stores, hotels, churches, clubrooms or wherever it can be used effectively. Styled in full color with a sky blue background and white clouds. The flag appears to wave majestically in the breeze by means of a rotor that operates from the heat waves radiating from the 110 volt electric light bulb. There's no expensive motor to require constant repair or get out of order. A revolutionary invention gives spectacular off-on illumination to 1,176 plastic jewels set on a glass face. Constructed with a fibreglass back, wood frame, 17x19 in. Comes ready to plug into any A.C.-D.C. socket. Ship. wt. 9 lbs. Put a dozen in your car, see how fast they move out. Packed for easy demonstration. Money-back guarantee. It is the best money maker you have seen in months.

- No. B-42X15—Sample \$7.50
 - Lots of 6, Each 6.50
 - Lots of 12, Each 6.25
 - As Above, Console Type, Size: 25x27 in. Ship. Wt. 12 Lbs. (Retail \$18.75.)
 - No. B42X16—Sample \$12.50
 - Lots of 6 or More, Each 11.75
- Quantity Prices Quoted to Distributors if Purchased in Lots of 25 or More.

EXCLUSIVE DISTRIBUTOR Terms: 25% Deposit, Balance C. O. D.
JOSEPH HAGN COMPANY 223 W. MADISON ST. CHICAGO, ILL.

EVERSHARP SET

Genuine **EVERSHARP** pen and pencil set for men. Ebony black color. Gold band. Whether you "Take It or Leave It" it's a great buy. BB33—Per Set \$ 4.85
10 Sets for 17.50

WRITE FOR OUR NEW CATALOG.
ROHDE-SPENCER CO.
223 W. MADISON CHICAGO, ILL.

GLAMOROUS FUR COATS
Jackets and Boleros

Make Your Selection Direct From My Factory I carry a full line of distinguished 1942-'43 styles including Persian's, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beaver-ottles, Checklans, Caraculs, Krimmers,

\$5.50 Up

Pony and every other Fur from
WRITE immediately for new illustrated catalog and price list just off the press. It is FREE.

BRIEN SEWARD Manufacturing Furrler, 299 Seventh Ave. (Dept. B) N.Y.C.

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

MEXICAN JUMPING BEANS

NEW 1942 CROP

100 Beans . . . \$1.50 500 Beans . . . \$3.00
1000 or More . . . \$4.50 per 1000

Cash With Order or 50% Deposit.

COLUMBIA
BOX 900 RICHMOND, VA.

Attention, Engravers

Your Metal Worries Are Over.

Hand Carved Cedar Wood. Jewelry with Safety Catches.

Large Selection of Styles. Send \$2.00 for Assorted Samples.

SUPERIOR JEWELRY CO.
740 Sansom St. PHILADELPHIA, PA.

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.

WE HAVE

a few FANS and AIR CIRCULATORS in stock NOW. Write or Wire for special close out discounts while stock is available.

McGUIRE SALES COMPANY
"30 Years of Service"
DUBUQUE, IOWA

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-7, Chicago, Ill.

NOW!

5 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.

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.

I HAVE A SON IN THE SERVICE
I HAVE A BROTHER IN THE SERVICE
I HAVE A BEAU IN THE SERVICE
I HAVE A HUSBAND IN THE SERVICE
I HAVE A DAD IN THE SERVICE

Service Buttons, Red, White and Blue. Fastest selling Buttons ever offered. Per Hundred, \$1.20. Per Thousand, \$11.00. 25% Deposit.

CATALOGS BEING MAILED OUT NOW

WRITE TO K.C. FOR YOUR COPY

COMPLETE LINE CARNIVAL MERCHANDISE

BE SURE AND STATE YOUR LINE OF BUSINESS

MIDWEST MDSE. CO. 1006 BROADWAY, KANSAS CITY, MO.
116 MAIN, LITTLE ROCK, ARK.

Park, Carnival, Beach, Resort Concessioners

MAKE "ACME" YOUR HEADQUARTERS. EVERYTHING YOU NEED—WHEN YOU NEED IT—PRICED RIGHT

New Bingo Novelties—New Plaster Items—Blankets—Clocks—Chrome—Lamps—Dolls—Enamel-ware—Glassware—Silverware—Tinware.

A BIG VARIETY OF PATRIOTIC ITEMS

BANNERS — PILLOWS — TAPESTRY — WALL DECORATIONS — BUTTONS — PINS — PLASTER ITEMS — PENNANTS — JEWELRY. WRITE TODAY FOR FULL INFORMATION AND LISTINGS. State Your Business or What Concession You Operate.

1 day Service **ACME** **PREMIUM SUPPLY CORP.**
3333 LINDELL BLVD. ST. LOUIS, MO.

DART BALLOONS
10 GROSS FOR \$11.50

Postage Extra—Ship Wt. 5 lbs.
\$1.20 per gr. in less than 10 gross lots
No. 8 Carnival Spec. Balloon. Gr. \$3.75

AMERICAN MADE **SLUM**
SAMPLES 30c POSTPAID
MacARTHUR

BUTTONS Per 1000 **\$9.00**
Per 100 \$1.00

New Catalog Now Ready
Please State Your Business.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required. Avoid Disappointment.

stations and storekeepers everywhere are prospects for the tags. The tags come 300 to a box, attractively priced to appeal to merchants and make sales easier, it is said.

Neckwear

The Keystone Manufacturing Company reports that ties are always a staple item that can be counted on for steady profits. The firm is offering a line of summer neckwear in the latest designs, including art craft, silk-ray and hand-made ties. A spokesman for the firm pointed out that it has been in existence for over 20 years and has always given satisfactory service.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed
MEN'S WRIST AND POCKET WATCHES

STARTS AT **\$3.95**

Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
737 Walnut St., Philadelphia, Pa.



NOTES FROM SUPPLY HOUSES

Brien Seward, manufacturing furrier, announces he has a new catalog just coming off the press. The catalog is complete, fully illustrated and shows a diversified line of fur coats, chubbies and other fur items in all sizes and price ranges. Seward states that in addition to the varied selection of furs the catalog features a size chart which enables purchasers to buy a garment with the assurance that the selected merchandise will fit the individual for whom it was intended. Many requests have already come in for the catalog, Seward reports, and it will be sent out promptly to all interested parties.

BINGO BUSINESS

(Continued from page 52)
obtaining appealing merchandise awards to maintain interest in his games.

WITH MORE and more women being called up into war industries to take the place of men being called to the colors, the trend is once again for practical, useful merchandise for the home. Women are always interested in merchandise that will beautify their home or add to their comfort. With over five and a half million women expected to take over in war plants within a two-year period, bingo operators who are prepared to take advantage of the opportunity this will create will be in a position to cash in. In the meantime the male element at the games is not being overlooked and there are satisfactory items for these players too, including luggage, sporting equipment, wallets, cigarette lighters, ash-tray stands, etc.

DEALS

(Continued from page 52)
ingly illustrated, and these are left on location when a card placement is made. However, there are exceptions to this rule. In some instances merchandise should be consigned in order to ensure maximum returns, such as in the case where an item requires demonstration. For example... the Dunhill Silent Flame Lighter would never have produced so well for the boys if they hadn't consigned samples as they made the rounds. No illustration could have done justice to the lighter. Its biggest selling point and most appealing feature was the way in which it produced a light, and this could only be shown adequately by the worker of the card actually producing a light with the lighter for a potential purchaser. Operators realized this in short

order and most of them made a killing consigning the Silent Flame with each card laid.

Operators seldom place a deal on a percentage arrangement. It is not practical to work this way and we do not recommend it. More often than not when the item is appealing enough the worker will rather have that than payment in cash. The award is generally worth more at retail than the cash that could be given in its stead.

When an operator gives the worker one of the major awards in compensation for his efforts, keeping track of collections presents no problems. Each deal has a definite take and merchandise is not distributed until the location has turned over the take called for.

Standard Distributing Company, according to reports, is still doing a better than fair job with its Regal Candid Color Camera deal. Camera takes either full color pictures or black and white, has a Graf Lens, eye-level Viewfinder, fixed focus and is housed in a plastic case. It is distributed on a 16-hole card, 1 to 29 cents on a \$3.99 take. A genuine leather bilfold is offered as the consolation award.

HAPPY LANDING.

PIPES
FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

PHIL J. LANDAU... has been working key checks in Pittsburgh, Detroit and Philadelphia—doing well in all spots. His next stop is Cincinnati, where he will remain a month. Phil plans to go on to Birmingham from Cincy.

THE LAST THING the smart salesman mentions is the price—and you can't blame him.

PVT. MORRIS BLUESTEIN... who formerly worked novelties, guess-your-weight and guess-your-age stands, is still in the Army Air Corps and now stationed at Perrin Field, Sherman, Tex., about 65 miles from Dallas. He's in the 509 School Squadron and would like to hear from his friends, especially those on John Quin's World of Pleasure Shows.

LINDEN COWARD... pipes that since closing with George Ritchison last December he has been staying at home at Ware Shoals, S. C., and working in a factory. Says his feet are getting mighty itchy now. He would like to read pipes from George Ritchison, Rusty Lee, Chet Morris, Al Littlebear and Doc Joe Steele.

IT'S HARDER WORK to keep from spending money than it is to make it.

DOC FRANKLIN PIERCE BAKER... has passed on to the Great Beyond, according to word received from Indianapolis. He died from a heart attack June 23 and was buried at Washington Memorial Park Cemetery, Indianapolis, June 26. His daughter, Lone Star Baker, was his only surviving relative. The Harold McGrew Post of Spanish War Veterans had charge of the funeral, firing three volleys and sounding taps. The Moose and Masons and many old-timers were also there. Doc Hood carried the Post

AGENTS! NEW CATALOG—FREE

Hundreds of Bargains in quality merchandise, including those fast sellers—Beautiful large Convex Glass Patriotic and Religious Wall Plaques at give away prices. Biggest Profits for you at our sensational Rock Bottom Prices. Look at these! 16 oz. Vanilla with Bean, 25¢; 16 oz. Coconut Oil Shampoo, 15¢; 8 oz. Black Pepper, 13¢; 16 oz. Furniture Polish, 11¢; 16 oz. Almond Lotion, 15¢; hundreds of other items. Premiums at low costs. Still lower prices in quantities. Postcard brings Free Catalogue. Judge for yourself.
LLOYD'S, 3 North Paulina, Dept. 27, Chicago, Ill.

NO PRICE INCREASE—NO SHORTAGE—NO DELAYS

Attractively boxed—and priced to fit your needs. Ideal for Corn Games, Stock Wheels, Ball Games, Guess Your Weight, Shooting Galleries, or "what have you?"

1c up

Humidor Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois

Write for FREE Illustrated Circular!

Here Are a Few Illustrations of **OUR NEW LINE OF FANCY SALTS AND PEPPERS**

More than twenty different kinds, running in price from **\$1.80 to \$4.00 Per Doz. Pairs.**

All illustrated on our price list #200K, which we will gladly mail to any storekeeper on application. We do a wholesale business only, and send no price lists to private parties.

LEO KAUL, Importing Agency
115 to 119 K South Market St. CHICAGO

DRASTICALLY REDUCED
PLASTIC JUICE EXTRACTOR

NOW \$5.75 ONLY PER GROSS INDIVIDUALLY BOXED

25% WITH ORDER—BALANCE C. O. D.

NU-DELL MFG. CO., INC.
2250 N. PULASKI RD., CHICAGO, ILL.

The Original Full Size Heavy Plastic Juicer.

POCKET LITERS
"Smoki" Lighter — looks like a cigar butt.
12 TO DISPLAY **\$1.85**

Include Dep. & Postage on all Mail Orders.
CHAMPION SPECIALTY CO., 814-G CENTRAL ST., KANSAS CITY, MO.

PATRIOTIC
and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.

★ **FLAG SETS FOR AUTO, BICYCLE, WINDOW**—With Suction Cup, 3 Flags, \$1.60 Doz. Sets, 3 Flags with Metal Holder, \$2 Doz. Sets, With 5 Flags, \$2.50 Doz. Sets.

● **Jackmaster**—1 Blade Knives, Reg. & Midget, 12 to Display, Doz. \$1.50.

● **ZINC POT SCRUBS**, 2 Sizes, 35¢ & 60¢ Doz. ● **Copper Scrubs**, 80¢ Doz.

● **RUBBER FLY SWATTERS**, 60¢ Doz. ● **Fly Ribbon**, Carton, 98¢.

Big variety of seasonable items for Wagon Jobbers, House Canvassers, Premium and Salesboard Operators. Free Catalog. Write

LATEST! TIMELY! ALL MONEY GETTER

WINNERS

HERE'S THE DEAL TO PUSH THIS SEASON

No. D160 Winners Evertime Deal — Patriotic, timely. Shows airplanes flying, anti-aircraft guns booming, soldiers charging, parachutists descending, all interestingly pictured in colors. Contains 70 individual surprises, all American made goods. Brings in \$7.00 at 10¢ a sale. Fast sellers to dealers for \$5.25. Sells out in 2 to 8 hours, according to some reports. Big repeater. Order 1 or 10 and convince yourself. Guaranteed to sell out or you get your money back for unsold portion. Shipped express or freight, shipping charges collect. Weight each 10 lbs.

Sample Deal, \$3.50; Lots of 10—\$3.35 Each

FREE Wholesale Catalog showing about 4000 Money Makers for salesmen, agents and dealers. Write for a copy NOW.

SPORS CO. 742 Lamont, Le Center, Minn.

FREE SALESBOARD ABC's

this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

REPRINT EDITOR, THE BILLBOARD, 25 OPERA PL. CINCINNATI

Reprint Editor, The Billboard
25 Opera Place, Cincinnati

Please send me my free copy of Salesboard ABC's. You may send it to—

Name _____

Address _____

City _____ State _____

7-11

WALTHAM-ELGIN

Make extra money! Send for free 1942 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
163 Canal St., Dept. J, N. Y. City

GENUINE EVERSARP PENCILS

Thin Models. Individually Boxed. While They Last at \$3.30 Per Dozen. Sample sent postpaid for 35¢.

D. E. COHEN
Room 205, Insurance Bldg., San Antonio, Texas



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.

For Progress

" . . . Profound changes in social and economic conditions have forced members of all professional groups to make readjustment. The fact that these changes may result even in depriving professional people of opportunity formerly open to them does not justify or excuse their use of criminal methods to prevent changes or to destroy new institutions."

The Court of Appeals of the District of Columbia, June 15, 1942, handed down the above opinion in a case involving the medical profession and the broad principle stated in this decision is something for all industries and professions to consider.

The court continued to emphasize the changes that have come about in the modern world to greatly affect the status and income of various trades and professions. The court emphasized the fact that progress is a force that must continue with as little artificial hindrance and obstruction as possible. Trades and professions must adjust themselves to the revolutionary changes as they take place, rather than try to obstruct new methods, inventions and ideas.

The case has its parallel in all lines of business and industry. The automatic phonograph is a very modern development, utilizing the most advanced inventions in many industries to supply popular music to small retail establishments at low cost. It has been a great boon to the retail system and has introduced a new business for many thousands of people. Like all new industries, it competes with other businesses and professions in some ways, but time has proved the actual competition to be very small in comparison with many new ideas introduced in this modern age.

Just as the medical profession set out to stop new developments for promoting the public health, so powerful groups have undertaken to assess special fees and place other hindrances in the way of the automatic

phonograph industry. More than one powerful organization has undertaken to interfere with the phonograph industry in this way or that.

In normal times it might be feasible to give full consideration to the demands being made by various groups upon the phonograph industry. But these are not normal times and it is likely the national government will call upon the phonograph industry to contribute revenue on each machine to support the war effort.

In such case, it makes the efforts of organized groups trying to place fees of various kinds on the phonograph industry decidedly unjust and plainly unpatriotic at the present time.

It will become necessary for the phonograph industry to appeal to government agencies and to the good judgment of the American people that all efforts to collect special fees on the industry be stopped at the present time, so that the trade may contribute its best to the support of the nation during the war emergency.

We are in this struggle together, to fight together until complete victory is won. The phonograph industry has no fight with any group in the nation and does not wish to be drawn into any. The industry has its extra burdens in time of war and will be asked to carry a still heavier load as the war goes on. That is why it objects so strongly to being compelled to pay assessments to business groups. Whatever money can be paid, let it go to help win the war.

Another Jury Aids Pinball

Ohio city continues hopeful pinball revenue will still be made available

YOUNGSTOWN, O., July 4.—Another jury has decided that pinball games being placed by operator Louis Kroeck had not been used as gambling devices. The jury held there was no relation between the pinball games and sections of the city's anti-gambling ordinance which prohibits the display or operation of gambling devices in the city. The anti-gambling ordinance under which this case was brought was passed in an effort to ban pinball games in the city. This verdict by a jury adds another chapter in the story of pinball games in Youngstown. Youngstown claims to be the cradle of the pinball industry and has always made the strongest fight of any city in the United States to keep its pinball license ordinance in order to obtain revenue from pinball games.

The jury did add one unfavorable note to its verdict. It stated that if the law-enforcing officers of the city would enforce all anti-gambling laws on the statute books that pinball games might disappear in the natural course of events. The jury's verdict is expected to be an aid to those city officials who are still working hard to obtain needed revenue from pinball games.

The report left with Judge Jenkins the matter of ruling whether the city's anti-gambling ordinance should be invalidated, as requested in Kroeck's applica-

tion for a declaratory judgment.

The jury of 10 women and two men voted that the boards, as they stand, are not adaptable as gambling devices; that they may not be readily converted; and that they are not gambling devices kept for gain.

However, the jury conceded one point to the city when its members found that Kroeck's boards do register a score.

Judge Jenkins said that he is working on his decision, involving points of law to settle the suit, but because of the press of other business and the complicated questions involved in this case, he probably will not reach a decision for several days.

"This is one of the most unusual cases which, in my years as a judge and lawyer, I've ever had to try," the judge told the jury. "We're doing a little pioneering."

Kroeck asked for a declaratory judgment on his marble boards, and also is seeking to have the city's anti-gambling ordinance, passed February 25, declared unconstitutional.

No Free-Play Mechanisms

Attorney Fred J. Heim, counsel for Kroeck, in his closing arguments said Kroeck had removed free-play mechanisms from his marble boards, sold the mechanisms, and could not buy them back again if he wanted to.

"The question here is: Are these boards gambling devices?" he said. "They are not because there is skill involved, and the boards themselves do not give out free games or prizes."

"These boards are gambling devices—they were built and calculated for that purpose," Assistant City Law Director Homer Carlyle declared in his closing argument.

Councilmen Ben Roth and Guy Ohl, representing the city as friends of the court, also argued for the city, and Attorney John Ruffalo also argued for Kroeck.

Iowa Operators Pledge All-Out Effort in War

New association urges members to place war effort above private business

DES MOINES, July 4.—The Coin Machine Operators of Iowa, newly formed organization for all coin machine operators in the State, went on record as pledging an all-out effort to help win the war at its monthly meeting held at Hotel Kirkwood, in Des Moines, June 28.

The Iowa operators placed winning the war above everything else and pledged themselves to co-operate with the government in every possible way toward winning a complete victory.

President Jack Hunt, of Oskaloosa, who presided over the meeting, instructed the operators in attendance to map out patriotic programs to carry out in their sections of the State. The men were told to work closely with the civilian defense program and, above all, place the winning of the war above personal business problems.

The operators had many business problems to talk over and to facilitate matters an executive board of directors was elected to represent the State on divisional matters and to assist in setting up a formal organization structure throughout the State.

Those named were L. Westerman and Verne Howard, of Des Moines; Charles Novak, of Cedar Rapids; Mrs. A. P. Reinhardt, of Vinton; Bob Sweetman, of Waterloo; F. S. Brisbois, of Fonda; L. H. Hooker, of Arnolds Park, and C. P. Harrison, of Fort Madison.

Mrs. Reinhart, the only woman operator present, was honored by being selected as program chairman for the next meeting which will be held at the Hotel Kirkwood, at 3 p.m., Sunday, July 19. An interesting program is promised by Mrs. Reinhart.

Bob Sweet, of Cedar Rapids, is vice-president of the organization and Ben Jacobson, of Des Moines, is secretary. Jacobson asked *The Billboard* to have any operator interested in joining the organization to write to him at 1120 Grand Avenue, Des Moines, Ia.

The operators discussed service problems, mainly arising out of possible gasoline rationing and curtailing of automobile travel. Many of the operators felt pools could be worked out to take care of replacing parts and some talk was devoted to even pooling mechanics. No definite action was taken along this line, however.

The men also discussed a possibility of consolidating routes over the State to save on travel. It was pointed out

that in communities where one operator has a large number of machines, he could well afford to service other machines and in trade swap with operators having many machines in other communities.

The operators also laid preliminary plans for forming a legislative committee to work on possible legislation arising when the lawmakers convene next January. The committee probably will be selected at the next meeting.

Attorneys for the association have petitioned for a rehearing of the recent State Supreme Court decision which held that free-play machines were not legal. Because of three dissenting votes by the Supreme Court justices a favorable reaction to the petition for rehearing is expected.

Suggestions For Poolers

Pools that curtail trade, promote sales, etc., may violate anti-trust laws

WASHINGTON, July 4.—Since there has been much discussion recently in army industries about pooling delivery and service truck and car facilities, the Department of Justice has recently suggested that all such plans for pooling deliveries, services and other joint action should be submitted for approval to the department.

The Office of Defense Transportation has encouraged pooling of various delivery and service facilities wherever practical, but it is stated that all such plans should be made to conform with anti-trust laws now on the statute books. Some pooling plans might be in direct violation of the anti-trust laws. It is reported that any plan approved by the ODT cannot be prosecuted under the anti-trust laws, hence the suggestion that all plans for pooling services should be approved before they are put into action.

The suggestion is made by the Department of Justice and states that the joint use of trucks to deliver goods or to perform services by competitive firms is to be encouraged for many reasons. The Department of Justice sees no reason to regard such combined deliveries or service operations as violation of the anti-trust laws if made for the sole purpose of conserving rubber and if the plan is worked in such a way as not to restrain competition and trade.

It is suggested that all such pooling of services should be made in such a way that no competitor would be deprived of membership in the pool or denied its special services. It is also stated that no pooling plan should be used for joint selling activities. All pooling of trucks or cars is to be made solely for extending services to customers and not for purposes of sales. The department especially warns that all firms that join a pool must be careful not to use the pool as a basis for organizing attacks upon persons or firms who do not participate in the pooling program. The department will be especially interested in any such abuses that arise in pools formed for services. The general rule is that no pool arrangements should be used as a means of coercing any competitor or for forcing any method or plan upon a retail store or interfering with normal competition.

May Excise Tax Report . . .

WASHINGTON, July 4.—The Treasury Department reported that excise tax collections during May from coin machines amounted to \$165,991. This was a decline of \$41,370 from the previous month. The total sum included games and gambling devices and no breakdown is made between the two classes.

The department reported that excise taxes on records amounted to \$229,431 in May, which was an increase of \$86,472 over April. The excise tax report shows that there had been a sharp drop in the sales of radio and phonograph sets to homes during May. Manufacturers pay a sales tax on these machines. The proposed 1942 revenue law is being written with the purpose of doubling the revenue from coin machines if possible. One estimate says the new bill is designed to increase the coin machine revenue by the total sum of \$4,400,000.

Late Excise Tax Report . . .

CHICAGO, July 4.—Reports considered very reliable indicated that the House Ways and Means Committee instructed its drafting committee to draw up the 1942 Revenue Bill extending the excise tax to all coin-operated machines as nearly as possible. It was indicated that the pinball tax would be doubled, and probably the fee on gaming devices would also be doubled.

It was reported that a fee of \$10 will be proposed for phonographs and probably the same fee for vending machines. The committee faced a problem of what to do with penny machines. The drafting clerks are trying to clarify the prize ball gum situation by putting the fee at \$10, and also to make a similar arrangement for counter penny gaming machines. All taxes would be on the location.

The final draft is expected to be ready for the House by July 6 or 7, and hence will become public property by the time this is in print.

Political reports during the week said a lot of maneuvering was going on with respect to general provisions in the bill and the Ways and Means committee would reconsider some items before the bill went to the House, that gag rule was being planned, etc.

No Back Tax on Free Plays . . .

WASHINGTON, July 4.—An operators' association reported having obtained a ruling from the Internal Revenue office of the Treasury Department that the revenue collectors would not undertake to collect retroactive taxes on free-play games being placed in the \$50 class.

The department affirmed its ruling that redeeming free plays over the counter in money, tokens, premiums or merchandise definitely places the game in the \$50 class. It is reported this definition will be written into the new 1942 Revenue Bill.

It is suggested that operators inform their locations to delay payment of back taxes on free-play games, should any district collectors request the payment of such back taxes at the \$50 rate, until official information is made available to all district collectors and to the trade. Locations have a period of grace until July 31 on the new fiscal year.

Due to the widespread confusion about the classification of free-play games, the decision of the department not to collect back taxes on the games when reclassified at the \$50 rate, will be welcome news to the trade.

Candy Group Gets FTC Price Order

SAN FRANCISCO, July 4.—Western Confectioners' Association, San Francisco, and 18 member manufacturers located in California, Washington, Utah and Colorado, have been ordered by the Federal Trade Commission to cease and desist from entering into any agreement to establish or maintain uniform prices or discounts on their candy products.

The order also directs members of the group to discontinue any concerted action or agreement to classify purchasers of their products for the purpose of fixing or maintaining uniform discounts for buyers in certain classifications, and prohibits them from coercing or attempting to coerce manufacturers to maintain uniform or minimum prices fixed by the association.

**ANOTHER WEEK
NEARER VICTORY!**

Wm. Rabkin

INTERNATIONAL MUTOSCOPE REEL CO., INC.

WM. RABKIN, PRES.
Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

Park Managers Report Baltimore Arcades Enjoying Good Business

BALTIMORE, July 4.—Arcade operations in amusement parks in Baltimore are proving to be a very profitable operation this summer. The thousands who patronize the parks also visited the arcades, which are running 50 to 60 per cent better than last year.

The amusement parks here prove a magnet to all. The managements endeavor to offer the best in outdoor amusement attractions and entertainment, thus holding the attention of all who look for such outdoor spots to provide needed relaxation.

Gasoline rationing and the conservation has not had any effect on business at amusement parks, as is indicated by the better intakes. Parks are within the city limits and accessible by bus and street car.

Twenty Successful Years
Carlin's Amusement Park, one of the

Try Advertising To Help Promote Stable Business

WASHINGTON, July 4.—Price Administrator Leon Henderson recently set up a new unit in his government agency (OPA) to be known as the Service Branch. The duties of this branch are to encourage advertising which will help carry out price and rationing restrictions and, at the same time, educate the American people as regards the necessities of wartime privations.

The new branch, it is understood, also will promote schemes to encourage consumers to commit part of their income regularly during the war for the purchase of goods to be delivered after the war has ended. Rolfe Nugents, of the Commodities Division, is an advocate of such a buy-in-advance plan. It is designed to take purchasing power out of the market currently and thus lift the pressure on supply and price. The purchasing power would be put into the future market as a post-war stabilizer.

The new branch will be headed by Roll Alderson, marketing analyst of the Curtis Publishing Company, who has been working the past two weeks building up an organization preliminary to an official announcement of its creation. The order giving life to the new branch will be made public in the next day or two.

To Aid Stability

The new branch intends to confer with consumer, magazine, newspaper, advertising, trade journal and trade association representatives and others in working out advertising campaigns to maintain stability within the framework of price and rationing regulations.

The organization, which is only about two weeks old, already has done some work in its field altho it has not yet been legally set up. It has encouraged drug trade journals to emphasize the need for carrying out price posting and listing regulations of the price law. These journals have prepared and printed for the drug trade booklets containing all known articles sold by the retailer, 60,000 of which were distributed thruout the trade at 30 cents a copy.

A similar program is being worked out for grocery, hardware and dry good retailers.

WILL BUY FOR CASH

Arcade Equipment: Ace Bomber, Sky Fighter, Night Bomber, Keeney Air Raider, Bally Defender, Western Base Ball, Batting Practice or any other equipment that makes up an Arcade.

SPORTLAND

354 Asylum St. HARTFORD, CONN.

2 KEENEY SUPER BELLS

5c Single Slot, Free Play, Like New, \$169.50. Will Trade for Mills 5c Slots.

VALLEY SPECIALTY

1061 Joseph ROCHESTER, N. Y.

WANTED IMMEDIATELY

First class Coin Machine Mechanic who is draft exempt to start at once at a very good salary. Call, Write or Wire

Cataract Amusement Co.
2512 Highland Avenue Niagara Falls, N. Y.

largest and oldest in the city, entering its 20th successful year, has registered a 50 per cent gross increase and so has the Penny Arcade operated there. According to Col. A. T. Miller, events director, the management looks for its biggest season.

The park looks for greater patronage because of the big increase in the population of the city.

Gwynn Oak Park, another large park, is chalking up a big business gain, according to Ed Price, general manager, who declared that an increase of better than 60 per cent in grosses at the arcade is being experienced. More than 200 machines are in the arcade operation.

Park Attractions Draw

The management offers many attractions to bring people to the park. Gwynn Oak Park is one of the best picnic spots in the city, and natural facilities attract Baltimoreans. The arcade gets its full share of the picnickers since the arcade is in close proximity to the picnic grounds.

Bay Shore Park, large bay-front site, is also accessible by street car. The management says one gallon of gasoline will take anyone in the city to the park.

These and other near-by parks offer bathing facilities which influence patronage.

One interesting angle on patronage at arcades in the parks is the comparatively large number of women, something that is not noticed in the arcade patronage in the downtown city area. This shows that amusement park arcade operation has the added advantage of women patronage over downtown city operations. Perhaps it is the atmosphere which pervades the amusement parks that puts women in the mood to patronize the arcades.

I Saw Stars

I saw stars on silken flags that wave,
Stars embossed upon the glory mantle,
Stars that represent the men of the service so brave,
Stars that shine as a burning candle.
Each star a solemn tribute to a man in the service,
Proudly their family displays the service flag,
Stars, their points extended, ennerve us.
When duty called the star was proof—they didn't lag.

Star of fiery red, sons of Mars,
Stars in our hearts so engendered,
Fathers, sons, brothers off to the wars,
Stars a token of service rendered.

Stars that shine out thru the night,
Stars that twinkle not in vain,
Stars so pure that betoken right is might,
Stars that will guide our men home again.

"To the Editor: Enclosed find a copy of a poem written by one of our operator members, Thomas B. Beauregard, and who recently left for an unknown destination as a member of our armed forces.—Curley Robinson, secretary, Associated Operators of Los Angeles County, Calif."

Vacation Warnings May Tend To Cut Summer Tourists

CHICAGO, July 4.—The pleasure traveler of 1942 should take a tip from his time tables and plan a "subject to change" vacation.

The record-breaking movements of troops and war materials on pleasure train travel will not be known until after the July 4 week-end—the first of the two summer peaks of civilian traffic. Heavy traffic is already being handled by public carriers, for nearly 2,500,000 troops have been transported in Pullman cars this year, and civilian traffic is running 30 per cent ahead of last year. May troop movements in sleeping cars were 13 per cent above the average of the four preceding months. The total for

May was 525,000 troops—a new all-time high.

George A. Kelly, Chicago, vice-president of the Pullman Company, advises those who expect to take trips by rail to be prepared to make last-minute adjustments in their plans. And any vacationer will do well to allow a one or two-day leeway in traveling plans, being willing to wait for the next train or even the next day, if necessary.

The suggestion of government officials to stagger vacations has accounted for at least a portion of the increase in early civilian travel, while the diversion of traffic from the motor highways and increased business trips account for the remainder.

Transportation officials are advising vacationers to check with local passenger agents on routes to favorite resorts which may be crowded with wartime traffic and in many cases advising the selection of a new destination this year.

Increases have also been recorded by lake shiplines and bus companies despite a curtailment of equipment.

Excise Tax Notice

The following official notice sent to locations by the Internal Revenue Office, Nashville, is typical of the notices sent by the district offices in all parts of the country. The deadline for payment of excise taxes for the next fiscal year is July 31, 1942.

Every individual, club or organization maintaining for use coin-operated amusement and gaming devices, bowling alleys, billiard and pool tables, is required to have a special tax stamp for the fiscal year commencing July 1, 1942, and ending June 30, 1943.

There is enclosed Form 11-B for your use in securing the required stamp covering payment of your liability for the maintenance of any of the above described devices. Your attention is called to the fact that on the first line should be printed the name of each person interested in the place of business where any of the machines, bowling alleys, billiard or pool tables are located. Failure to insert the name of each person interested in the business may impose an undue hardship in the case of a partnership. The correct business address should also be shown in the space provided for that purpose and the kind of tax being paid. On the reverse side of the enclosed form are the applicable rates to the various classifications of tax as well as the designation and particular attention should be given to classifying the kind of tax being paid and in the face of the form should be entered the number on the premises, immediately to the right of the various characters of tax which are prescribed for on the form.

For your guidance and information with respect to determining the rates applicable to coin-operated amusement and gaming devices you are advised that the machines may be summarized as follows. Each of the following summarizations requires a payment of \$50 on the types of machines states:

- (1) Machines of the claw, digger, crane and rotary type.
- (2) Pinball machines which emit tokens or coins, or where unused free plays are redeemed by the location owner in cash or merchandise.
- (3) Machines which do not deliver cash or tokens, but have incorporated therein gaming features in the form of combinations of insignia or reels or drums. This type of machine includes the console type.
- (4) Other devices without reels or drums incorporated therein but which may by application of the element of chance, entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens. The classification of a coin-operated device is not affected by the denomination of the coin used in the operation or the value of the premium which may be delivered.
- (5) Glass bowl type gum ball vending machines, which entitle a person inserting a penny to a small prize if the gum ball received is of a certain color.

The enclosed form should be properly executed and returned to this office on or before July 31, 1942, together with remittance in the amount of the tax due covering each device, which remittance must be in the form of a certified check, cash or post office money order. Your co-operation in filing the return and remittance at an early date will expedite this office in forwarding the required stamp to you.

Association Work

Letter on Salvage Aid

SALVAGE PLANS FOR RUBBER, HOME GREASE AND METALS.

Service station proprietors will accept articles under new War Production Board set-up. Starting today, citizens may take their scrap rubber to their nearest service station and receive 1 cent per pound for it. Starting June 22, housewives may take their strained grease to the proprietors and receive 3 cents per pound for it.

This program is a part of an all-salvage plan which will continue indefinitely.

On the rubber program Secretary of Interior Ickes has requested all service stations to act as centers for collecting rubber. These service station men will pay 1 cent per pound for rubber. Regarding the fat program, proprietors will pay housewives 3 cents per pound for these. On part of these programs, if you desire, you may give the proceeds to the government.

It is our patriotic duty to co-operate with this program.

Fully inform this office as to what salvage has been sold or donated by you so that our records may be kept accordingly.—From Curley Robinson, secretary Associated Operators of Los Angeles County, California.

REPRINTS!

FREE

The Billboard is offering free reprints of articles, legal opinions, city ordinances and court decisions to all coin machine men. Also available are a limited number of specially prepared booklets designed to aid the coin men. Clip this ad, checking those reprints and booklets you desire, and they will be sent you immediately.

- Favorable California Superior Court Decision on Free Play Games.
- Florida Legal Opinion on Licensing of Games.
- Decision on Free Play Awards and Pinball Games by the Iowa State Supreme Court.
- Milwaukee Pinball Game Ordinance.
- Editorial Pioneers. Booklet presenting favorable articles on pinball games reprinted from newspapers.
- Music Cheers. Booklet giving detailed data on importance of the music machine business. Statistics, suggestions, etc.
- Suggestions on Legislation. Booklet presenting information for the coinmen on legislative matters. Contains model city ordinances and State laws.
- Games of Skill. Booklet giving details on association organization, forms for petitions, city license bills, court decision and briefs on skill games.

These important reprints and booklets are available free to all bona-fide coinmen. Check which you desire and address your letter to—

THE REPRINT EDITOR,
THE BILLBOARD,
25 OPERA PLACE,
CINCINNATI, O.

Name
Firm
CityState.....

MUSIC MERCHANDISING

Phono Assn. Changes Name; Files Incorporation Papers

Greater Philly music group adopts Automatic Phonograph Owners' Association of Pennsylvania as official title—applies for non-profit corporation charter

PHILADELPHIA, July 4.—The Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey will incorporate and adopt the trade name of Automatic Phonograph Owners' Association of Pennsylvania. Thru the association's attorney, Otto W. Woltersdorf, an application will be made to the Philadelphia Court of Common Pleas on next September 21 for the purpose of obtaining a charter as a non-profit organization. The corporation does not contemplate gain or profit to its members. However, as a corporation, the association will be able to enter into business contracts, which is one of the reasons for seeking a charter.

State Purposes

The articles of incorporation have already been filed in the office of the Prothonotary of Philadelphia County, which state that the purposes for which the corporation is being formed are: "To organize and bring together persons, firms and corporations that are owners and operators of automatic-controlled phonographs and other musical devices 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.

"To take any action for the betterment of the members of the corporation and the industry in general. To promote the highest standards of fair practice with the maximum use of co-operative efforts thru the corporation and to promote fair competition, extension of markets and to foster stabilization of employment.

"To adopt a proper label or shield that will properly identify the equipment of its members. To establish and form geographically or otherwise local associations or units of the corporation and to ensure representation of such local associations or units at the meetings of the corporation, and to provide for the election of directors and delegates from such local associations or units.

"To take, hold and convey real estate for its own use and benefit by lease, purchase rent, devise or gift. To promote and stimulate social activities by and among its members, and to promote the general welfare of the industry and stimulate public interest in the products of its members, and to do any and all things necessary for the proper conduct of the corporation not in conflict with the laws of the State in which it operates or the laws of the United States."

Why Juke Boxes?

To the Editor:

I'm ashamed of you! Take a look at page 70 in the June 27 issue of The Billboard and you will find the words "Juke Boxes" used as a headline in one story and prominently displayed in italics in another story. In both of these places the word "Coinograph" would have fit just as well.

Considering that you were one of the erudite judges of our contest to find a name to substitute for "juke box," I should think you would shudder when you read these stories.

I thought operators didn't like the tag "juke box."

JACK WILLIAMS.

Halifax Music Op Uses Advertising To Boost Playing

HALIFAX, N. S., July 4.—The Coney Island Amusement Company, Halifax distributor, has been waging an advertising campaign in behalf of its automatic phonographs. Space is being purchased in dailies and weeklies thruout the maritime provinces to not only point out the entertainment value of the phonos, but to say "an independent survey proves the Coney Island Amusement automatic phonographs 20 to 1 for popularity in Halifax's top locations."

Particularly large space for illustrated advertising is being taken in the Halifax newspapers. Here is a sample text: "Take a tip from happy throngs who stop and enjoy good music wherever you see an automatic phonograph installed by Coney Island Amusement. It's a great 'pick-me-up' when the spirits are low. Play your favorite number today. Select international 'hit tunes' with the press of a button. Listen to those top-notch orchestrations, songs and sketches at restaurants, ice-cream parlors, dance halls, canteens and stores."

The advertisement is 10 by 4 inches and with illustration depicting an elaborate phonograph. This is the first phono distributor in the maritime provinces to use a sustained advertising campaign directed specifically at the public.

This distributor, originally concentrating on the Halifax zone, has broadened out territorially to include all of the provinces of Nova Scotia, New Brunswick and Prince Edward Island and also the island colony of Newfoundland. The firm has done more to popularize the name of the far-famed New York seashore resort in the maritime provinces and Newfoundland than any other entity. In fact, the Coney Islanders should pass the Halifax firm a vote of thanks, at least, for keeping the name of the public watering place before the public so consistently in the Northeast. The volume of coin machines handled by the firm the past three years has been more than trebled. With special attention given to the phonos, now tremendously popular in this area.

Suggests Music Will Aid Workers To Avoid Injury

NEW YORK, July 4.—The National Association of Music Merchants has recently suggested that more music is needed in war factories. In a special communication to the War Production Board the association urged that industrial accidents would be decreased and production would rise if increased attention were given to supplying music in plants having war orders.

The letter did not state specifically how the music was to be supplied, except that it did suggest that music could be "piped into the industrial plants." The letter stated that music is not a frill or a luxury at all—it is a life-saver, for it helps ease monotony and relieve the tension of high production schedules, keeps the men and women in a happier frame of mind and thus decreases sickness, prevents accidents and not only saves man-hours but saves lives.

Cincy Pinball and Phono Men Gather Scrap Rubber

CINCINNATI, July 4.—The Phonograph Operators' Association of Cincinnati reports that it is currently collecting rubber to add to the national scrap pile and that it already has better than 2,000 pounds.

At a recent meeting it was suggested by Joe Weinberger, Southern Automatic Music Company, that for their own benefit, as well as for their country, that operators accumulate in one stack whatever rubber they could locate. Cincinnati coinmen have volunteered trucks and labor to collect this rubber, and the pile grows larger daily. When the drive is completed the rubber will be turned in as coming from the phonograph and pinball game operators of Cincinnati. The money derived from the sale will be donated to the USO. Estimates are that the operators will gather about 5,000 pounds before the conclusion of the drive.

AOLAC Active In War Effort

Making survey of membership's activities in helping to win the war

LOS ANGELES, July 4.—Members of the Associated Operators of Los Angeles County, Inc., headed by Curley Robinson as managing director, are going all out in the war effort move. War Stamps have been on sale at the office for weeks. In addition to lending financial help, the operators have volunteered their services as air-raid wardens, auxiliary firemen, fire watchers and other Civilian Defense jobs. A number of coin machine men have been attending school to learn a trade that can be used in defense plants.

Co-operation in the war effort has been going on among men in the coin machine field here for some time. AOLAC is now making a survey of the work being done in order to make a proper presentation and report of the industry as it is associated in the war plans. To obtain this information, Curley Robinson has sent out a questionnaire involving such questions as: "How much have you invested in U. S. War Savings Bonds? Stamps? Have you enlisted in any branch of service in the Office of Civilian Defense? How many hours weekly do you devote to this? Will you donate any blood to a blood bank? Are you in accord and will you comply with the plan of 10 per cent collection of War Savings Stamps and Bonds?" The returns on these questionnaires will be kept confidential.

AOLAC members have been conducting individual drives for old rubber, with the result that the coin machine men of Los Angeles and vicinity will turn over an amount equal to that gathered by any other industry of similar size.

Questionnaire was discussed at a recent AOLAC meeting, and members unanimously voted to submit the information requested.

New England Asks More Gas for Summer Tourists

WASHINGTON, July 4.—Representatives from the New England States have applied for extra gasoline rations for people on vacations during the present summer season.

They suggested that the OPA supply supplemental gas rationing books to people on vacations so that some extra provisions will be made for them. The quest to the government came in the form of a special letter and said that many people were having to sell their farms and summer resort hotels in the New England section because people traveling by car were not able to get there this season.

Presentation To Be Public

Music operators' defense unit to be presented to mayor in public ceremony

PHILADELPHIA, July 4.—In its first major effort to lend the resources of the music operators' association to the war effort, the local industry got ready to apply its talents to emergency work in the event that bombs start falling during an air raid. Members of the Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey and their servicemen, making a body of 155 men, on June 25 were sworn in as air-raid wardens and formed as a body into a special emergency electrical unit as outlined in an earlier issue of *The Billboard*.

The oath was administered by Judge Harry S. McDevitt, commander of the Germantown-Chestnut Hill civilian defense district. The new wardens will handle all emergency electrical repairs in buildings which are bombed. They will repair electrical devices, handle live wires torn by the bombs and cut off power when necessary. They will be formed into six teams to cover the city and will use their own rolling equipment.

Plan Public Ceremony

Plans are under way to make a public presentation of the unit, believed to be the only one of its kind in the United States, before Mayor Bernard Samuel of Philadelphia at the central city Raeburn Plaza.

The unit was organized to intensify the participation of the music machine industry in the war effort and is part of the patriotic campaign of the association under the direction of William King, president, and Jack Cade, business manager.

Setting up of the emergency electrical unit brought the local industry its first favorable publicity this year in the local newspapers and is also part of the association's good-will campaign, which will be intensified in the fall.

May Store Sales Down

WASHINGTON, July 4.—Independent retail locations reported a decline in sales in May amounting to 5 per cent below the level of a year ago, the first year-to-year decline since November, 1938, the Bureau of Census announced recently.

For the first five months of 1942, however, sales were up 7 per cent, compared with the corresponding period last year.

Sale by wholesalers have fallen off steadily since January of this year. January sales were 37 per cent ahead of the preceding year. By April the year-to-year gain was down to 32 per cent and in May the gain amounted to only 7 per cent.

Still Beer Barrel Polka

WASHINGTON, July 4.—"Don't Sit Under the Apple Tree" and the "Jersey Bounce" may be red-hot numbers at off-post jukebox locations, but the army declared recently "The Beer Barrel Polka" still heads the list of popular music with Uncle Sam's soldiers.

Soldiers still enjoy the Strauss marches, Sousa's "Stars and Stripes Forever," "Washington Post" and "Semper Fidelis," a War Department announcement said. And soldiers, as well as sailors, go strong for "Anchors Aweigh."—From The Chicago Sun.

PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

Decca Says
As part of the biggest wax build-up accorded the score from any one picture, Decca announces that a complete album of songs from Paramount's *Holiday Inn*, starring Bing Crosby and Fred Astaire, is in the making. Bing and Bob Crosby, John Scott Trotter, Fred Astaire, the Ken Darby Singers and Margaret Lenhart will pool their vocal and instrumental efforts on each side.

Album (single records available to operators) will be released in time for music machiners to tie in with local play dates set for the film.

For its contribution to exploitation of tunes from 20th Century-Fox's *Orchestra Wives*, Decca has Jimmy Dorsey scheduled to record *Serenade in Blue* and *I've Got a Gal in Kalamazoo*, with Frances Langford set on both *Serenade* and *At Last*.

See last week's column for the Victor and Columbia listings on these, and add to the list of *You're So Easy To Dance With* recordings the names of Shep Fields (Bluebird) and Benny Goodman (Columbia).

"Jingle, Etc."

Barry Wood (Victor) and Gene Autry (Okeh) are the latest to release waxings of *Jingle, Jangle, Jingle* from Paramount's *Forest Rangers*. Already going strong are the Kay Kyser (Columbia), Merry Macs (Decca) and Mal Hallett (Hit) versions.

Another "Intermezzo"?

The lovely theme played thruout Republic's *Suicide Squadron*, entitled *Warsaw Concerto*, has been recorded by Victor Young's orchestra for Decca. Tie-in with film might be made profitably by operators with machines in better class locations.

Latest Releases

Conchita, Marcheta, Lolita, Pepita, Rosita, Juanita Lopez, novelty tune from Paramount's *Priorities on Parade*, has been cut by the Four King Sisters (Bluebird).

Both Tommy Dorsey (Victor) and Teddy Powell (Bluebird) have marketed *Be Careful, It's My Heart* from *Holiday Inn*.

Abe Lyman's *For Me and My Gal*, in

Sam Sachs Reports Remodeling Activity

NEW YORK, July 4.—Sam Sachs, of Acme Sales Company, reports he is receiving machines in great quantity from operators all over the country for remodeling jobs. The firm's excellent work is well known to operators, according to Sam, and they are taking every precaution to extend the life of their equipment by having a thoro renovating job done.

"The way things are shaping up now," Sam reports, "our recent move, which combined offices, salesrooms and factory under one roof, is proving beneficial since it means that we can give prompt attention to work and send out reconditioned machines with a minimum of delay. I am particularly pleased with a letter I have received from an operator in Reading, Pa., stating that the reconditioned machine we shipped to him was even better than what he had anticipated. I'd like to point out also that we have enough plastics on hand to keep going indefinitely."

SPECIAL!!
15 Pla-Mor Wall Boxes
Practically New with 350 feet of wire. Will trade for Wurlitzer Music Machines. What have you to offer?
MUSIC MACHINE CO.
324 8TH ST. AUGUSTA, GA.

MGM's film of the same name, has been released by Victor.

Also from Paramount's *Priorities*, *You're Easy To Dance With* has been released by Hal McIntyre (Victor) and Shep Fields (Bluebird).

"Yankee Doodle"

In response to several queries from operators we reprint below all available recordings of tunes from Warners' *Yankee Doodle Dandy*, film glorification of George M. Cohan's career:

Over There: Dick Powell (Decca).
Mary's a Grand Old Name: Bing Crosby (Decca), Sammy Kaye (Victor).

So Long Mary: Sammy Kaye (Victor).
Albums: Victor offers the First Nighter Orchestra, under Leonard Joy's direction, playing *Over There*, *45 Minutes From Broadway*, *You're a Grand Old Flag*, *Mary's a Grand Old Name* and *Harrigan*; Decca boasts a similar album plus a two-record medley of *Dandy* tunes by Dick Kuhn, and Columbia lists a *Dandy* album featuring Ray Block's orchestra. Single sides from all albums may be ordered by operators.

Aged Coinman of South Dakota Dies Suddenly

SIOUX FALLS, S. D., July 4.—W. C. Fairbanks, 117 South Minnesota Avenue, a well-known member of the coin machine industry, suffered a heart attack recently and then died suddenly at his home June 17. He was 80 years old.

Mr. Fairbanks was born January 5,

Who Makes 'Em?

We are receiving an increasing number of inquiries for the names of firms manufacturing sanitary napkin venders. Some years ago we had the names of several firms making this type of machine. We would like to have the names of firms that now have such machines actively on the market. Apparently the great increase in women working in war plants has increased the demand for sanitary napkin venders.

We have an inquiry to know who makes Dual Log Cabin venders, or who can supply parts for the same. Our files do not show the manufacturer of this machine.

Another reader wants the address of the manufacturer of the Samco ball gum vender.

We have an inquiry from South America wanting to know the source of coin-operated Russian billiard games. The dictionary gives English billiards and French billiards but we are stumped on Russian billiards. We called the national firm that supplies equipment for billiard parlors and it said it hadn't heard of Russian billiards. Maybe some reader can help us out on this.

1862, in Carroll County, Virginia, the son of a Civil War veteran who served under Gen. Robert E. Lee. He moved with his family to Indiana in 1867 and grew up there.

In 1889 he married Jennie M. Beabout in Indianapolis and in 1892 they moved to St. Louis, where Mrs. Fairbanks died in 1893. The following year he went to Chicago, and later to Minneapolis, coming to Sioux Falls in 1902. He had resided here since that time.

December 22, 1898, he married May Neilson. Mr. Fairbanks is survived by a daughter, Mrs. Lillian Gifford, 117 South Minnesota Avenue; a son, Ralph W. Fairbanks, Los Angeles; five grandchildren, three great-grandchildren, and two sisters, Mrs. Laura Hinchman and Mrs. J. H. Auferheide, both of Indianapolis. He was a member of the local Elks' lodge and the Moose lodge.

MEN & MACHINES

Conducted by MAYNARD L. REUTER
Communications to 155 North Clark Street, Chicago

Coinman in the Civil Air Patrol Rescues Coinman

Jack R. Moore, commanding officer of the Civil Air Patrol operating from The Dalles Airport, Portland, Ore., and also head of the Jack R. Moore Company, same city, figured in the news recently when another coinman, Jim Harris, of Vancouver, was forced to land his plane on a sand spit in the middle of the Columbia River. Moore, notified of the forced landing, immediately took off with the airport manager and they landed on the spit alongside the wrecked plane. A second CAP plane carrying a doctor also landed. None of those in the wrecked plane were hurt, however, but the plane was a total loss. Moore, chuckling, recounts that Harris, despairing of being rescued, had begun to swim the river, leaving all of his clothes on the sand spit. When Moore arrived on the spit, Harris had clambered up the bank of the river on the mainland attired only in his birthday suit. Moore then flew the other flier off the spit and dropped Harris's clothes on the banks. A story of the rescue was printed in *The Oregon Journal*.

Active in Bond Drive

Morris Davis, partner in the Michigan Vending Corporation, Detroit cigarette machine operator, is an active leader in the organization of local merchants in the 12th Street business section of Detroit for a campaign to increase War Bond and Stamp sales in the neighborhood. Merchants along this street have already taken the city lead in putting out flags in front of each business place along two miles of frontage, which they have pledged to keep flying daily until victory.

Pvt. Herman Kramm At Camp Wheeler, Ga.

Pvt. Herman Kramm, formerly an operator of pinballs and music machines in Philadelphia, scribbles in to inform us and his friends in Philadelphia that he is at Camp Wheeler, Ga. Says Kramm: "Some of them think I am on a vacation—but let me say that this is not a vacation." Kramm is in the telephone and message communication corps.

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500	199.50
616	59.50
800	319.50
616 in Illuminated Cabinet	79.50
Counter Model 61 & Stand	79.50
Counter Model 71 & Stand	129.50
Twin Twelve Mechanism in Wood Cabinet & Speaker	109.50

ROCKOLAS

12 Record	\$ 29.50
Monarch	89.50
1939 Table Model	59.50
Stand for Above	10.00
1939 Deluxe	179.50
1939 Deluxe with Adaptor	199.50
Keeney Boxes for Above	15.00

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Rex	\$109.50
Royal	119.50
12 Record A, B or C	49.50
B. X. Multiselector	59.50
20 Record Q	89.50
Gem or Casino	159.50
Regal or Plaza	169.50
15 Record K	69.50
20 Record K	89.50
20 Record K & Adaptor	109.50
20 Record K & Adaptor in Illuminated Cabinet	119.50
Boxes for Above	15.00
Mayfair	189.50
Mayfair with Adaptor & 4 Keeney Boxes, 3 Speakers	279.50
R. C. Envoy	319.50
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R. C. 9800	419.50

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Regular Dance Master	\$ 29.50
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30 Wire Wurlitzer Wall Boxes, Chrome Finish	20.00
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No. 47 JULY 11, 1942

DINAH SHORE DOUBLES UP HITS



DINAH SHORE

"Conchita, Marquita, Lolita, Pepita, Rosita, Juanita Lopez"
"He Wears a Pair of Silver Wings"
Two honeys sung by honey-voiced Dinah Shore aided by orchestra with Gordon Jenkins conducting. The "Conchita" number is made for Dinah, who puts everything into it. From the Paramount Film "Priorities on Parade," it's a tongue-twisting novelty MUST with plenty of socko. Dinah gives it all, even interpolating her own words in the smash finish. On the flipover Dinah sings "He Wears a Pair of Silver Wings," adding Dinahmite to a tune with plenty on the ball. Don't miss this two-hit parlay. Victor 27931.

SWING AND SWAY WITH SAMMY KAYE

"South Wind," F.T.
"I Left My Heart at the Stage Door Canteen," F.T.
Sammy Kaye swings his stuff on these two very fine Coinograph numbers. "South Wind" breezes along nicely, with Alan Foster singing the romantic lyrics in deep baritone. Looks like a coming coiner. Reverse side is "I Left My Heart at the Stage Door Canteen," a new hit by Irving Berlin from the All Soldier Production "This Is the Army." It's an army life romantic tune that's right up to date. Superbly handled by Sammy Kaye, with Don Cornell singing the attractive soldier vocal. Victor 27932.

MILLER CASHES IN ON MOTHER NATURE

"Yesterday's Gardenias," F.T.
"The Humming Bird," F.T.
"Yesterday's Gardenias" is a slow, dreamy tune that has more to do with love than flowers . . . and that's why it'll get the play. Glenn Miller in his smooth fashion helps "to capture the rapture of one night of bliss," and Ray Eberle and The Modernaires do their part on the vocal to draw nickels from the hand holders. Turnover side is "The Humming Bird," a humdinger of a tune that buzzes along fast, with imitations of the humming bird by Glenn Miller and catchy lyrics sung in coin-catching style by Marion Hutton, Tex Benecke and The Modernaires. Victor 27933.

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RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

● GOING STRONG ●

JERSEY BOUNCE (12th week)	BENNY GOODMAN (No Vocal) Okch 6590
TANGERINE (11th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell) Decca 4123 VAUGHN MONROE (Vaughn Monroe) . Bluebird 11433 ORRIN TUCKER (Bob Haymes) Columbia 36565
DON'T SIT UNDER THE APPLE TREE (10th week)	GLENN MILLER (Tex Benecke-Modernaires) Bluebird 11474 ANDREWS SISTERS Decca 18312 KAY KYSER (Sully Mason-Trudy-Julie-Jack-Max) Columbia 36567
SLEEPY LAGOON (8th week)	HARRY JAMES (No Vocal) Columbia 36549 JIMMY DORSEY (Bob Eberly) Decca 4304 DINAH SHORE Victor 27875 VAUGHN MONROE (Vaughn Monroe) . Bluebird 11496
WHO WOULDN'T LOVE YOU? (8th week)	KAY KYSER (Trudy-Harry) Columbia 36526 FREDDY MARTIN (Stuart Wade-Quartet) Victor 27891
ONE DOZEN ROSES (5th week)	DICK JURGENS (Buddy Moreno) Okch 6636 HARRY JAMES (Jimmy Saunders).... Columbia 36566 GLEN CRAY Decca 4299 ART KASSEL (Kassel Trio) Bluebird 11486
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND (4th week)	KAY KYSER (Glee Club) Columbia 36558 FREDDY MARTIN (Clyde Rogers) ... Bluebird 11503 GUY LOMBARDO (Kenny Gardner) .. Decca 4278 TOMMY TUCKER (Don Brown) Okch 6620 SAMMY KAYE (Tommy Ryan) Victor 27870
JINGLE, JANGLE, JINGLE. (2d week)	MERRY MACS Decca 18361 KAY KYSER (Harry-Julie-The Group) .. Columbia 36604

● COMING UP ●

THREE LITTLE SISTERS.	ANDREWS SISTERS Decca 18319 VAUGHN MONROE (Four V's) Bluebird 11508 DINAH SHORE Victor 27875
I THREW A KISS IN THE OCEAN	KATE SMITH Columbia 36552 JIMMY DORSEY (Helen O'Connell) .. Decca 4304

Still No. 2 in Coming Up and still a far cry from the type of thing generally considered a challenger for Going Strong honors. Gets plays, pulls in nickels, but not with the frequency or in as many spots as a real, bona fide top number does. However, it is the second best of this weak crop. The Smith disk continues a few paces ahead of Dorsey's, with both fighting a valiant, if seemingly vain battle. The way things are going on the phonos these days, however, it probably wouldn't be too surprising if the song suddenly got a shot of new life next week. Who can tell?

I REMEMBER YOU	JIMMY DORSEY (Bob Eberly) Decca 4132 HARRY JAMES (Helen Forrest) Columbia 36518
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Just a hair's breadth behind *I Threw a Kiss in the Ocean* is this picture tune, which seems to have gone as far as it ever will. Last week it began to show definite signs of a fade into nowhere, but this week it pulled even with its best previous performances. But its best in the past was nowhere good enough to mean Going Strong ranking, now or later.

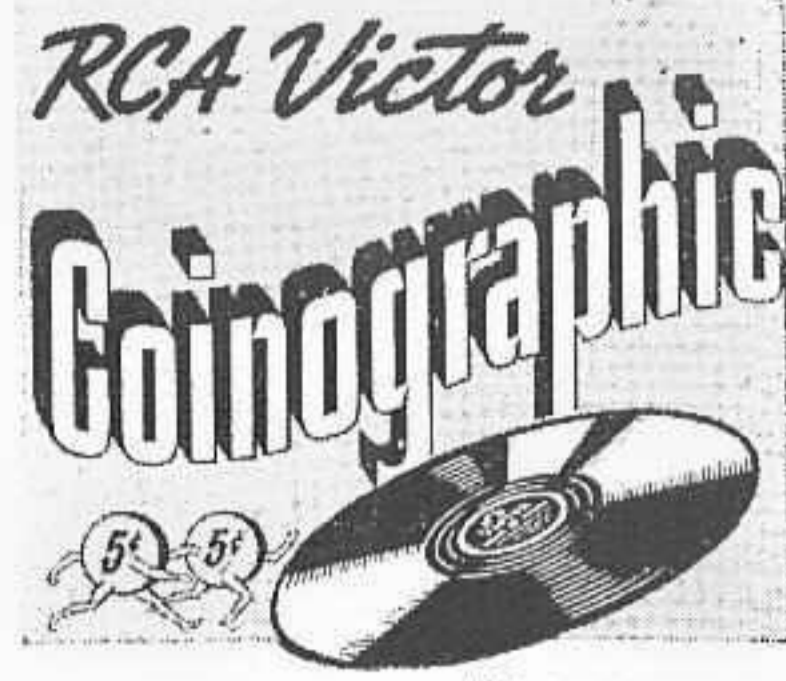
SWEET ELOISE	GLENN MILLER (Ray Eberle-Modernaires) Victor 27879 RUSS MORGAN (Walter Link) Decca 4300 CONNIE BOSWELL Decca 4311
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After showing refreshing promise last week in its first appearance, this hitting Russ Morgan composition must have caught a germ of the blind staggers epidemic which has been affecting all Coming Up numbers recently. Instead of making the progress expected of a future Going Strong tune, it lagged badly, and, tho certainly the fourth best, with little competition from below, it showed nothing like its last week's promise. Maybe it will recover before next issue rolls around.

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. 47 JULY 11, 1942

PLEASING AIRS BY MITCHELL AYRES



MITCHELL AYRES

"Was It Worth It?" F.T.
"The Mamas With the Moo-Lah," F.T.
"Was It Worth It?" is a sentimental heart searcher song exploring the value of past heart-aches. Conclusion is that they're very much worth the trouble. Mitchell Ayres provides swell music, and Meredith Blake really goes to town on the vocal. Reverse side, "The Mamas With the Moo-Lah," is a lively musical novelty with Johnny Bond doing the vocal. "Moo-Lah" is slang for "money," and the song shows how the civilian who can't get a nod from a girl with "Moo-Lah" has them running after him when he dons a uniform. Look for plenty "Moo-Lah" on this one. B-11558.

POWELL PLAYS DISNEY PIX HIT

"Love Is a Song," F.T.
from Walt Disney Film, "Bambi"
"Bambi" is a new full-length Walt Disney cartoon feature that critics say is another "Snow White." And "Love Is a Song" is one of the big hits from the picture, due for lots of radio time. It's a very pretty, romantic ballad that will go over big with your customers. Peggy Mann outdoes herself on the vocal. "B" side, "Tapestry in Blue," is a well-handled tune, with Powell putting on the heat and Peggy Mann giving it the works. B-11556.

TWO BY TODD

"My Great, Great Grandfather"—Vocadance
"The Singing Sands of Alamosa"—Vocadance
"My Great, Great Grandfather" is a fighting, flag-waving song in march tempo with lots of spirit and patriotism. It was introduced and has been plugged consistently on "One Man's Family," radio program. Dick Todd gives it de luxe treatment. The plattermate is "The Singing Sands of Alamosa," a desert love song, rendered in tender fashion as only Dick Todd can do it. B-11557.

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STANDARD RECORDS

"TUNES THAT NEVER GROW OLD"

NICKELS! NICKELS! NICKELS! WITH



T-2057 TAP THE BARREL DRY
HAPPY PAPPY

Hear this Rene Musette record and learn why operators all over the country "snapped it up." Billboard says: "Sure-fire bid to hitdom!"

GET A MOVE ON, COWBOY

T-2058

TEND TO YOUR KNITTING

Jerry Abbott sings these tunes in the stride of popular "Westerns" flavored with splendid patriotic themes.



T-2059 DANCE ON A CLOUD WALTZ
WALKING THE DOG

A familiar melody known and enjoyed by everyone, rendered by Rene Musette in an appealing style.

JOHNNY PRIVATE T-2060
THE SAGA OF SUSIE BROWN

Two "American Folk" songs by Happy Jim Parsons, famous on the Mutual Radio Network. Listen to the unusual lyrics.



T-2061 TURKEY IN THE STRAW
LISTEN TO THE MOCKING BIRD

Darrell Fischer and his "Log-Jammers" really did "something" with these two old favorites.

TUNES ALWAYS IN DEMAND

V-799 The Scissor Grinder
Bubbling Over

Andre Musette Orch.

V-810 Pennsylvania Polka
Pretzel Bender Serenade

Andre Musette Orch.

V-214 Dream Waltz
Waltz From Sari

Victor Continental Orch.

MORE PLAYS

- V-809** Guitar Polka
Accordion Polka B. Kryger Orch.
- V-806** Squeeze the Bottle
Hot Tips Glahe Musette Orch.
International Novelty Orch.
- V-794** Shoemaker's Serenade—Polka
Right on the Spot—Polka Andre Musette Orch.
- V-782** Johnny Peddler
One Up Andre Musette Orch.

MORE PROFITS

- T-2056** Let's Get the Guy Who Blows the Bugle
You Can Put Your Faith in Uncle Sam
H. Grant Orch. with "The Good-Fellows"
- T-2030** Cuckoo Waltz
Take It or Leave It Rene Musette Orch.
Colonial Orch.
- T-2005** Pound Your Table Polka
Old Chief Walla Hoo
Barry Sisters w. Meade's Orch.
- T-2051** In Case of an Air Raid
We're in It—Let's Win It!
H. Grant Orch. with "The Good-Fellows"

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- STRAUS-FRANK CO.**
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- INTERSTATE SUPPLY COMPANY**
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San Francisco, Calif.
- LEO J. MEYBERG**
2027 So. Figueroa St.
Los Angeles, Calif.

Cohn, Rosen Select Record Firm Name

NEW YORK, July 4.—Modern Music Sales Company is the name Nat Cohn and Harry Rosen, of Modern Vending Company, have selected for their record distributing business.

"Altho we have operated successfully for many years as Modern Vending Company," Cohn stated, "and shall continue our coin machine activities under this name, we feel that the record department will benefit under the name of Modern Music Sales Company."

A sign painter is repainting the name on the outside of the building to read: Modern Music Sales Company—the Home of Capitol Records.

The first shipment of Capitol records arrived this week and Nat immediately distributed them to the local music machine operators.

Chicago Firm Has All Makes Phonos

CHICAGO, July 4.—"Phonographs are today, more than ever before in the history of the industry, extremely important in helping operators maintain operating stability and profits," declares Joe Schwartz, National Coin Machine Exchange executive.

"This fact has been apparent for some time, and more and more operators are learning to depend on the additional security afforded by the mechanical performance and enduring appeal of music," he said.

"A wide variety of the leading makes of instruments has been stocked and is now available for prompt delivery. Each machine is in the finest of working order, having been thoroughly checked and conditioned by factory trained men with long experience in phonograph mechanics."



Every Side a Hit

7009

(I've Got a Girl in) KALAMAZOO

and

THE HUMMING-BIRD

By The Marshalls and Their Orchestra

List Price 50c Plus Tax. See Your Local Distributor or Write to CLASSIC RECORD CO. 2 W. 46TH ST. NEW YORK

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.

KALAMAZOO GLENN MILLER (Tex Bencke-Modernaires) Victor

This disk is not out yet, but is mentioned here because advance pressings mark it as the most sensational novelty of the year, a cinch hit, and, if production facilities can match it—another Chattanooga Choo Choo.

BE CAREFUL, IT'S MY HEART TOMMY DORSEY (Frank Sinatra) Victor 27923

A fine Irving Berlin ballad from the Holiday Inn picture, this song gets wonderful handling from Dorsey and Powell, figures to receive plenty of radio play, is due to appear on many more disks, and, all in all, shapes up as a hit.

TAKE ME JIMMY DORSEY (Bob Eberly) Decca 18376

This song, very pashy, is beginning to attract attention on the radio and should do likewise on the boxes. The two Dorseys offer widely contrasting versions, both powerful phono stuff.

MY DEVOTION VAUGHN MONROE (Vaughn Monroe) Victor 27925

The Jimmy Dorsey version of this ballad has not been received yet, but is touted as a winner. The Monroe and King Sisters' renditions both pack power, with the torchy ditty tailor-made both for Monroe's virile delivery and the pert harmonizing of the sisters.

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.

BE CAREFUL, IT'S MY HEART TOMMY DORSEY (Frank Sinatra) Victor 27923

This Irving Berlin song from the score of Fred Astaire's soon-to-be-released Holiday Inn movie looms big as a fast climber in Hit Parade circles. Dorsey's entry is particularly strong for the phonos, in that he doesn't give the tune a slow, draggy setting.

WONDER WHEN MY BABY'S COMING HOME KATE SMITH Columbia 36609

This lover's lament, fresh from the song mills, is the type tune that radio's songbird sings best. And she's at her best here, her appealing style in the slow, smooth setting making the song all the more attractive.

IDAHO CUY LOMBARDO (Rose Marie Lombardo-Trio) Decca 18399

Since the rustic rhythm tunes are causing major sensations in the phonos, first with Deep in the Heart of Texas and now with Jingle, Jingle, Jingle, here is another of the same school and it has what it takes.

CONCHITA, MARCHETA, LOLITA, PEPITA, ROSITA, JUANITA LOPEZ KING SISTERS Bluebird 11555

The songwriters have rounded up all the Latin musical maids to make a tuneful and rhythmic ditty that holds interest beyond its catchy title.

HEAVENLY HIDEAWAY. HORACE HEIDT (Gordon MacRae) Columbia 36610

The same type of bubbling tune as Moonlight Cocktail, with musical champagne qualities that go to the head, it's tailor-made for the Heidt bunch.

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.

Appeal on Noise

SEATTLE, July 4.—Headed toward the State Supreme Court on an appeal today was the weighty question of whether or not Mrs. Hilda Kane's "juke box" was too noisy on the night of April 13.

Arrested for possessing the allegedly noisy "juke," Mrs. Kane called for a jury trial but was turned down under a statute denying juries to Police Court cases.

To test the constitutionality of the statute—and to plead the case of the "juke"—Mrs. Kane's attorney declared the high court would be asked for a ruling.

Tries Girl "Route Man" and It Works

SELMA, Calif., July 4.—The ladies have the right of way in industry today and it looks as if the coin machine operating business might be no exception.

Ann Young, daughter of Mr. and Mrs. George K. Young, Selma, Calif., large Rock-Ola phonograph operators, was given a complete route of approximately 87 games and phonographs to manage for the Young organization.

This opportunity was given Miss Young over a year ago, and she has made the grade satisfactorily. Ann now holds a full job in the company as "route man." In fact, the experiment was so successful that Young recently added a second girl "route man" to his business.

They say she's handy with a screw driver and wrench, too. So take warning, all route men!

Gasparro Manages Manhattan Sales

NEW YORK, July 4.—Dave Margolin, president of Manhattan Distributing Company, distributor for Rudolph Wurlitzer in the metropolitan territory, announced the appointment of Tony Gasparro as sales manager.

"I intend to contact all my friends now operating music machines and visit those few I do not know," Tony stated. "However, I am meeting many of the operators as they come into our offices. I want all operators in this territory to feel assured that they can visit or communicate with me at any time for help in any problems they may have."

KEEP THE COINS COMIN' YOUR WAY WITH

this hit!

Great New Love Ballad DON'T TELL A LIE ABOUT ME

(And I Won't Tell the Truth About You!)

HORACE HEIDT—Columbia 36548 WOODY HERMAN—Decca 18357 INKSPOTS—Decca 18383 WAYNE KING—Victor 27871 VAUGHN MONROE—Bluebird 11468 BARRY WOOD—Bluebird 11538

SANTLY-JOY-SELECT, 1619 B'way, N.Y.C.

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Here are a few of the many stars now recording exclusively for the new Capitol Records

- ★ PAUL WHITEMAN
- ★ DENNIS DAY
- ★ JOHNNY MERCER
- ★ GORDON JENKINS
- ★ MARTHA TILTON
- ★ RAY MCKINLEY
- ★ FREDDIE SLACK
- ★ CONNIE HAINES
- ★ JOHNNIE JOHNSTON
- ★ BOBBY SHERWOOD
- ★ TEX RITTER

Hear these first all-star releases today! You'll want them for all your machines:

- | | |
|--|---|
| No. 101. I FOUND A NEW BABY
THE GENERAL
JUMPED AT DAWN
Paul Whiteman and
his Orchestra | No. 106. HE WEARS A PAIR OF
SILVER WINGS
vocal—Connie Haines
I'M ALWAYS CHAS-
ING RAINBOWS
Gordon Jenkins and
his Orchestra |
| No. 102. COW-COW BOOGIE
vocal—Ella Mae
Morse
HERE YOU ARE
Freddie Slack and
his Orchestra | No. 107. ELK'S PARADE
I DON'T KNOW WHY
Bobby Sherwood and
his Orchestra |
| No. 103. STRIP-POLKA
vocal—Johnny
Mercer
THE AIR-MINDED
EXECUTIVE
vocal—Johnny
Mercer | No. 108. SERENADE IN BLUE
vocal—Martha Til-
ton with Paul White-
man and his Orch.
I'VE GOT A GAL IN
KALAMAZOO
Paul Whiteman and
his Orchestra
vocal—The Mellow-
aires |
| No. 104. JOHNNY DOUGHBOY
FOUND A ROSE IN
IRELAND
vocal—Dennis Day
PHIL, THE FLUTERS
BALL
vocal—Dennis Day | No. 109. WINDMILL UNDER
THE STARS
CONCHITA LOPEZ
Johnnie Johnston |
| No. 105. THE ANGELS CRIED
vocal—Martha Tilton and the Mellowaires
I'LL REMEMBER APRIL
vocal—Martha Tilton with Gordon Jenkins and his Orch. | |

Watch for new releases—to be issued regularly!

MODERN MUSIC SALES COMPANY

Exclusive Distributors for
NEW YORK NEW JERSEY CONNECTICUT
Tenth Avenue and Forty-Fifth Street
New York, N. Y.

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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

Benny Goodman has been signed to appear in the United Artists pic "Powers Girl." Shooting begins in Hollywood August 10, and Benny will be back in New York in time for his October 9 reopening at Hotel New Yorker. . . . Record execs and radio stations are doing plenty of huddling and hope to bounce back with an effective campaign anti-Jimmy Petrillo's ban on manufacture of disks and transcriptions, skedded to take effect August 1. . . . Jerry Wald, whose first Decca sides will be with us shortly, will play his first theater date, opening at Strand, New York, July 17. Wald will continue at Hotel Lincoln during the theater run. . . . Johnny (Scat) Davis has signed to do some recording on the Elite label. . . . Mildred Bailey is now heard Coast to Coast over Columbia Network each Sunday at 7:15 p.m. on the Lou Holtz show. . . . Looks as the the great little John Kirby band is headed for the bone-yard, with three of its six members in Class 1-A, including Kirby himself. However, nothing will be definite until well into the fall. . . . Martha Tilton, Jimmy Wakely, Jimmie Davis, Ozzie Nelson band and the Dinning Sisters will appear in Universal's "Strictly in the Groove" picture. . . . Vaughn Monroe is heading west. . . . Skinny Ennis, band leader of the Bob Hope radio show, and Phil Harris, who does likewise on the Jack Benny show, have been signed to bring their orks into New York Paramount Theater. Ennis opens August 5 and Harris July 22. . . . Dick Jurgens has cut "Everything I've Got" and "Singing Sands of Alamosa" for Columbia. . . . Bob Chester will continue to record at least one oldie out of every four sides he cuts for Bluebird.

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:

CHARLOTTE, N. C.:
When the White Azaleas Start Bloom-
ing. Bing Crosby.
This new Crosby release has begun to

catch Southern nickels and is already listed as a Coming Up item in Charlotte. Song is conventional enough, with Crosby telling his loved one that he'll be coming back *When the White Azaleas Start Blooming*, but it is the ditty's very simplicity that sells it, especially as handled by Bing. May become a national fave if it takes hold as easily elsewhere.

BURLINGTON, VT.:

Knit One, Purl Two. Glenn Miller
As predicted in "Possibilities" a few
(See TALENT AND TUNES on page 69)



"America's
Outstanding
Guitarist"

ALVINO REY

AND HIS ORCHESTRA
on BLUEBIRD records

B11476
**THE ARMY AIR CORPS
AND LITTLE HAWK**
27920

**He Wears a Pair of
Silver Wings
The Ferris Wheel**

Personal Management JACK EGAN
Direction MUSIC CORP. OF AMERICA

Freddy Martin and his orchestra



HERE'S A
MACHINE
THAT'S MAKING
MONEY!

1 JINGLE, JANGLE, JINGLE Victor-27909	5 I MET HER ON MONDAY Victor-27909
2 WHO WOULDN'T LOVE YOU backed by ONE RED ROSE FOREVER Victor-27891	6 ON THE BANKS OF THE WABASH backed by MY GAL SAL Victor-27878
3 I LOOK AT HEAVEN WHEN I LOOK AT YOU B.-11487	7 HERE YOU ARE B.-11509
4 JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND B.-11503	8 THE LAST CALL FOR LOVE B.-11495

ON BLUEBIRD RECORDS

DIRECTION
MUSIC CORPORATION OF AMERICA



STAFF OF ADVANCE AUTOMATIC SALES COMPANY, San Francisco, poses for a picture taken by Karl Schott, of the Schott Brothers, Yuma, Ariz. Lou Wolcher, head of Advance, is at the extreme right of the photo.

version as the top folk tune in many spots thru Canada. . . . Another Davis disk that's clicking is his *End of the World*, particularly thru the South. . . . A couple of Ernest Tubb recordings, *I'll Get Along Somehow* and *Every Day Blues*, are cleaning up in the Phoenix territory. . . . Ottawa seems to go for Carters, the top tunes up there being *I'm Thinking Tonight of My Blue Eyes*, as sung by Wilf Carter (Montana Slim), and *Something Got a Hold of Me*, as sung by the Carter Family. . . . Harrisburg, Pa., lists as among its current favorites *Walking the Floor Over You* (Bob Atcher) and *1912 Turkey in the Straw* (Carson Robison). . . . Fort Worth reports indicate that top money-makers there at the moment include *There Was a Time* (Denver Darling) and *She's a Hum-Dum Dinger* (Buddy Jones).

TALENT AND TUNES

(Continued from page 67)

weeks ago, this number is a cinch to attract phono attention, if only because of the terrific boost given it in Hearst's string of Sunday supplements. In Burlington the song is already well on its way upward. Whether it can hold its present pace here and in the few other towns where it is going good and whether it can pick up additional territory remains to be seen. But it's doing a fine job in Burlington.

DALLAS: We'll Meet Again. Benny Goodman.

One of the very best phono tidbits in Dallas is this good war ballad, as interpreted by Benny Goodman and singer Peggy Lee. For various reasons, mostly inexplicable, the song has not fulfilled its early promise from the Coast to Coast standpoint. However, it's a real seller here and might still make the grade in other areas.

BALTIMORE: Wrap Your Troubles in Dreams. Erskine Hawkins.

This standard, done to a turn by Erskine Hawkins's gang of mellow swingsters, is doing right well on Baltimore boxes. Taken at a slow, rocking tempo, it features a flock of tasteful solo passages and a vocal by Jimmy Mitchell. Local fans like it fine, and there is good reason to believe that it might click to some degree almost anywhere.

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

According to reports from Mobile, Ala., the demand for folk songs there is so heavy that the dealers cannot supply it. Folk tunes, it is reported, were off for a while, but have come back more heavily than ever, with music firms claiming that the supply can't meet the demand. This is typical of many other sections of the country. . . . Columbia Pictures has recently hired many folk-tune artists for films to be produced in the late summer and early fall. Texas Jim Lewis has been set for *Pardon My Gun* and Jimmie Davis for *Shot Gun Guard*, both Westerns that will star Charles Starrett. Bob Wills, as previously reported, is under contract to Columbia for a series of eight Westerns. And Bob Atcher and Bonnie Blue Eyes have been signed to go out to the Columbia studios in September to appear in *The Panhandle Trail*. Needless to say, coin phonograph operators can make profitable tie-ups in all spots where these pictures play. . . . Spike Jones and His City Slickers recently did a radio shot from Hollywood.

lyrics carried by solo voice, split by terrific sessions of top-notch guitar dueting by Cliff and Bill. The flip-over, in marked contrast, is a sad and sentimental ballad with a pretty tune, given fine rendition by guitars and vocal duet. One or the other side should certainly appeal in almost any location.

Jimmy Wakely (Decca 6035)
There Ain't No Use in Crying and Be My Darlin'

Crying, on the A side, is a pretty, lifting ballad with sentimental wordage, and Wakely gives it typically excellent treatment, both solo and dueting with an unbilled lad from the band. Plattermate is another pretty ballad, with the solo voice joined by vocal chorus for last refrain. Fine jobs are done on both numbers.

Heavenly Gospel Singers (Bluebird B-9011)
Eun On and Old Death

A brace of spirituals given unusual and for the most part effective treatment by an unaccompanied male quartet. Arrangements include imitations of instruments, etc., very nicely done, tho the numbers tend toward formlessness in the musical treatment. *Death* is probably the more effective side. Quartet is featured by a splendid basso.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"THERE WAS A TIME": Denver Darling and His Texas Cowhands (Decca 6050)—One of the prettiest folk ballads recently heard, given top treatment by solo vocal and interpolated chorus of excellent string-plucking. Highly recommended when reviewed some weeks ago, it has already shown definite signs of clicking heavily in many locations.

Letter Box

Without question, Gene Autry's *Twaddle-o-Twill* (listed in the "Recommended" slot last week) is currently the biggest coin-puller among folk tunes. It's named as the top recording in reports received from the North, East, South and West, and appears to be sweeping the country. . . . Many of Autry's other waxings are going right along too. Among those mentioned as topping lists in various localities are *You'll Be Sorry* (Winnipeg), *I Hang My Head and Cry* (Jacksonville, Fla.), *Take Me Back Into Your Heart* (Manchester, N. H.) and *Tears on My Pillow* (Harrisburg, Pa.) . . . The last-named tune is also getting a hefty play in the version waxed by Jimmie Davis. It's reported in the Davis

WURLITZER 16 Record MARBLGLO



Complete, Ready to Operate, Money-Back Guarantee. \$119.50

- 700, 750, 800 Wets for Prices
- 61 Wurlitzer, Counter \$ 89.50
- 71 Wurlitzer, Counter Mod. . . . 139.50
- 500 Wurlitzer 109.50
- Rockola Imperial 20s 89.50

- MISCELLANEOUS**
- Exh. Vitalizer \$ 69.50
 - Batting Practice, Floor Sample. . . . 139.50
 - Ace Bombers, Like New 219.50
 - Electro Hoists 99.50
 - Merchantmen 79.50
 - Mutoscope Fan Front Diggers 119.50
 - Buckley DeLuxe Diggers 129.50
 - Drivemobiles, Like New 229.50
 - World Series 99.50

WANTED EXHIBIT BULL'S EYES BALLY EAGLE EYES
Advise Quantity and Price at Once!
1/3 Deposit With Order.

GERBER & GLASS

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FOR SALE
Phonograph Route Southwestern City. Income \$200.00 per week operator's part. Sell for inventory price \$10,000.
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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.

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
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Re-Sharp Needle Service
P. O. Box 770 Fort Dodge, Iowa
A Precision Service

FOR SALE

Wurlitzer Phonos, P12, 412, 312, \$49.50 each. A-1 condition.

W. VA. AMUSEMENT CO.
Box 180, Logan, W. Va.

MILLS PANORAMS

WILL BUY, SELL OR TRADE
BOX D252, The Billboard
Cincinnati, O.

20 PANORAMS FOR SALE
Owner going to Army. No reasonable offer refused.
PANORAM SOUNDIES
New Haven
61 BROADWAY NEW HAVEN, CONN.

148 New Packard Wall Boxes, Each . . \$33.95	4 Seeburg Baromatics, 5-10-25, New, Each \$45.00
7000 Feet Finest Cable, 30 Wire, Per Ft. .23	5 Ceiling Speakers, Illumination, Used, Each 15.00
5 Wurlitzer Adapters, Each 30.00	616 Amplifiers, Each 10.00
5 Packard Adapters for Mills and Seeburgs.	Complete Coin Chute Assemblies, Ea. 10.00

HARTFORD AUTOMATIC SALES CO., INC.
135 BROOK ST. HARTFORD, CONN.

OPERATORS, ATTENTION

Buy Counter Models now. Free good machines in cheap locations by replacing them with Counter Models. Large stock of 71's—41's—61's. Write for prices of types of used Phonos.

WOLF SALES COMPANY, INC.
1932 Broadway, Denver, Colo.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, July 4.—Coin machine operators, especially arcade men, had a busy week in preparation for what was indicated as a grand and glorious Fourth of July from the standpoint of takes.

While the California coast has been getting some bad publicity in the other sections of the country, there are few signs of any decrease in tourist trade. This doesn't mean that the tourists are

here in droves as they have been in other years, but a large number of people are including Southern California on their traipsing sheet.

Carnival operators have thrown quite a bit of business at the Los Angeles jobbers in recent weeks. Punching bags, horoscope machines and the like have been drawing good sales, for the carnival operators are finding that these machines are taking with the public along their routes.

With the Fourth of July a holiday, things were quiet along the Coin Rows. Business was wound up Friday night and a number of the jobbers and distributors themselves took off for the near-by resorts.

Happel Host

William Happel Jr., of Badger Sales Company, has been host to Leslie Harms, of Cedarburg, Wis., and Mr. and Mrs. Tompkins, of Manitowoc, Wis.

was a good month for coin machine operators. . . . George LaRose, formerly of Osborn & LaRose, Fond du Lac, Wis., was a recent visitor to Badger Sales Company.

Lorden Busy

Les Lorden reports a growing demand for movies for movie machines. He expects to make an announcement shortly that will be of interest to these operators.

Tanner Talks

Bob Tanner, music machine operator, likes to talk about fishing on Reel Foot Lake back down Memphis way. . . . Bob Causey recently ended a successful year as the president of the South Gate Rotary Club.

Gutshall Returns

Jack Gutshall, of Jack Gutshall Distributing Company, is back in Los Angeles and again hard at work following his vacation at Big Bear. . . . Dan J. Donohue, who represents Seeburg in 11 Western States, put in quite a bit of time in town this week discussing business with L. B. McCreary, of Mape Music.

to Portland. Budge is manager of the Western Distributing Company there. . . . Stanley Tracy, of Kingman, Ariz., was in the city to view what's next in music machines.

Approve Production Plans for Minoco

NEW YORK, July 4.—Jack Barry, president of Minoco Productions, returned from a board of directors meeting in Chicago last week, where the plans for future production were approved.

JULY'S BEST BUYS

- 8 MILLS 5c ORIG. CHROMES... \$149.50
2 MILLS 10c ORIG. CHROMES... 154.50
2 MILLS 25c ORIG. CHROMES... 159.50
32 MILLS 5c BROWN FRONTS... 114.50

STERLING NOVELTY CO.

669-671 S. Broadway LEXINGTON, KY.

FOR SALE

- 5 Keeney Submarine Guns, Like New... \$184.50
2 Chicago Coin Gobs, New... 114.50
2 Chicago Coin Yanks, New... 104.50

MAC SANDERS

Distributors of Coin Operated Machines. 2837 West Pico Blvd., LOS ANGELES, CALIF.

ALL FOR \$767.50

JERRY MORRIS

5815 MARGARETTA STREET PITTSBURGH, PENNA.

WANTED MECHANIC

To work on Westchester County Route. GOOD SALARY Must be able to repair Pin Balls, Ten Strikes, Skee Balls, Western Baseballs, Chicken Sam and Rapid Fire. BOX No. 355 The Billboard, 1564 Broadway New York City

BADGER'S BARGAINS

- Seeburg 9800, RC. Write \$395.00
Seeburg 8800, RC. \$349.50
Seeburg 8800, EC \$349.50
Seeburg Classics .. 189.50
Seeburg Regals .. 139.50
Seeburg Envoy, RC. 269.50
Seeburg Gem (EC), with 30-Wire Adaptor .. 179.50

WANTED TO BUY OR WILL ACCEPT IN TRADE Late Model Phonographs, Packard Pla-Mor Boxes, All Types Arcade Equipment, Bally Rapid Fires, Chicken Sams. Write Either Office. State Prices Wanted.

BADGER SALES COMPANY 1612 WEST PICO BLVD., LOS ANGELES, CALIF. BADGER NOVELTY COMPANY 2546 NORTH 30TH STREET MILWAUKEE, WISCONSIN

Look To The GENERAL For LEADERSHIP! JENNINGS SILVER MOON TOTALIZERS—Like New!

- ABC Bowler ... \$42.50
Big Chief ... 22.50
Boom Town ... 22.50
Dude Ranch ... 22.50
Fox Hunt ... 25.00
Gold Star ... 25.00
Pan-American ... 35.00
Play Ball ... 25.00
Sea Hawk ... 29.50
Silver Spray ... 42.50
Sport Parade ... 27.50
Spot Pool ... 55.00
Stars ... 29.50
Super Chubbie ... 39.50
Record Time ... 90.50

Write for Complete List of Over 800 Others—America's Cleanest, Finest Reconditioned Machines. 1/3 Certified Deposit With Orders, Balance C. O. D. Member of U. S. Chamber of Commerce.

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE MD. ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

LOWEST PRICES EVER QUOTED!

- ABC Bowler ... \$84.50
Bandwagon ... 14.50
Basco ... 44.50
Capt. Kidd ... 34.50
Flicker ... 17.50
Fleet ... 9.50
Five & Ten ... 88.50
Home Run '42 ... 59.50
High Hat ... 29.50

APEX AMUSEMENT COMPANY 61 PARKHURST ST., NEWARK, N. J. (TEL.: BIGELOW 2-9435)

ANTICIPATION IN JUNE

Most Reports Optimistic; Trend Expected To Last as War Plants Keep Employment at a High Rate

CHICAGO, July 4.—The month of June was in many ways a month of anticipation for the coin machine industry. Reports from operators were generally optimistic in a majority of centers, even tho they were regarding the future with some anxiety. Reports indicated that employment furnished by war plants kept money circulating and that workers in these plants needed all kinds of diversion and were good patrons of coin machines. This favorable influence is expected to continue.

The trade had at least three national factors to keep under close observation during the month. The new fiscal year for the payment of federal excise taxes on coin machines started July 1, and June was a month of transitions in which operators were to decide whether to remove any machines and what other changes to make in anticipation of paying next year's taxes. The federal tax situation was made more serious for locations and operators by the fact that Internal Revenue collectors began to enforce on a much larger scale the increased fee on free-play games in which the free plays were redeemed over the

counter. This collection of \$50 on such games compelled operators to think seriously about the coming year. Many reports indicated that a lot of free-play games would be removed from locations if they had to pay a \$50 tax.

New Revenue Letter

On June 10 the Internal Revenue office in Washington issued a letter to an operators' association stating definitely that free-play games on which the merchant redeems the free plays in coins, tokens, premiums or merchandise will be taxed at the

rate of \$50 per year. This same letter stated that pinball games which offer free plays only and the free plays are not redeemed over the counter the fee will remain \$10. Reports have indicated that the principles contained in this letter will be written into the 1942 Revenue Bill, which was being prepared during June.

June was a month of anticipating the new Federal Excise Tax Bill also. The House Ways and Means Committee had the big job of trying to raise billions in revenue to carry on the war. The committee worked vigorously during June and was preparing the final draft of the new bill at the end of June. Preliminary reports indicated that the committee would recommend trying to double the federal revenue from coin machines. This would probably mean raising the fee on pinball games to \$20—perhaps doubling the fee on gaming devices—and extending the \$10 rate to phonographs and many types of vending machines. This was only a tentative program at the end of June. It was expected that the bill would be introduced in the House by June 6 or 7.

Price Ceiling Orders

Another factor which the coin machine trade had to watch with some anxiety during June was the application of price-ceiling orders. The feeling was that the general price-ceiling order would not apply to coin machines and hence the trade awaited some specific order on this subject. The general price order was definitely applied to cigarettes, candy and other items sold thru vending machines.

At least two district offices of the OPA notified coin machine distributors that the general price ceiling applied to the sale of machines, new and used, but no definite steps were taken to carry out this ruling. It was generally felt both by officials and the coin machine trade that the price-ceiling plan was so complicated that it would require time to work out the application of the ceilings. The first week in June Congress took steps which some people said would scuttle the entire price-ceiling program. Hence the application of price ceilings to coin machines was left unsettled at the end of June.

It has been previously stated that practically all market reports from the trade during June were optimistic in a general way. Distributors reported good sales of used machines and that they also had ample supplies. There was some decline in the sale of used machines due to the anticipation of new taxes and the new fiscal tax year.

Operators Plan To Conserve

Trade reports from all sections of the country during June indicated an increasing effort on the part of operators to conserve gas, rubber and cut down service calls. Several of the reports contained interesting information as to what operators are doing in this respect. One association on the West Coast has mapped out a program to cut down service calls as much as 50 per cent. Reports are increasing in plans to pool service calls. It is definite that operators will gradually increase their efforts to conserve gas and tires in every way possible. The repair problem is also being tackled in many ways. Boston operators report getting mechanics from the big factories to work after hours on repairing of machines. Reports indicated that in a few cases women were being employed for servicing routes. Small operators continue to sell their routes and enter into defense work. The legal situation in relation to

the amusement machines during June was not alarming and some favorable news was received. Pennsylvania probably turned in the most adverse news during June, but several cities in that State took a more favorable turn by the end of the month. Pittsburgh probably had the most adverse reaction. The Louisiana Legislature was in session and had at least two coin machine bills. One of them would tax slots and other types of machines. Vending machine operators strongly opposed the vending machine tax and had promises of relief by the end of June.

In Iowa pinball operators made plans to petition for a rehearing on the recent adverse decision by the State Supreme Court on free-play games. On June 27 the 1942 coin machine law in Virginia went into effect. This law is considered adverse in that it gives the State Liquor Board extreme powers over liquor locations. The liquor board was understood to be moving against free-play games. Milwaukee and Cincinnati adopted pinball licenses and Milwaukee began to issue them on July 1. This was expected to be a very favorable situation. Cincinnati announced that it would start pinball licensing August 1. Some moves were made in Detroit to get more favorable consideration for pinball games, but to no avail. New York continued unfavorable. An unfavorable court decision was handed down on a small counter machine. The mayor continued to get publicity by his attacks on the coin machine industry. The old Esquirol episode was dragged out into the open again. Youngstown, O., added another interesting chapter to its pinball history when a jury decided that games brought before the court were not gambling devices.

Important for Music

The music section of the coin machine industry had an unusually important month, with several unfavorable events threatening the industry. The shellac situation continued to become gradually more serious and there were reports at the end of June that a shellac order would soon be issued which would stop the use of this material altogether for making records. Record manufacturers said they would have



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Bally Beauty 16.50	Home Run, '40 27.50	Repeater 32.50	Showboat 52.50
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Bosco 59.50	Jungle 59.50	Sporty 14.50	Speed Demon 14.50
Bell Hop 39.50	Jolly 14.50	Sport Parade 24.50	Sluggo 37.50
Capt. Kidd 49.50	Knockout 74.50	Summer Time 18.50	Target Skill 26.50
Charm 16.50	Lancer 19.50	Short Stop 19.50	Ten Spot 37.50
Commodore (Plastic) 28.50	League Leader 24.50	Sea Hawk 29.50	Twin Six 39.50
Cross Line 22.50	Line Up 32.50	Stratoliner 24.50	Triumph 16.50
Cadillac 16.50	Lime Light 18.50	Sparks 22.50	Ump 26.50
Dude Ranch 22.50	Metro 24.50	Stars 29.50	Victory 77.50
Drum Major 16.50	Mystic 24.50	Speedway 16.50	Velvet 29.50
Dixie 24.50	Merry-Go-R'nd 19.50	Score Card 19.50	Wild Fire 34.50
Fox Hunt 29.50	Majors of '41 32.50	Silver Skates 32.50	West Wind 42.50
Flag Ship 22.50	Miami Beach 37.50	Seven Up 32.50	Zombie 24.50

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THREE EXPERIENCED PAYTABLE AND SLOT MECHANICS
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 Wire or Call Us.
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WANTED
 Pin Games, Sky Fighters, Drivamobiles, Ten Strikes, Hokeys, Scientific Baseball, any Machine that is controlled by a coin we'll buy.
PATERSON COIN MACHINE EX.
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is pending on the legality of certain types of pinball machines with devices to cancel and record free games.

Another court decision is on the way on Panoram Soundies, to decide whether a liquor licensee must have an amusement permit to install the machine in his establishment.

War production, and training keeps industrial pay rolls high. Army schools in this area have brought an influx of young men, in addition to soldiers from near-by military posts.

operator put it—it is not the calls that count but the "attention" some location owners want. To co-operate with the operator members, AOLAC is supplying letters to the effect that mileage has been cut "by order of the association."

No great pinch has been felt here by operators because of the tire shortage. Most of the operators have good rubber and have taken the attitude that they will go as far as the present tire supply carries them, and then will worry.

Music machine distributors have felt no great pinch for machines for the present supply is holding out very well. Distributors are not pushing sales, and repair work is claiming the bulk of their attention.

New Disk Firm

Outstanding trend in the music machine field here during the month was the forming of a recording company with releases aimed at the music box trade. Firm released six records the latter part of the month. Firm has special vocalists and bands that it is grooming for the music machine trade.

Warm weather has boosted the amount of beverages to be dispensed thru machines, too. A number of war plants have added to their already large batteries of candy and cigarette machines. Beverage venders are especially popular in the shipyards where the men work outdoors. Cigarette venders are getting good business in the plants but they take a secondary position for reason that smoking is not permitted in the shops.

Mexican Shipments

No great difference has been seen in the trade with Mexico. Several firms here have made shipments to that country recently. Product has been mainly music machines. A local firm is also doing business in South America with a large order going to Argentine.

Blackouts have seemingly become a thing of the past. There was one the first part of the month. It had little or no influence on the normal run of things.

Milwaukee

New Ordinance Goes Into Effect

MILWAUKEE, July 4.—With pay rolls continuing high in Milwaukee County, play on phonographs is reported as good. Also reaping, good returns on the increased wages are vending machines located in the war plant areas here.

Prior to July 1, deadline for the filing of licenses under the city's new ordinance regulating coin-operated amusement machines, more than 25 distributors had filed applications for licensing of 1,100 pinball and similar machines. Distributors also sought licenses for more than 600 phonographs and 25 movie machines.

Using the Milwaukee ordinance as a model, the Sturgeon Bay city council has passed the first reading of a like measure.

Minneapolis

Biz Above Expectations; Venders Jubilant

MINNEAPOLIS, July 4.—Coinmen in these parts were, for the most part, smiling as they talked of business during June. Where distribbers had expected a complete drop-off in sales, trade has been holding up in good shape. Where operators believed their collections would fall off, the coins have kept rolling in in fine manner. And vender operators were actually grinning as a result of the opinion handed down by the Minnesota Supreme Court invalidating the Minneapolis vending machine ordinances this month.

Jobbers said they were selling as much merchandise as they could possibly obtain. Phonographs were moving at an accelerated pace. Used pinball machines were receiving strong attention from the

operators, with new games practically out of the picture. Counter games, bells and others were doing well. Mail order business was reported as holding up in top fashion, with advertisements in The Billboard helping considerably.

Collections Good

Operators, confronted with one of the poorest summers from a standpoint of weather, are reporting good collections, nevertheless. Even in resort areas it is reported that coin machine play was increasing steadily. Rubber rationing is having its effects, but at this writing is not cutting as wide a swath in business as was expected. In the city proper, it is learned, collections in the loop and in and around war plant areas has held up remarkably well. Outlying suburban locations have fallen off, tho.

Following publication of the Minnesota Supreme Court's decision holding unconstitutional the Minneapolis ordinance which set up a license fee for penny and nickel venders, the vending machine industry, which had been in the doldrums actually sat up and asked for the stiffest drink it could get. The patient came back to life with a bang.

Arcade business has picked up considerably, especially since schools closed.

In general, business conditions in and around the Twin Cities area was good in June, better than it was the month before. Retail sales are up. Wages and pay rolls are on the increase, thanks to war plant work. The draft continues to take a good number of men out of the community, but for some reason or other this has as yet not had a great effect on business, altho it is expected to hurt as time goes on.

New Orleans

Play Spotty But Distrib Biz Holding

NEW ORLEANS, July 4.—Conditions were spotty here during June. Pin game and arcade operators reported a seasonable slump in downtown areas and a more than usual drop in suburban patronage. Business was being affected slightly by growing shortage of certain replacement parts on pin games, merchandise venders and phonographs, and music operators for the first time reported difficulties in getting new recordings. Growing tire shortage was also being felt for the first time and while not as yet acute, operators and distributors generally are taking serious cognizance of the fact that "something has to be done about it soon."

The largest pin game distributing house managed to offer a large quantity of new equipment during the month and also still had a healthy supply of spare parts on hand for all types of late model machines. In addition this same firm sold a number of both new and old consoles and novelty games. Phonograph distributors also had some new machines to sell. Most parts and supplies for phonographs are still available in fair-sized quantities.

Movie Machines Dropped

The month also saw a general liquidation of movie machines in this section

Los Angeles
Cut Car Mileage 50% . . .
Biz Holds Firm

LOS ANGELES, July 4.—Coin machine business during June showed a little change as compared with May when it was reported good in some circles and fair in others. Used equipment went strong for jobbers. Operators in all lines had a good month as music machines, vending machines and games are getting good play.

O. K. MACHINES, INC.
EACH ONE OF THE FOLLOWING MACHINES IS THOROUGHLY RECONDITIONED—READY TO GO ON LOCATION AND ALREADY PACKED FOR IMMEDIATE SHIPMENT!!
Air Force . . \$49.50
Attention . . 21.50
All Baba . . 15.00
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Anabel . . . 15.00
Band Wagon . 17.50
Barrage . . . 29.50
Belle Hop . . 34.50
Big Show . . 19.50
Big Chief . . 19.50
Berso 49.50
C. O. D. . . . 12.50
Champs . . . 29.50
New Champs . 44.50
Capt. Kidd . 39.50
Crossline . . 19.50
Duplex . . . 24.50
Dble. Feature . 15.00
Dble. Play . . 26.50
Flicker . . . 19.50
Fleet 15.00
Formation . . 14.50
Follies of '40 . 14.50
Glamour . . . 14.50
Horoscope . . 37.50
Holdover . . 16.50
Hi Stopper . 22.50
Jungle 49.50
Leader \$24.50
Let-o-Fun . . 14.50
Landslide . . 15.00
Line Up . . . 17.50
Major of '41 . 32.50
Metro 19.50
Mustang . . . 54.50
Powerhouse . . 12.50
Pick 'Em . . . 12.50
Roxy 12.50
Rotation . . . 12.50
Seven Up . . 27.50
Super-Chubbie . 32.50
Spot Pool . . 44.50
Score a Line . 17.50
Stratoliner . . 19.50
Scare Card . . 12.50
Short Stop . . 16.50
Sunbeam . . . 26.50
Sea Hawk . . 27.50
Southpaw . . 42.50
Sky Blazer . . 39.50
Ten Spot . . . 29.50
Triumph . . . 19.50
Variety . . . 12.50
Velvet 21.50
Yacht Club . . 12.50
Zig Zag . . . 32.50

SPECIALS
Big Parade \$77.50 | Knockout . \$79.50
Five & Ten . 79.50 | Menicker . . 77.50
Victory \$79.50

TERMS: 1/3 Cash With Orders, Balance C. O. D. Full Cash With Orders for \$20 or Less.

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Guns (All Types) ★ Western Baseballs ★
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Will Pay Good Prices. Buy Any Amount. Give Full Description First Air-Mail Letter.
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GET ON BOARD FOR BIGGER TAKES WITH GLOBE'S NEW MONEY-MAKING BOARDS.
BIG REWARD
Offered for any operator caught alive NOT making money with this new sensational Jumbo-Thick, Die-Cut board! All tickets bear cartoons with a laugh. Jail jackpots pay from \$1 to \$15. Send in your order today and get your reward!
1000 Holes—5c a Shot
Takes in \$50.00
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WRITE FOR YOUR COMPLETE CATALOGUE OF MONEY-MAKING BOARDS.
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COMPARE OUR PRICES WITH ALL OTHERS
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Wurlitzer 12 Record . 27.50
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Wurlitzer 51 Counter . 40.00
SEEBURGS
Hitone, E.S. & R.O., 8800 \$400.00
Hitone, E.S. & R.O., 8800 385.00
Commander, E.S. & R.O. 289.50
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16 Record Rockola Rhythm Masters . . \$39.50
WALL BOXES
Wurlitzer New 5-10-25 \$50.00
Wurlitzer Used 5-10-25 40.00
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Any Phonograph Marbleglowed for \$10.00 Extra. We have new and used remote equipment in stock for all makes. Write us your requirements.
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Big Time 27.50
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ALL EQUIPMENT GUARANTEED A-1 BY EASTERN OHIO'S OLDEST AND LARGEST DISTRIBUTOR, ONE-THIRD DEPOSIT.
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SHOOT THE JAP RAY-O-LITE GUNS
\$125.00—VALUE—\$94.50
Legal and tax free. Reconditioned Seeburg Chicken Sam Guns converted to the Jap Ray Gun by factory trained mechanics. Oriental doll and entire inside of cabinet is hand painted by well-known Chicago artist. When we get thru the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Our price \$94.50. One-third deposit with order. Special cash offer. A certified check of \$89.50 will start one of these quick income Ray Guns on the road within 24 hours. The best gun investment on the market today.
CHICAGO NOVELTY CO., INC.
1348 NEWPORT AVE. CHICAGO, ILL.

since it appears that two or three ops attempting initial operations found the cost too high.

The shortage of soft drinks affected beverage dispensers to some extent and the hot weather caused further drying up of operations of candy, nut and other merchandise venders.

June brought the first distribution here of large numbers of salesboards with War Saving Bonds and Stamps as awards. Operators featured the small profits allowed to locations and operators as their part in helping to sell bonds and stamps.

Patronage at claw machines slowed down considerably of late. Counter games and bells along with certain consoles are back on location in adjoining Jefferson Parish after a two-party confab which kept them out about a month. Patronage upon return of bells is reported healthy thruout the parish.

General Biz Up

Business is generally on the up-and-up in New Orleans. Seven of the 11 key business indices show a sharp rise over both May and June last year. Bank debts, electric consumption, electric meter installations, gas and electric meter consumption, post receipts, retail sales and bank debts all improved with retail business for the first half of

1942 reported at about 20 per cent over the 1941 period. Showing losses were building permits, sewerage connections, telephone installations and water connections, all affected by priorities. The building shortage grew acute and Washington has sent down special investigators in an attempt to help war workers who have migrated in by tens of thousands since the first of the year.

Migration of rural labor to city industrial areas and inductions into services have hit hard at business and coin machine operations at many leading interior points but at several other points where army and navy concentrations expand, business has trebled.

Phoenix
Biz Holds Firm Despite Heat

PHOENIX, July 4.—Coin machine trade in this area generally held up well under the effects of the first month of the Salt River Valley's torrid summer.

The music machine trade led the field, with collections being reported good.

Some operators described the inability to obtain and keep the services of experienced servicemen among their chief difficulties. The armed forces are quick to go after men having a knowledge of radio mechanics and electricity. A shortage of tubes also is being felt by some operators, altho others were fortunate enough to stock up on that item before stocks were frozen.

Distributors of pin machines and other amusement games termed business in June as "about normal," also reporting sharp advances in prices and a big demand for all kinds of equipment.

Operators reported that in addition to abandoning change calls, they now have cut their service schedules by 50 per cent to conserve tires and equipment. Similar retrenchments have been made by music machine men.

Cigaret machine trade was reported good. Similarly rated was the merchandise machine trade which reported the June slump was less than in previous years.

Men in the trade attribute the continued fair level of local coin machine trade both to extra business resulting from the increasing military and war workers' pay rolls in this area.

Richmond, Va.
New State Law Hurts Games
... Music Terrific

RICHMOND, Va., July 4.—The new Virginia statute which went into effect June 27 resulted in almost all pinball and other games on which gambling might be possible being pulled. Location owners are jittery regarding just how the Virginia ABC Board will interpret just what constitutes a violation of the new coin machine law. One conviction of any violation of this statute automatically revokes the beer and wine license of the location, and evidently location owners are awaiting a test case of some kind in order to be certain just which machines will be allowed to operate.

In view of the above, the sale of both new and used machines has dropped considerably. Distributors and jobbers, however, look forward to a general pick-up in business once a test case settles the questions.

The few machines left on location are getting little play, it is reported, due to free play being removed.

Music Terrific

Music machine operators, however, report a land-office business. One operator who has six machines near a new war plant reports that they are outgrossing any six machines in his route of over 150 machines.

Sales on both new and reconditioned phonographs are mounting steadily. All distributors report an increase and jobbers say that the used market is better than ever. The record situation has not helped the operators, however, with most record distributors almost continually out of the most popular recordings, especially those waxed on the cheaper labels.

The shortage of gasoline and tires has not affected operators any more than it did during the first month of gasoline rationing. Several operators had already started to do part of their servicing and collecting with trucks instead of private cars, but apparently no consolidation of routes had been thought of up to the present.

Soft drink venders still continue to take in all that is possible. Most venders will operate one day, be out of stock the following, and alternate in this fashion. Shipments are not being delivered to the locations oftener than three times a week and, consequently, the machines stay idle about 50 per cent of the time. Candy machines, the bulk of which are located in the theaters, are still getting heavy play. Penny candy and nut venders are holding their own.

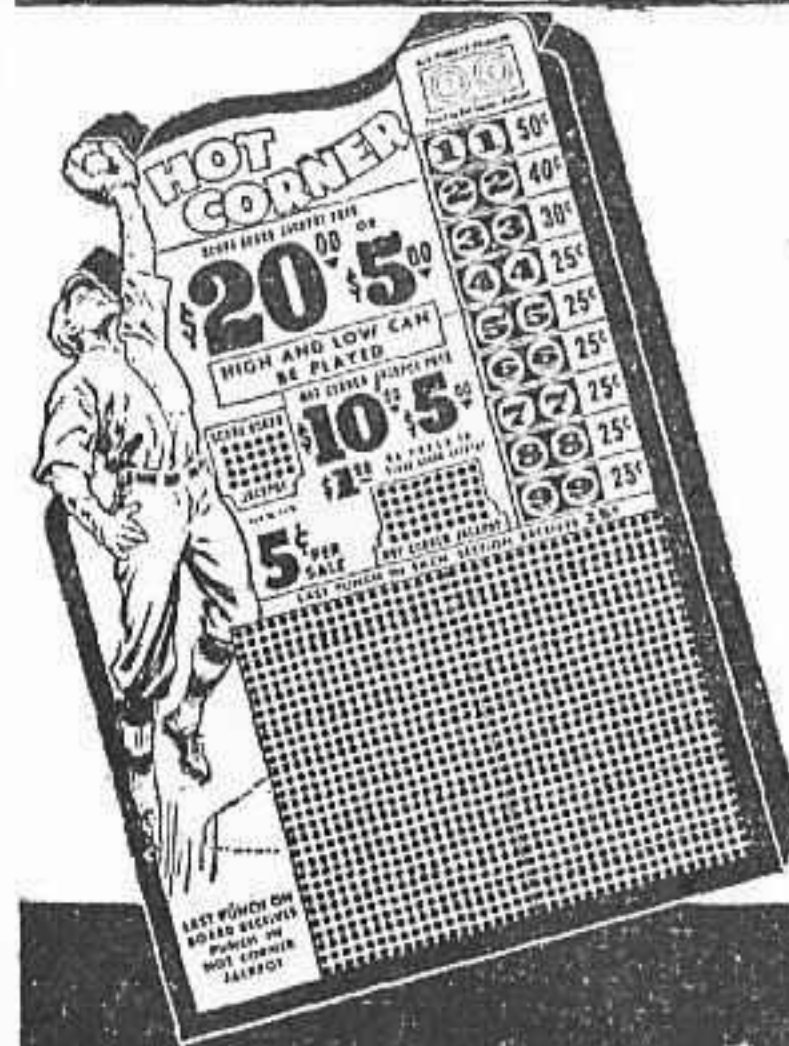
St. John, N. B.
Cut in Gas Rationing
Boosts Play

ST. JOHN, N. B., July 4.—The cut in the value of the gasoline rationing coupons from five to two gallons for the maritime provinces only brought increased patronage for coin machines of all kinds in this territory during June. Elsewhere in Canada the coupon value continued at five gallons.

Gas reduction kept tourists in their home cities. As a result, music machines, guns, pin games, photo machines, etc., were given increased play all thru the provinces of New Brunswick, Nova Scotia and Prince Edward Island, with possible exception of the top of New Brunswick, where car owners drove across the provincial line into Quebec and got five gallons of gas for each coupon.

Bells Back

Bell machines are making reappearance at a number of towns in Nova Scotia, after an absence of from a year to two. The introduction has been somewhat of a test. At some places, a winner receives the value in merchandise instead of cash, the merchandise being what the operator has in stock for public sale.



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HAS PLENTY ON THE BALL!

Big reverse number tickets — attention-getting die-cut! Has 20 sectional awards and plenty of consolations. Designed to bring you profits right now. Order yours today.

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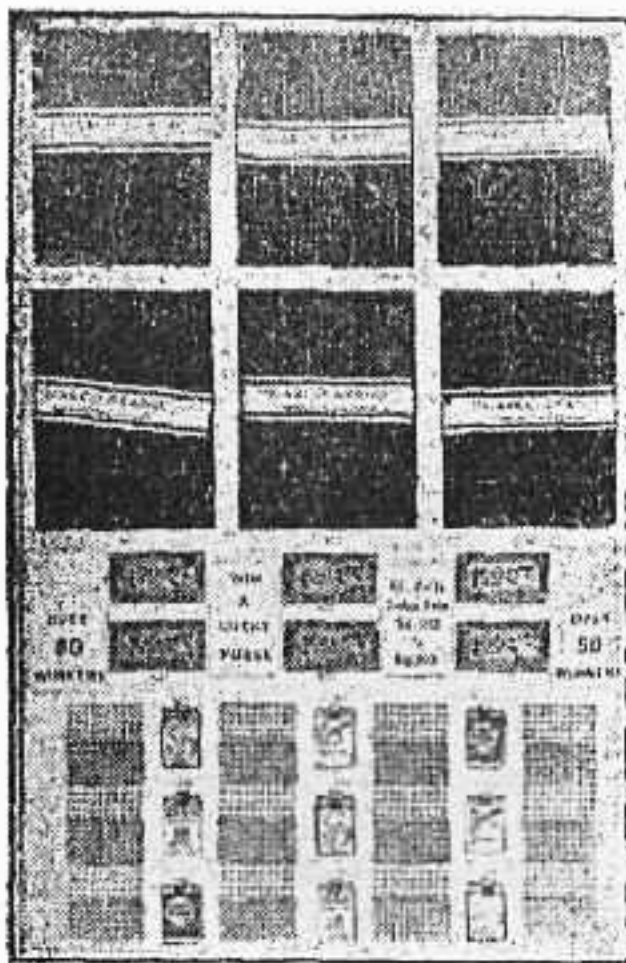
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IS THE BEST MONEY MAKER!

"THUMPS UP"
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BUY "THUMBS UP" NOW!

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1000 Hole 1c Cigarette Boards 60c Each.
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FOOT-EASE VITALIZER

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Operators and Arcade Men, Write Today
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BALLY HIGH HANDS
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Rotation .. \$10.00	Spottem ... \$10.00
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Formations. 21.50	Home Run .. 19.50
Cadillac ... 15.00	West Winds 42.50
Star Attrac. 47.50	Sea Hawk .. 32.50
Gun Club .. 49.50	Twin Six .. 29.50
Mills 5-in-1s 39.50	Speed Ball .. 49.50
Triple Play (Converted Home Run) .. 39.50	

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1 Rays Track .. \$25.00
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1 Pane Saratoga .. 59.50
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CASEY WOULD WALTZ WITH THE STRAWBERRY BLONDE

AND more than likely . . . Casey did his waltzing to the melodic strains of a Seeburg Coin-Controlled Electric Piano. For over forty years . . . through periods of "world adjustments" that ranged through wars, strife, depression, progress and prosperity, The J. P. Seeburg Corporation has continuously . . . year after year . . . originated, developed and popularized practically every major advance in commercial coin-controlled automatic music. For the past several months . . . in fact, the first time in over forty years . . . we have not manufactured any music equipment. Our entire effort has been concentrated on producing war

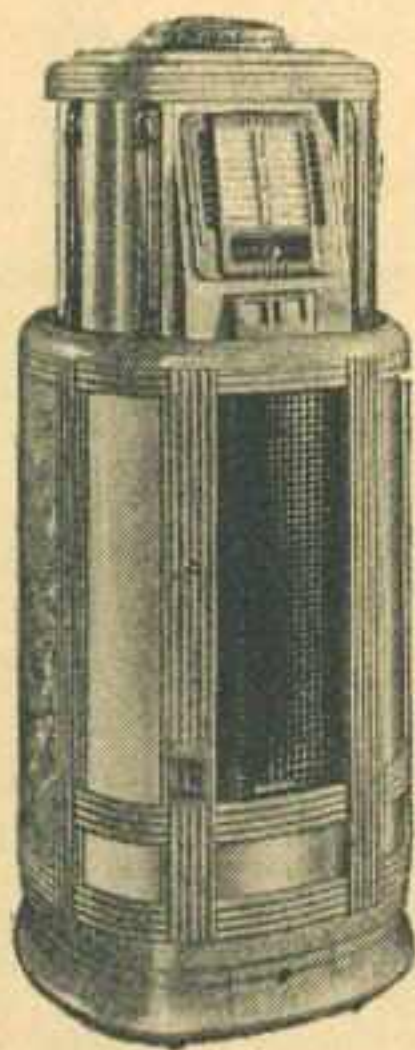


equipment just as fast as humanly possible to aid Our Country in a Glorious Victory . . . a job we feel privileged to do!

In the meantime, Seeburg operators have the solemn pledge of this organization and its entire distributorship organization, that we will do all in our power, as long as it does not interfere with Our Country's Victory Drive, to help you "Keep 'Em Playing."

★ YOUR SEEBURG DISTRIBUTOR

has a limited supply of 1942 Seeburg Symphonolas, Duo-Remote Control Units, Baromatics, Wall-O-Matics and Speakorgans available.



THE NEW '42 SEEBURG
HITONE SYMPHONOLA

SEEBURG DUO-REMOTE
CONSOLE

SEEBURG WIRELESS WALL-O-MATIC
5c-10c-25c
Single Coin Chute

SEEBURG WIRELESS BAR-O-MATIC
5c-10c-25c
Single Coin Chute

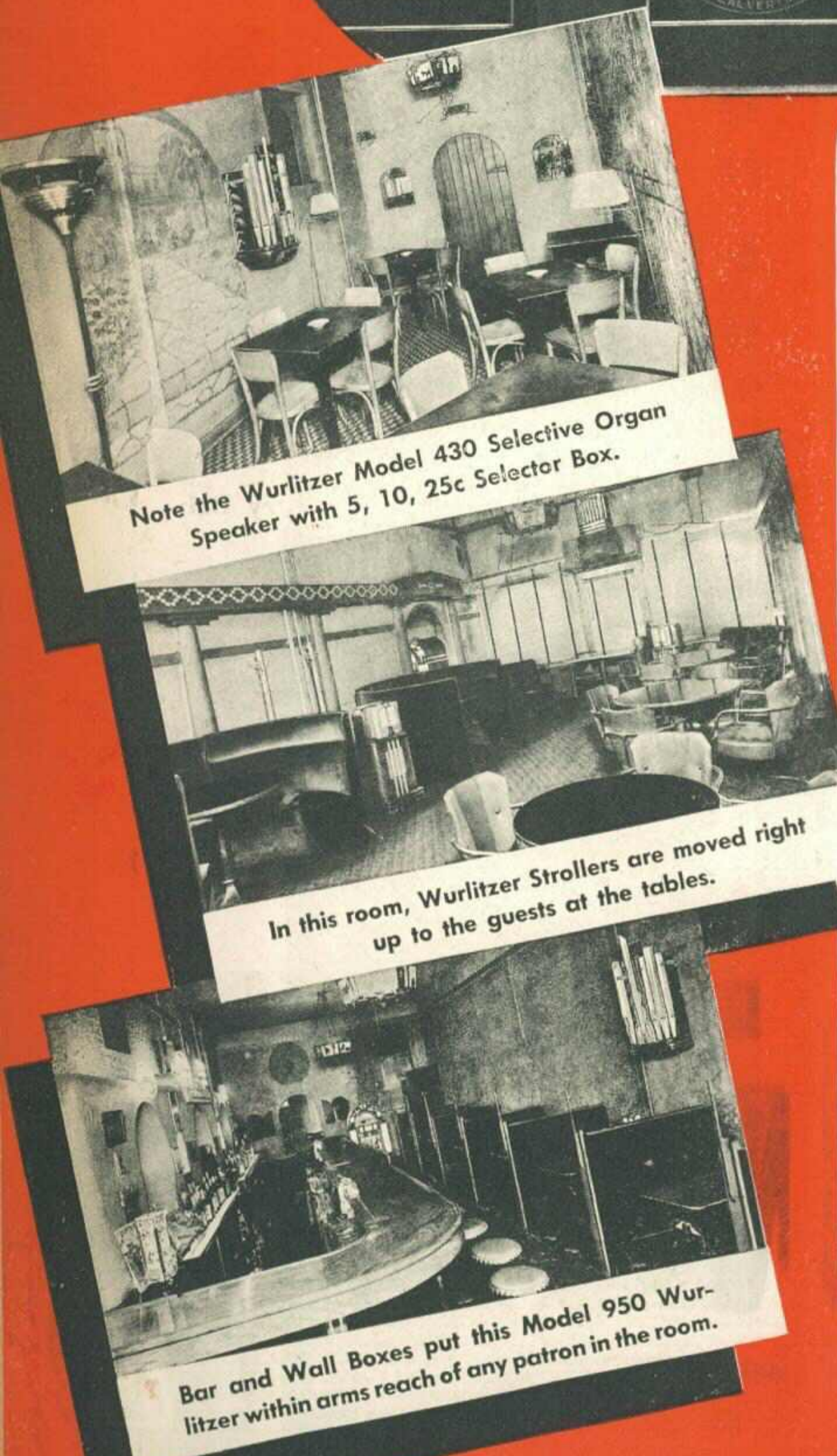
To Go Ahead - Go

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DENVER'S "CLUB DEL RIO" IS 100% WURLITZER EQUIPPED



Note the Wurlitzer Model 430 Selective Organ Speaker with 5, 10, 25c Selector Box.

In this room, Wurlitzer Strollers are moved right up to the guests at the tables.

Bar and Wall Boxes put this Model 950 Wurlitzer within arms reach of any patron in the room.

IT'S WURLITZER IN AMERICA'S TOP LOCATIONS

One of the top locations in the Rocky Mountain States, Denver's "Club Del Rio" makes a big feature of its Wurlitzer Music—has proven it a popular drawing card to attract patrons and profits.



LOU BERG
"Club Del Rio"
owner

This location has a Wurlitzer Model 950 Phonograph, two Model 111 Bar Boxes, eighteen Model 125 5, 10, 25c Wall Boxes, two Model 140 C 5, 10, 25c Strollers, a Model 430 Selective Organ Speaker, a Model 420 Organ Speaker and a Model 250 Auxiliary Speaker.

Says Lou Berg, popular "Club Del Rio's" owner, "Our patrons have nothing but praise for our Wurlitzer Music."

The Rudolph Wurlitzer Company, North Tonawanda, New York.



**A NAME FAMOUS IN
MUSIC FOR OVER TWO
HUNDRED YEARS**