

The **Billboard**

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The World's Foremost Amusement Weekly

APRIL 11, 1942

Vol. 54. No. 15



THE 4 KING SISTERS

Featured With Alvin Karp's Orchestra

On Tour Theaters, Ballrooms and Colleges — Broadcasting Over CBS and NBC Networks

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Personal Management: Jack Egan



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CHICAGO
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FEMME INFLUX STARTS

EDITORIAL

Return of the Natives

FROM the looks of things at present writing it seems quite possible that in many cowbarn locations—at most of them perhaps—the cows will wander back from the fields and resume their quiet cud-chewing in the stalls from which they were displaced by an onrush of actors four, five and six years ago. Gentle brown eyes will fill the staring eye sockets of the mask of Tragedy, and throaty "mooos" will be heard instead of the impassioned love scenes of romantic leading men. Maybe it won't be so different at that.

It seems ironic that the effect of the national priorities situation should be felt thru the indirect means of tire and gasoline rationing. The result, however, is still not certain, since summer-stock managers have formed an organization and many spots may still be opened, even the announcements are later than usual.

What's worrying the alfalfa entrepreneurs is, of course, the potential unavailability of customers—a common worry, but this time in a special form. Cowbarn customers trek in from distant points, and almost all the managers feel that this year they'll think twice before using such precious rarities as rubber and gasoline on a mere theatrical junket. A few intrepid souls have announced operations, come hell, high water or the return of the horse, but most have been cautious, holding back to see which way the winds of rationing blow.

Without question the situation is not conducive to confidence, but it may not be quite as hopeless as it seems. The great majority of summer spots depend for audiences upon people in the upper financial brackets, and there is as yet little indication that such folk will be driven to the frightful extremity of using their legs. Most have several cars and a supply of tires and probably won't put them away, this summer anyhow.

And there's the angle that even people who give up their cars will have to make some provision for getting about. Perhaps the cowbarns' excited cows will again have their old friends, the horses, grazing in the next pasture. And bicycles are booming. It's possible that patrons who use such new-fangled conveyances as buggies or tandems to get around will also use them to get to summer playhouses.

There's still another angle—the possibility that some cowbarns may themselves be able to provide novel transportation for their customers. Sending around a couple of tally-hos or old horse-drawn carry-alls or even hay-wagons to pick up potential customers would add a novel fillip to cowbarn attendance and might even increase the patronage.

The pessimistic bring up the problem of feeding the horses, the cost of which, they say, might close down the playhouse. They forget that a quite respectable stable of horses could be fed for an entire summer on the corn to be found in typical cowbarn acting.

Drafted Men Being Replaced by Women in Many Showbiz Fields; Trend Expected To Accelerate

NEW YORK, April 4.—Whether it likes the idea or not, show business may soon become more of a woman's game. At least that feeling is strong in the trade after contemplation of the probable length of the war and the eventual recruiting needs of the service branches.

Radio looks to the gals as a cure, with special concern being shown for engineers and production personnel. The note recalls, as one CBS spokesman put it, that 90 per cent of all radio engineers are considered valuable for war work by the government. With only a few key-men getting deferments, he adds, the likelihood of female replacements is apparent. Local stations already have reported shortages in their engineer ranks and are currently scouting about for able fem technicians. Out of New York the commandeering of women for technical work in radio has been going on since January. At WSMB in New Orleans, for example, the control room duties have been taken over by two gals.

On the subject of talent, network production men are less pessimistic. Ad-

mitting that many of the younger males will be sponsored by Uncle Sam, they still feel that enough older men can be used in juvenile roles to allow scripts to remain unaffected.

Meanwhile, however, an unprecedented number of commercial spots have been assigned to women. Blue Network, for example, features an all-girl cast in its *Daughters of Uncle Sam*.

Muskers, too, see the feminine handwriting on the wall. AFM Local 802, with 500 women listed on its books, attests that more gal members have been admitted in the last six months than for the three years previous. Many middle-bracket orks, such as Henry Jerome's crew currently at *Chicks* Paramount here, have taken on fem instrumentalists. Top name maestri, many of whom are dead set against siphon sisters, may avert a pinch in male melodists by skimming off the cream of lesser known jivers, but that would still leave the club, cocktail and small traveling outfits with worries. Ironie touch is that all—(See *WOMEN TAKE OVER* on page 11)

Four A's Takes Over AGVA; Phillips May Replace Griffin

NEW YORK, April 4.—Gripped by internal dissension and constant friction, American Guild of Variety Artists was taken over by its parent body, the Associated Actors and Artists of America, Wednesday (1), which superseded AGVA officials and the National Board. A new selection of officers, mainly an executive secretary, will be decided at a special meeting of the International Board of the Four A's Monday (8).

At press time it was strongly intimated that Gerald Griffin's post of executive secretary would be handed to Tom Phillips, now executive secretary of the Brother Artists' Association. Overtures have been made in the past to Jonas Silverstone, national counsel of AGVA, to replace Griffin, but he is known to have refused them at the time.

Griffin's handling of the job has been a subject of criticism for months and was sharply accentuated when Griffin got into a tussle at a trade party last September and was subsequently tried

by his own board on charges of anti-Semitism. Board couldn't come to any conclusion and appointed a committee to gather further evidence, which it didn't do. Subsequently another committee was appointed, which, as yet, hasn't been heard from.

With the Four A's taking over AGVA, a notification was sent to all local officials informing them of the move and that they would hold offices and power "pending a prospective reorganization."

Motion to have AGVA taken over completely by the Four A's was made by Henry Dunn, who attended the meeting as treasurer and National Board member after publicly announcing his resignation last month from those posts. It is believed that the board's acceptance of Dunn's resignation was not valid, because the board lacked a quorum.

How much of the action taken steamed directly from Silverstone's report and recommendations on the operation of AGVA is not known, but it is (See *4A's Takes Over AGVA* on page 10)

Story of a Benefit for Actors: 106 Gross, But Net Was Only 46

NEW YORK, April 4.—Recent accounting of the returns of the February 13 benefit held for the National Variety Artists at the Imperial Theater revealed a gross of approximately \$10,000, of which the NVA netted around \$4,000. Benefit was headed by Lester Rose, vice-president of the org, who set up an organization to sell tickets, solicit ads for the journal and get contributions. This contract, on file with the Department of Welfare, called for Rose to get 35 per cent of the overall total and expenses not to exceed 15 per cent.

The affair was okayed by Theater Authority and names, including Joe E. Lewis, George Jessel, Bill Robinson, Phil Baker, Noble Sissle, Lorraine and Rogman, and Lanny Ross, appeared for free. In appreciation of efforts in obtaining some of the talent, Dorothy Hirsch, trade paper ad solicitor (not *The Billboard*), was voted a \$200 gift.

Lester Rose said the NVA lost approximately \$1,000 because of certain "poison pen" letters circulated by a minority

faction in the organization. One of these letters sent to the Department of Welfare caused the department to hold up the benefit permit for 23 days. In the meantime, telephone and office expenses for the organization Rose got together went on even tho they were not able to work pending the obtaining of the permit. Because it was thought that the permit would be gotten momentarily (See *BENEFIT STORY* on page 10)

Florida Fair Set for 1943

TAMPA, April 4.—Directors have voted unanimously to hold a 1943 Florida State Fair here in February as usual, it was announced by General Manager P. T. Strider. "Besides denoting satisfaction with the 1942 fair," he said, "the action proves the degree of confidence felt by the board in the future." The 1942 fair was declared a success, even tho the "big-day" Gasparilla Carnival was called off.

Men From The Billboard In U. S. Armed Service

CINCINNATI, April 4.—Roger S. Littleford Jr., vice-president and managing editor of *The Billboard* and who has been head of the Chicago office several years, enlisted in the Army Air Corps at Fort Thomas, Ky., on March 30. He was transferred a few days later. Others who have left *The Billboard* to enter armed service are: Editorial department, Albert F. Schneider, Carl V. McKensie; advertising, Willard Herweh; mechanical, Harry Aerial, Robert Grannen; correspondents, Herbert Trackman, Denver; Bruce Tucker, Memphis; Henry Sholly, Wilmington, Del., and Barney Oldfield, Lincoln, Neb., now a captain of infantry.

Detroit Fair Fire Damage \$200,000

DETROIT, April 4.—A \$200,000 fire on Michigan State Fairgrounds here yesterday will not affect the 1942 fair, Bernard J. Youngblood, fair manager, said. Despite various proposals in the air, plans are said to be definite to go on with a 1942 fair.

The fire is believed to have been started by a careless smoker. With a heavy wind, it destroyed the Electrical Building and Ford Motor Building, two large brick structures. Building damage was estimated at \$100,000 and damage to traffic models and miscellaneous stock at an equal amount.

Loss was covered by insurance, Manager Youngblood said. Work of erecting buildings of similar size, tho probably not of steel construction, will start on Monday so that the fair will have as much indoor exhibit space as ever.

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Consistent Theater Policy Passe, Says Booker of New Haven House; It's the Attraction That Counts

NEW HAVEN, Conn., April 4.—"There's no such thing as a consistent theater policy any more," says Mrs. Belle Dow who, with Al Dow, books and has an interest in the running of the Shubert Theater (1,848 seats) here. Mrs. Dow says she doesn't believe in the old idea that a theater must have a consistent policy, changing programs on the same day, using the same type of shows, and charging the same admissions consistently. She points to the Shubert here as a good example of successful operation of a theater that follows an opportunistic, spot-booked policy ranging from light to films, vaudeville, concert and opera.

Mrs. Dow points out that the Shubert uses announcements on local radio stations, along with newspaper advertising, music machine tie-ups, posters and other promotional material to keep patrons informed. The Shubert and an increasing number of houses throughout the East have discovered that there is no danger in keeping the theater closed part of the week, even tho this violates one of the old-time cardinal rules of theater operation: Keep the house open. The Shubert shuts down the first three days of each week, as do many other houses that discovered there wasn't enough patronage for a full week and that three or four open days (usually Thursday to Sunday) were enough to give the house a profit.

The State, Hartford, was probably the first important house in the East to try this policy when the Dows booked it three years ago (it is now booked by Eddie Sherman). It still plays vaude

three or four days a week, closing the earlier part of the week. Other Eastern theaters that use vaude the latter part of the week, some of which close the early half of the week, are Empire, Fall River, Mass.; Plymouth, Worcester, Mass.; Court Square, Springfield, Mass.; and Metropolitan, Providence. The Adams in Newark was a week-and-a-half earlier in the season, but switched to a full week due to competition from the full-week Central, Passaic, N. J.

Vaude unit producers have been complaining they can't afford to send out units because only fast halves are available. The theaters' answer to this is that the war has changed theatergoing habits and that more and more a theater has to depend on night business Thursday to Sunday.

The Dows' booking of the New Haven house has revealed that:

1.—Musicals are dynamite at the box office. *Best Foot Forward*, Center in *Benjo Eyes* and *Johnson's Hold On to Your Hats* were tops at the b. o. (\$3.30 top).

2.—Non-musical shows were okay, with the most business being drawn by Maurice Evans and Judith Anderson in *Macbeth*, *Arsenic and Old Lace*, *Watch on the Rhine*, *Blithe Spirit*, and Katharine Cornell in *The Doctor's Dilemma*, with the advance sale on the new Paul Muni play already heavy. (\$1.75 to \$3.30 top). *Macbeth* drew a great \$14,000 in three days (four performances).

3.—Name bands still are strong b. o. draws. Among the best recently have been Eddy Duchin, Tony Pastor, Cass Loma, Tommy Tucker and Ray Kinney. Bands that have done a lot of broadcasting and that have best selling records to their credit are the ones that do the business.

4.—Variety bills do not draw unless there's a name act or name band topping the bill. Best vaude bill was the one headed by the Three Stooges and Joe Venuti's band. Movie names are not so hot at the b. o. either.

5.—Vaude units are all right. One drew \$8,000 to \$8,500 gross in four days.

6.—Straight films are okay if the film is unusual. *Cliff's Kene* had a good run at 55-cent top, grind policy.

7.—Occasional fancy shows are good at the b. o., too. The house played the Ballet Russe at \$2.75 top; one performance of Alec Templeton at \$2.75 top; Gilbert and Sullivan at \$2.75 top, and a local opera company doing *Aida* at \$3.30 top.

New Haven, being a white collar town, apparently has a yen for the so-called better type of entertainment, and the bookers set the shows accordingly. Only opposition to the Shubert, which has a UBO franchise, is the Arena, which runs name bands and vaude Sundays, two performances, reserved seats.

Mrs. Dow points out that when she has (See CONSISTENT POLICY on page 16)

Bryan for Rines As WMCA Leader

NEW YORK, April 4.—Don Bryan, formerly orchestra manager with Fred Waring and prior to that associated with many network orchestras, has been named musical director of WMCA, effective April 20.

He will replace Joe Rines, who goes to the Blue Network.

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

PHIL LEEDE—graduate of the summer-resort circuit who made his legit bow in the off-Broadway revue, *O'V We Sing*, carries almost the entire comedy load in the show, and does a top job of it. Is young, makes comedy points excellently, and has a perfect sense of timing. Did a burlesque of Hitler in one bit, showing up as a good pseudo artist, too. Should film well and prove a natural in light roles and as a comedian in screen musicals.

For LEGIT MUSICAL

ROSALIE GRANT—tall, blond and pretty singer at the Essex House, New York. Appeared in operettas and musical comedies in Europe, coming to this country a couple of years ago. Essex House is her second American hotel date. Sings pops, ballads, operatic arias and musical comedy tunes in French, Russian, Spanish and English. Has soprano of wide range and large volume, and uses it well. Radiates a warm personality. Rates a try in American musicals.

WMCA News Reaches 4 Million a Week

NEW YORK, April 4.—Dual survey to ascertain the audience listening to WMCA New York Times news bulletins given three minutes every hour daily, indicates, according to the station, that 351,300 radio homes, amounting to 1,300,000 people, are tuned into the news program one or more times per day. On a weekly basis, the station's estimate is an audience of 1,000,000 radio homes or 4,000,000 listeners.

Survey was conducted for WMCA by Grosley, Inc., and Fact-Finders, Inc., with the two surveys resulting in almost parallel sets of figures. Grosley used the telephone-recall method, and Fact-Finders used street interviews.

GUY LOMBARDO UNIT, including Jason and Belle and Don Tannen, opened a string of vaude dates at the RKO, Boston, April 3. Booked thru MCA.

Thru Sugar's Domino Music Machines

BEFORE long Uncle Sam's nephew, Donald Nelson, will have brought about the complete cessation of music machine manufacture. All the music machine companies will thereafter devote their efforts exclusively to turning out products for the upholding of America's position as the Arsenal of Democracy. This is not anything for the music machine industry to mourn over; neither does it exert a deleterious effect on the music business.

There has been a good deal of misunderstanding on the point of how the stoppage of music machine manufacturing will affect the operating and as well as the band leaders, music publishers, artists, songwriters and others who depend so much on music machines for their sustenance. We shall try to clear up some of this confusion in today's sermon.

First of all we want to make clear to those who perchance have been misled by published statements as well as careless talk that the manufacture of music machines cannot possibly affect the use of records in music machines even if factory activity is not resumed for several years. There are enough machines on the market—in distributors' stockrooms as well as locations—to take care of operators' needs for some time. Instead of being in a disadvantageous condition, operators for the most part are better off than they would have been if nothing had been done to control output. Operators are better off because they are relieved for a time of financing problems attendant upon purchasing new models in demand as a result of manufacturers' promotion and new-model advertising.

Operators in the next few years can concentrate on servicing their locations, using a greater variety of hit records and performing other functions that will line their pockets with gold as well as all their country in winning the war by plugging patriotic tunes. *The Billboard*—if we must say it ourselves—has performed thru its various service features and notably its annual *Talent and Fame on Music Machines*—a valuable service to the operator as well as the music industry in educating operators to the importance of picking the right tune for the right locations. The average operator of today knows considerably more about records, artists and other facts pertinent to proper servicing of machines than he did before *The Billboard* started on its campaign. The campaign was by no means altruistic in motive. We would be silly to claim that. And we don't.

The Billboard has brought the music industry and the operator closer together for mutual advantage henceforth this meant greater activity in *The Bill*. (See SUGAR DOMINO on page 10)

THE 4 KING SISTERS (This Week's Cover Subject)

BESIDES being star members of the sensational Alvin Roy band, the Four King Sisters are recording artists in their own right, turning out fast-selling wax items on the Bluebird label. They rank as the foremost girl vocal quartet in the business.

Products of a musical family, the King girls have been singing all their lives. Their first professional job was with a Salt Lake City radio station, from which they graduated to a station in Oakland, Calif. At that time the King Sisters combination was composed of Maxine, Louise and Alyce. Since then, of course, Maxine has retired to home life in Oakland and sisters Donna and Yvonne have been added to the roster.

The Kings joined Horace Heidt's band in Oakland and toured the country for several years before setting forth on their own again as featured singers on the Al Pearce series and later on Artie Shaw's *Old Gold* program. Returning to the Coast, they joined Alvin Roy's studio band at KHJ, Hollywood, and went east with Roy when he decided to form a New York outfit.

Much of the success of the Roy band is directly attributable to the work of the King Sisters, and the first to give each credit is Roy himself, who is married to Louise King.

In June the King Sisters and the Roy band, who are now on tour, will move into Frank Dahey's Meadowbrook, Cedar Grove, N. J., for their second engagement there in less than five months. This will be followed in July by a term at the Hotel Astor Roof, New York. Booking by Music Corporation of America.

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The Billboard Subscription Rates Upped

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

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

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

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Member of Audit Bureau of Circulation.

Now Is the Time

The Four A's International Board has announced its taking over of AGVA.

This is not really such a revolutionary move, as the Four A's has controlled AGVA from the beginning thru its representatives on AGVA's national organization and thru its being able to give or withhold loans to AGVA. All it means is that the Four A's is now handling detail as well as major policy for AGVA.

It should be clear by now that variety artists have neither the organizing spirit, the money, nor the leadership to organize the AGVA jurisdiction, and that unionization of this field can only be effective if it is part of some larger, inclusive movement, such as the "one big union" idea. A single union for all actors and entertainers would point the way also to greater regulation of free shows, a centralized charity organization, and greater prestige and strength to fight common enemies.

Unfortunately, the Four A's has not only avoided the long-term aspect of this situation but it has also proved indecisive in handling the Gerald Griffin matter, the Chicago situation, the New York problem (lack of a local), the San Francisco mess (suspension of membership meetings during the war) and other problems. Up to Monday morning, when this editorial was written, the Four A's had not yet revealed its plans for reforms. But in view of its past record, not much can be expected from the Four A's.



THE current scarcity of Broadway openings has the first-string reviewers on the dailies, for the first time in many, many years, covering the openings of little off-Broadway groups—the sort of groups that have pleaded for notice for a decade without getting any. The reviews are mostly pans (which is understandable), but at least the boys are exposing themselves to undiscovered talent, if any. It's what they've been paid for all along. . . . The treatment of performers by would-be big-shot agents who audition them has always been a center, many of the agents habitually treating artists like so much dirt. The other week a performer promised to audition a laes in a rehearsal studio at a definite time; the gal waited for more than three hours without word from the big-shot, and finally left, having to pay off for the studio and an accompanist who had also waited around. Half an hour after she left the agent arrived and created a storm because the gal hadn't had the "courtesy" to wait for him. . . . Add Signs of the Times: Henry Jerome's oak at Child's Paramount Grill is the latest to add a frame to replace a drafted sideman. . . . And a popular song in conservative England these days is *Walk Off to Russia*. . . . Uriel Davis liked *The Billboard's* recent editorial on the importance of exploitation so much that he brought it to the Publicity Club and had the chairman read it to the members. . . . One Stein p. e. has instituted a new wrinkle. Asterisks precede some of the items in his releases, and others have none. The sack explains to editors that the asterisks indicate accounts of his that are paid up, while the other items refer to accounts that are in arrears to him. Sooooo—if the editor can't use all the stuff, the p. e. devoutly hopes that he'll first toss out the items that have no stars. . . . Jackie Fields, a performer, was greatly upset last week because he couldn't get all his necessary belongings into his grip for a Florida booking. Fields is a magician.

WNEW Gets Yanks, Giant Night Games; Day Spots to WOR

NEW YORK, April 4.—WNEW will broadcast the night games, home and away, of the New York Giants and New York Yankees, under sponsorship of General Mills.

Teams' day games are to be carried by WOR under same sponsorship; but WOR, owing to commercial commitments, was unable to clear time for the night sessions.

The night games over WNEW will total 29, away and at home, with the schedule getting under way May 22 when the Giants and Dodgers play at the Polo Grounds. Station will break into its play-by-play accounts of the games to deliver its *New York Daily News* news broadcasts of five minutes every hour on the half-hour.

Mal Allen will do the play-by-play, with a color reporter still to be selected.

Marden To Book On Open Policy

NEW YORK, April 4.—Ben Marden's Rivers, one of the most important summer night spots in the area, will be booked on an open basis this year. Last year William Kent booked the spot exclusively.

All talent will be submitted to Marden directly, who says he will buy from anybody having what he wants. Spot is expected to reopen around May 1. The room enjoyed one of its biggest years in history last season, and remained open longer than usual. A similar entertainment policy will be in effect this year.

Last season Kent worked in conjunction with Marden. Talent paid no booking fee to Kent, who was on a salary basis.

The club's smaller Winter Room has been open all winter with smaller shows. Current bill includes Adelaide Moffett, Cornelia Flawerton, Harry Stevens, Marilyn Stuart, the Freshmen and Guy Howard. No minimum or cover.

Clarke's Comedy Collection

Here's a perfect guide volume of material for professional and amateur entertainers. Material for Minstrel Shows, Vaudeville, Madon and other Shows. This marvelous book contains:

- 24 Complete Minstrel Show Routines; 54 Minstrel End Men's Gags, Riddles and Comedians; 1 Comic Recitation; 6 Complete Playlets; 10 Knockouts; 3 Act for 2 Blackface Comedians; 20 Loney Limericks; 2 Stump Speeches; 2 Comedy Sermons; 2 Songs for Opening or Closing Minstrel Show; 1 Complete Minstrel Dancing Act; 1 Complete Military Minstrel Show; 1 Complete Military Minstrel Show.

This book, together with a copy of Clarke's Comedy Song Book, containing 28 original copyrighted Comedy Songs (words and music complete) for only \$1.00 prepaid. Ask for catalogue of Complete Minstrel Shows, Comedy Songs and Material.

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Show Folks, Inc., To Open Home for Aged Performers

CHICAGO, April 4.—Show Folks, Inc., organized about three years ago to assist local performers in need, has achieved one of its main objectives, establishment of a home for those who have devoted the best years of their life to the entertainment world and who may be in need of a haven in which to spend their declining years. Membership in the organization includes people from indoor and outdoor fields.

The home, donated by a member who at present wishes her name withheld, is situated a short distance from downtown Chicago and is expected to be ready for occupancy early in summer. It will accommodate 13 to 14 guests. Members of Show Folks, Inc., are enthusiastic over the success of their efforts and are confident that as their needs increase more spacious quarters will be obtained.

Officers of Show Folks, Inc., are: President, Philip Lord, prominent radio actor; first vice-president, Florence Rehnelt; second vice-president, Lee Sloan, outdoor showman who operates a store show on State Street; third vice-president, Walter F. Driver, formerly in the tent manufacturing business; recording secretary, Helen Wong; financial secretary, Velma Replogle; corresponding secretary, Harry Royale; treasurer, Ann Lynch. F. W. Coffey is sergeant-at-arms, and Edward Voelcker attorney. Plans are under way to hold a big variety show to raise additional funds.

Store's Fashion Revue Pulls Big

PITTSBURGH, April 4.—For its 10th dramatized style revue, Kaufmann's raided pro theatrical and radio ranks, hired a director, writers and cast, announced a four-day showing of *Fashions for Spring*, and wound up with seven performances due to customer demand, at \$1.25 per plate. The opus began 8:15, after store's regular closing hours.

WCAR announcer-salesman Carl Dovel, some time New York actor Edward Elaine who now draws his major pay check from insurance selling, and Eugene Miller, who divides her time between directing Gilbert and Sullivan and a local photography studio, headed the cast. Other performers were Mary Evelyn Ducey, Gene Gottlieb, Peggy Maloney, Marjorie Warren, Barbara Wall, John Kirb, Christopher Smith and Nancy Steigerwalt, who also devised the dances.

Douglas McLean, play production prof at Carnegie Tech Drama School, directed the 12-scene revue; Mrs. Jerris Haines wrote the music, and Stanley Theater orchestra conductor Max Adkins directed the tunes.

Pros in Phil Ice Show

PHILADELPHIA, April 4.—The 33d annual Philadelphia Skating Club's ice carnival, last Friday and Saturday (27-28) at the Ardmore Rink, boasted an array of professional talent. Featured spots went to Nancy Munn, the Lennon Twins and Dawn Spencer. Gustave Lassl produced the show, assisted by Nancy Follett Alvord.

ARMY NOTES: Sgt. Dick Tree (of Lane, Trus and Edwards) in induction officer at Camp Upton, L. I.; singer Danny Webb is now a sergeant at Fort Monmouth, New Jersey, and is staging and enacting the shows there; Capt. Ed Curtin, formerly an NBC press man, was back visiting the NBC boys last week; the brother of Abe Scherzer, NBC news chief, has enlisted in the army. . . . Cleveland is probably the most progressive of our cities in its methods of inculcating the ideas of Civilian Defense. It's getting its ideas across by presenting an original play, *For You*, for two performances, April 13 and 14, in the South High School Auditorium. The play was written and is being directed by Paul Tripp. Other cities might advantageously follow suit. . . . One of the dirtiest "consequences" yet to be inflicted on a victim on Ralph Edwards's *Truth or Consequences* program was dished out when the show visited the U. S. Marine Base at Quantico, Va. A sergeant and private who took "consequences" were assigned to peel a roomful of spuds—and, to complete the indignity, the room was at a near-by naval base. The spuds had to be ready for dinner the next day, and, judging from the description, it was an all-night piece of work. . . . The Claire A. Wolf office has added Alfred Stern to do theatrical publicity. . . . Seth Rabbitt, night club p. a., is making some side dough selling short stories. He sold two recently to *The Daily News*. . . . Add incidental information: The MCA office has, among other reception room reading matter, a May 31, 1941, issue of *Cue*. . . . Hy Gardner ballyhooed Tommy Dorsey's opening at the Paramount by sending out a pot, plus a letter headed, "What's Cookin'?" A cooking pot, of course.

Film's Man Power 5% Service Pic-Flesh Unit Plays Golf Stags

HOLLYWOOD, April 4.—About 5 per cent of the film industry's total man power has gone into the armed services or vital defense work. Approximately 1,600 are now in the service. More than 300 of these are actors and include such names as James Stewart, Tony Martin, Robert Montgomery, Richard Barthelmess, Jeffrey Lynn, Ronald Reagan and Wayne Morris.

In addition many currently on studio rolls are connected with some branch of civilian defense.

Pic-Flesh Unit Plays Golf Stags

NEW YORK, April 4.—*Capoicade of Golf* unit, now touring golf clubs in Texas, Alabama and South Carolina, is believed to be the first of its kind anywhere. Henri Glise set the talent.

The unit is composed of a seven-people floorshow and a sponsored film about golfing, and plays one performance a night in golf clubs before male audiences. Clubs charge \$2 to \$3 for the dinner, and the unit's cost is defrayed by club managements. M. E. Hubel is booker and advance man.

Opened March 25 in Texas and closed April 27 in South Carolina. After a two-month layoff, it resumes.

Show consists of Paul Duke, magician; Eddie Barnes, singer and pianist; Chiquita Vepezin, strip; Lisa Marvel, dancer; Margie Kelly, strip, and two show girls who parade, introduce the act, sell cigarettes and handle a raffle for a golf bag, the proceeds of which go to charity.

Chicago Ice Queen Selected

CHICAGO, April 4.—Dorothy Timmons, singer, was selected as Miss Chicago in the National Queen of the Ice contest sponsored by the Arena Managers' Association. She leaves for Hollywood this week to join in the finals. The winner will receive a year's contract with AMA's *Ice-Capades*.

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RADIO'S FIRST WAR SUMMER

Execs Foresee Unique Problems, Conditions; Slump May Be Light

NEW YORK, April 4.—With radio going into its first war summer, industry masterminds are crystal-ball gazing in an effort to foretell what problems and conditions will be present when the hot weather rolls around. Some execs are optimistic, others figure the optimism is a case of "whistling in the dark"; but all agree that a set of unique conditions will face the industry by the time the hot weather arrives.

Despite a degree of uneasiness about the future, factors in the war situation have given radio chiefs reason to believe that the summer season, far from being slow, may show less slump than has heretofore been the case.

This thesis is pointed up by I. E. Showerman, Eastern sales manager for the National Broadcasting Company, and Ted Streibert, general manager and vice-president of WOR, key Mutual outlet. Streibert, agreeing that the restricted use of tires, autos, gasoline, etc., necessarily implies a greater summer audience, points out that a more important factor in the summer picture is the reaction of those industries which are currently undergoing an adjustment to war conditions. These adjustments are occurring in both manufactured products and the packaging of these products.

As industries complete this adjustment, Streibert believes there will follow a series of radio campaigns designed to acquaint the public with whatever has transpired—changes in packaging, changes in the manufacturing process, etc. By summer these new ad campaigns are expected to get under way.

Hyped institutional advertising Streibert does not believe will really get under way until a comparatively late date, so that the logical sequence will be: (1) Period of industry adjustment, (2) immediate sales, and (3) institutional campaigns.

Summer Schedules Heavy

In the matter of station programming, which normally slacks up in the summer owing to sponsors going off the air, Streibert believes the coming season may find radio schedules tighter than ever. Prime reason for this is that propaganda programs and special broadcasts are likely to fill up all available slack time, so much so that summer schedules may be tighter than winter schedules.

Change in Appeal

Streibert also foresees a sharp change in advertising copy and appeal. This will be necessitated by the fact that people will be increasingly bound up with the war effort, increasingly attentive to its all-embracing ramifications. It will be harder, therefore, to wean their attention to a run-of-the-mill ad blurb. In fact, says Streibert, "the old appeals may seem silly."

Showerman's Angles

I. E. Showerman, NBC's Eastern sales chief, not only sees a possible lessening of summer hiatus, but also a not unfavorable situation with regard to priorities. Points out that an analysis of NBC's business for 1941 indicates that 87.4 per cent of the network's revenue came from four categories: Foods, drugs and toilet articles, tobacco, laundry soap and cleansers. The percentage is also approximately true of NBC's current line-up of business. These four categories, according to Showerman, have not been hard hit by priorities, although there has been some loss, as in foods (one Tums show, Mars Candy, etc.). Industries which have suffered by priorities, as petroleum, automotive, paints and hardware, household furnishings, stationery, office equipment, shoes, leather, jewelry, silverware, etc., all rank low in the network's analysis of income-producing accounts. Only 1.2 per cent of NBC's 1941 business, for instance, was automotive; only 3.2 per cent petroleum products.

Soap industry, according to Showerman, was rather leery at first, but regained its stability—single being that glycerine, a by-product, is a necessary war product. Toilet soaps will not be able to use palm and olive oil, but substitute materials, such as domestic tallow, will be used.

Tobacco, ranking as contributing 18

per cent of the network's revenue in 1941, is not expected to be much affected.

On essential foods, no big decrease is expected, although certain products, as canned soups, suffer priorities disabilities. Government says that products which may be made at home should not be put into cans—such as soups, etc.

In short, condiments, "frilly" types of food preparations and certain other canned goods are expected to go off—but not breakfast foods and staples, which have no package or problem, and not laundry and toilet soaps, cleansers, etc.

Other angles in the picture are the new radio markets created by war and defense industries, and generally heightened employment. Radio will make strong efforts to sell time to defense manufacturers. NBC has already contacted many, and claims it has a few definitely interested in programs with a patriotic angle. Says it has as yet experienced no cold turn-downs from any of the manufacturers approached.

Bill Berns "Troupers' Club"

NEW YORK, April 4.—Bill Berns, WNEW's Hollywood Reporter, has made a tie-up with Broadway theaters whereby theater management distributes "Troupers Club" membership cards to theater fans who stand in line during the morning hours before gaining admittance.

Music Hall, Strand and other Stern houses are in on the tie-up. Cardholder becomes a member of the club "for courteous loyalty to the entertainment profession by waiting patiently to be admitted to the show."

Many Called, Few Chosen

HOLLYWOOD, April 4.—Proving that you can't tell who's next in the draft, KNX-CBS began grooming a newsmaster to take over Bob Garred's 38-odd newscasts a week when he is inducted into the army. New announcer had voice similar to that of Garred and everything worked smoothly—until the announcer was called into the service. Garred is still waiting his call.

Ted Weems Replaces "Flagg-Quirt" Show

CHICAGO, April 4.—Ted Weems and his band have been signed by Brown & Williamson Tobacco Company to replace its Friday *Captain Flagg and Sergeant Quirt* show, starting next week (10). Sponsor's agency, Russell M. Seeds, has been trying to modify the text of this old story to conform with the theme of the modern war, but the efforts have not been successful.

The Weems show will originate from WMAQ (NBC) here and follow the pattern of a musical revue. In addition to the ork vocalist, Garry Moore, NBC emcee here, will be featured in a similar capacity.

Jackson Brew's WNOE Party

NEW ORLEANS, April 4.—Jackson Brewing Company, which has been broadcasting its *Jar Midnight Dancing Party* over WNOE here, will celebrate its 1,000th broadcast with an all-night party April 9. Hubert Grant, show's producer, is rounding up a batch of professional and amateur talent, and 10 bands, most of them from New Orleans remote spots, will furnish music.

Production Easiest For Fems To Crack

CHICAGO, April 4.—According to a survey conducted by the Illinois Women's Executive Committee here, the talent field in radio is as hard to invade as ever before, particularly if the performer is a newcomer, but there is a better opportunity for girls in the production departments. According to the survey, one out of every five jobs in the latter field is handled by a woman, and the percentage, due to the war, is on the increase.

Some 15 women active in the radio field here aided the women's committee in the survey and the free radio job clinic held here last week.

Chi Sun Adds WLS To Large Schedule

CHICAGO, April 4.—The Chicago Sun, a great buyer of radio time since its entrance into the morning daily field here a few months ago, added WLS to its schedule by buying a six quarter-hour strip weekly and a half hour on Sunday mornings to publicize its comic section. Joe Kelly, *Quiz Kids* emcee, will handle the show starting Monday (6).

Account has been set by the Web Agency for 13 weeks.

"Hit Parade" Renewed

NEW YORK, April 4.—American Tobacco Company has renewed *Your Hit Parade* over 65 Columbia stations, effective May 2. Series, heard Saturday, 9-9:45 p.m., started in 1936 and is now going into its seventh year.

Lord & Thomas is the agency.

WNBT, New York, which has been co-operating with the government in presenting programs devised to teach air raid wardens and other war workers how to perform their tasks, is tele station of NBC, not CBS, as erroneously stated in the March 28 issue of *The Billboard*.

Advertisers, Agencies, Stations

NEW YORK:

RAY P. SHULTS has joined Columbia Broadcasting System's Radio Sales Department as account executive. He has been with International Radio Sales, Compton Advertising Agency and other companies. . . . Joy Virginia Grubbs, assistant director of Columbia's *School of the Air of the Americas*, has resigned, effective April 16. . . . Pepsi-Cola Company, as of Friday (3), expanded its air time with three participations six days a week on the Arthur Godfrey 6:30-7:45 a.m. program. Newell-Kennett handles the account. . . . I. J. Fox Fur Company, beginning April 7, will sponsor announcements on WABC's all-night music show. This is the first commercial contract on the show. . . . New York Yankees and New York Giants baseball clubs have announced that all their home games this season will be broadcast over WOR. General Mills, Inc., is the sponsor. . . . George F. Putnam, who does 14 newscasts weekly and announces for Paramount newscasts, has added another show, *The Army Hour*, new weekly program sponsored by the United States Army on NBC Sundays, 3-30 p.m. . . . Blue Network's *News Here and Abroad*, made available for local sponsorship two weeks ago, already has been taken over by nine sponsors and 10 stations. . . . Lever Brothers has added 17 CBS stations to its *Bright Horizons* program, effective Monday (6). . . . Beech-Nut Packing Company has renewed *Old Side of the News* over WABC, effective April 7. Program, heard Tuesdays, Thursdays and Saturdays, 8:35-9:30 a.m., is handled by Newell-Kennett. . . . WOR's Bessie Beatty, morning participation program, has added *The New York Post* to its list of sponsors. . . . Edward J. Content, assistant chief engineer at WOR, back after an appendicitis operation. . . . Miss Roy Messner is the new secretary to Alfred Wallenstein, musical director of WOR.

CHICAGO:

NBC Radio Recording Division here has been designated by the Office of Civilian Defense to handle Mayor Kelly's *Order of the Day* one-minute transcriptions, which are being carried by some

18 stations in this area. When the mayor took sick last week, an engineer and a mike were dispatched to his bedside and his new supply of messages was carried by wire to the recording studios. . . . WMAQ has secured a renewal on *What's New in the News*, featuring Norman Ross, from the Chicago Motor Club, thru Aubrey, Moore & Wallace. . . . WJJD is carrying a new series written and performed by National Youth Administration members new being trained for national defense work. Series is titled *The Torch of Freedom*, heard Friday mornings. . . . *Don Winslow of the Navy* was extended another eight weeks over WGN, effective April 6. Sponsored by General Food Sales and handled thru Young & Rubicam. . . . Lillian Gordon's radio production office is branching out into the booking field. Jules Slavin and Dave Goodman have been added to handle acts and trills for cafes and theaters. . . . Axton-Fisher Tobacco Company has bought another 13 weeks on the *WIND Sports Edition*. . . . WAIT has finally moved downtown, following several postponements due to difficulty of securing building materials. . . . Capt. Michael Polding may lose his wine sponsor in three weeks for the summer, but his show will continue on WIND, nevertheless.

PHILADELPHIA:

JOHN FACENDA, WIP announcer, joins the ranks of radio tutors, appointed to conduct the newly formed radio classes at St. Joseph's College. . . . Shirley Mayer, after just about warming up the publicity bench at WFEN, has resigned the spot. . . . Jack E. Surrick, WFIL sales manager, on the board of judges for the sales management award presented annually by the Sales Managers' Association. . . . I. A. Goldman agency gets the *Stylex* Clothes account, with H. N. Goldberg the account exec. . . . John B. Kennedy came in from New York to emcee the hour show on WIP bought by Exide Battery Company to broadcast the presentation of the all-Navy "E" award. . . . Ed Cleary, WIBC general manager, ordering all stamp and bond plugs to go over the air as for "Victory Bonds and Stamps." . . . Earle

Bunkley, ad agency head, swinging around the country to address advertising clubs on Defense Bond promotion. . . . Walter O. Smith, from WWDC, Washington, joins the KYW engineering staff. . . . Major Edward A. Davies, WIP sales head, back from a Florida sojourn. . . . Dolores O'Neill, who quit NBC's *Basin Street* sing spot to return here to receive the stork, has signed for a sustaining series on WCAU, her old stamping grounds.

LOS ANGELES:

RAY SCHULTZ is the new picture editor at NBC in Hollywood. . . . Martha Sherwin, formerly secretary to Hal Beck, NBC publicity director, is being shifted from picture editor to fan magazine editor and fashions. . . . Don Benage has joined the staff of KPRO, Riverside, Calif., as transmitter engineer, and Dale Tyler, news analyst from WOL, becomes KPRO news bureau chief. . . . Aram Bejebian, program director at KVEO, San Luis Obispo, has left for the Marine Officers' Training School. Successor has not yet been named. . . . Jack Pegler, of Lord & Thomas New York office, in town. . . . Alex Kroll, of William Eby New York office, arrived in town recently for tie-ups for Camel cigarettes. . . . Harry Spears, audio supervisor for CBS in the West, is cutting records of his three-week-old daughter's crying for the sound effects department headed by Al Span. . . . Union Oil Company has announced renewal for 52 weeks of *Point Sublime*, weekly dramatic sketch over Pacific Coast NBC, written and directed by Robert L. Redd. . . . Harrison Hollway, Clyde Scott, Glass Fleisch from KECA, and Tracy Moore, Leo Tyson, Kevin Sweeney, Don E. O'Connell from the Blue in Hollywood attended the station representatives' meeting sponsored by the Blue network in San Francisco. . . . Billie Woods, head of the KHJ script department, has resigned her radio duties to take up a secretarial post in a local aircraft plant. . . . Bill Kennedy, KHJ announcer, has been signed by Warners to a seven-year film contract. . . . Lovie MacClure and Mrs. Dorothy Haythorne have joined the KHJ script department.

Radio Talent

New York By JERRY LESSER

DID you know that GEORGE BRYAN, CBS newscaster, is one of the few people in radio who can boast of being a native New Yorker? And that he still lives in the house where he was born? . . . that MILDRED LINN, who is covering the Easter Parade for WMCA, is heard daily on that station as Linda Porter on *The Three Musketeers*? . . . that TOM TULLY spends his spare time serving as counter man at the Stage Door Canteen? . . . that actress COLLEEN WRIGHT has organized a group of girls to write letters to soldiers? . . . that MARGARITE O'CONNELL, formerly hostess in the NBC Radio-Recording Department, has been promoted to secretary to GEORGE LOWMYER and NORMAN CLOUTIER, and that her old job has been taken over by CONSTANCE LEON? . . . that *The World Is Yours*, which was supposed to have left the air last week, was taken over by the War Department and will continue for at least five more weeks? . . . that CLAYTON COLLIER, who is radio's Superman, and who plays Abie on *Abie's Irish Rose*, has landed the announcing job on *The Goldbergs*? . . . that BASIL LOUGHRANE is the new director of *Maudie's Diary*? . . . that BRAD BARKER's pay for a three-second camel's cry for water on the *Meet Mr. Meek* show last week is enough to quench the thirst of a million camels? . . . that's enough of that?

JUST for laughs: HAY BLOCK says he knows a singer who's so bad that he can't even get a handclap from his audience when he sings *Deep in the Heart of Texas*. . . Ever hear the one about the radio announcer who is troubled with arteriosclerosis? He hasn't got it—he just can't pronounce it.

KENNY DELMAR forwards an interesting sidelight on the character of the Japanese. Many years ago KENNY'S aunt lived in Japan. She decided to have some dresses made. Using an old dress as a work-model, she pinned on some written instructions, "Embroider neck and sleeves with French knots," and gave it to the seamstress. Two weeks later she called for the dress. Around the neck and sleeves the seamstress had embroidered the words, "French knots," in their entirety.

ZERO MOSTEL, comedian, playing his first professional job at Cafe Society Downtown, New York, has already landed his first radio spot, a 13-week contract for the Blue's *Born Street* program. This is the program's first comedian on contract; others have been used as guest artists.

BOSSILIANOS held over at the Beach-comber until April 17. . . OHINITA a new starter there.

Chicago By SAM HONICBERG

ALLAN JONES will co-star with MARION CLAIRE on the *Chicago Theater of the Air* show April 11 for the airing of the grand prize-winning operetta in the station's \$10,500 contest. . . WHITFIELD CONNOR is new on *Romance of Helen Trent*. . . JANE COHAN, of WBEM's music department, is now handling the production post vacated by GEORGE MORRIS, who joined the army. . . LEE BENNETT, singer in JAN GARDNER'S band for 10 years, has joined the announcing staff of WGN. . . JACK SWINEFORD, heard on several NBC shows originating here, has changed his professional name to JACK LESTER and joined the chain's announcing staff. . . JACK FULTON, back on WBEM, figures prominently on the station's sustainer, *Sing and Swing Unlimited*. . . BRUCE MACDONALD is new announcer on WIND, coming in from WEMP, Milwaukee. . . HAZEL DOPHEIDE, of Scattergood Baines, is organizing a group to provide funds for the Seeing Eye movement. . . ROBERT MORTON, new chorus member in XAVIER CUGAT'S band, is a former NBC guide.

RED SKELTON will return in the fall for the same sponsor, local Russell M. Seola Agency officials say. Meanwhile, TOMMY DORSEY is set to do the summer replacement from New York, starting June 14. . . AL HOLLANDER, of WJJD-WIND, is looking around for a new mystery program, while HERB SHERMAN, of WAIT, is in the market for a bona fide Englishman. . . Tom Mix serial left the air last week for the summer, a month earlier than usual. . . VIRGINIA CLARK, of *Romance of Helen Trent*, is the mother of a boy born at the Evanston (Ill.) Hospital March 31. BETTY RUTH SMITH is taking care of the role during her absence. . . PHIL LORD, RAY JONES and VIRGINIA PAYNE APRA officials here, are active members of Show Polka, Inc. . . BILL ANSON is the new comic strip reader on WGN Sundays. . . DON NELSON, heard on many local shows, who recently enlisted in the U. S. Coast Guard, married SARAJANE WELLS, busy soap opera actress, last month.

Hollywood By SAM ABBOTT

LOU CROSBY has replaced KEN NILES as the announcer on the Bob Burns program over CBS. . . H. ALLEN SMITH has returned to New York to set up his *Swap Night* programs. He was in Hollywood three weeks. . . BETTY RUTH SMITH is temporarily replacing VIRGINIA CLARK as title role actress of *Romance of Helen Trent* over KNX-CBS. Regular star is awaiting a blessed event. . . KNOX MANNING, CBS newscaster, is doing a daily training stint on a new bicycle. . . SHARON DOUGLAS'S brother will soon enter a government aviation school for pilot's training. Miss Douglas is heard on *Second Mrs. Bartow*. . . HAL PRARY, the Great Gildersleeve,

will be starred in a forthcoming RKO movie. He was featured in *Look Who's Laughing*, with Pibber McGee and Molly and Edgar Bergen. . . MILTON BERLE, of *Three Ring Circus*, has just finished a play which he expects to use as his next season's Broadway vehicle. It is titled *I, the People*. . . GINNY SIMMS, heard on the Bob Burns show, recently appeared at a dance at the University of Southern California. Admission was 25 old magazines to be sent to men in the service. She is due for another picture at RKO soon. . . BOB LEMOND is announcing *Hollywood Showcases*, replacing Frank Cox, who is in the army. . . FRANCES SCULLY has resigned from the NBC press department and is now busy with her *Speaking of Glamour* and *Blind Date* programs over the Blue. . . JACK CARSON, heard on *Signal Carnival*, is about thru shooting on *The Hard Way* at Warner studio. . . BEN GADE, formerly announcer on the Bob Hope show and now in the army, was one of 450 service men who attended a recent Pepsiadent broadcast. . . BENNY RUBIN, heard on the *Martell House Coffee Hour*, is on a personal appearance tour in the East. . . PIBBER MCGEE and MOLLY are soon to appear in another picture at RKO.

we had a swell time,
mr. allen

Quiz Kids

LT Inks Block for "Parade," Kyser "College" Commercials

NEW YORK, April 4.—Martin Block, WNEW's spicier par excellence, has been signed by Lord & Thomas for a series of commercial announcements on *The Hit Parade* and Kay Kyser's *College of Musical Knowledge*. Both network programs are sponsored by American Tobacco Company for Lucky Strikes cigarettes.

Contract calls for Block to deliver a commercial plug, one on each program weekly—one minute on the *Hit Parade* and one minute on the Kyser show. Unlike most spicers on agency programs, Block, who is noted for his persuasive ad-lib blurbs, will have complete freedom in handling the commercials. He will write them himself and frequently ad-lib, as he does on the WNEW *Make Believe Ballroom* program.

Setting of this contract gives Block three important network programs using his commercials. Procter & Gamble for the past few months has retained Block to do commercials on the five-a-week serial, *Pepper Young's Family*, on NBC.

Not known at press time when Block starts his blurbs on the Kay Kyser and *Hit Parade* shows but it will probably be within a week or two. Kyser show airs on NBC, Wednesday, 10-10:30 p.m. and *Parade* is on CBS, Saturdays, 9-9:45 p.m.

Block, one of the most fabulously successful figures in radio, owes much of his good fortune to the WNEW *Make Believe Ballroom* program, which started some years ago as a quarter-hour session

with a single sponsor. Today, the *Ballroom* is on the air three and one half hours daily and is booked to capacity with 21 sponsors.

NBC To Carry Labor Orgs' Victory Show

NEW YORK, April 4.—*Labor for Victory*, to be produced co-operatively by the American Federation of Labor and the Congress of Industrial Organizations, will be carried by the National Broadcasting Company 10:15-30 p.m., Saturdays, starting April 19. Time for the program has been donated by the National Broadcasting Company, and purpose of the program will be an exposition on how the worker is helping America win the war.

Program is unique, and the deal represents the first time that labor has had a chance to present its case over a network on such an extensive scale.

The labor orgs will alternate, the AFL going on the air one week and the CIO the next.

Philip Murray, president of the CIO said, "The CIO will use this opportunity of a regular radio program for the major purpose of promoting the war effort." William Green, president AFL commented, "Thru this program, labor hopes to be able to have a fireside chat with the people of America each week." Both orgs issued statements expressing gratitude to NBC.

The program will feature news, interviews with outstanding labor figures and workers on the war production front. Len De Caux, publicity director for the CIO, will handle the CIO phases of the show, and Philip Pearl, press chief for the AFL, will act in a similar capacity for his organization.

Breiel to McGraw-Hill

PHILADELPHIA, April 4.—After heading the publicity department of N. W. Ayer for six years, John H. (Jake) Breiel leaves the agency to become assistant manager of the Eastern district of the McGraw-Hill Publishing Company. Breiel joined Ayer in 1936, previously being a member of the editorial staff of the Scripps-Howard newspapers. Will remain in the city for his new post.



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Program Reviews

EWT Unless Otherwise Indicated

"The Family Feud"

Reviewed Sunday, 3-3:30 p.m. CWT. Style—Quiz. Sponsor—Porter Furniture Company. Station—WRJN (Racine).

A new and entertaining wrinkle in the apparently endless field of quiz broadcasts is this airing, using family teams as contestants.

Five such teams are aired, consisting of either father and son, father and daughter, mother and son, or mother and daughter. Queries are primarily of an historical nature to help acquaint listeners with U. S. background, such as: "In what State was the first battle of the Civil War fought?" "What was the name of the ship that brought the Pilgrims to Massachusetts?" etc.

Team members are permitted to exchange information before answering questions, if they wish. Winning team is rewarded with \$5 in Defense Stamps and is eligible to compete on the succeeding Sunday's program.

Making with the questions is Deacon Jones, whose patter is first-rate.
H. C. Brenner.

"Romance of the Ranchos"

Reviewed Sunday, 8:30-9 p.m. PWT. Style—Dramatics with narration. Sponsor—Title Insurance and Trust Company of Los Angeles. Agency—Buchanan & Company. Station—KNX (Los Angeles).

Romance of the Ranchos is heard weekly over KNX and is based on a series of happenings with historical background. In this section of the country, steeped in tradition, it is quite easily to dig up stories of this sort, but quite a different thing to make them entertaining to a 1942 public. *Ranchos* attains this goal.

Show caught was based on the life of Jonquin Marietta, who turned to banditry after his bride was killed by miners in 1849.

Frank Graham, narrator, is the "wandering vaquero," and in his *March of Time* delivery unravels a good story. Sequences are dramatized to give the audience the atmosphere of the days of '49. In writing this show John Dunkel has done a swell job and Ted Bliss has whipped it into fine shape. Music, arranged by Gaylord Carter, is smooth and fitting.

Commercials by Bob Lemon.
Sam Abbott.

"The Voice of Freedom"

Reviewed Wednesday, 8:15-8:30 p.m. Style—Commentary. Station—Sustaining over WMCA (New York).

Billed as the voice of the little people, this quarter-hour weekly show is presented under the auspices of Freedom House, an organization dedicated to democratic action. Program is conducted by an anonymous commentator, and idea is a commentary on timely topics and

their relation to the war effort.

This week's talk was on newspapers and their editorial policies regarding the war. Commentator claimed that most European newspapers would accept bribes, whereas American papers couldn't be bought. Went on to explain that many European as well as some American papers were serving as tools for Hitler, and were creating diaphany thru their editorial policy. Specific papers and publishers were named.

After reading a series of editorials, he proceeded to break them down.

Program packs plenty of punch and was handled expertly by "Master X." Delivery and diction excellent.

Elliott Gelfer.

"Sister Emmy"

Reviewed Saturday, 9-9:15 a.m. CWT. Style—Song and chatter. Sponsor—The Socony-Vacuum Oil Company. Agency—J. Sterling Gatchell, Inc. Station—WBBM (Chicago).

An old-timer that secured itself a sponsor. Fran Allison, popular radio performer in the Chi area, enacts the title of a good-natured, small-town woman who talks about everything and anything, most of it folksy. Miss Allison has a suitable voice for this characterization and keeps the show consistently interesting with a good script (which she writes herself) and nice honey tunes (her voice is far from bad).

She carries on the chatter program with Eddie Dunn, announcer and general associate. While Dunn takes care of the straight commercials, Sister Emmy, diplomatically, also plugs her new meal ticket. The sponsor in this instance is selling a bug-extinguishing liquid.
Sam Hontberg.

"The Flavor Lingers"

Reviewed Wednesday, 7:45-8 p.m. Style—Music and sports. Sponsor—Easlinger, Inc., Philadelphia. Agency—James C. Lamb Company, Philadelphia. Station—KYW (Philadelphia) and WBAB (Atlantic City).

When this lager firm decided to junk its platters and go big-time—with an elaborate live show, it did so unambiguously. In the interest of its thirst-quencher, sponsor has given local radio a long-awaited hypo. Only a quarter-hour once-a-weeker, but it's laid on like MacDuff.

Clarence Puhman's 10-mmm ork weaves the melodic background. Is the first local maestro in a long time to get a radio bankroller. For the show's main dish, it's the singing of Frank Coleman, a new voice and pleasant. Used to be a vocal heartthrob on WGAR. And it's going to be plenty tough keeping him within local confines. His lyrical tenor pipes fall ever-so-smoothly against the ears. His balladizing a standout. And it's a colorful and expert backing that Puhman furnishes.

Between two song sessions it's "Elatin-

His "Udder Job"

DETROIT, April 4.—There has been plenty of questioning over the problem of whether announcers use all the products they plug so ardently, but Harold True, at WWJ, has gone them one better by "raising" milk for his own dairy program. True is currently subbing on the Michigan Milk Producers' newscast for vacationing Anita Grant. True also has a sideline—he owns a little farm in the suburbs and has a cow or two.

Consequently, he's a member of the co-op which sponsors his own program. Now the boys around the station are kidding him about his "udder job."

ger's Little Man," lager's trade-mark, taking over for a few minutes of *Headlines of Sports*. That tag has been identified with sponsor. Voice belongs to George Edwards, giving predictions and spot news in the realm of sports. Jay Paragon, of the KYW staff, permanently assigned to the show and makes his impressive pleas in behalf of the lager on opening and shut.

Stanza originates in the KYW studio and is pumped to WRAB, Atlantic City. As its distributor set-up in the territory branches out, agency figures on building its own regional network for the show.
Maurie Crodenier.

Carmichael Takes Post With NBC

CINCINNATI, April 4.—Cecil K. Carmichael, who resigned recently as assistant to James D. Shouse, vice-president in charge of broadensling of the Crosley Corporation, has been signed by National Broadcasting Company to handle exploitation for all of the network's programs, according to an announcement made in New York yesterday by Frank E. Muller, NBC vice-president and general manager. He assumes his new duties April 15.

Prior to his association with WLW here, Carmichael had been associated with WKRC, Cincinnati, and WBT, Charlotte, N. C.

Jones Bros. Buy WOCM

NEW ORLEANS, April 4.—Hugh O. and William E. Jones, brother heads of a local publishing house, have bought radio station WOCM at Gulfport, Miss., from P. K. Ewing, also local and general manager of WDSU and owner of three other Mississippi stations. Hugh O. Jones will assume charge of the station and of plans for renovation. Price paid is reported as \$17,500.

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

BLUE Network, Sunday, 2-3 p.m., folded up its *Famous Fireside Play* series with a good one, *The Front Page*. The Ben Hecht-Charles MacArthur newspaper story still has plenty of social implication and human interest, and the radio adaptation by Charles Newton was lively and compelling. Cast was headed by Eddie Nugent, as Hildy, the star reporter on *The Examiner*; Santos Ortega played Walter Burns, the managing editor; Peggy, Hildy's sweetheart, was done by Joyce Hayward, and Molly, the tough girl who befriended the escaped convict, was portrayed by Joan Banks.

Nugent and Ortega tops, delivering their lines with much realism; Miss Hayward very capable as Hildy's girl friend, her performance having an appealing warmth. Miss Banks and rest of the cast above radio drama standards, all really pitching in to give the play plenty of fire.

Lindsay MacHarris directed the piece, with Harry Frazer, production director of the Blue net, supervising. Midway in the play Barret H. Clark did a bit of comment on the authors and the play's Broadway debut, and pointed up the play as a social document hitting at political maneuvering.

Philly Sponsors Roughed Up by Jivin' Jarvis

PHILADELPHIA, April 4.—The millionian has truly arrived. Local radio this past week has seen—and heard—the first break in the stick-in-the-mud attitude of advertisers and agencies in respect to radio. The kidding that sponsors take on the network shows is only 3.2 per cent larger compared to the rich H. M. Distman Agency allowed for the Victory Clothes account.

For many months now, WIP announcer Lee Vines has been plugging away with an original script known as *Jivin' With Jarvis*—a radio announcer indulging in a verbal jarn session, Tuesday (31) Jarvis jived with a piece of commercial copy like this:

"Tonight we celebrate our first sponsor (strains of *Funeral March*). Our sucker will henceforth be Victory Clothes.

"These men's clothes at Victory Clothes are very swell—I've been told to tell you. . . . Some of the jackets will save you fellows lots of money, because they are so long you won't need shoes and socks when you wear them.

"Now Victory Clothes, because of its location, is out of the high-rent district. Which means that they can make more profit on the clothes you buy. Maybe you won't get the right fit. But you can be sure of this—the suit or topcoat you get there will keep you warm. And who can tell—the style may come back some day. They're called Victory Clothes—because when you buy your clothes there, it's a Victory for the sponsor."

Commercial copy, for the first time in local radio, was not out-of-step with the character of the show presented. Stanza was peddled to the agencies on a premium participating basis, and Victory Clothes was the first to try the idea. Distman agency coming in for the two weekly shots.

Y&R Sets Two for Summer

NEW YORK, April 4.—Young & Rubicam has set two summer replacement programs. *Those We Love* moves into the Eddie Cantor spot on NBC, Wednesdays, 9-9:30 p.m., beginning July 1. Plan is to keep *Love* on for 13 weeks.

Ed Murrow, Columbia correspondent, has been signed by International Silver and will do quarter-hour broadcasts from London beginning Sunday, April 25, 6-8:15 p.m., on CBS.

WOC Ups Power, Rate

DAVENPORT, Ia., April 4.—WOC, radio affiliate of the Blue Network here, will operate at 5,000 watts day and night on 1,420 kilocycles July 1. With change in power and frequency, the network rate will be increased from \$120 to \$180.

WOC now operates with 250 watts on 1,450 kilocycles.

Material Protection Bureau

THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Miss E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

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

The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

RESULTS OF THE BILLBOARD'S

Fifth Annual

RADIO PUBLICITY AND EXPLOITATION SURVEY

Start in Next Week's Issue, Dated April 18

The nation's radio editors name the best network and advertising agency press departments and the best press agent in radio publicity.

The Awards Committee names exploitation leaders in clear channel, regional and local station divisions, and the best ad agency and press agent exploitation.

Chi Legit Looks Good

CHICAGO, April 4.—Legit houses here pulled thru Lent with comparatively little damage and all signs point to profitable weeks for the remainder of the season. Despite poor notices, the name of Helen Hayes proved strong enough at the box office to give *Candide in the Wind* a good three-week run at the Erlanger. It winds up tonight with an estimated total of \$46,000. Show moves south for a series of one-nighters.

The *Harris* is doing nicely with *Angel Street*, with Sylvia Sydney, Victor Jory and Ernest Cossart in the leads. The third week brought an okay \$12,500. *Blithe Spirit*, now in its eighth week at the Selwyn, has picked up in its weekly average, taking down a regular \$13,000 gross. Comedy was slow in its early stages, but now promises to hang on thru spring.

The Blackstone will call it a day with *Papa Is All* April 11, when it will wind up a five-week return engagement. Show has not been attracting much money, but due to low nut has not lost any. *Hinton* picks up *Good Night, Ladies*, the revival of Avery Hopkins' *Ladies' Night in a Turkish Bath*, April 12, co-starring Skeets Gallaher and Buddy Ebsen.

Erlanger gets *Machbeth* with Marilee Evans and Judith Anderson April 27. Grand will have *Watch on the Rhine* starting May 11, with *High Kickers* slated to arrive the same day at an as yet undesignated house.

Modern Playwrights' Co. Offers Ibsen in Libraries

NEW YORK, April 4.—The Modern Playwrights' Company, composed of a group of ambitious actors, directors and playwrights seeking recognition in the professional theater thru the presentation of their own plays and modern classics, is giving a series of showings in what are called the "little theaters" of the Hamilton Fish Park, Hudson Park, Muhlenberg and Fort Washington branch libraries. The theaters are located in the basements of the buildings. The group charges no admission, being supported thru the contributions of those attending the plays.

Saturday night (28) *Rosmersholm*, the fourth in an Ibsen cycle, was presented at the Hamilton Fish Park Library, deep in the wilds of East Houston Street. The performance was very poorly attended, and the few who were there could be divided into two definite groups: those who had a genuine interest in what they were about to see and those who had nothing better to do. Both were disappointed, for the performance was a pretty sad affair, complicated by the absence of one of the members of the cast, who was taken suddenly ill. Irwyn Franklin, the director, tried to fill in as best he could, but the audience was subjected to the sorry sight of an actor reading from a script while on stage.

The Norwegian poet's wordy drama seemed to be a little too much for the cast to tackle, altho there was a glimmer of hope on infrequent occasions. Eric Richmond, as the frothy Urie Brandel, came thru strongly, and Athena Cosider, a young and attractive brunette, did a fairly good Rebecca West. F. J. B.

Leventhal Subway Circuit Again Set

NEW YORK, April 4.—Julius J. Leventhal will again operate a summer subway circuit of rotating stock. Outfit, to be known as Atlantic Coast Circuit, has four houses set so far: The Flatbush, Brooklyn; the Windsor, Bronx; Central, Cedarhurst, L. I.; and Central, Passaic, N. J. Shows will be routed successively to the quartet of theaters, starting from the Flatbush and moving on to the Windsor. All four will play at \$1 top, with matinees 25 and 50 cents, and will play Sundays.

First show will open at the Flatbush April 14. Current vaude policy of the house drops Wednesday (8). Company moves on to the Windsor April 21, a new show starting at the Flatbush. Windsor, which also has a vaude policy current, will drop it next Sunday (12).

BROADWAY RUNS			
Performances to April 4 include:			
Dramatic			Opened Perf.
Angel Street (Golden)	Dec. 5	138	
Ames and Old Love (Fulton)	Jan. 10 '41	515	
Blithe Spirit (Murray)	Nov. 5	171	
Cafe Crown (Court)	Jan. 23	83	
Guest in the Home (Plymouth)	Feb. 24	47	
Jeans (Hudson)	Jan. 21	89	
Johnny 2-4 (Hempstead)	Mar. 16	21	
Jumbo Miss (Leasam)	Nov. 18	159	
Kim for Christmas, A (Music Box)	Mar. 10	81	
Life With Father (Empire)	Nov. 7 '39	1,604	
My Sister Helen (Wilmington)	Dec. 26 '39	520	
Nathan the Wise (Belmont)	Apr. 7	3	
Spring Again (Henry M. S. 's)	Nov. 10	168	
Musical Comedy			
Beau Brummell (Hollywood)	Dec. 25	116	
Best Foot Forward (Dorchester)	Oct. 1	212	
Lady in the Dark (2nd St. Ave.) (Albion)	Sept. 2	139	
Let's Face It (Empire)	Oct. 29	182	
Pony and Bear (revival) (Belmont)	Jan. 22	84	
Smile a' Plen (Winter Garden)	Dec. 1	144	

Philly Big; "Love" 246C

PHILADELPHIA, April 4.—Indicative of the legit boom being enjoyed here, Holy Week found two major attractions in town, and both registered strongly at the box office. Katharine Hepburn in *Without Love* moved from the Walnut Street Theater to the larger Forrest Theater for its second week, ended tonight (4). In spite of bad press, cash customers went for it and it added \$24,800 to make it a strong \$48,800 in a fortnight. ATS subscriptions held figure down.

At the Locust Street Theater, *Candide* continued strong for a third week. The final stretch, without ATS cut-rates, pulled a strong \$18,000 to make a socke \$51,000 for the three-week stay. Walnut was dark, but re-lights Monday (6) with a *Season Time* revival for two weeks. Same night has two other openings, Paul Mann in *Yesterday's Magic* at the Forrest for a single week and *My Sister Helen* at the Locust for at least three weeks.

Rotary Stock For Springfield

SPRINGFIELD, Mass., April 4.—This section of Western Massachusetts appears to be set for a full share of legitimate theater. Early this week producers Harold J. Kennedy and Richard Weaver announced that they would open a "Star Theater" season at the Masonic Auditorium, with Ruth Chatterton in *Private Lives*. Previously Weaver and Kennedy had tried to make arrangements with the Playgoers of Springfield to put the play on in this city thru that outfit's sponsorship, but Executive Director Daniel J. Maloney preferred to wait until the company was able to show its goods before throwing the Playgoers' backing behind it. Kennedy then announced that *Private Lives* would play at the Masonic Auditorium Friday (10), go from there to the Bushnell Memorial in Hartford and on to the Shubert in New Haven. The company plans to continue, perhaps with the Playgoers' backing, at the Court Square in Springfield, thru the rest of the season or as long as there is good business.

Kennedy had made a try for the Trade School Auditorium, where he presented an abbreviated summer season last year, but the school board had made a contract with Harry Fisher for the use of the theater. Fisher plans a resident stock company, the board said, but has made no announcement of plans.

Meanwhile, the Playgoers have announced plans to bring *Hellasopppin* here May 18 and 19.

'Passion Play' Record in Det.

DETROIT, April 4.—The Freiburg (Black Hills) *Passion Play* drew 30,175 people in a 10-day stand at the Masonic Temple Auditorium, one of the biggest draws for this type of religious show here in years. Show had opposition of eight film *Passion Plays* and heavy billing for "Detroit's own *Passion Play*" being produced by the Catholic Theater of Detroit.

Gross for the Masonic Temple run was estimated at \$25,000. Nineteen performances were given.

SSMA and Agents Agree To Pass On Units To Cut Barn Competition

NEW YORK, April 4.—Following approval of a new summer-stock contract with Actors' Equity Association, Summer Stock Managers' Association has also reached an agreement with the legit agents whereby an advisory board will be formed to pass upon units, repeat casting and repeating plays, in order to minimize the competition among the barn theaters.

Everybody concerned—managers, agents and Equity—is cold on the subject of units, because of the complications they bring about and added costs of keeping resident companies intact, but all admit that units are the best lure to bring Hollywood names to the barn circuit. They all agree that film personalities have given the barnyard drama a tremendous hype, and if units are one of the ways names can be gotten, then units must be played. However, before a unit is approved, the managers and agents will confab on casting and plays, so that resident companies in the area don't suffer thru repeats of the same play.

Steering committee for the managers, to serve as advisors with the agents, includes Milton Stiefel, Billy Miles, Theron Bamberger, Cheryl Crawford, Arthur Sircot, Virginia Dean and Guy Palmerston. Agents have not picked out their advisory board yet, but have promised co-operation on the entire subject.

SSMA, which some managers said was the best thing that has yet happened to them, "because we were always getting in each others' hair in the past," regards its new contract with Equity as a stimulus to keep more houses open this summer than would have unsheltered otherwise because of threatened conditions arising from the war, priorities rationing, etc.

Major points in Equity contracts are that managers can waive rehearsals of

stars, provided that the luminaries show up 24 hours before production for a dress rehearsal. In this manner, stars can put in a full 12 weeks, instead of taking a week off between each play to rehearse. On the other hand, it cuts out the temperament angle of some stars, who were in the habit of showing up 15 minutes before curtain time, with no rehearsals at all.

Managers will be able to play unit companies four weeks out of the season and pay the actors in the permanent company \$3 a day while laying off. If a resident company plays rotary stock, actors will receive an additional \$10 per week plus maintenance if they don't return to their home base each night.

War clause was included in the contract, but Equity Council assured the managers that, in the event things became too bad because of blackouts, fire and gas rationing, etc., Equity will consider cancellation of contracts.

Theater Wing Ads War Production Aim

NEW YORK, April 4.—American Theater Wing War Service this week announced the formation of a War Production Training Committee, which will enroll theater people to receive training in industrial production as an aid to the war effort. Move is figured as a result of publication of the industrial questionnaire to be sent to 41 men enrolled in the draft. Questionnaire had no subdivisions relating to any sort of theater work. With Wing training, theater people may be able to check off one or more of the mechanical crafts that form the basis of the questionnaire.

First step in Wing's campaign will be a survey of potential mechanical abilities and skills of theater workers. This will take the form of a questionnaire to be sent out to about 12,000 people in the theater. Wing's questionnaires will be returned by April 26, and people deemed most available will then be offered chance to enroll for training courses in war production.

Theatrical unions and organizations are behind the plan. War Production Training Committee will hold a rally midnight April 18.

Touring Cowbarn

PAWLING, N. Y., April 4.—Starlight Theater, a summer institution here for many years, has found one way of meeting the feared difficulty of getting cowbarn customers out to summer theaters in view of the rationing and threatened gasoline shortage. Starlight will bring the theater to the customers.

Instead of playing full weeks at its home here, Starlight will open its plays here Tuesdays, and then play one-night stands in Poughkeepsie, Peekskill, Danbury and Mount Kisco, all neighboring spots. It will return to play Sunday performances here, to round out the six-day week.

Season set to start June 26.

Upton Stock Co. Tours

FORT DIX, N. J., April 4.—Camp Upton Opry House, touring with *Three Men on a Horse*, directed by Private Sara Stone, has concluded a four-day stand here and moves on to Fort DuPont, Del. While at Fort Dix, Upton stock troupe also put on *We're Ready*, musical with band presentation.

At Fort DuPont, Upton actors will also put on *Room Service* and *Petticoat Fever*. *Fort Dix Variety Show*, featuring Herb Fields (former Raymond Scott clarinet man) is also touring the army camps.

Private Henry Sholly, former Wilmington correspondent of *The Billboard*, is stationed at the 1229th Reception Center, Fort Dix.

Stock for Detroit?

DETROIT, April 4.—Plans to book a summer stock company for the first time at the Masonic Temple here are being negotiated by William Van Lopic, auditorium manager. The 1,500-seat Scottish Rite Cathedral, which is completely air-conditioned, would be used.

Bookings for the 5,000-seat Auditorium indicate that it will concentrate again chiefly on concerts.

Second Suit Hits Auctioneer Kaye

NEW YORK, April 4.—Lionel Kaye, currently conducting his auction stint in *Sons o' Pae*, is being sued again over the use of his billing and routine. The second suit has been instituted by George Heather, who claims that Kaye's act is an infringement on a routine originated by him in 1932 and subsequently copyrighted. He is asking for \$25,000, claiming that Kaye's use of the routines and billing is prevented him from getting work. Injunction is also being sought to prevent Kaye's further use of the routine.

Papers were served upon Kaye March 28. He has 20 days to answer.

Kaye recently won the first round of a suit instituted by Dave Stern, vaude books, when the court ruled that the idea of auctions was ancient and, therefore, Stern had no claim, since he did not originate that particular phase of auctioning. Stern is appealing this decision.

Allen Saunders is attorney for Heather.

Madeleine Carroll for Summer Stock Rep Tour

NEW YORK, April 4.—Madeleine Carroll will make her American stage debut in stock this summer in a swing around the barn circuit in *Arms and the Man*, *Petticoat Fever* and *The Good Fairy*. Permission was given the British player by the council of Actors' Equity Association last Tuesday (31).

Milton Stiefel, of Ivoryton (Conn.) Playhouse, and Arthur Sircot, Cape Playhouse, Dennis, Mass., appeared before the council requesting permission for Miss Carroll to do a turn in summer stock, and also stated that seven other managers were interested in playing her this summer.

Miss Carroll was formerly on the London stage, but has done only picture work in America.

Ballet Russe OK in B'dg'p't

BRIDGEPORT, Conn., April 4.—The Ballet Russe, in for one performance at the Klein Memorial here March 26, did almost capacity, drawing a nice gross of \$2,855, according to Managing Director Perry Rodman. Prices ranged from \$1.10 to \$2.75.

LNyT Wants Sunday Shows & More Dues To Solidify Legit

NEW YORK, April 4.—With the seasonal concentration of summer stock currently occupying the minds of legit circles, League of New York Theaters is rounding out its efforts to solidify Broadway legit for the coming season with a perpetuation of Sunday shows and a hike in dues for its members to put the organization on a self-sustaining basis.

At the same time, it is still conducting negotiations with the Stagehands Union, Local 1, for a new basic agreement. Stagehands have recently passed the word around that the League is hampering the negotiations by refusing to grant wage increases to cover the increased cost of living, while the League has stated that the stagehands' demands are so numerous that they are being dealt with point by point. Stagehands are insisting that the new contract be retroactive from February 1, when the old agreement expired.

Board of Governors of the League last week also raised the dues of its members to a ceiling of \$5,000 annually, instead of the existing \$3,000. Dues currently are paid on a sliding scale, members paying \$10 per week per theater in operation, with a top of \$3,000. It was conceded that the Shuberts would be the only ones affected by the increase, which would cover the League's annual deficit of \$3,000.

Because of the periodic absence of the League's board members from meetings, League changed its legislative structure so that it may now drop members from the board after three consecutive absences, providing the member isn't sick or out of the city.

League points out that Sunday grosses in the past year of experimenting have meant the difference in many cases between shows staying open and shuttering. Sabbath tourist trade has meant financial salvation to many.

Decision as to permanence of Sunday shows rests with Equity, but League feels that the actors' union will be willing to string along with Sunday shows on a permanent basis because of the effect they have shown at the box office.

Westport Suspends

WESTPORT, Conn., April 4.—The Westport Country Playhouse here, which has operated for the past 13 summers under the management of Lawrence Langner and Armina Marshall, will not operate this coming summer, it was learned this week. As practically all of its patrons are dependent on cars for traveling, it was thought better to suspend because of the shortage of rubber and the possible rationing of gasoline.

AMERICAN ACADEMY OF DRAMATIC ARTS
 Founded 1884 by Franklin H. Sargent
 The foremost institution for dramatic and expressive training in America. The course furnishes essential preparation for Teaching & Directing as well as Acting.
 Spring Term Begins April 15.
 Catalog from Secretary, Room 145
GARBERIE HALL, NEW YORK

SUGAR'S DOMINO

(Continued from page 4)
 board's exclusive market and it meant as well the birth of an industry. In short, music machines have completely revolutionized various branches of the show business, among these being name bands, radio programs, music publishing, films and stage entertainment. To trace this process would require more space than we have allotted to ourselves here. This would be unnecessary, besides, since all who are involved have at last conceded the tremendous importance of music machines in the making of names, tunes and box-office success of musical films.

One of the New York dailies carried a series of articles recently in which high tribute was paid to music machines as pace-setters for tune trends but in which a requiem was sounded over the vigorous body of what is loosely called the juke box. This article was written by one who apparently dislikes research; in fact, dislikes it so much that he didn't take the trouble of getting his facts straight by merely picking up a telephone and calling a number. This is excusable because the author of the series is expected to have no deep interest in the music business or in the operation of music machines. But it is regrettable that he received most of his information, it is plain to see, from a man who made his pile distributing music machines. Such publicity cannot kill the business of operating music machines. It will take considerably more than that to obliterate the fact that there are more than 400,000 music machines in locations today. But it doesn't help those who are economically dependent on records and particularly the playing of records in music machines.

The record business, as well as the business of operating music machines, is in a better position than in any previous year. It is safe to predict that 1942 will be an even bigger year for both businesses than 1941. Manufacturing has been curtailed, but the freezing of assembly lines cannot affect the hundreds of thousands of sturdy machines already turned out and in use throughout the North American continent. That should be clear to everybody. As it is to us.

BENEFIT STORY

(Continued from page 3)
 the Rose organization was asked by the board to continue.

Both Rose and Louis Handlin, president of NVA, asserted there was no one else in the organization who could handle the affair profitably.

Last year, under chairmanship of Billy Gould, the NVA's cut was \$1,100, according to Rose. Rose has been handling the journal and general promotion of the affair for some years. Under Rose, the 1939 net to NVA was \$2,900; 1940, \$4,200, and 1941, \$3,100.

Rose's contract on the benefit called for the same percentage on solicited contributions during the affair as on the theater admissions and journal.

Nan Rae and Maude Davis wired the NVA a contribution of \$100. Several other gifts were received.

Price scale was from \$1.10 to \$10, with six boxes at \$100 each. Tickets at \$1.10 were not included in Rose's take.

4 A'S TAKES OVER AGVA

(Continued from page 3)
 understood it recommends significant moves.

Four A's has been long dissatisfied with Griffin's administration and the

FROM OUT FRONT

A Couple of Quotes

— BY EUGENE BURR —

TO THE artist, a time of war is likely to seem even more productive of havoc than it does to most people. During a war, of course, the spiritual values upon which all true art depends are torn and wried and sullied, turned into turgid catch-phrases devoid of dignity and true meaning; but, in addition, during wartime it is almost impossible for the artist adequately to practice his art and remain skillfully versed in its mechanics. For the man in the armed forces, this is in every way true; but it is also true, to a somewhat lesser degree, in the case of those who remain at home, with their time turned over to war work and their opportunities for artistic expression sharply restricted.

Yet the artist need not despair—for the life and progress of art and the continued work of the individual artist depend primarily upon the spirit that guides the technique, rather than on the technique itself. The mechanical equipment must basically be there, but its effects are determined by the heart and mind and imagination that guide it. This is true in times of war or peace.

A certain amount of mechanical skill may be lost to the artist during the duration of a war; it can be regained later. It can be regained, that is, so long as spiritual values remain strong and unsullied despite the turmoil to which they are subjected. It is a point brought out strongly and excellently in a speech made by Sir George Dyson to the students of the London Royal College of Music, an excerpt from which, quoted by Edward Johnson on a recent broadcast, was very kindly sent to this corner by Carter Blake.

Said Sir George Dyson: "Those who have left music for a time, and such of you as may yet have to leave it, provided you come thru your war experience physically unharmed, will have lost nothing, either in talent, character or enthusiasm, for whatever of music the future may bring. You do not play music with your fingers; you play with your head, with your intelligence, your character, your sensitiveness. Practicing an art is only in a very secondary sense a physical process. You can practice mechanically all day and learn nothing. The quality of your work depends not on your muscles, but on your brains. To play really well, your whole personality has to be tuned and tempered, receptive and sensitive, resilient and experienced, alert and vital, poised and concentrated. . . . It will be the privilege of music to help rebuild what war has destroyed. After all, wars do not last forever, but music does."

SUCH statements, of course, do not apply only to music; they are universally true of all the arts. The actor, in particular, may find them applicable to himself.

And the fundamental thought they convey is basic in war and peace, even tho it is usually ignored or forgotten. A certain standard of mechanical equipment must be achieved and maintained—an "actor" with a bad voice, for example, may be physically unable to create the effects that he desires; but, granting good basic equipment, the difference between incompetence and genius depends squarely upon the inner qualities of the artist.

When the basic equipment is lacking, we have incoherence. When the inner spirit is lacking, we have insincerity and self-consciousness. When both are lacking, we have a Saroyan.

ON A different subject, yet dealing with the same fundamental relationship,

is an article contributed by Simon Lissin to the April issue of *Theater Arts Monthly*. Mr. Lissin, a Russian, went to Paris after the Russian Revolution and became known there as an artist and scenic and costume designer. His article is primarily concerned with the shifts to which the French theater was put after the German occupation, particularly in the matter of necessary materials; and it was Mr. Lissin's discovery that the spirit of the play at hand generally rose above all limitations of physical equipment—that the available equipment, as a matter of fact, could be adapted in many new and hitherto unsuspected ways to meet current problems and achieve legitimate artistic effects. He also discovered that, in a defeated, disrupted and lectured land, the urgent desire of the people was for escape. Realism, with its emphasis upon mechanics, was avoided in favor of the true imagination that brings escape and so gives life to any art.

That last, of course, is another story—and one that has been reiterated endlessly in this column thru the years. Yet it, too, stems from the same fundamental principles; for the best realism achieves its perfection only thru the perfection of details, of mechanics. So soon as a noble inner spirit directs the presentation and the selection of such details, we no longer have realism, but escape. In other words, we achieve art.

Says Mr. Lissin, "The (French) public is so eager for a change, so passionately desirous of getting away from its surroundings, that it is more than ready to bring into the play its own imagination, to enjoy the beauty of a decoration which is full of suggestion and poetry, even tho it lacks material splendor."

This is the fundamental urge of the appreciation of all the arts—a desire to escape from common life and the bitter incoherence of daily living. It is made more acute in a nation, like the France of today, where life itself is more than ordinarily tragic. Similarly, it is made more acute everywhere on a war-torn earth. Now, more than ever, the arts must fulfill their fundamental and only true function—that of providing escape and momentary beauty in a horror-ridden world. The experience of Mr. Lissin in France should be an object-lesson to those reviewers who bleat noisily that the New York theater should confine itself to current events.

"Why," asks Mr. Lissin, "cannot the scene designer create Paradise with a few bits of wood, some cloth, some string . . . and light?"—a question that recalls this column's plaint a couple of weeks ago concerning the ridiculous over-production that still occasionally marks our stage, particularly among the musical offerings. "A new attack on the art of scenery design," he continues, "was absolutely necessary. Indeed, a new era dawned. Necessity forced the artist to exercise his imagination. He made interesting discoveries in techniques, sometimes by pure accident, sometimes as a result of experiments in unusual mediums and materials . . . often with surprising results."

Fundamentally, of course, that is the same thing—or a concrete example of it—that Sir George Dyson told the students of the London Royal College of Music.

friction between locals all over the country and the national office, and the national's inability to cope with the situation. It is understood that of all the AGVA locals, only two, Pittsburgh and Chicago, have been sending in dues. Situation was not believed to be as bad as this, altho it was publicly announced by the West Coast locals that they would not send in their dues until they had a clearer statement of policy from the national office.

The Four A's committee to oversee the financial operations of AGVA has been placed in charge of the AGVA. The committee consists of Walter N. Greaza (Equity), Emily Holt (APRA), Florence

Marston (SAG) and Ruth Richmond (Chorus Equity). AGVA officers, however, were told that they would be permitted to function until the Monday meeting.

CONSISTENT POLICY

(Continued from page 4)

a legit show booked Thursday to Saturday she usually books a vaude show Sunday. Proving again that a theater can make all sorts of changes and still make dough if it has the attractions.

The Shubert uses first-run indie films with its vaude bills, getting 65-cent top for vaudefilms.

KEEP 'EM FLYING!

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8 HELEN REYNOLDS SKATING GIRLS 8

"A TEMPEST OF SPEED AND THRILLS"

Thanks to Clifford C. Fisher for courtesy in granting us a week's leave of absence from "Priorities of 1942"—from April 6 to 12—that we may fulfill previously contracted *Saville Circus* engagement at Buffalo, N. Y.

Producer and Owner, Helen Andrea Reynolds.

DAVE SOLTI, Representative—Geo. A. Hamid, Inc.

Richardson Skates Used Exclusively

Niteries Urge "No Blackout on Fun" During War Period

CHICAGO, April 4.—Night club operators are turning to the recreation-after-work angle to stimulate business as well as to give their promotional campaigns a timely touch.

William Dewey, managing director of the Edgewater Beach Hotel, pioneered this idea here by informing his customers via printed matter that the hotel will not cut down on its entertainment budget during the war. Says Dewey: "There is no blackout on fun. Low spirits and feeling blue never won a war or built a nation. Believing that now, more than ever before, there is a definite need for relaxation and diversion, the Edgewater will continue to present in the Marine Dining Room America's finest dance music and entertainment and invites you, your family and friends to enjoy it."

Other clubs are keeping in step by bringing in customarily strong talent, even the business of late has not been up to par. The Chess is saving a little money by concentrating on local outfits, but is still digging out a good bank roll for floorshows. Rumba Casino switches to package shows, bringing in Charles Yates's *Fun for Four Money* Friday (10). Palmer House has Eddy Duchin on the stand, with Gower and Jeanne as floor-show feature.

Grand Terrace, Harlem spot, is now dark Tuesdays, the band's night off. Biz has been good there on week-ends. One colored act, Brown and Lee, filed a charge with the American Guild of Variety Artists against the spot, claiming it was not paid for Tuesday. The contract, it is claimed, does not call for a six-day week.

Rural Niteries Hit As Unfair Rivals To Spots in Cities

DETROIT, April 4.—A new attack on rural night spots classes them as traffic hazards. Some 65 spots have been cited by the Liquor Control Commission as in this class because of parking conditions.

Spots outside regular municipalities have faced attacks from numerous angles recently, such as alleged interference with morale of defense workers.

Other critics contend their operations are not subject to impartial local supervision and that such matters as censorship of floorshows are left too largely to local officials. One proposal is to prohibit any night spot outside the limits of incorporated towns.

Still another angle of immediate importance is the way that a number of middle-street cities, especially in the southern part of the State, have gathered a small ring of night clubs just beyond city limits, while the towns themselves officially cannot serve liquor in public spots.

How Unit Beats Gas Rationing Problem on Road

MACON, Ga., April 4.—A spurge in newspaper advertising greatly helped the *Chuckles* Revue two-day stand at the Capitol here this week. This Rahn Ormond-June Carr unit went heavily for six and 12-inch ads.

For the first time the Capitol raised top price to 29 cents after 6 p.m. Manager Harold Norris reported gains in receipts and attendance. Blackstone the Magician, last stage attraction here, was panned by his big crowds and small price of 28 cents top two weeks ago and beefed plenty.

Chuckles, 25-people unit, is in ninth month and comes from the West Coast. Troupe has been meeting difficulty on night jumps in the South since gas rationing started. New Manager Ormond believes he has it whipped by carrying an extra 20-gallon tank for each vehicle.

With *Chuckles* are Joe May and Carol Whitney, Charles and Vera Raymond, Johnny Dove, Carlyle and Mamba, Peter Howard, Al Miller's six-piece ark, line of seven girls and nine stage settings. Howard Ross is ahead.

Business thruout the South has been far ahead of expectations, Ormond said.

Man-Bites-Dog Twist; Club Wants Criticism

CHICAGO, April 4.—Edward T. Lawless and Meriel Abbott, general manager and producer of the Palmer House's Empire Room, recently issued a statement to local night club critics urging them to be frank with their reviews of the hotel's new show. The request reads, in part: "If you don't like the show, please say so, and tell us where we are wrong, and, perhaps, suggest how we could produce and present a better revue."

"If you think any of the acts have stolen the show from our current star, Eddy Duchin, please say so. If you believe that any of the performers and chorus routines are such that they cannot be enjoyed by everyone in the room, please state as much. After all, we realize that the vast majority of our guests don't have ringside tables. We must therefore consider this majority in designing our presentations. "This is on the level. We ask you to do, and appreciate your doing, the courtesies requested above."

Never before, as far as local scribes can remember, has a management of a cafe or hotel room gone out of the way to ask for honest reviews.

Talent Agencies

JOLLY JOYCE, Philadelphia, has signed for exclusive bookings of the Song Spinners, of the Mutual Network, and Chuck Palmer's Royal Rangers for parks during the summer.

BOBBY SANFORD has returned to his desk at the Meyer Davis office, New York, after severing connections with the Music Hall, Albany.

CHARLIE YATES, New York, now representing Sibrley Deane in the East. Her Western bookings continue thru the Chicago office of William Morris. . . . JEAN ARBETTER now with Frederick Bros., New York.

WILLIAM MORRIS AGENCY, San Francisco, has booked the Ritz Brothers into the Commercial Hotel, Elko, Nev., April 25 to May 2, inclusive, using Joaquin Grill's orchestra.

Sun Agency Houses Change Vaude Policy

SPRINGFIELD, O., April 4.—Bob Shaw, of the Gus Sun Booking Agency here, announces that Findlay, O., heretofore on a spot-booking from that office, goes to a regular two-day-a-week policy with vaude out of the Sun office beginning April 23. Portsmouth, O., also goes on the two-day-a-week vaude policy beginning April 17, Shaw says.

Coshocton, Lorain, Lima, Mansfield, Middletown, Marion, Zanesville, Newark, Cambridge and Sandusky, all in Ohio, and Richmond, Ind., are also stepping up their vaude bookings to a regular basis, Shaw says, but has not revealed the policy for those stands.

All of the spots mentioned have been on a spot-booking basis since last November, Shaw reveals.

Rio Casinos Seek Non-American Talent, Due to War Difficulties

RIO DE JANEIRO, April 4.—With the U. S. in war and the uncertainty of U. S. talent importations, local bookers have leaned heavily to other markets for booking of attractions for night clubs. Problem facing bookers of U. S. talent is that of transportation, with steamer service reduced and the sailings and arrivals indefinite. Plane reservations to and from the States are sold far in advance, the two of the recent arrivals, Leni Lynn for the Copa and Chucho Martinez for the Urcu, flew down. Don, Dolores and Dorce's opening at Urcu was postponed three days due to late arrival of steamer.

With the regular season getting under way next month, Casino operators appear optimistic. Tourist trade, usually heavy during the summer, dropped of this year, but biz at some after-dark spots has been above expectations.

Reaching into other markets for talent, Jorge Margeria, Urcu booker, brought in Ray Ventura band from Paris and Chucho

Women Taking Over for Draftees In Show Fields; Clubs, Music, Pix Already Affected Somewhat

(Continued from page 3)
girl bands, which once complained about the poor breaks, are now squawking about members who quit for more lucrative commercial jobs in radio.

Up to now pic houses have filled nearly all vacated positions by promotions from the ranks. Following that practice is Loew's Metropolitan chain, which lost one manager, two assistant managers and two other staff members to the draft, with its out-of-town houses losing five assistant managers and two neophytes. In the Brandt circuit, 80 out of 108 managers have joined up, with teen-age kids here, too, finding sudden fortune. Brandt has limited the employment of women to small theaters under 300 seats, but the rule will undoubtedly be flexed when the need arises. Pittsburgh theater circuits, including Warner Theaters and Harris Amusement, have begun training fan house managers and usherettes. In Atlanta, Ga., a school to train women as house managers has been opened by a suburban operator who lost nearly all of his single employees and some of the married ones.

The appointment of a woman manager makes the Palace Theater, Canton, O., the first house to boost an all-girl staff, according to an A. G. Constant Circuit spokesman there. Filmers agree that nabe houses at present have plenty of male eligibles to fall back on, but in a few months, when the full impact of the latest registration is felt, the industry may have to look for femmes to fill the ranks.

Legit field seems least likely to be seriously bothered by a shortage of males. Usherettes and fem box-officers have always been used in many of the houses, while a large majority of company managers and stagehands are in age groups deemed unlikely to see army duty. Primary problem on the talent side is that of chorus boys. George Abbott, for one, will use only all-girl lines. So far as the casting of male principals and understudies is concerned, legities have few qualms. Shrunken production schedules make little demand on quantity, and there are still many unemployed actors of the juvenile class available. Moreover, should the problem ever become really acute, there always make-up to fall back on.

Heaviest demand for femmes will prob-

Prefers To Book Nickel Phono Faves

CHICAGO, April 4.—Following its policy of using music machine favorites in the top positions of its stagehouses at the Chicago Theater, the Balaban & Katz booking office has lined up six names for the next five shows. Sammy Kaye opened yesterday, followed April 10 by the Ink Spots, Kay Kyser April 17, Wayne King April 24, and Gene Krupa and Connie Boswell May 1.

B&K watches the popularity of artists' records closely and pays off accordingly.

ably come from night clubs. Clubs specialize in intimate entertainment and cannot adopt the make-up subterfuge to get around a shortage of young male performers. Instead, and in order to keep selling the sex angle, which always becomes increasingly important in wartime, they'll have to fill in with gals. Traveling groups will have the same problem. Several, including Ben Yost's groups, are now using girls, while Roller Venturiers has announced the appointment of Blanche Wolf as company manager.

All other branches of the trade reluctantly concede an eventual over-running of their precincts by women, particularly in executive and press agent capacities.

Minn. AGVA Wins Support of AFL

MINNEAPOLIS, April 4.—After wrangling for recognition for more than six months, Twin City Local 3 of the American Guild of Variety Artists finally won its point last week at a meeting of Central Labor Union.

Ted Brown Aich, president and business agent for AGVA, told the delegates that musicians' and bartenders' locals refused to work with AGVA. Aich launched an attack against George Murk, musicians' president.

Union delegates, with Murk absenting himself, then voted to support AGVA.

Aich immediately reopened negotiations with Delaney's club. "This is what AGVA has been demanding for nearly a year," Aich said.

Houston Area Night Clubs Do Good Biz

HOUSTON, April 4.—Prosperity in Gulf shipbuilding, Texas pine and petroleum and influx of thousands of soldiers from near-by army camps are helping night clubs in this area. Over half dozen spots are stepping up shows and bands.

At the Empire Room of the Ritz Hotel the revue produced by Katherine Duffy is drawing SRO repeatedly. Show includes Bob Bunch and the Headliners, in their sixth week.

Boddie Carr is emceeing at the Ranch Club. Chinese Duck Club has added a fourth show at 3 a.m.

At Abe and Pappy's, Billy and Eddie are being spotted in a three-act floor-show with Leroy Talbert's band. Oscar, "human mind dog," leads the floorshow at the Reno Club.

Comerford Houses Using Band Shows

NEW YORK, April 4.—Band shows at three large houses of the Comerford chain are proving successful, according to Joe Feinberg, booker. Shows start at the Capitol, Binghamton, playing Thursday to Saturday, then go to the Capitol, Williamsport, Monday to Wednesday. Additional time is then given the bands at the Capitol, Scranton, for the first three days of the week.

Bands that have played the circuit include Milt Britton, Ray Herbeck, Pat Waller, Tony Pastor, Van Alexander, Mal Hallett, Clyde McCoy, Mugsy Spanier, Blue Barron and Eubie Blake's unit are set to follow.

Hot Springs Clubs Close

HOT SPRINGS, April 4.—Casino of the Club Belvedere shut Sunday (20), a few weeks after Governor Adkins's banning of open gambling in Arkansas. Otho Phillips, manager of the club, would not say when club will reopen.

The Southern Club, operated by same management received a 30-day closing order from State Revenue Commissioner a few days earlier.

El Morocco, New York

Talent policy: Dance orchestra. Management: John Perona, owner; Crino, maître d'; Charles Farmer, publicity. Prices: Dinner a la carte.

A class East Side spot that continues to do good society business year in and out without resorting to the sensationalism of Stock Club publicity and without having a floorshow or name acts to plug. The publicity is aimed at selling the idea that El Morocco is the favorite haunt of society and business big shots. Photos of celebrities, with the easily recognized, zebra-striped banquettes as background, is one of Chie Farmer's favorite devices.

The band is Chauncey Gray, pianist, who has been here on and off the past four seasons but has been leading his own combo this past season. He is backed by five men for the dinner season, with a four-man reed section, electric guitar and violin being added after 10 p.m. The full band is good. It is balanced and interesting, and its beat is just right for pleasant easy-to-dance-to society requirements. It dishes out a nice mixture of rumbas, pops, musical comedy favorites and waltzes, with a couple of the men throwing in occasional vocals.

Teddy Rodriguez handles the Samba Nights Saturdays, an audience participation affair. And successful, too.

The club is large, airy and excellently lighted and colored. Food, liquor, service, excellent. Paul Denis.

Palmer House, Empire Room, Chicago

Talent policy: Production show at 8:30 and 11:30; "little show" at 10; show and dance band; rumba relief band. Management: Edward T. Lawless, managing director; Meriel Abbott, producer; Dick Bartow, assistant; Al Fuller, publicity. Prices: Minimum \$3 (\$2.50 Saturdays).

Eddy Duchin is back for the fifth time, and there is no reason why he can't duplicate his former high grosses here. The accompanying show, generally speaking, does not measure up to some of the former revues, but it is still a fine bill and by far the best hotel revue in town.

Nothing can be added in describing Duchin and his band that will not smack of repetition. Even tho he was weary opening night, that bright smile still came thru like a light in the darkness and he played the piano with the accustomed ease. In the "little show," he pleases with a prolonged medley. Helping in specialties are Nick Brodeur, who plays torrid boogie-woogie on the other piano, and June Robbins, sweet on looks and voice. Dance numbers by a couple of Meriel Abbott kids and an outside tapper complete the "intermission" floor entertainment. Eleanor Knight is the outsider and a good one. Her taps are clear and fast, and appearance is young and striking. Mari Lynn and Valerie Thon do well with smartly tailored ballet and acro routines, respectively.

The show proper is topped by Gower and Jeanne and includes James Rae, Lew Hoffman and the Abbott line (12). The girls present a decorative Winter Theme to Spring opening, in which they take off their heavy skating costumes and wind up in gay springtime outfits. Number is a little slow, but the girls sell it. The finale is a cute novelty in which the kids manipulate Duchin puppets playing toy phones. Piling and different.

Gower and Jeanne are a fine dance team so long as they concentrate on dancing. Gower is a capable and polished dancer, but he should not attempt to add any musical comedy touches to the act by staging or using unnecessary talk. One of the new and more effective routines is a take-off of an old hoofing team.

James Rae, young acro comedian, has come up fast in this area. His stuff is clean and good. The comedy talk

sandwiched between his sock tumbling tricks is funny, giving the turn a fresh angle.

Lew Hoffman, veteran comedy juggler, did okay handling balls, hats and, finally, cigar boxes. Billed as the "Mad Hatter," he looks the part.

Duchin is in for eight weeks. Skinny Egan follows in June. Sam Honigberg.

Rainbow Room, New York

Talent policy: Dance and show band; Latin band; floorshows at 9:15 and 12:15. Management: John Roy, managing director; Edward Seay, assistant and publicity. Prices: Dinner from \$2.75; supper cover \$1 except Saturday, \$2.

Most interesting in the new show, which opened April 1, is the night club debut of Helen Tamiris, for years in the vanguard of modern American dancers and identified closely with the social-conscious dance idea. Here she has adapted her technique to night club limitations surprisingly well.

She opens with a jazzy, lively, fluffy solo, returning later for a Waterfront Serenade number with nimble Daniel Nagrin to excellent blues music. Number is attractive. She returned to close the show with her troupe, this time doing a series of short dances to songs of the American Revolution and to Negro spirituals, among them *Little David Play on Your Harp*, *Joshua Fit the Battle of Jericho*, *Ezekiel Saw the Wheel*, *Go Down Moses*, *When the Saints Go Marching In*, *No Hitter Place*, *Swing Low Sweet Chariot* and *Get on Board Little Children*, arranged by Genevieve Pitot, who also accompanies at the piano. The arrangements are spirited and Miss Tamiris dances with a lithe, shapely body that is sharply responsive to the music's rhythm and mood. Nagrin and Ida Seyer dance with her in some of the numbers, while David Lischner's good baritone and Mimi Besselle's bright soprano provide vocal accompaniment. Too many spirituals were done, however, tapering off the effect. But once the troupe gets accustomed to this room it should be outstanding.

Billy de Wolfe, in his third appearance here and doubling from the Versailles on his opening here, again drew laughs and amused vastly with his satiric impressions and special material tunes. He did three numbers he had never done before in this room, along with his ever-popular kidding of Club Swinger characters. He is as bright as ever and did a swell job opening night despite his greeting doubling.

Eleanor French, society singer, is a comely brunette with a limited and ordinary voice. Her singing of pop tunes provided pleasant contrast to the Tamiris dynamics and the de Wolfe comedy. Did six numbers and sold them nicely.

Leo Reisman led his large orchestra for the show music, doing a solid job, and also provided dance rhythms that are more than satisfying. Clemente's rumba band is okay in every way and has sleek Decita shaking her maracas and things, as well as singing in typical Latin style.

The room, incidentally, has dropped its requirements for formal dress for the summer. Paul Denis.

Casino Atlantico, Rio de Janeiro

Talent policy: Show and dance bands; floorshows at 11 and 1. Management: Alberto Quatrin Blanchi, managing director; Luis de Barros, artistic director; Nelson Firme, publicity.

Early and late revues differ in talent set-up, tho girl line works in both. Grill-room is receiving a face-lifting.

Current revue, headed by June Marlowe, U. S. thrush on the Continent past five years, has Amila Winsette, U. S. acro; Ann Maria Gonzalez, Mexican singer, and Augustin Lara, Mexican composer. Rex Storey and Company (5), U. S. act, and Four Querillos, Brazilian acros, are holdovers.

Early show started by Rex Storey and Company, each doing individual acts. Storey also enacting. Karla Kristian, fem thrush, offered *Blue Devils* to nice results. Storey dished up legerdemain, including disappearing dice, water jug and lighted cigarettes. Rose Lee offered impressions of Hollywood movie stars to nice applause. Fay Skeeter, comedienne, delivered *Petrushka*, a comedy lyric, followed by a burlesque on the Russian dance. Customers liked it.

Ann Maria Gonzalez, a youthful, tal-

ented, pretty singer, turned in a new show-stop. Girl-line, in conga, closed.

Four Querillos, youthful male outfit, led off late show, serving a combo Enley-acro routine. Boys give out fine tricks but lack salesmanship. Amila Winsette is on for a slow high-kick control plus a straight acro-contortion routine, garnering heavy palm pounding. June Marlowe, tall good-looking blonde, sang three numbers, *Oh Daddy*, *Solitude* and *Boogie Woogie Biggie Man*; encoored with Alexander's Ragtime Band. Off to good head.

Girl-line, in tap routine, closed. Emcee by Diamantine Gomes and Rex Storey. Fred Feld, Storey pianist, took over band for Storey and acts. Laura outfit played other show music, alternating with Louis Coli band for dancing. James C. MacLean.

El Patio, Mexico City

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

Another good show, this time featuring tap dancer Bill Gary. Bill has something new, and his dancing seems extraordinary. He has studied ballet, thus widening his range of grace and movement. His "working close to the ground" gives his dancing a feeling of firmness. In short, an artist.

The Nelson Sisters, playing a return engagement, thrill with their daring and fast-moving trapeze work.

And the best of the Mexican and the Spanish acts have been retained—the Trio Turiacuri, reviewed already in *The Billboard*; Fona and his Gypsies, always developing new, interesting Spanish and Gypsy dances.

Then there is the clever Cuban girl, Rayito de Sol, who comes here following engagements in Venezuela. Her hit number is Hawaiian. Personality, beauty and fast steps. Charles Poore.

Trianon, South Gate, Calif.

Talent policy: Dance band; floorshow at 10:30 p.m. Management: Jimmy Contratto, owner; James Brown, manager. Prices: Dinner, 75 cents up; drinks, 35 cents up; admission, 55 cents.

Bob Crosby and orchestra are in their 18th week of a 22-week run and still doing good business. Show was originally built around the sidemen, but this show features two acts, Gray and Diane and Herrick Brothers and Lorena.

With Gil Rodin, sax man, directing the band, show gets under way with an all-out number. Crosby emcees and does a good job. He brings on Gray and Diane, who clicks solidly with hand-to-foot balancing and Diane's solo splits. Closer has Diane standing on Gray's hands while he squirms himself up six steps. Act is good and flashy.

Tempo is carried on by Herrick Brothers and Lorena, baton acrobatic trio. Lorena gets set off to a fast start twirling baton with one hand while doing a one-hand over. Later she does baton work coupled with ballet toe. Herrick Brothers do hand-to-hand, and two of them pile on an understander to balance and twirl five batons. Trio works hard; tonight entertaining.

As a fitting finale, Crosby's Demstramps (Bobby Haggard, Eddie Miller and Nappy Lamare) are on for their fan dance. Boys have been doing this nightly for 18 weeks, and it still packs a wallop. Sam Abbott.

Jimmy Brink's Lookout House, Covington, Ky.

Talent policy: Dance and show band; floorshows at 9:30 and 12:30. Management: Jimmy Brink, owner; Howard Smith, manager; George Rabe Jr., publicity. Prices: Dinners from \$1.50; drinks from 40 cents; minimum \$1.50; Saturdays, \$2.50.

This is supposed to be a double-feature bill, with Benny Rubin on the holdover and Jimmy Ames, ficker comic, as the added power, but their combined efforts fail to bring the show up to the average Lookout House standard. The dancing Knight Sisters, meagerly billed, are easily the stand-outs.

Harriet Smith's eight lovely ladies give the layout a fitting start with a picture-hat number; Pat Burke, of the band, leading on the song end.

Jimmy Ames takes the emcee reins and intros the Knight Sisters, lovely

brunet pair, who contribute an unusual adagio session, employing swell whirls and neck spins. Girls have a corking routine, and the understander shows impressively with her easy and graceful handling of her partner. Bowled 'em over with their final stunt, the understander one-arming her partner over head while going into a split.

Ames brings in Rubin, with the pair indulging in an lib. stuff that's gaudy. Rubin was a hit here on his first week bit on the opening of his holdover up, already left his act in the dressing room. Hampered by an unruly miss and disconcerted by a loud-mouthed femme customer, Rubin laid an egg with three gags that would have had Joe Miller blushing with shame. Saved his face with his *Refugee* talk bit, and did a satisfactory job on the song speech. *Oh, How She Smacks Cock Gefuelle Fish*, exiting with a few corn dance steps.

Jimmy Ames takes this spot for his own. A fine looking and personable hulk of a youngster, Ames works like mad to sell his stuff, but he crabs it by woefully weak material. Starts slowly, but by dint of hard work on his busy opera singer and *Chloe* numbers manages to wind up fairly satisfactory. Milks 'em at the finish and comes back to spoil it all with an anemic blow-off speech. His soundest bit comes at the wind-up, when he intros his wife, he venting *I Love You Truly* as she moves her lips before the mike.

The Harriet Smith girls show swell in three numbers, nicely executed and costumed. Wally Johnson's band crew, vastly improved since its last appearance here, breezed with the dance crowd and played the show in its usual faultless manner. Al Duke showed up well with his pianistic and warbling for the patrons. Bill Sachs.

Slapsy Maxie's, Hollywood

Talent policy: Dance band; floorshows at 11 p.m. and 12:30 a.m. Management: Ben Blue and Sam Lewis; Norman Miles, publicity; Lawrence Abalos, head-waiter. Prices: Dinner, \$1.50 up; drinks, 50 cents up.

Slapsy Maxie's has been putting on funny shows more than four years, and one would think they would have run the well dry by this time. But they haven't. This show is one of the funniest they've ever had. Billy Reed and Jackie Gleason have been added to the cast.

Two "couriers" in wigs announce the show with "trumpets" (a plumbing lodj-Mae Brewster, a vivacious maid, is in for a song, and Patti Moore, a god-looker, does *Modern Design*, with Gleason taking over for some funny comebacks to a waiter's heckling.

Tempo of a fast show is kept by a sketch including Reed, Miss Moore and Sammy Lewis. Reed plays the air words who gets plenty of false alarms. Gleason clicks again with good imitations of a Brooklyn gal, an inebriate and a yodel. The sketches are short and punchy.

March of Time brings on Gleason for some fast narration. Lewis, Benny Lee and Miss Moore are on for some fast gagging and clever double entendres. High spot of the show has Miss Brewster putting in a socko vocal, *Exactly Like You*. Reed knocks out good rhythms with his musical dishes. Encored with *I Ain't Got Nobody*, with Reed using the fragments of the dishes to imitate Miss Brewster's vocals.

Gleason follows with his idea of silly lines in pop tunes.

Miss Moore then goes to town on *Scrub Me, Mama*, with a *Boogie Woogie*, with the others, Lewis, Reed, Gleason and Lassy, taking the parts of scrub women.

Joe Plummer's orchestra does a good job. Lydia Marcus renders good piano interludes. She leans to the classics.

Show, on two stages, is like a three-ring circus. Sam Abbott.

Nixon Restaurant, Pittsburgh

Talent policy: Dance and show band; floorshows at 8 and 12:30. Management: Tony Conforti, owner; John Lazzari, maître d'; Joe Hiller, booker. Prices: Dinner from \$1.75; drinks from 50 cents.

Booker Joe Hiller claims the Nixon floorshows are, year in and year out, the nation's best outside of New York. Maybe he's right. This spot has had a profit-maker for 18 years under the same management. With a show budget of \$600 to \$800 weekly, excluding the band and emcee, Conforti usually presents four acts that bring customers back time after time. He makes sure of repeat business and transient trade by also serving top food and liquor. Helpful, too, is spot's location. Bad that site is low-ceilinged basement

Mr. Honigberg Wrong Again!!
"WHITEY" ROBERTS
Now on Eighth Week
BLACKHAWK CAFE, CHICAGO
Opening LATIN QUARTER, BOSTON, Apr. 6th

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

always smoke-heavy, doesn't seem to bother the crowd.

Opener is Marianna, comedy dancer and housewife. To Solera, she glides, pirouettes and winds up in a whirl that's worth the hand she gets. Her costume's nifty, too.

Paul McWilliams and Company, magic and patter, start off comradly. But his gag won the house, as did his eye-appealing tricks. His climax, lodging four golf balls in his mouth in a feat publicized by Ripley, isn't as entertaining as his prestidigitations.

Tenor Bob Carter, in his third year here, steps from his emcee role into a quartet of melodies, *Desert Song*, *Tonight We Love*, *Miss You and Make Believe*.

Flashy as ever, the three Hollywood Blondes skated into acclaim. They still win a big hand, altho an ending using the trio instead of only two of them might go even bigger.

Typical of the businesslike efficiency with which Comfort and Hiller handle their entertainment was the final "act" the night show was caught. A dance duo scheduled canceled two hours before show time when the father of the male dancer died. But at 8:30 another performer took their place, radio orchestra leader Maurice Spitalny. At Hiller's request he toted his violin from the near-by air studio and gave out with *Ah, Sweet Mystery of Life* and *Come to Me, My Melancholy Baby*. He scored. Dancers Corinne and Corinne were scheduled by phone to enter the show following night. Show closer was Carter with *Swiss Lullaby*.

At Marsico's table doubles for the show and dancing. **Mort Frank.**

Hotel Savoy Plaza, Cafe Lounge, New York

Talent policy: Intimate entertainment and dance band. Management: George Suter, hotel manager. Prices: \$2.50 minimum.

Hildegard's showmanship is netting her \$1,780 per week here these days, and the way she has the customers eating out of her hands, it's easy to believe she has box-office power rating that figure.

Gai has class, clever material and a show-stopping personality that means money to an intimate entertainer.

Songstress displays a quality of comedy appeal and trickiness to her delivery that's smooth, ingratiating and class entertainment for class spots. She's changed her routine and material from continental chantpots stuff to a repertoire of American songs that's just as successful as the Viennese tear-jerkers she used a season or so ago. In addition, club gives her good production, with trick lighting effects that show her off to still better advantage. She's the only act here, but her song delivery, of pops and show numbers, in addition to some hilarious special material, spell-bound patrons so that they don't need any more. She's tops for cafe society.

Bob Grant's six-piece crew gives her hip-top backing, and provides smooth dancepatron. **Zel Zell.**

Brown Derby, Chicago

Talent policy: Shows at 9:20, 11, 1 and 3; show and dance band. Management: Sam Rinella, manager. Prices: No minimum except Saturdays (\$1); dinner from \$1.50; drinks from 50 cents.

A pop-priced club that over its success to Manager Rinella, who established himself in the cafe business as operator of the Paddock club for five years. He transferred here the Paddock's informal, continuous entertainment policy.

It is a two-floor establishment located in the Palmer House, the upper floor cashing in with its I-shaped bar that employs female singers and a couple of piano players, who work consistently from early afternoon until closing. The regular night club is in the basement and caters primarily to transients.

Rinella keeps acts for indefinite periods if they click. Ryan Brothers (3) have been here for months and have a year's contract to fill. Tod Smith, comedy emcee, has been handed a two-year pact. The supporting acts hang around from a week to several months, depending on their popularity. Another regular feature is a strip, but a good one, plucked from burlesque. The current nude is Patricia Perry, who has been a name on the East and Midwest wheels and knows how to peel for the amusement of a late crowd.

The Ryans do broad comedy and take hard falls. The patter, not always on the orthodox side, is great here. Smith was off week the show was caught, and

Paul Baron, emcee and interpretative dancer, subbed. The kid is still a comparative newcomer, judging by his work.

Best of the show: Blaise Adair, blond and winsome tapper; Nadja Lawrence, fair character dancer who offered a rumba and hula; Mary Ann, cute acro power, and Mary Ann Russell, attractive singer who is okay for smaller spots and cocktail lounges.

Duke Yellman (piano), former agent here, leads the small band. Intermission entertainment is furnished by Milton and Ann Webb, piano and song team, who work well. **Sam Honigberg.**

Carroll's, Philadelphia

Talent policy: Dance and show band; production floorshows at 11 and 1. Management: Stanley Carroll, proprietor; Jerry Cabot, manager; Sam Bushman, press agent; Pal Brandean, line producer. Prices: Dinners from \$1; drinks from 45 cents; \$1 minimum Fridays, Saturdays and holidays.

The burlesque policy, so popular since introduced by Stanley Carroll, continues to pay off fancy dividends.

In addition to the traditional burly routines transplanted to the raised platform here, revue is enhanced by three standard acts. Outlander is Ming and Ling, two Chinese lads tagged as "Two Hillbillies From the Burma Road." Wearing mandarin jackets, one plays the accordion and the other sings—but it's the kind of music and singing least expected. Their opening Chinese lullaby is a scat song. The accordionist surprises with masterful squealings for the *12th Street Rag*, and singer strikes another stance for *My Wild Irish Rose*. For the finish he joins in with a mouth organ and even sings and yodels to give an authentic Western tang to *Red River Valley*. *Do I Am an American* on the recall. Both boys bubble with personality. A clutch for any nitery floor.

Youthful Hal and Honey Bee are plenty pleasing with their tuneful and rhythmic taps. Score even bigger in the finale with their violent jitterbug antics.

The mellow pipes of deep-voiced Miral Stewart make a swell song session with *Lower Come Back to Me*, *White Cliffs of Dove* and a *Show Boat* medley.

On the comedy score, it's Mottis Gardner. He's in the traditional burly get-up. Engages in all sorts of slapstick at the mimic Steinway, even banging the keys with his nose. A jassman's nightmare. He is hilarious, giving the show the necessary laugh punch.

Eye-devastating Dixie Sullivan, luscious strawberry blonde, recites a cute song about the strawberry blonde without a "Casey." Follows with a sensational strut and goes over big.

Wilbur Rance, vet straight man, emcee, adds story body to the ballet. Grace Gordon joins him for a stock burly blackout about a restaurant menu, and both finish neatly with an old-time song medley.

Line of five ponies and three show gals, routined by Pal Brandean, add production body to the show for three scenes. Open with the conventional rhythmic stepping, improvise a Tiller girl routine at the mid-mark and add a patriotic note for *God Bless America* finale. Gals are average on looks, hoofing and dress.

Billing is V for Victory revue. Charlie Gaines (8), sopra crew, still dishing out excellent rhythms for show and dance.

Carroll ever the personable host, with Jerry Cabot, as personable a miss, a capable assist at the door. **Maurie Ovedenker.**

Glen Winter Garden, Buffalo

Talent policy: Dance and show band; continuous entertainment; shows at 10 p.m. and 1:15 a.m. Management: Harry Altman, owner and manager. Prices: No cover or minimum; drinks from 25 cents; food a la carte. Capacity: 1,400.

This suburban giant nitery continues to blossom successfully, even tho a tough winter did hurt attendance. House was jammed, with many standees waiting for tables Saturday night caught and 1,700 patrons were on hand.

While this spot is strictly geared to pop-price trade, interior would do credit to a higher-priced location. Altman did a slick job of redecorating the huge club. A glass-enclosed bar at one end is new this season and allows gazers to watch the show.

Current show is patterned after *Helicopopps* with surprise effects that click. Altman has brought name acts

here ever since he featured Beatrice Kay, who returns April 7.

Show caught headlined Dolly Dawn, currently working experimentally as a single. Gal certainly should be able to make a go of this type of work, as she sold solidly on personality, looks and warbling. She's a pretty-faced reddish blond and her velvety voice boasts excellent range, while her style is showmanly and full of rhythm. *Did Deep in the Heart of Texas*, *I Don't Want To Walk Without You*, *Arthur Murray Taught Me Dancing in a Hurry*, *You Made Me Love You and I Said No*, *Her Last*, *Melancholy Baby*, was least effective, but six numbers are proof enough of her popularity.

Second biggest attraction was petite Barbara Baltimore, flashy acro who's an appealing, lithe redhead who presents difficult acro and contortion work. Returns later for a V for Victory number.

Georgie Walker, smooth-working emcee, in third year here and coordinates the many goings-on. Regulars include Art West, female impersonator, who still gets them to laugh at his antics and renditions of old-time meller tunes; John Zimbra, who does character work in various skits and is a capable poker-faced comedian; Frankie Little, a midget comic; tall, clean-cut Eddie Snyder, who handles straight-man parts, and Paddy Cliff, swing singer. (Cliff wasn't caught due to recent tonsillotomy.)

Other talent included the Wacky Watsons, gal duo, which specializes in okay baby terpsing; Bobby Herman, who did solid comedy; Al Heeney, with a good stair-tap, and Ruth Heeney, his partner, also in a pantomime skit with Herman.

Tone Carnevale's five-piece orchestra swell accompaniment and also provides good dance music. Carnevale does fine work at the piano, assisted by Harry Syracuse, trumpet and baritone vocals; Augie Bruckler, drums; Lou Impellitter, bass; Nick Alton, tenor sax, clarinet, violin and vocals. Unit came in October and will stay until April 15.

Eva M. Warner.

Yacht Club, Pittsburgh

Talent policy: Dance and show band; floorshows at 9:30 and 12:30. Management: Sol Heller and Jackie Heller. Prices: Dinner from \$1.75; drinks from 50 cents; minimum, \$1.50, except \$1.75 Friday, \$2 Saturday.

Pittsburgh's only water-front nitery has had hard luck the past year. Three times high water forced temporary suspension of activities. Yet the Hellers are spending more money for talent and advertising than any other spot in town. Their week-end business is terrific, mid-week bookings usually good, but Mondays a washout.

Current attraction is a departure from the usual Yacht Club policy of a name bolstered by two or three standard turns and Herman Middleman's house band. The *Fun for Your Money* unit is the spot's second troupe presentation since it opened under Heller management several years ago. (The other was Maxie Rosenbloom's crew.)

Bob Gordon has whipped up a fast show for Charlie Yates in *Fun*. Its biggest assets are its pacing and the seeming willingness of its cast to pitch in as a team.

Bobby Pinkus is headlined, supported by comets Sid Gold and Mack Pearson, dancers Phyllis Merrill, Ruth Foster, Lilyan Marsh and Lou Nelson, chanteuse Ginger Dulo, impressionist Roy Jants and Bob Aida, emcee.

The show is best when all are co-opting on mass effects, such as a burlesque highland fling. Pinkus shines particularly when he woe the mike in satirical song and when he almost knocks himself out with self-inflicted punches to the jaw, face and head. Gold is absolutely funny, which can't be said about many comedians. Pearson's take-off on Heifetz is worth laughs, too. The singing of Miss Dulo is torchy, suggesting the Ethel Merman style. Miss Merrill is a cute and a flashy acro dancer. Miss Foster tags her tempo. Belson and Marsh whip thru a semi-ballroom routine marked by youthful effervescence. Aida, both blessed and cursed by a physical resemblance to Cary Grant, is topnotch as an emcee and foil for the funsters. He does neatly on his own, too. If he gets away from the Grant mannerisms, he should move into the top brackets.

Production and much of the writing are by Bob Gordon, who travels with the show. **Mort Frank.**

Casino Urea, Rio de Janeiro

Talent policy: Show and dance bands; floorshows at 10 and 12:30. Management: Luis Pezoto, director of entertainment; Jorge Margeris, booker; A. D. A. Lida, S. A., publicity. Prices: Dinner, 10 ureas, minimum.

Whatever effects the loss of tourist trade might have had in Rio's after-dark spots, his at Urea has been consistent. Current show features *The Great Walls*, with a huge array of singers, dancers, eight male violinists, gorgeous costumes and excellent stage setting. Number is probably most costly of any produced in room.

Silvino Netto, from radio PRG3; Don Dolores and Dorca, U. S. trio, and Ray Ventura's Parisian band head the shows. The U. S. Congerco dancers are now on their 15th week.

Dinner show opened by Urea girls in an Oriental swing number, with Maraveth Lantoes on for neat acro solo. Prof. Beretra and Nadja repeat their mind-reading act. Vic and Joe, Brazilian acros, offer neat acro tricks. Congerco dancers turn in two fast routines that customers liked. Netto dished up a line of gags that set firmly with the crowd. Closing, *Fantasia Americana*, a Latin American number with tableaux on rising pit elevator, brought show to a close.

Late show, opened by Leo Brody and Leslie Miller at the Hammond and Novachord respectively, offering a medley of first World War tunes plus U. S. oldies. Crowd voiced their approval by a bit of community singing. Ray Ventura band followed. *Tudo e Brasil*, a composition of Vicente Paiva, Urea's show band leader, brought a terrific hand. Crowd called for Lou's Salvador's *Pop Eye* and a comedy *Nepoli* by Coco Asian.

Don Dolores and Dorca repeated their excellent performance. Chucho Martinez warbled a medley of Mexican tunes and encoored with *Amor*.

Closing, *The Great Walls* had Leo Brody and Leslie Miller on the Hammond and Novachord, eight violins, Marie Amorin vocaling, stage and floor occupied by dancing couples, and Madeline Rossy's swell ton work. Costumes and lighting superb.

Vicente Paiva band did a swell job on show music, alternating with Andreozza Kolman band for dancing. Emcee by Leo Albano, who also sang, and Jayme Rondodo. **James C. MacLean.**

Crocodiles Mess Up Vaude Act

LONDON, Feb. 20 (delayed by censor).—Koringa, fakir late of Bectram Mills Circus, now headlining on provincial vaude tour, will not forget her visit to the Palace, Preston, in a hurry. At second performance Monday night her big crocodile, making its usual bolt toward the footlights, plunged into the ork pit. Scared musicians dived for safety. No one was hurt, but before Koringa had the creature under control it smashed a cello, bent a trombone and damaged a drum. Having secured the crocodile, Koringa continued her act to loud cheers from the audience. On Tuesday night a small crocodile attacked Koringa while she was carrying it. The teeth closed in her chest just below the shoulder. Altho in great pain she continued the act, and, as the final curtain fell, an appeal was broadcast over the p.-a. for a doctor. In the dressing room six stitches were put in the wound. On Wednesday Koringa played first show but was then compelled to give up.

JACQUELINE goes into the Carter Hotel, Cleveland, April 9, for two weeks. Just finished at St. Moritz, New York.

WANT ALL-GIRL NOVELTY BAND
From 4-6 pieces, possibly doubling as strollers. Long-term engagement offered. Also WANTED—Girl Singer, Vaude and Night Club Acts, Line and Parade Girls.
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161 Seneca St. Buffalo, N. Y.

WANTED
Novelty, Musical, Dancing Act, Girl Singers, Trapes and Singers for Theatres and Night Clubs. Write full details.
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467 Hippodrome Bldg. Cleveland, Ohio

Club Talent

Chicago:

CHANDRA KALY DANCERS have signed a new three-year contract with the William Morris Agency thru Nat Lefkowitz, WM treasurer, who was here last week. . . . WILHELM SHORE, who closed at the Chez Parve, opens a four-week run at the Roosevelt, New Orleans, April 9. He is also set to do two shows with the Municipal Opera in St. Louis, Sally week of June 15 and Girl Crazy week of July 12. . . . NOLA AND NOLAN move into the Edgewater Beach Hotel April 24. . . . DON DI FLAVIO, singer, drew a holdover at the Stevens Hotel that will keep him at the Continental Room thru June.

Philadelphia:

PIFI D'ORSAY at the Club Ball, opening April 8. . . . SAMMY WALSH, closing at Jack Lynch's Walton Roof, opens April 10 at El Morocco, Montreal. . . . RUDY KISTNER, maitre de hotel at Lynch's Roof, off for a brief vacation. . . . SUSAN LANGE back in town at Lou's Chancery Inn. . . . MONTY WOLF to take over emcee at DiPinto's. . . . JOAN COEZE at McGee's Club 15. . . . LAVERNE UPTON, Elaine Condos and Ruth Turner at the Embassy Club, with Anne Francine holding over. . . . GEORGE MOORE added at Wilson's Cafe. . . . IRIS EVANS has shuttered her dance studio to join the show girls at Jack Lynch's Walton Roof.

Hollywood:

INECITA, dancer, leaves soon for a South American tour under the auspices of the Whitney Committee. . . . MAYTA opened recently at the El Cafe in Hollywood. . . . JOE BOTH is back, following dates at the Lido and Music Box in San Francisco. . . . HENRIK BROS. AND LORENA have just closed at the Trion in South Gate. . . . HARRIS AND MASTER expect to resume their ballroom dancing act soon. Miss Masters recently suffered a severely sprained ankle. . . . RAY BOURBON, who returned here following an engagement in Miami, is at Chez Boheme. . . . NAN WYNN has been signed by Universal for the Abbott and Costello picture, *Parson My Strong*. . . . MARY HEALY, current at Grace Hayer Lodge, will appear in the Universal's *Strictly in the Groove*. Other nitery sets to appear in the film include Diamond's Solid-Aires, the Dinning Sisters, and Tip, Tap and Toe. . . . PAUL WINCHELL soon winds up 11 weeks at the Biltmore Bowl.

Here and There:

GYPSY MARKOFF into the Lake Shore Drive Hotel, Chicago, starting April 4. . . . WESSON BROTHERS, after closing at the Rumba Casino, Chicago, play the Riverside, Milwaukee, April 10. . . . THE PELLETIERES, after two weeks at the Mount Royal, Montreal, move to Pay's, Providence, April 24. . . . MARTEN BROTHERS AND PAYNE join the Fun for Your Money unit at the Rumba Casino, Chicago, April 10. . . . NICK LUCAS plays for General Electric at Fort Wayne, Ind., April 11-12 and follows with five one-nighters with Joe Venuti's band before opening April 20 at the 100 Club, Des Moines. . . . BOY DOUGLAS, ventriloquist, is in his fourth week at Club Lincoln, Brooklyn. . . . NANCY HEALY began a two-weeker at

Walton Roof, Philadelphia, March 20. . . . NIK NEVEL TRIO, with Bob Banger as a new member, opened March 30 at Murphy's Hotel, Marietta, Ga., set by MCA.

JOE WALLACE held over at the Club Lido, San Francisco. . . . CHARLIE WILSON, "the Loose Nut," is back in the biz with a new club act.

CALLAHAN SISTERS set for the Rice Hotel, Houston, April 19. Return to the Latin Quarter, Boston, starting May 31. . . . DE ANGELO AND PORTER new at the Biltmore, Providence, along with Paul Le Paul. . . . MARJORIE KNAPP doubling between two clubs, the Clover Club and Royal Palm, a rarity in Miami. . . . HARRIS, CLAIRE AND SHANNON start at El Morocco, Montreal, April 10, with Sammy Walsh, Three Wiles and Barbara Lee. Selma Marlowe's Coquettes and Jack Denny are held over. Booking by Sol Tepper. . . . FRANCES PAYE into the Club Charles, Baltimore, Tuesday (7). . . . PUPY CAMPILLO, after a Cuban trip, set for the Tic Tac, Montreal, Monday. Myrtle Dunedin a holdover there. . . . WOODS AND BRAY now at the Top Hat, Montreal. . . . JACKIE FIELDS current at the Bell, Miami. . . . JOHNNY STRONG at the Deerhead Inn, Lansing, Mich. . . . PEGGY LEE now at the Oudise Club, Syracuse, with Cunningham Sisters and Maurice Sherman. . . . COLLETTE AND BARRY and their Little Show closed at the Latin Club, Miami, April 5, and play the Olympia Theater there April 9-13 before moving on to the George Washington Hotel, Jacksonville, Fla., for a two-weeker beginning April 14. . . . BOBBY GRANT, former manager of *Harlem Scandals*, supia tab revue, is in his third month at Sunset Terrace, New Orleans. . . . NAN BLAKSTONE opens May 6 for two weeks at the Talk of the Town, Peoria, Ill. . . . ROLLET AND DOROTHEA follow their current run at the Edgewater Beach Hotel, Chicago, with the Bal Tabarin, San Francisco.

KITTY CARLISLE, forced out of Berry Hill Country Club, Newport, Ky., after her opening night's performance, March 17, with a strep throat, has returned to New York for a month's rest. Gladys Hayes, WLW singer, finished out her Beverly engagement.

DELAHANTY SISTERS, after several months in the East, open April 13 at Club Rialto, Louisville. They spent several days in their hometown, Dayton, O., last week.

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Carroll, Union Compromise on Contract Tiff

HOLLYWOOD, April 4.—Arbitrators of the dispute between Earl Carroll Vantoff unit and American Guild of Variety Artists returned their findings last week, with both sides granted points. Outstanding decision was that Carroll must pay for rehearsals after the first week. Producer was granted concessions regarding number of shows, work guarantees, evening clothes for principals and transportation.

Producer can't take wages from unit members unless money is lost on cancellations thru blackouts, etc. Union also won a \$60 minimum for principals and six-day rehearsals on a 9-out-of-11 hours basis.

Carroll was granted his demands for 7 out of 10 weeks' guarantee, as well as the privilege of requesting performers to wear their own tuxedos. Also, the right to negotiate with unit members on transportation accommodations and the right to 36 shows maximum a week.

Show was tied up for several weeks during negotiations but was permitted to open in San Diego while an arbitration board consisting of Robert B. Pettingill, Irvin Stalmaster and Martin Gang ironed out controversial points.

Girl Club Manager

PHILADELPHIA, April 4.—Stanley Carroll is appointing Jerry Cabot manager of his downtown nitery, the first female manager of a local after-dark spot. Miss Cabot moved into the managerial spot after proving her efficiency as a waitress at Carroll's.

All-Magic Bill Set

WASHINGTON, April 4.—An all-magic bill has been set for Loew's Capitol Theater here starting May 7. Bill is to include Cardinal, Jack Gwynne, Ade Duval, Vol Voltalus and Fred Keating, emcee. The house line is being drilled in some magic routines.

With a line-up like that, if the management finds everything intact after the show leaves it will consider itself lucky.

Detroit Vaude Spurt Fading; Two More Quit

DETROIT, April 4.—The local vaude spurt is due for a fadeout about the end of April, when the Colonial goes straight pictures. The Paradise, using name colored shows, closes for the season April 9, after hanging up a very profitable record for the Cohen Brothers, leaving the Colonial the only stage show house on a regular policy.

Intermittent vaude at the Michigan, using only top names, which has brought only three weeks of flesh so far this year, will probably be continued. But the opposition Fox, under present plans, will not use any more flesh unless conditions change radically. Neighborhood stage shows, which started out nicely last fall at the Vogue and Harper theaters, did a fairly quick fadeout. Apparently, downtown shows had the best chance locally, altho neighborhoods could make a go of vaude with semi-names if they had the capacity.

Prospects for next fall look dark at the minute. The Colonial and Paradise are slated to resume vaude, but no further local vaude is considered likely.

Units Booked for Indianapolis House

INDIANAPOLIS, April 4.—B. F. Keith's Theater (1,400 seats), dark since last summer when it housed a stock company, which will be reopened April 16 with vaude-pix Thursday to Sunday by Anton F. Scibilia, who will be the resident manager. Nicholas Bolla, producer, and Sam Roberts, booker, will follow the first production, *Gay Nineties*, with a Major Bowes unit. Blackstone's magic revue, *Meet the People, Time of Your Life, Howlers Nights and Post-American Goodwill Revue*.

Pix band will be directed by Ed Resner, who held the same job for many years in the Lyric before it changed to straight pix.

Theater is being renovated for the opening, with a new floor on the stage, new lighting and new seat-covers.

Rand Big 2d Week

SEATTLE, April 4.—After reopening the Show Box with a \$7,000 week with her *Less Round Up Revue*, Sally Rand drew in another \$8,000 for the second week of her engagement here. Last Monday she started her third and final week, which had every indication of being nearly as big as the first two.

Booked in by the Bert Levy office, under direction of Len Martell.

Philly Managers Switch

PHILADELPHIA, April 4.—Charles De Marco takes over the management of the College Inn for the duration. Owner-Manager Lew Tomasco having been called to military service.

Ed Callahan, manager of the 2-4 Club, is another nitery host set for the army. Frank Donato, former manager of Carroll's, has moved to DiPinto's Cafe in a similar capacity.

Lefkowitz Back in N. Y.

NEW YORK, April 4.—Nat Lefkowitz, William Morris Agency treasurer, returned this week from a trip to Chicago, where he conferred with execs in that branch. Trip was apparently made necessary by the change of plans causing Harry Kalchelm to stay here to succeed Irving Lazar, cafe department head, who joined the army. Kalchelm was originally scheduled to go to Chicago.

Magic

By BILL SACHS

FELIX BLEY, who passed away last week in Los Angeles, was possibly the best known of the world-tour magic impresarios, having circled the globe on a number of occasions with such outstanding magic names as the Great Nicola, Dante, Carter the Great, S. S. Henry, George the Magician, and LeRoy. His friends in the magic fraternity were numbered by the hundreds, and from 1926-'29 he was editor of the Magic Page of *The Billboard*, when it was the writer's pleasure to work with him. He was a noble character, honest and sincere in all his undertakings, and he was one man who could say "no" when he meant "no." His memory will linger long with those who knew him. Further details in Final Curtain, this issue. . . . ALL MAGICDOM will watch with interest the all-magic bill which is being set to open at Loew's Capitol Theater, Washington, for a week beginning May 7. The bill will include such prominent magic names as Cardinal, Jack Gwynne, Ade Duval, Vol Voltalus and Fred Keating. . . . BELLCAMP THE MAGICIAN, after a tour of Florida clubs and theaters, is en route to his home in Little Falls, N. Y., where he will be inducted into the army April 22. . . . RAJA BABOUD, after two weeks at the Glenn Rendezvous, Newport, Ky., has moved to the Ka-See Club, Toledo, for a limited stand, from whence he moves to the Oriental Theater, Chicago. . . . WESLEY WHITEHOUSE closed a two-weeker Monday (6) at Club Charles, Baltimore. . . . BILL NEFF has just concluded a stand at Chalfonte-Haddon Hall, Atlantic City. . . . JONTAY has unfolded his bag of tricks at Sam's Cafe, Philadelphia. . . . NOVAR and his Magic Capers will be featured in *A Night of Stars*, a charity affair to be held at Hotel Traymore, Atlantic City, April 11. . . . C. LANGLEY ANDREWS, adjutant director of the United States Organization Club at Phenix City, Ala., is anxious to contact magicians and ventriloquists desirous of playing for the soldiers in the Fort Benning (Ga.) area. . . . JACQUELYN JAMES, femme trixster, who hopped into Chicago recently to work the Wizards Show, has been kept busy around the Windy City since. Says she recently enjoyed lunch at the magicians' rendezvous, the Nankin Restaurant, Chicago, with Mr. and Mrs. Tony Novack, Mr. and Mrs. John Booth, and Mardoni. Keith Clar and Joe Berg were out to catch her act last week.

MYSTERIOUS HOWARD mfas that he has settled in Houston and opened a magic and novelty shop, known as Howard's Fun Shop, on Travis Street. Since moving into Houston last May, Howard says he has played more than 400 club, convention and private-party dates. . . . CLARENCE SLYTER continues to present his clever turn at the Palmer House, Chicago. Other magi currently holding forth around the Windy City are Jack Herbert, Frank Shepard, Kismet, Tony Marks and Tommy Martin. . . . SHEPHERD THE MAGICIAN, after three weeks of army camp dates in Mississippi and Louisiana, is at the Rotisserie Restaurant, Jackson, Miss., doing one show a night to the dinner crowd. He plans to re-enlist in the navy. . . . WALKER AND COZY, who presented their comedy magic in Indianapolis schools all winter, with George Shaw as agent, last week jumped to Nashville to join Harrison King's Side Show on the Great Lakes Exposition. Walker says it has been his best winter school season in his career. The only thing dead about magic in the Hoosier capital, says Walker, are the magicians who have been doing the same tricks around the town for the last five years. . . . THE KARNAKS wind up their Southern school trek at Emory University, Oxford, Ga., April 10. Writing from Hopewille, Ga., the Karnaks say: "People down here are in a bad way since the rationing of Coca-Cola. Lots of magic here now. Blackstone played to good business down here recently. Raymond Cox was near here for one night, and Virgil played Griffin, Ga., April 1. S. S. Henry left last Friday (23) for Louisiana. Mal Lippincott is around Atlanta in theaters and schools."

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WM. McNALLY

81 East 125th Street, New York

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 209 N. State St. CHICAGO, ILL.

Midwest Vaude Leans to Bands With Radio Wires

CHICAGO, April 4.—One to three-day bookings in the hinterlands furnished by the Butterfield, Tri-States, RKO, Great States, Warner and Standard circuits have been showing preference to bands aired over WGN (Mutual) here. This radio network is strong in the small towns of Iowa, Illinois, Indiana, Wisconsin and Michigan covered by those theater operators.

WGN carries bands from six local spots, including the Stevens, Palmer House, Blackhawk Cafe, Bismarck, Aragon and Trianon. Jan Garber, who closes at the Trianon tomorrow (5), starts a tour of Great States and RKO houses next month. Art Kassel wound up at the Bismarck Thursday (3) and will play the Warner and Standard houses beginning April 21.

Dick Jurgens, closing at the Aragon next Sunday (12), takes on a series of Warner dates. Del Courtney, who recently closed at the Stevens, is now doing time for Tri-States.

Rita De Vere Reports

CHEYENNE, Wyo., April 4.—Rita De Vere, dancer, en route with Benny Morant's Fun-24-Fun unit on the USO camp-show circuit writes, "Still jumping around like a bunch of jack rabbits. Our option has been picked up until May 1. Closes us around Boston, I guess. Suppose we will then play Fort Dix, N. J., altho we did play there to a lot of New York boys. Our bass player, Bud Smith, was in San Diego, Cal. He was drafted last June. Looked great and got himself married. Ann Sheridan, a wow, is with us until April 2. Al DeVito's straight woman, Diana Abbey, visited Sally Rand while we were in Seattle last week and brought her a linen set for a wedding gift. She and Diana are

Lives Up to Name

PHILADELPHIA, April 4.—Burnt Mill Tavern, roadhouse at near-by Vineland, N. J., lived up to its name recently. Scheduled to reopen for the new season March 13, the ritzy burned to the ground, with a \$4,000 loss sustained.

Rose LaRose Strong

MINNEAPOLIS, April 4.—Rose LaRose drew a very strong \$5,150 at the Harry Hirsch-Harry, Katz Alvin, burly house, week ended March 26.

The J. T. Lewis-Dave Gilman Gayety, playing stock burly, leveled off to a neat \$1,850 for the same week. Entire cast holds over.

Columbus Club Uses Burly

COLUMBUS, O., April 4.—With no burlesque houses here in several years, Gay '90s night club, which inaugurated a burly policy several weeks ago, reports this type of entertainment is clicking. Policy is continuous entertainment, with change of principals weekly. Currently there are Tanya, strip; Billy (Peanut) Barron, Belly and Trammell, Jack Girl, Mel Allen band.

Peter Trado a Manager

CAMDEN, N. J., April 4.—Peter Trado, formerly of the Trado Twins, will manage the Broadway Theater here. Some time ago the Twins refused parts in a movie serial, *Spy Smasher*. So now, Trado will play the picture instead of playing in it.

Friends from Sally's Cheater Hole days, Marion Oliver, our tap dancer, is a tireless rehearsal. We are on our way to Fort Riley and Rolla, Mo."

Police Raid 3 Philly Spots After Postal Card Complaint to Judge; Minneapolis Gayety Loses License

PHILADELPHIA, April 4.—Police censorship of burlesque shows looms here as a result of raids made Wednesday night on Inzy Hirst's Troc, Pay's, vaude houses using strippers, and Carroll's Cafe, using burly floorshows. Raids were made after the late evening performances in what was described by Inspector George Richardson as a clean-up program against strip dancers. At the hearing the following morning before Magistrates Williams and O'Malley, \$3,500 bail was entered against the dancers and managers.

Arrested at the Troc were Marie Cord, Patsy Ann, Carole King and House Manager Jules Arliss. At Pay's, Catherine (Chobotka) Lamphier, Jean Carroll, Carol Lord and House Manager Sidney K. Stanley, with Samuel Stetel, owner, being held in \$500 bail. At Carroll's, Dixie Sullivan and Owner-Manager Stanley Carroll.

The raids were as a result of a postal card sent to Judge Edwin O. Lewis, which complained that such shows were particularly offensive during Holy Week.

At the hearing detectives gave vivid descriptions of the least routines, particularly at Pay's.

Nathan Miller, attorney for the house, protested that Pay's was a "family theater," that the act had been booked from one of the biggest agencies, and that it was "decent."

"The show is stinking and rotten," fired back District Attorney Boyle, "and don't try to make it respectable. We're trying these cases and we made these arrests because we had a number of letters from patrons who object to fifth—particularly in the Holy Week. We're trying to protect decent people from fifth in theaters. If they continue they will be closed up. From the testimony these performances were lewd, lascivious, rotten and suggestive."

Greatest peeve was at the Pay's for ballyhooing three strippers during Holy Week. House usually plays one and sometimes two.

Boyle asked for large bail, stating, "We aren't interested particularly in prosecuting these girls, because they are just cogs in the machine. We are after the people who bring them here, and if the bail is made low it will be cheap for the manager to reimburse those who go bail and when the case is called there will be no girls."

Magistrate Williams pledged his cooperation in cleaning up the shows. He observed that conditions in Philadelphia should improve with so many soldiers and sailors in town.

All those arrested were charged with "indecent" performances. Troc waived hearing. A further hearing was granted Carroll to obtain a lawyer.

Trouble is also brewing at Pay's in connection with Margie Hart, slated to have opened Thursday (2). Altho Miss Hart was ready for opening show, she did not go on and refused to accept the cancellation notice. It is understood the theater was willing to pay her expenses, but Miss Hart was holding out for full pay. It is understood that the cancellation clause in the contract covers

a situation where the act is stopped by the city administration, but Miss Hart claims her act was not involved.

MINNEAPOLIS, April 4.—Mayor Marvin L. Klime today revoked the license of the Gayety Theater, local burly house, following a hearing at city hall. David Gillman and I. T. Lewis, operators of the house, are attempting to secure a restraining order to prevent the show to continue.

The mayor declared that the shows do not justify continuation, on moral grounds. Complaints were also received from Elmer Hart, of the Police Morals Squad, and Lt. Col. James Troy, chaplain at Fort Snelling. In addition, sanitary conditions in the house were attacked by John E. Nelson, inspector of buildings.

The mayor's action followed the return of his letter to the city council asking that it take action against the house. The council returned the note stating that the mayor had sufficient authority to revoke the license.

In the original complaint, the mayor also cited the Alvin Theater, but no action will be taken against that house, as it is set to close for the season tomorrow.

Gayety operators charged that politics are behind the mayor's action.

Urea Casino Group Expands Chain to 4; Other News From Rio

RIO DE JANEIRO, March 28.—The new Casino under construction in Horizonte, Minas Gerais, built by the prefectura of that city, will open in mid-April, operated by Rio's Urea management, which also runs the Urea in Rio, Casino Icarai, Niteroi, and the Tennis Club, Petropolis. All use floorshows three year except Tennis Club, which uses full-week talent during summer and winter week-ends.

Jorge Margerie, Urea booker, will move Ray Ventura's Partisan band, currently in Urea show, into the new Casino for opening. It is expected that Carlos Machado band, in Tennis Club, will handle show and dance music.

Marcus de Avreu, at one time artistic director of Urea, has been appointed to same post in Casino Belo Horizonte.

The Casino Abu in Curitiba, state of Parana, is closed for three months undergoing a face-lifting. Casino Expedition de Curitiba starts its season with singer Mary Thompson (known as Trudy Mallon in U. S.) heading the show. Set thru Luiz Carlos Weil agency, she is first U. S. performer to be booked in spot.

Rommel and Dale, dance team, and Maria de la Puente, Argentine singer, opened in Casino Atlantico March 19. . . . June Marlowe, U. S. singer, moves into Grande Hotel Casino Guarujá, Santos, for two weeks, set by Luiz de Barros of Atlantico. . . . Tenner and Swift expect to return to the States following date in Grande Hotel Casino Guarujá, Santos.

Tourand Brothers, European acros, wound up 12 weeks at Copacabana March 18, with return date set for early May by Luiz Carlos Weil agency. . . . Ann Maria Gonzales, Mexican thrush, returns to Buenos Aires for radio Belgrano following current Atlantico engagement.

Philly Club Adds Music

PHILADELPHIA, April 4.—River Drive Terrace, ex Anchorage Inn, resumed Wednesday (1). Is now operated by the Golden Brothers, auto distributors new to the ritzy field. Now offering only dancing, bringing in Dick Wharton's orchestra. It will be a toss-up between name bands and name acts for the summer. Michael J. (Mike) Duffy, for years manager of the Hunt Room in the Bellevue-Stratford Hotel here, is manager.

Fox Vaude in Milwaukee

MILWAUKEE, April 4.—Fox has been spotting flesh attractions in its Paradise and Modjeska theaters Monday nights, plus the twin screen show. Talent has included acts from local night spots.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

THOMAS E. CONWAY, burly house manager of Montreal, in town last week effecting bookings for a reopening of the Gayety in his home town. House has been closed to burlesque the last 10 years, playing pix. Phil Rosenberg to book. There will be 20 girls for a stock chorus line-up, with Allan Gilbert producing. Opening set for April 26. New company to operate spot is called North American Enterprises. . . . MAC BARRON, Mickey Strauss and Miles Murphy have formed a new comedian combo. Billed as the Piccadilly Trio at the Piccadilly nitery, Baltimore. . . . HELEN LIVINGSTONE, former burly ace, now operating a beauty parlor in midtown. . . . JOE BABBITT, ex-burly house manager, now being groomed as an army flier in the 434th School Squadron, Air Corps Base Flying School, Greenville, Miss., where he will be the next eight weeks.

RUTH MASON replaced Susan Shaw in the Savoy-Smith unit on the Hirst Circuit at the Howard, Boston, March 30, with Susan leaving to play club dates. . . . JULIE RONTGER back from two weeks' vacation in California. Met Ray Parsons, former burly straight man, who is now with Universal movie studio. Also Flo Oxford and Nazarra Hallo, with the burly stock show at the Antex, Los Angeles, where Nazarra's ma is in charge of wardrobe and also operates a rooming house. Also But Abbott and Lou Costello, who have converted their swimming pool into a bomb shelter. Also Frank Penny, Mr. and Mrs. Johnny Grant, Gus Schilling and Betty Rowland. Betty Rowland, with her *Ball of Fire* billing, is a big draw at the Follies, Los Angeles. Gus Schilling, besides compering in films, is writing songs.

NATASHA, dancer, back home in Chicago renewing family acquaintances. . . . STANLEY CARROLL introduced a new chorus at his Philadelphia nitery March 23. Pal Brandesius, new producer, installed eight new girls, six of whom came from his show at the Star, Brooklyn. They are Amy Alberts, Estelle Barry, Terry Palais, Thelma (Deutsch) Lee, Thelma Lowe and Eloise Lang. New stripper is

Dixie Sullivan. . . . EDDIE McDONALD, a Canadian, played host last week to George LeMay Delorme, operator of the 400 Club, Montreal, here on a short visit. Also to Thomas E. Conway, manager of the Gayety, Montreal. . . . BILLIE BEEP TRUST WATSON considering offers to unsee eight female heavies as he has been the last 15 weeks over the Western wheel. Now doing his original musical *Krausmeyer's Alley*, on the Hirst Circuit, UNO.

PHILADELPHIA:

JOAN WILLIAMS to DiPinto's Cafe. . . . MARSHA STEVENS the lead at the 41 Club, Maple Shade, N. J., with Dorothy Paige at Mary Hubbard Inn, Berlin, N. J. . . . GEORGE NONEMAKER, presenting the Troc Theater, an air raid warden. . . . BILLY HAGEN and DIAN ROWLAND at the Orpheum, Reading, Pa. April 8.

MIDWEST:

MANAGERS of the Midwest Circuit houses will hold one of their periodic meetings at the Rialto Theater, Chicago, April 20. . . . MARGIE HART has two more weeks to fill for the Midwest before leaving for Hollywood to start a picture for Monogram. She plays the Grand, St. Louis, starting Friday (10), and moves into the Polly, Kansas City, Mo., for the April 17 week. . . . "BOZO" SNYDER and Holly Leslie have closed on the Midwest and start for the Empire Circuit at the Capitol, Toledo, April 19. . . . PEACHES is the current feature at the Rialto, followed Friday (10) by June St. Clair. . . . TIRZA is the headliner at the Empress, Milwaukee, this week. . . . JACKIE RICHARDS has succeeded James Stanton as producer at the Polly, Kansas City, Mo. . . . ROSE LA ROSE headlines the April 10 bill at the Grant, Canton, O. . . . ALVIN, Minneapolis, closed for the summer Sunday (5). . . . BOB FERGUSON and Mary Murray are at the Palace, Buffalo, this week. . . . MARGIE DALE opened her Midwest tour in Buffalo Friday (3). . . . JEAN (COOKIE) COOK started a tour of the Empire Circuit with her Beauty and the Beast dance,

Collada Would Aid Soldiers

NEW YORK, April 4.—Benito Collada, owner of El Chico, night club here, is vice-chairman of the new Hispano-American Committee for National Defense. Mario Gonzalez is chairman.

The committee seeks to interest the government in a drive to raise funds to provide Spanish-speaking soldiers with supplies, books, newspapers and food. When on leave such soldiers would be entertained with Latin entertainment.

Jack Pepper Opens Club

DALLAS, April 4.—Jack Pepper, owner of the Log Cabin, opened his second night club, Show Time, here March 25, with Nelson Grimes orchestra playing the opening engagement. Roscoe Ales, picture comic, and Lillian Gilbert are featured. Jack Joyce and a Bne of six girls complete the floorshow.

Show Time is located in exact spot where Pepper and Ginger Rogers once practiced and taught dancing together.

(Dates are for current week unless no dates are given)

A

Adreon, Emilio (Gaston's Monte Carlo) NYC, no.
Airport Boys (El Rancho) Chester, Pa., no.
Aida, Bob (Rumba Casino) Chi, no.

B

Baker, Eunice (Glean Rendezvous) Newport, Ky., 3-13, no.
Ballou, Marc (Earl Carroll's) Hollywood, ch.
Banks, Eddie (Old Roumanian) NYC, re.

THE ANGIE BOND TRIO

America's Finest Girl Instrumental-Vocal Act
Indisputably ROGERS CORNER, New York City.

Born, Arthur (Elmsy) Jacksonville, Fla., 3-14, no.
Boavier, Yvonne (Harriet) NYC, h.
Bowman, Patricia (Capitol) Washington, D. C.

C

Callahan Sisters (Alice) Houston, Tex., 10-31, h.
Calvin, Henry (Music Hall) NYC, t.
Cappo, Joey (Shubert) Hollywood, no.

CAPPELLA and PATRICIA BEACHCOMBER, Miami Beach

Corney, Alan (Strand) NYC, t.
Carole & Sherod (Mayfair) Detroit, no.
Charles & Len (Montrose) Cedar Rapids, Ia., h.

D

Dacha (Rainbow Room) NYC, no.
Daiter, Bill (Ubangi) NYC, no.
Davidson & Pogue (Sherman) Chi, h.

Cheena De Simone DANCERS Return Engagement LEON & EDDIE'S, N. Y. C.

Dana, Carol (Leon & Eddie's) NYC, no.
Debonaire, The (Earl Carroll's) Hollywood, ch.

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

D'Arcy, Phil & Co. (Lake) Springfield, Ill., no.
Deaper, Paul (Waldorf-Astoria) NYC, h.
Drayton, Danny (Chicago) Chi, t.

E

Echols, Marilee (Wibel) NYC, re.
Ellis, Joan (Queen Mary) NYC, re.
Eltzman, Hope (Beachcomber) NYC, no.

F

Farrall, Jack (El Club) Miami Beach 6-15, no.
Fay & Gordon (Hurricane) NYC, no.
Faye & Wellington (Netherland Plaza) Cincinnati 3-14, h.

G

Gale, Alan (Hurricane) NYC, no.
Gardner, Helene & Co. (Palace) Cleveland, t.
Garrett, Marjorie (Cocunut Grove) Boston, no.

H

Gerdy, Julia (Sawdust Trail) NYC, no.
Giffard, Moya (Bill Bertolotti's) NYC, no.
Gibb, Bill (La Canga) NYC, no.

GRANT FAMILY GEO. HAMID'S FAIRS 1942-3

Glover & Linnac (Browns) Louisville, h.
Gold Dust Twins (Food Show) St. Joseph, Mo., 6-11.
Golden, Syd (Club Ball) Phila, no.

Advance Bookings

CIRO RIMAC: State, New York, April 23.
DIOSA COSTELLO: Adams, Newark, N. J., April 16.
WOODY HERMAN: Paramount, New York, April 13.

Haskin, Paul (Capitol) Washington, t.
Hager, Clyde (Diamond Horseshoe) NYC, no.
Hansford, Ernest (McAlpin) NYC, h.
Hanson, Bob (Roxy) NYC, t.

H

Harlow, Dick (Corktown Tavern) Detroit, no.
Haywood, Billy & Cliff Allen (Cortiff's) NYC, no.
Hayworth, Sealoe, Reyan (Carolina) Wilson, N. C., t.
Hedberg, Dr. & Co. (Stou) Roward, Ia., 3-11, t.

I

Ink Spots, Four (Nu-Klub) Youngstown, O., 4, h. (Chicago) Chi 10-11, t.
Jacqueline (St. Moritz) NYC, h.
Jardine & Madeline Gardner (Cal & Philis) Cincinnati 1-14, no.

POLLY JENKINS AND HER MUSICAL PLOWBOYS

Apr. 6 through 13
Sportmen's Show, Amsterdam, N. Y.
For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Ithaca, N. Y.

SONG SPINNERS JOLLY JOYCE

Jenkins, Polly & Plowboys (Sportmen's Show, Amsterdam, N. Y., 6-13.
Joe & Geraldine (Sal Tahrin) San Francisco, no.

K

Karsen, Maria, Quartet (Graver) Fargo, N. D., h.

Kent, Larry (Sky Way) Jacksonville, Fla., no.
King, Charles (Diamond Horseshoe) NYC, no.
King, Carole (Katie) Washington, t.

L

Leibertin, Prof. (Florentine Gardens) Hollywood, no.
Lambert, Edith (Bill Bertolotti's) NYC, no.
Lane, Harriet (La Canga) NYC, no.
Lane, Jack & Love Birds (Helsing's) Chi, g.
Lang, Wilton (Park Central) NYC, h.

M

McBride, Owen (Music Hall) NYC, t.
McDermott, Sara Ann (Chicago) Chi, h.
McKay, The (Blackhawk) Chi, no.
McKinn, Mae (Prior's) Brooklyn, no.
McLaughlin, Andy (Oxy) Brooklyn, no.
McNeill, Maud (Armando's) NYC, no.
McNulty, Hazel (H Club) NYC, no.
Mack, Johnny (Carnegie) NYC, h.
Manson, Gil & Co. (Music Hall) NYC, t.
Malone, Mark (Hollywood Tropics) Hollywood, no.

N

Nadia & Sasha (Cedar Ruse) NYC, no.
Nagrin, Daniel (Rainbow Room) NYC, no.
Na Pup (Lexington) NYC, h.
Nardi, Nita (Diamond Horseshoe) NYC, no.
Nashua Brod. (Leon & Eddie's) NYC, no.
Nelson, Diane (Katie's Stable) NYC, no.
Nevada, Vicki (Hollenden) Cleveland, h.

DRAMATIC AND MUSICAL

Angel Street (Harriet) Chi.
Arsonic and Old Lace (Victory) Dayton, O., h.
Barrymore, Ethel, in Curia Is Greco (Coast) Cincinnati 3-3; (Erlanger) Buffalo 9-11.
Bibbe Spirit (Selwyn) Chi.
Blueson Time (Walnut) Phila.
Claudia (National) Washington.
Claudia (Madam) Dallas, Tex., 8; (Verit) Ft. Worth 9; (Paramount) Austin 10; (Tusad) San Antonio 11.
Evangeline, in Macbeth (Gann) Detroit.
Hays, Helen, in Candle in the Wind (Hijou) Chattanooga, Tenn., 8; (Erlanger) Atlanta, Ga., 9-11.
Hollywood (Erlanger) Buffalo 8; (Strand) Albany 9; (Stastle Aud.) Rochester 10-11.
Hollywood (Majestic) Boston.
Hi Kickers (Shubert) Boston.
Mam, Paul, in Yesterday's Magic (Parrot) Phila.
My Sister Ellen (Loast St.) Phila.
My Sister Ellen (Curtain) San Francisco.
Pamona Hattie (Nixon) Pittsburgh.
Papa Is All (Blackstone) Chi.
Watch on the Rhine (Rough) Indianapolis 6-8; (Harman) Columbia 8-11.
Without Love with Katharine Hepburn (Columbia) Boston.

ICE SHOWS ON TOUR

Fronzy's Def. Star-Spangled Ice Revue (New Kenners Hotel) Albany, N. Y., until May 1.
Ice-Canades of 1942 (Ice Arena) Dallas 8-11.
Leah-Vogue Ice Parade of 1942 (Boulevard Inn) Elmhurst, L. I., N. Y.
Victor's Art Ice Parade of 1942 (Hotel Adolphus) Dallas.

Vaudefilm Grosses

B'way Holy Week Okay; Roxy, Music Hall Showing Best; Fischer Revue Still Smash

NEW YORK.—Strength of new product has done wonders with the Broadway box office. Nearly every house got satisfactory grosses, with the Roxy and Music Hall showing up best. The holiday week is expected to produce phenomenal gates.

The Paramount (3,664 seats; \$41,981 house average) opened Wednesday with Tommy Dorsey's ork. In his eighth trip to this house, and *My Favorite Blonde*. Expectations run to a sensational \$72,000. Last week, the third of Les Brown's band, Connie Boswell and *The Fleet's In* got by with \$36,000. Previous two sessions had pulled \$47,000 and \$61,000.

The Strand (2,758 seats; \$39,913 house average), bouncing into the second week of the Shep Fields band, Alan Carnoy, Mary Small and *The Male Animal*, is anticipating a fine \$46,000. First stanza took a fine \$44,000.

The Roxy (5,835 seats; \$38,789 house average), after the fine opening week of \$58,500, with Lowe, Hite and Stanley, Bob Hannon, Mario and Floia and film *Shores of Tripoli*, is looking forward to a big \$50,000 for the second semester. Bill will stay a third week.

The Music Hall (8,200 seats; \$84,000 house average) has been using the SRO sign frequently during the current run of *Keep the Wild Wind* and the annual Easter spec on stage. Gross for the second week will probably run to \$90,000, after the great \$95,000 opener.

Loew's State (3,327 seats; \$30,500 house average) opened Thursday with John Boles, the Hartmans, Joe Rines's band and film *Woman of the Year*. Indications are \$3,000. Last week's layout, with Johnny (Scat) Davis's band, Beatrice Kay and film *Lady Has Plans*, drew nicely with \$32,000.

The Clifford Fischer revue at the 46th Street Theater is continuing its smash

business. Success of *Priorities* is inspiring similar ideas from the Shuberts, who plan other shows along the same lines both here and in Chicago. Alex Yokel is also interested in the idea. Argentinita, the concert dancer, is reported signed for the second Fischer-Shubert venture. Mike Todd's revue, along vaude lines, with Gypsy Rose Lee, is also taking shape.

Easter Week Looks Good for Buffalo

BUFFALO.—Easter week looks promising for the Queen City vaudefilmers, a welcome relief after Holy Week. Current week vaudefilmers have to buck Shrine Indoor Circus at Aud and two plays, *Hellzapoppin* and *The Cors Is Green*.

The 20th Century (seating capacity, 3,000; house average, \$8,500 for straight pix) is expected to do well with big vaude week which opened April 3. Vaude has Ina Ray Hutton and her band and the Lebrun Sisters, Lew Parker, the Jansleys, Eleanore Knight and Stewart Porter. Film is *Law of the Tropics*. Take should reach at least \$14,000.

For week ended April 2 Century took a drop due to Holy Week and lack of names. *Meet the People* kids had swell show, but their names lacked drawing power. Featured were Buddy Pepper, Loraine Kruger, Joey Pave, Marlon Colby, Ellis Talbot, Sue Robbins, Jimmy Alexander, Jack Albertson and Alice Tyrell. Box office tallied a meager \$10,000. Film was *Doctors Don't Tell*.

The Buffalo (seating capacity, 3,500; house average, \$11,00 for films only) hasn't any vaude on tap this week, but a strong film, *The Fleet's In*, should draw. Second film is *Mr. Bud Goes to Town*. Layout looks good for \$15,000. For week ended April 2, Buffalo did pretty well with fine film fare, *Roxy Hart* and *Knight Before Divorce*, getting \$20,100.

Post St. Resumes

SPOKANE.—Vaudefilm is back at the Post Street after a three-month absence while the house tried second-run flickers.

Last week Manager William L. Evans returned to Bert Levy Circuit, supported by a pair of first-run movies, and the box office improved considerably over recent takings. Gross for March 26-29 was about \$1,350, not bad considering Lent. Acts were Everett and Conway, Lucille Lane, Paul and Paulette, Lane and Harper, and the Newman Brothers. *Law of the Timber* and *Girls' Town* on the screen.

Palomar's Best

SEATTLE.—Bringing in one of its best pictures of the year, *Sullivan's Travels*, the Palomar (1,450 seats) had its biggest week of the year, grossing \$8,000. This carried the gross two Ga over the weekly average. Previous high had been \$7,200.

On stage were Johnny O'Brien, Duke Art, Cook and Brown, Borden and Brent, and Three Reddingtons, booked by the Bert Levy office.

Welk Good 35C

CEDAR RAPIDS, Ia.—Lawrence Welk and band grossed a good \$3,521 at the Iowa Theater here for three days ended March 29.

Accompanying pic, *Mexican Spitfire at Sea*, was of little help at the b. o.

Holy Week Hangs Crepe on Philly

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture bookings, \$14,000) for week ended Thursday hit the usual Holy Week low with a scant \$17,800 recorded. Plenty of marquee value in the bill but few takers. Lou Breese's ork, with Skit Moor, Barry Warren and Nita Norman, shared the spots with Gertrude Niesen, screen's Jink Falkenburg, Lew Parker and the Jansleys. It was the first time at the Earle for most of the names. *Call Out the Marines* on screen helped some. New bill opened Friday (3) got off to a slow start but should build over the holiday week-end and \$19,000 is expected. Blue Barron's ork, Jerry Lester and Yvette split the billing, plus Rae and Radella. Out of the band, billing goes to Charlie Fisher, the Three Blue Notes, Jimmie Brown, Clyde Burke, Tiny Wolf and Billy Cover. *Adventures of Martin Eden* on screen.

Pay's Theater (seating capacity, 2,200; house average, \$6,900) for week ended Wednesday (1) offered three strippers to hype Holy Week biz, but no go, with a scant \$6,200 scored. Cleotora, Carol Lord and Jean Carroll made for the flesh array, and supporting acts were Ted Wildman and Susie, Nick and Vicki Collins, Lillian Horner, Valdema and Murray, Gae Foster's Roxettes and Billy Clain's orchestra. Screen showed *Mexican Spitfire at Sea*. New bill opened Thursday (2) found house tumbling with minions of the law over the epidermis display, and Margie Hart, skeddad to top the bill, did not open. Sans the strip queen, opening biz was very dull, with only the vaude line-up of Joe Young and Charlie Kaye, the Robbins Trio, Little Fred and His Football Dogs and Leon Fields. Other acts will be added to bolster, but gate is expected to nose-dive considerably without the burly lure.

M. H. Orodenter.

L. A. Orph Big 10½G

LOS ANGELES.—Earl Carroll's *Vanities of 1942*, at the Orpheum, grossed a good \$10,500 last week, \$4,000 over average. House seats 2,200 and charges 30, 44 and 55 cents.



GIRO RIMAC and his "Latin American Revue," presenting a 75-minute show, is one of the unit's now touring army camps for the USO Camp Shows, Inc. Rimac and some of his cast are shown above teaching soldiers at Fort Benning, Ga., the conga, one of the numbers in the Rimac unit, which includes Charley Boy Rimac, Alzira Camargo, Estrellita Penn, Mechita Virella and Dotta Conto.

Sammy Kaye 43G, Art Kassel 21G in Big Chi Easter Week

CHICAGO.—Easter week boosted the grosses in the Loop's two combo houses after some awful Holy Week takes. Surprisingly, last week's idleness at the box office is not blamed on Lent but on the poor attractions.

Oriental (3,200 seats; \$18,000 house average) started big Friday (5) with Art Kassel and band, who have just closed a run of several months at the neighboring Bismarck Hotel, co-starred with Hal LeRoy. Screen has a Jack London story, *North to the Klondike*. Fine \$21,000 in sight. Week of March 27, Red Norvo band, with Mildred Bailey and Sammy Cohen, wound up with a disappointing \$16,800. Screen had *Blondie Goes to College*.

Chicago (4,000 seats; \$32,000 house average) has Sammy Kaye and band plus RKO's *Remarkable Andrew* week of April 2. Kaye is the chief draw, and with the aid of a three-day holiday week-end house can count on a healthy \$43,000 session. Week of March 27 box office scooped up a weak \$30,500 with a presentation show topped by Bern Ann McCabe and film *Song of the Islands*.

Mills, McShann Ork Okay 8G in Detroit

DETROIT.—Holy Week slump was less noticeable than usual this year here, partly because the effect had already been anticipated in previous weeks' low grosses and partly because the chief vaude house, the Paradise, caters to much colored patronage, not particularly strict about observance of the religious season.

At the Paradise (2,200 seats; house average \$8,000), the Mills Brothers combined with Jay McShann's band to gross around house average of \$8,000, an increase of 20 per cent over the previous week. McShann's band proved a good name value with the colored trade, even surprising the management.

At the Colonial (1,500 seats; house average, \$6,000) the Major Bowes unit grossed around \$6,200, representing a drop of about \$600 from the preceding week's figure with the tabloid production of *Meet the People*.

Andrews' 8G Their Highest Wage Yet

CLEVELAND.—Andrews Sisters grossed their best business in this city yet when they drew \$34,000 week ended March 28 at the Palace (3,700 seats). Johnny Long's band and *Lady Is Willing*, film, rounded out the show.

The week before the Andrews Sisters grossed \$30,336 at the Michigan Theater (4,000 seats; \$16,000 house average), and not \$25,000, as erroneously reported in *The Billboard's* March 28 issue.

The girls walked out of this date with \$5,168, a record salary for them. Their arrangement was a split over \$30,900. This and their \$4,000 guarantee piled up their record salary, the most money they have made in a single vaude week.

The sisters have returned to Universal studios, Hollywood, to make two films.

Kings-Rey Good In Providence

PROVIDENCE, April 4.—The King Sisters and Alvino Rey's orchestra gave the Metropolitan a satisfying \$8,200 pre-Holy Week gross for the three days ended March 29. Supporting acts were Spencer and Forman and the Lane Brothers.

Pay's, for week ended March 28, did \$6,100 with following bill: Stubby Kane, Roger Williams, "Snake Hips" Davis, Albenice, Four Sidneys, Cartello's Hollywood Dogs, Al Jahna's orchestra.

"Vanities" Big

CANTON, O.—Encouraged by the success of the three-day engagement of Earl Carroll's *Vanities*, which grossed the best of any attraction at the Palace here since stagershow were revived, management of the house plans to continue booking attractions when available.

George A. Dells, district manager for the A. G. Constant Circuit, revealed bookings of Russ Morgan and other bands for later in the season. Joe Hiller, Pittsburgh booker, has been setting most of the attractions, Dells said.

Springfield Good

SPRINGFIELD, Mass.—A three-day vaudefilm bill featuring dancing drew well at the Court Square here, ended Saturday (38). On the stage were Ramon Talavera Dancoera, Moore and Revel, Wally Ward and Mitzie, Udell Triplets, Jay Deo, Lightning Duo, Rubberneck Holmes and Jean. On screen, *Blondie Goes to College*.

PHILADELPHIA, April 4.—William Israel, manager of the Fox Theater, has been transferred to Warner's Earle in a smaller capacity. Israel succeeds Hal Seidenberg, who left for army service Monday.

The Billboard Subscription Rates Upped

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

	Until April 30	After April 30
One Year	\$5	\$7.50
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A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 56.

Paramount, New York

(Reviewed Wednesday Evening, April 1)

When the Tommy Dorsey crew moves to here (this is the maestro's eighth Para booking) it is like Joe Louis stepping into the ring after the audience has seen nothing but the elephants displayed in the prelims. The polish and showmanship in a T. D. performance give all the other acts something to shoot at. Entire show library, from the rifferos to the sweet ballad bookings for the vocal department, is played with an ease and style that spring from experienced talent in all sections.

Dorsey gives his members plenty of space to display their wares. Highlights, such as Jo Stafford's rich piping of *What Is This Thing Called Love?*, Ziggy Elman's and Buddy Rich's hot horn and hide work with *Hawaiian War Chant*, and the maestro himself pumping out *Sleepy Lagoon* on the siphon, turn out as real musical productions.

Frank Sinatra's vocal romanticism is a top item. Solos four times to include expert handling of *Night and Day* and *Begin the Beguine*, then combines with the Pied Pipers (four some including Miss Stafford) on *It's the Last Call for Love* and *I'll Take Tailwalk* from Dorsey's coming film, *Ship Ahoy*. All sock song work and done without that you'd-better-take-us-seriously air. In fact, a couple of passionate gasps from the sidemen, kidding Sinatra's heart-rending piping of *This Love of Mine*, goes a lot for it.

The beat and drive developed by the seven brass (besides T. D.), five reed and four rhythm on the straight instrumental numbers played round out the versatility and balance. Dorsey fronts it all with élan, quipping now and then and generally holding all the reins.

Bill is topped off with a couple of fresh acts for Broadway. Allen, Burns and Cuddy, young male tumbling and acro artists, rip thru a fast routine sprinkled with difficult handstands, three-high turns and an assortment of cartwheels with the three lads entwined around each other. Boys netted more applause at show caught than has ever been heard in this house by this reviewer. It was their fresh approach that did it, and the Dorsey ork's snappy musical backing didn't hurt any.

Paul Rogan, character impressionist, makes his first trip east with this engagement, booked into the Para on a personal recommendation from Dorsey. His repertoire is almost endless and grows stronger as it unfolds. Could out many of his earlier impersonations, because his best work is mimicry of Boyer, Colman, PDR, Kaltenborn and Hugh Herbert. In these his stuff resembles a caricature rather than an impersonation, and the gag material is good comedy. Well received.

House packed last show opening day. Film, *My Favorite Blonde*, Claude Thornhill and Larry Adler will follow this bill in three or four weeks.

Harold Humphrey.

RKO-Boston, Boston

(Reviewed Friday Afternoon, April 3)

Guy Lombardo's band is featured here for the holiday week, and business at opening in this Catholic town was fair. Lombardo should have them standing in line before he leaves. Kenny Gardner is outstanding in all his assignments. Opening the show with *Deep in the Heart of Texas*, which had the audience clapping but very faintly at the proper time. Guy then introduced a new tune, *John Doughboy Found a Rose in Ireland*, a typical Lombardo arrangement, with Kenny singing, which went over well. Jason and Bell, dance team, follow and open with a fast tap in perfect unison. They scored with a neat Gaucho-American routine.

Kenny and the trio then join in with *My Gal Sal*. Don (Popkoff) Tanner does various Russian take-offs, with interruptions, on *Without a Song* and *Dark*

Eyes. He even uses a dummy, a fellow that's allergic to eccentricities and closes with a George Arliss impersonation that is a show-stopper. Kenny Gardner is on next in the recent Boston Symphony favorite of Serg Prokofiev's *Peter and the Wolf* and the music lovers showed their appreciation. Guy presents his 16-year-old sister, Rose Marie, in her first stage appearance. Opening with *White Cliffs of Dover*, she was nervous and fidgety but did a good job. She encored with *How About You?* Audience wanted to hear her again but her big brother swung into a medley of Caruso's tunes.

Old-time vaude performers, and as good as ever, the Calvary Brothers offered their difficult hand-to-hand and foot-to-foot drunk act, with dead pan effectiveness. They were called back for bows.

Kenny again appears with *Frankie and Johnnie* and Lombardo closes the show with a medley of request numbers. Pic in *Gentlemen At Heart*. *Hurry Ho!*

State, New York

(Reviewed Friday Evening, April 3)

Show this week is a smoothly running proposition, with the Joe Rines ork giving competent musical backing to a well-selected bill including John Boles and the Hartmans. Ork is on stage, replacing pit band for the week. Responsible for much business is *Woman of the Year*, with standees present at show caught.

Opener is Ruth Days, a petite tapster who, while offering undistinguished routines, gets the tapping across thru some energetic work. Did two numbers and got a bow.

George Prentice does his clever *Punch and Judy* act, walking on stage with a suitcase which he expands into a tall stage. Characterizations and executions are okay. Took several bows.

John Boles does his customary job, getting the same huge audience response. Selections this time include *Chattanooga Choo Choo* and *White Cliffs of Dover*. Encored twice, doing his reliable *Rio Rita* and *Waiting at the Gate for Katy*. Got off stage by introducing the Hartmans, who are tops with their particular brand of dance satire. Paul opens with a daffy magic impression, after which they go into their dance instruction take-off. This bit is one of the classics in the comedy dance line, being intelligent, biting and hilarious ribbing. Paul also does a session at the fiddle, and they wind up with their bolero. Solid.

The Rines ork, with the exception of a few moments it and Boles couldn't get together, provides staunch support. In their own stuff, they show up best in the novelty department, which included band impressions of various leaders playing *Deep in the Heart of Texas* and a bell solo of *God Bless America* which climaxes a service medley.

Joe Cohen.

Chicago, Chicago

(Reviewed Friday Afternoon, April 3)

Sammy Kaye is back with his different type of band unit that is pleasant and entertaining. The boys are good musicians and dish out informal comedy relief. Just when you get the impression that they are in danger of overdoing the kidding-the-leader stuff, they stop and turn back to their serious business.

Affair moves along at a nice pace, enscod by Kaye briefly and effortlessly. Show is dotted with male vocalists and augmented by three acts, two of whom remain to do their full turns.

Band opens with *When You're Smiling*, followed by Allan Foster, baritone, who does quite well on *Dear Mom* and *I Miss You*. Danny Drayson, tapping clown, had no trouble selling his peppery stopping, dressed up in funny comedy bits. Looks like a hooper of the old days

doing routines tailored for modern consumption.

Maury Cross, novelty vocalist, sells *Chattanooga* and *Texas*, both rather old now but still full of rhythm. Arthur Wright, romantic tenor, offers another oddie, *White Cliffs of Dover*. Band's gypsy medley, next, includes a brief tambourine dance by the Three Smart Girls in suitable costumes, and a humorous tambourine bit by the boys.

Tommy Ryan, Sammy's nee warbler, gives out with a winning personality on *Sometimes* and *Begin the Beguine*. The next two ork numbers are familiar and commercial: *Modern Design* and *Remember Pearl Harbor*, the latter employing the Glee Club.

Sue Ryan, comedienne, has some new material which, combined with her strong opera singer satire, gives her the best act to date. Spoofs the publicity game in a ditty titled *All for Publicity*, then does a funny take-off on a beauty contest winner in something called *Meet Miss Shastokin, Pa.* and winds up big with her operatic tomfoolery. Stopped the show.

The old reliable audience participation game introduced by Kaye, *So You Want To Lead a Band*, closes the bill and sends the customers home happy. Four kids are called on the stage and the informal chatter as concocted by the maestro makes it amusingly listenable.

On screen, RKO's *Remarkable Andrea*, BZ, good second show opening day.

Sam Honigberg.

Fay's, Providence

(Reviewed Friday Afternoon, March 27)

That the booking budget was sharply trimmed for this Holy Week booking is plainly evident. Not a standout act on the bill, and there's an apparent splitting up of one act to make it appear as two on the theater front.

Newspaper ads list as the feature attraction *Circus Fantasies*. This proves to be an "Animal trainer" routine gone to close the bill by the Four Melodians, a quartet of chorus girls who sing *He's A-I to My Heart* and perform a routine of tap, expressionist and aerobic steps (which opens the show), and Richards and Adrian (in No. 2 spot with a very ordinary ballroom adagio solo). In the climax, the man does whip cracking before the girls, in black leopard leotards, with Miss Adrian climaxing in a leopard outfit for a poor show.

Whaling and Yvette, boy-girl team, walk off with honors with a trick-cycle act, much of which is done by the male, with the girl riding on his shoulders. After opening with a Joe Jackson-esque bit with a breakaway cycle, the lad goes into trick-cycle riding, ending up with some good comedy and riding atop a high unicycle.

Luis and the Oliver Sisters have a good head-balancing act, done on steps leading to a four-foot-high platform. An arabesque by one of the girls standing on the man's head is an applause-getter.

Duke Norman is a good triple-tapper who should give his whole time to his footwork. As a comedian, he is the worst of the season, tilts his gags. His pantomime, a dancer's impression of a saxophone orator, is a good and original bit and saved his act.

Lucille Norris comes on for a toe-ballet solo, the freshness of which was doubly welcome after Norman's smutty gags. Gene Kelly and Peggy Hayes followed with a couple of Irish songs by the man, a bit of cross banter at the microphone in Mexican lingo, and an 1893 strip-tease by the girl, ending with her wearing bras and panties for a shapely bit of contention and tumbling.

Al Jabne's orchestra in opening overture has Jabne at one of the two pianos for some good keywork with Domenico (Dudley) Santaniello, second trumpet, later getting a spotlight chance in *Cheri Cheri Ain*.

Screen has *Strange Case of Dr. B.* Business off at opening matinee.

Charles A. KoscKam.

Palace, Akron

(Reviewed Thursday Evening, March 26)

Eddy Duchin discloses a highly entertaining company of specialists in his orchestra, which is a neatly balanced unit that plays both sweet and hot and seems to have a little of everything.

Feature of the show is still Duchin, of course—and he is as nimble in mov-

ing his show along as he is at the keyboard.

The program ranges from boogie-woogie to the romantic songs of the Duchin vocalists, including Tony Leonard, June Robbins, Johnny Drake and Lew Sherwood. They double in novelty and comedy.

Roy Davis, with his intriguing comedy impersonations, has an act that is different, as well as interesting. Davis gives a precision pantomime of readings. A showmanly job.

Ray and Trent are comedy acrobats with an amazing series of it-can't-be-done tricks that always delight a variety audience.

Lois Harper's dancing is peppy. Screen fare, *The Mexican Spitfire at Sea* (RKO).

Ben McConnell.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, April 1)

This week's feature is *International Ice Revue*, produced by and featuring McGowan and Mack. The revue runs only 20 minutes, so Mary Ruth, midget pianist; Barton and Stone, dance team, and Rufe Davis, rural comic, are able to precede the ice revue.

Opener has Al Lyons' orchestra doing *White Cliffs of Dover*, featuring Ned Castagnoli on tenor sax, and Cal Clifford turning in excellent trumpet work. Maestro Lyons drops the baton for a turn at the organ.

Barton and Stone follow, with Stone clicking solidly in a rhythmic tap on sista. Team is youthful, works with enthusiasm and turns in a fine piece of dancing in their *Cavalcade of the Dance*, imitating steps by Pat Rooney, Ed Robinson and Ruby Keeler.

Tiny Mary Ruth takes her place at a spinnet for a couple of piano numbers, which she does very well.

Rufe Davis, hillbilly sound imitator, picked his guitar and sang *Where the Mississippi Washes These Southern Shores*, putting in sound effects and comic grimaces. Audience liked him.

The ice show followed. Six Ice Admirables opened to a good hand. They returned for a waltz number in the middle of the show and a conga at the wind-up. Girls are on the plump side, but good-looking, and precision is fair. Jackie Reese was solid in his stunt work, and Charles Hadlett, altho cramped for space, did all right with his barrel-jumping turn. Walter Ridge, handling the comedy and doing a drunk, got a big hand. McGowan and Mack, in their Apache dance, were a smash, but their daughter, Jo Ann, stole the show with her smooth skating. Kid has plenty of personality.

Altho the program had plenty of talent, it was slow-moving. Ice show on stand more rehearsals, more comedy and smoother music.

Pix, *Sing for Your Supper* and *The Remarkable Andrea*.

Three-quarter house when caught. Sam Abbott.

Ventriloquist Pinched

CAMDEN, N. J., April 4.—"You've been a bad boy, but if you promise to be a good boy I will let you go." These words apparently came from Judge Mitchell Cohen in Police Court here the other day as he gazed at the gent before the bar. But Cohen started with surprise—he hadn't said it. Hissoner glanced at the grins on the faces of court attendants, then down upon the smiling countenance of the prisoner, and caught on.

Prisoner, charged with being drunk, was a ventriloquist working at one of the near-by roadhouses. As the court quieted down, Judge Cohen spoke, this time under his own power: "You're a good ventriloquist, but I think you're still drunk. You shall stay in jail until tomorrow and sober up."

Hal HAVILAND
 THE BILLBOARD
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Oriental, Chicago

(Reviewed Saturday Afternoon, April 4) Art Kessel and band, locally popular outfit, are co-featured with Hal LeRoy in an unevenly paced revue...

The Kessel outfit is a good hotel feature playing sweet, smooth music in orthodox style. Kessel is pleasant, unassuming and well meaning.

Band carries on with three numbers, including Kessel's profitable oldie Hell's Bells. Bert Walton, veteran comic, garnered laughs with his familiar turn...

Gloria Hart, Kessel's new girl vocalist, has a nice stage personality and is at ease at all times. The kid has a good voice but her appearance, from the standpoint of dress, can stand some improvement.

Hal LeRoy's performance still rates the more flattering adjectives. His care-free, loutchous and original tap routines are sprightly and easily digestible.

A brief, punchy closing band number would have been enough here, instead of the lengthy medley of pop tunes and the return of the acts for another bow.

On screen, Jack London's Norfolk to the Klondike. Biz, okay end of first show.

Anton Seibitz's Hussey Celly (a revamped version of Hawaiian Nights) comes in Friday (10) reviewed April 17 by Martha Reynolds, the Cousins Brothers and the Three Arnolds. Sam Houghberg.

Chez Ami Reopens

BUFFALO, April 4.—The Chez Ami theater-restaurant, whose interior was destroyed Christmas Day, reopens April 7. Both Phil Amigone and Jack Groom, owner and manager respectively, have worked these months to make the spot more luxurious and larger than before.

Important new feature is a new balcony, with separate entertainment and dance floor. Five acts, an eight-girl line and a return of Tommy Flynn's band comprise opening show.

Dick Mayo Resumes

PHILADELPHIA, April 4.—Dick Mayo, executive secretary of AGVA local here, confined to the Jefferson Hospital for more than a month, is back in action this week.

Closes But Pays Holy Week

PHILADELPHIA, April 4.—In accordance with a long-established custom, Frank Pilumbo closed down his Pilumbo's Cafe for Holy Week, March 30 to April 3. Nitory draws a heavy family trade. Also in keeping with the established custom, nitory pay roll continues active as usual.

Vaudeville Notes

SIDNEY DENSAH, booker for the Fabian Circuit, was given a testimonial dinner at Tooth Scher Restaurant, New York, March 21. Elected in the army.

CABOT AND DRESDEN, ballroom team, who opened at the Chicago, Chicago, March 27, are already set to work in the New Moon at the St. Louis Municipal Opera, opening July 14.

CARL FILIPPE, doing a comedy bike act during the winter, will again do his back slide act for the outdoor season under his real name, Charles De Phil. Played the Spanish Theater, New York, recently.

POLLY JENKINS and Her Plowboys are set for the Sportsman's Show, Amsterdam, N. Y., April 6-10, which they played last season, and this summer return to the WLS National Barn Dance, Chicago.

The usual Carroll line and exceptionally good in spots. Show runs 75 minutes.

Show opens with Savory Grant, as Earl Carroll, inviting the patrons to witness a new spectacle. Paul Crawford, good-looking blond chap, is on for a song about beautiful girls, bringing on pretty Mavis Mitty, who is youthful and energetic and taps out a fast rhythm.

Doc Rockwell takes his seat at a table to explain matters of a scientific nature, including a woman's anatomy. Lass brings on a glass figure with lights to flash off and on as Rockwell discusses that part of the make-up. It's double entendre and not too clever.

Dancing flashed by a boy of pretty girls makes the Dreams number exceptional. The Nico Danets and especially Darlene Ottum, acro and contortion, are especially effective. Miss Ottum works with ease and her acro-contortion work is graceful and well spotted.

Barney Grant's material is fanciful, as he put in six months at Carroll's Hollywood spot and played the Orpheum about three months ago. However, he has supplemented his stuff with new gags. He has a knack for putting over his stuff and the audience ate it up.

Carmen Miranda's little sis, Aurora Miranda, is vivacious and sings in the Miranda style. Packs plenty of wallop. Did a few songs in torrid Brazilian tempo and gagged with Rockwell. She's an eye-ful with personality and an asset to the show.

"Think-a-Drink" Hoffman produces a varied assortment of liquor and other beverages out of a single cocktail shaker. Works fast and leaves the audience calling for more. Had to beg off.

In addition to Dreams, Carroll has three other production numbers spotted thru the show, but they are all along the same pattern. Audience liked them, however.

Next to closing is Sid Ray, billed as the "Elegant Mr. Emery," who got plenty of laughs with his comedy auctioneering. On for about 10 minutes, Ray gives out comb and brush sets for a quarter, cases of beer for 15 cents, percolators for 40 cents and other items, with the purchasers required to do something goofy. Grant and Rockwell work with Ray. Three gammen are too much, and Ray is capable of handling the assignment alone.

Show needs tightening and could use more comedy and music. Costuming is extravagant and girls are above the average on looks and shapes. Sam Abbott.

"Sweet, Young and Terrific"

(Reviewed Sunday, March 8, at the National Theater, Richmond, Va.)

Barney Star and Ginny Lee are easily the tops in this unit. Miss Lee, working hard, puts over her songs a la Kate Smith, only more so. She adapts the words of Nobody's Baby to fit her use, and left her audience asking for more. Star does everything that can be expected to an accordion, and then adds a few tricks. This, plus a bit of gagging, puts the team well out in front.

A "Cavalcade of Dancing" is offered by Winston and Loretta. Carl Nixon, in addition to his comedy act with his partner, Sans, comes to good advantage. Have kept their act fresh thru the addition of new material.

The three Ross Sisters are at their best in their acro numbers. Act opens with the trio harmonizing in a pleasing enough manner, but the girls really get going when they shift into graceful acro positions. All youngsters, they should go places without their songs.

A six-girl chorus, Esquire Girls, works best in a parade to Tchaikowsky's piano concerto. In their other, faster numbers, the girls show need of longer rehearsal. Picture, Yank on the Burns Road. Ben Eddington.

"Meet the Girls"

(Reviewed Sunday, March 22, at the National Theater, Richmond, Va.)

The orchestra moved back into the pit for this one and the improvement was noticeable. The introduction of one more percussion member plus a soloist pepped the band up to a point it has not reached in years.

With a patriotic motif and background, Girls is much better than the average unit. Jerry Lawton, juggler, keeps a running patter all thru his turn, which consists mostly of making three bouncing balls do everything but talk. He closed using three cannon balls, throwing them into the air and catching them on the back of his neck.

A dramatic singing team, Lois and Norman Hartzell, have exceptional voices. Encored innumerable times. Eddie Jacobson, with two show girls, does a well-routine hand-balancing act with the use of steel rockers, blocks and stair steps. Closes on stilts. Received nice applause.

Eight-girl line works in an American Indian setting in one number. Also does military numbers. Michelle, strip, was well received. Jim and Mike Perry, twins, have a clever dancing boxing routine, a slow-motion burlesque of radio programs and some neat tap steps. Picture, Brooklyn Gremlin. Ben Eddington.

Dan Fitch's "Victory Jamboree"

(Reviewed March 21 at the Broadway Theater, Charlotte, N. C.)

Dan Fitch's well-balanced unit is strong on laughs and packs plenty of entertainment. See Ho Gray, cowboy humorist, topped the show with his Western variety act (knife-throwing, whip-cracking, rope-lassing, banjo-twanging), delivered in a personable fashion and spiced with some salty patter. He uses a femme stooge, Hester, effectively, keeping her in constant fear of being maimed. Finishes act by bringing out baby coyote and inducing it to howl.

Bronlee Brothers, comic acrobats, please with a snappy bar routine, opening with hilarious drunk clowning. Fast, difficult bar feats draw plaudits.

The Keynotes, male trio, deliver some solid piping in two appearances. First, a college medley and a nifty Siboney. Later, in khaki, they do nifty military ditties.

Mason and Hutchinson, comics, also on twice. First bit is so-so, but military skit featuring Carl Mason as a draftee is amusing.

Ginee Starr, from the line, does a Minskysque strip, giving the front row boys a generous serving of skin. A little rough for this house. Line is fair in three standard routines. Best is a military revue in khaki, while they also please with a Conga. Jamboreers (5) back up show from stage.

On screen, Rorished Hero. Pair hours on show caught. Sam Justice.

Reviews of Units

Horace Heidt

(Reviewed Wednesday Afternoon, March 18, at the Orpheum Theater, Los Angeles)

Horace Heidt and his band put in a tangleful 70 minutes marked by plenty of applause and shouts for "more" from others than Red Ferrington. Heidt uses four sax, five brass and four rhythm. Heidt's program is heavy on tuneful music and novelties, with his entire crew getting a fling at the mike.

Show gets off to a fast start with an all-out number, with Heidt then bringing a tiny lot from the audience to direct the band playing When My Baby Smiles at Me. Toward 5, does a good job and gets plenty of laughs. To keep the show running at a fast tempo, Donna Wood and Her Don Juans sing Little Bo Peep Has Lost Her Jeep. Charlie Goodman, a personable chap, carries on with the vocals on Blues in the Night to a good hand.

Deep in the Heart of Texas brings nearly all of the crew to the mike, with the rhythm section handling the instrumental work, while the Don Juans and the sidemen vocalize. Red Ferrington steps out of his comedy role for some top whistling, while Miss Wood and the Don Juans carry the vocal load. The Same Old Shiloh is Ferrington's vocal assignment, and he carries it out well.

Ollie O'Toole gives his usual run of impersonations. Included in the line-up were Allen, Bonnie Baker, Boake Carter and Kaitenborn, the latter with hops and jumps. O'Toole scored plenty on his "vocal" dance steps, clicking out time with his mouth. Had to beg off.

Bernie Madison, drummer, beats out torrid rhythms, while Gordon McCrea, a newcomer to the band, puts over the vocals.

Larry Cotton, featured Heidt vocalist, baritone, Abe Lincoln Had Just One Country in kazoos manner to net himself an encore. Your Eyes Are Filled With Music, with Mimi Cabanna, pretty soprano, lending a swell helping hand.

Trumpeter Jerry (Muscle) Bowne, beset in a wool suit, is on for the vocals of time about that kind of garb. Does well vocally and knocks 'em off with some fast steps. Frankie Carle wowed with his piano solo work and had a difficult time bowing off. Tunes included Sunrise Serenade, Moonlight Cocktail and modern arrangements of some of the better known classics.

Clowning and horseplay thruout the program gave the show the needed comedy. "Pun" between Heidt and Ferrington got plenty laughs, and Heidt capped the climax of it with his singing and piano work on At the Dear Old Orpheum. Heidt juggles, and not badly, while Ferrington razzes.

Another high spot on the program was the whistling of Fred Lowery, who did Indian Love Call and an operatic aria. Had to beg off.

Latter part of the show is given over to a stage version of Answers From the Dancers, with three soldiers and three girls contending for cash. Turn is good and Heidt is showman enough not to drug it out. Pull house on band for late afternoon show. Pic, Don't Get Personal. Sam Abbott.

Earl Carroll's "Vanities of 1942"

(Reviewed at Orpheum Theater, Los Angeles, Wednesday Afternoon, March 25)

Earl Carroll has taken Doc Rockwell, Barney Grant and others from his shows at his Hollywood restaurant spot and augmented them with other acts to put out Vanities of 1942. Unit came here after a week in San Diego. It is along

"Revue Magnificent"

(Reviewed Saturday, March 14, at the National Theater, Richmond, Va.)

Top billing in this unit should go to Snow White and Her Seven Spines. A sure show-stopper was the dog, Whitney, balancing on his hind feet on a slack rope. A tableboard act pleased, but the act, the Moresen Troupe, three boys and a girl, offered nothing new.

Brent Hayes proved his billing, "master of the banjo," was not just so many words. Kept patrons clamoring for more after his first few numbers. Hayes finished his turn with pop numbers, concluding with Stars and Stripes Forever.

Morris Nelson (also the producer) emceed and continued his popularity with local audiences. Nelson works smoothly, acts as foil for comedina Tommy Mullaly and, in general, keeps his show in the groove. Mullaly, meanwhile, has quite a few bits direct from Minsky, and was pleasing to the almost wholly male audience.

Billed as the feature, Kris'Tene, Swedish danseuse, does a strip in blues, which makes it impossible for patrons to do anything but imagine. The line of girls, headed by La Companista, are billed as the Lingerie Girls, and open the show in brassieres and panties. La Companista returns in a nice toe solo and later is seen with the chorus in a conga, which was pleasing.

Picture, Bullet Scars. Ben Eddington.

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GILBERT BLASTS ASCAP

Coast Writer-Director Accuses Board of Sabotaging Election; Will Take It Up With D of J

NEW YORK, April 4.—Bipartisan boilings within ASCAP's directors' board threaten an explosion this month unless one side or the other starts giving ground. Blow-up, if it comes, may result in another cutting-off of elections of officers and a possible reprimand from the Department of Justice.

Basis for these predictions, which are held by many ASCAP members, is the action taken here this week by L. Wolfe Gilbert, writer-director from the Coast. Gilbert has already started proceedings to bring ASCAP up before the D of J on the grounds that the Society is violating the "self-perpetuating" ban handed down in the consent decree, and claims that the ASCAP board does not intend holding its annual election this month because, he alleges, a block of pubs on the board will not vote for Gene Buck. Elections were skipped last April and reason given out was the tense situation caused by the networks banning ASCAP music.

A staunch supporter of Buck's, Gilbert says that the anti-Buck faction of the board is only interested in "protecting its crock of gold," but is caught up in its own derelictions. At least 11 of the 12 pubs on the board, Gilbert states, want Buck out but can't find a suitable candidate. These pubs, according to Gilbert's accusations, would like to swing things so that the presidency would become merely an honorary post, preferably held by a pub. Only hitch, Gilbert states, is the difficulty ASCAP would then encounter in continuing to sell itself as "the protector of the writer."

It is Gilbert's contention that, faced with these problems, the publisher section of the board will press again this year for a holdover of elections. Gilbert's plea to the D of J will be that the ASCAP board has ceased to carry out its function as the election body and that the entire membership should therefore vote for officers in order to make things democratic and get away from the self-

perpetuation angle.

Gilbert says he will also call the D of J's attention to the board's refusal to pay his traveling expenses from the Coast here for board meetings. Gilbert says it is questionable whether ASCAP's by-laws, which state that a director is not to receive "compensation," can be interpreted to include expenses incurred.

Because of his militancy for Buck and the writers' contingent, Gilbert claims the majority of pub-directors have consistently blocked his (Gilbert's) getting thru a resolution to give him expense money. "They're hoping the day will come when I can't get to a board meeting," Gilbert says, "so they can railroad thru their nefarious schemes." Gilbert recalls the time when his plane was grounded in Pittsburgh and he just beat the start of a board session by 15 minutes. When I walked into the room all those pubs could do was stammer "Wolfe!" and let their jaws drop."

Gilbert makes a point, too, of the fact that Walter Kramer, pub-director, elected to the board seven months ago at the first election following the consent decree, was defeated last month for reelection. "Kramer was also a Buck man," Gilbert stated.

Following Gilbert's blast this week, efforts were made to get statements from John G. Paine, ASCAP general manager, and E. C. Mills, chairman of the administrative committee. Both were out of the city. Bob Murray, public relations man for the Society, could not be reached.

ASCAP holds its regular board meetings the last Thursday of each month, and election of officers would ordinarily take place at the meeting this month (April 30).

Pluggers' Union Meets To Admit That There's No Ceiling on the Payolas; BMI Threatens Action

NEW YORK, April 4.—The Song Pluggers' Union, organized some years ago thru the benevolent aid of Jack Rosenberg, president of Local 802, American Federation of Musicians, had a troublesome and stormy meeting last Tuesday night during a discussion of the "payola" problem. According to those at the meeting, discussion proved beyond a doubt that the "payola" evil is more terrible than ever. Result is that some of the more ethical publishers, including Broadcast Music, Inc., are going to bat to clear up the matter once and for all.

Point made by Broadcast Music, Inc., and other publishers is that Clauses Eight and Nine of the contract between the union and publishers are inoperative. These two clauses forbid the practice of paying for plugs.

In the event no relief is obtained soon BMI threatens to take action.

At the meeting publishers let their hair down and frankly confessed that they were securing plugs by the payola method. Herman Starr, of the Warner music interests, broke the ice by saying he has done so since Pearl Harbor. In order to push one of the company's patriotic songs. Following Starr's statement, other pubs stated they were operating the same way.

In brief, the competitive situation was being met "dollar for dollar."

One of the biggest pubs in the business, queried this week, stated that the situation now is an "open scandal" in the music business and that at least 50 per cent of the bands in the business are taking direct pay-offs. This publisher estimated that some 43 bands have recently been playing remotes on the three networks (Columbia, Blue and Mutual). Of these 43, he estimated that 20 were taking direct payolas; 11 of the 43 "have become songwriters" and are writing "payola jive;" only a small number of the 43, he said, could be classified

Our Army Is So Cultured!

PHILADELPHIA, April 4.—Boys stationed at near-by Fort Dix and Indian-town Gap have had their fill of Ross O'Day and Chittanooga Choo Choo, and are now hungry for Beethoven, Strauss, Wagner and Tchaikowsky. Preference for classical music has been clearly voiced at the USO centers at the army camps. As a result, Philadelphia Orchestra audiences have been asked to bring classical records with them when they arrive at the Academy of Music for concerts. The long-hair waxes will be forwarded to Fort Dix and Indian-town Gap by officials of the Philadelphia Orchestra. Especially sought are the 10-inchers, which can be placed in the music machines.

Chi Chilled Cugat; Latin Stuff No Go

CHICAGO, April 4.—The town is not yet rumba and conga conscious, and it took the Palmer House and Xavier Cugat to prove it. Cugat opened in that spot's Empire Room, top hotel account in this area, and was figured to draw capacity biz. High grosses, however, did not materialize.

While official figures are not available, it is known that the Palmer House lost money on Cugat's three-month date, ended March 31. The area and its people are blamed in this instance, rather than Cugat, who is rated top man in the Latin music field. Authentic rumba dancers here are few and far between. The rest are satisfied with intermission Latin outfits and prefer American style bands for the main course.

Hotel room operators are now ready to give up trying to develop the popularity Latin fare enjoys in the East. It just can't be done here, they feel.

802 Underscale Rap Hits Auld, Bob Astor Orks

NEW YORK, April 4.—Question of booking Local 802 bands out-of-town at less than five one-nighters in a single week, with pay on territorial scale instead of New York scale, is coming up for another airing Tuesday (?) at the trial board of Local 802, when musicians of George Auld's and Bob Astor's bands will be interrogated.

Issue has been a dead one for three years, since Paul Whiteman was compelled to pay \$25,000 in back wages to his musicians on the same charge.

Union is going to question Auld's and Astor's musicians on charges that they allegedly received underscale money for one-nighters in Boston and Chester, Pa., respectively. An 802 official said the local had heard that Auld's men received \$8 a night when they should have gotten \$23 (including mileage for out-of-town dates), and that Astor's men received \$6 a night.

Musicians in George Olsen's ork are being called before the board April 9 on the same subject.

GAC Heads To Meet; Expand N. Y. Offices

NEW YORK, April 4.—A confab among heads of General Amusement Corporation's branches is scheduled to start here April 20. Execs of Chicago and Hollywood branches will come in. GAC here stated that the meeting will be for purpose of discussing mutual problems and creating co-ordination between the offices.

Meanwhile, GAC has leased an adjoining suite in the RKO Building. Partitions are being knocked down and set up again to create more working space.

Ernie Holst, band leader, currently conducting cocktail sessions at the Stock Club, will work under Harry Kilby on cocktail combos. Kilby, cafe department head, has had his jurisdiction increased to take in all small bands. He joined GAC about a year ago and has built the cafe department from scratch. Danny Hollywood remains with Kilby and Holst in the cocktail combo department.

Zip Keyes Leaves Lyman

PHILADELPHIA, April 4.—Mike Donia, in leaving the sax section of Herby Woods's band here to join Abe Lyman, takes over the seat vacated by Zip Keyes. One of the original members of Lyman's Californians, Keyes had been with the band for 20 years, and also served as Lyman's road manager. He is retiring from the music field and has gone to the West Coast. Donia, before joining Woods here, held down a sax seat with Clyde Lucas.

NEW YORK, April 4.—Acme Music has its ditty, Vos Pokt Eer, set with Victor and Decca for recording dates this month. Jimmie Lunceford will cut the Decca assignment, and Hot Lips Page will wax it for Victor. It will be Page's first dinking with his new band.

meeting and his part in it, but, thru his secretary, said he did not want to make any statements.

Some observers in the trade are predicting that the so-called "pluggers' union" is about to fall apart, and that before the payola plague is eradicated a real union will have to be organized without the assistance of the pubs as instigators or members.

Correction

Top song in The Billboard's Songs with Most Radio Plugs last week should have been Wilmark's *She'll Always Remember*, with 41 plugs. Thru a mechanical error, the tune was listed third with 32 plugs.



WEEK ENDING APRIL 3, 1942

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs...

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

Table with 4 columns: Position Last This Wk., Title, Publisher, Plugs. Lists top 20 songs like 'Always in My Heart' and 'Somebody Else is Taking My Place'.

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...

Table with 3 columns: NATIONAL, EAST, SOUTH. Lists top 10 records in each region, including 'Moonlight Cocktail' and 'I Don't Want to Walk Without You'.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week...

Table with 3 columns: NATIONAL, EAST, WEST COAST. Lists top 15 sheet music sellers in each region, including 'I Don't Want to Walk Without You'.

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs...

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

Table with 2 columns: GOING STRONG, COMING UP. Lists top music machine records and upcoming ones, including 'Blues in the Night' and 'I Don't Want to Walk Without You'.

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. GRODENKER.

CONNIE BOSWELL (Decca 4279 and 4280)

When the Rosca Bloom Again—FT; V. Nurse, Nurse—FT; V. On the Street of Regret—FT; V. One Dozen Roses—FT; V.

MISS BOSWELL has changed the spelling of her first name, but she's still the same grand singer. Backs a ballad with a rhythm side for each couplet, and it's the latter that counts most, both *Nurse, Nurse* (4279) and *One Dozen Roses* (4280) shaping up as tunes that belong on top of the song heap. *Nurse* plays up the heart interest of the girls in uniform in a cute and novel manner. Taking it at a lively tempo, boys in the band sing the opening refrain, with Miss Connie cutting short their flirtation and singing the verse and the chorus. Band picks up the last chorus, Miss Boswell then singing it out. The companion side, *When the Rosca Bloom Again*, is a war ballad sung slowly and with much sentimental feeling.

Dick Jurgens' *One Dozen Roses* is another contagious ditty that takes hold on the very first listen. It's a simple and rollicking tune, and Miss Boswell gives it an appealing send-off. Pacing it at a lively tempo, she takes the chorus from edge, gives way to an uninspired band chorus, and returns for the verse and chorus that carry it out. *On the Street of Regret* is Pete Wendling's sweet waltz medley, sung sweetly here as a slow ballad. Studio crew provides the background, but it's mediocre support.

"Nurse, Nurse" rings the bell resoundingly. Miss Boswell is first on it, and her entry is strong enough to catch the coin. Also promising to enjoy a big play in the phonos is "One Dozen Roses." Miss Boswell's vocal is worth five cents of anybody's money.

BUNNY BERIGAN (Elite 5019)

Somebody Else Is Taking My Place—FT; VC. Me and My Melinda—FT; VC.

APPLYING a neat rhythmic boot for these two up-and-coming songs, Bunny cuts one of the best doubles carrying this new label. Russ Morgan's sentimental song on the A side is taken at a medium tempo and played with plenty of lift. The maestro's trumpet opens the side in fine fashion, remaining on top for the entire chorus and carrying into Kay Little's nimble lyric singing. Again paced by the trumpet, band picks it up at the bridge and rides it out. It's the same type of smooth ensemble playing in rhythmic style for Irving Berlin's pop on the B side. Tempo is slowed down just a shade, but is still kept bright, with Bunny again giving a good account of his trumpet style for the opening refrain. Danny Richards is handy for the vocal refrain. Tenor sax opens a third chorus, giving way to the capable trumpet master, and the band joins in for the second half to hit into the finale.

Bunny Berigan gives "Somebody Else Is Taking My Place" the same rhythmic punch that first brought attention to Benny Goodman's version. The song is still climbing in the phone networks, and this entry is strong enough to get in step with the leaders.

JIMMY DORSEY (Decca 4277)

Always in My Heart—FT; VC. Last Night I Said a Prayer—FT; VC.

TWO of the better ballads loom even bigger in the Dorsey disk. Ernesto Lecuona's superb Latin melody for the picture title song on the A side, with Ken Gannon setting the appropriate lyric, is an excellent vehicle for the vocal romancing of Bob Eberly. Setting it in a slow tempo, Dorsey turns the side over to the singer, his charmer bridging the vocal movements. The same pattern is cut for the war ballad on the B side. Tempo is stepped up just a bit, and the brasses bridge Eberly's effortless song-selling.

Both sides have much merit for phono play, with the heavier coating of polish applied to the picture song, "Always in My Heart," which is the face-up side for the machines.

KAY KYSER (Columbia 36551)

This Time—FT; VC. Somewhere, Sometime—FT; VC.

COLUMBIA again slips its regular weekly release to catch up with the backlog of orders. But, figured as too hot to hold back, Kyser's coupling of Irving Berlin's flag-waver and a new sentimental ballad goes out as a special issue. For both sides, Kyser gives a good accounting. Starts off *This Time* with blare of trumpets and banging of kettledrums, along with the maestro's exhortation, "Wake Up, America." That introduction sets the stage for Harry Babbitt's singing of the verse, joined in the singing by Dorothy, Trudy, Jack and Max, with tempo stepped up to a lively level for the chorus. Band takes over, heavily accenting the march-like character, and the voices return to sing it out for another chorus. The song itself shapes up as no better or worse than the avalanche of fighting ditties. Ballad on the mated side is sans the usual trick trimmings Kyser has been adding to his waxes. Harry Babbitt, backed by the Glee Club, takes it right from the edge and sings it for most of the side.

In the thick and thin of the fighting songs that dominate the disks, "This Time" packs as much spirit as most of the others.

CUY LOMBARDO (Decca 4278)

Johnny Doughboy Found a Use in Ireland—FT; VC. Bless 'Em All—W; VC.

From the current patriotic crop, Lombardo couples these two morale-raisers. Of greater interest in the A side ballad. The Royal Canadians cut it in moderate tempo for three choruses, Kenny Gardner singing the middle refrain. Flipover is from the *To Be or Not To Be* flicker. *Bless 'Em* is taken at a lively tempo in three-quarter time, with most of the side the singing of Kenny Gardner and the Lombardo Trio.

"Johnny Doughboy" is the side that shows greater possibilities for the phonos.

THE JESTERS (Decca 4281)

Don't Sit Under the Apple Tree—FT; V. Sweetheart of the Valley—FT; V.

This is the straight up-and-down singing of the male trio, accompanied by accordion and rhythm section. Both in lively tempo, A side is the war novelty introduced by Glenn Miller on wax, while the *Sweetheart* song is a favorite tear-termer. Boys keep their harmonizing close to the melodic lines, with accordion taking over for the vocal line outs.

Nothing spectacular or exciting, but at locations where a simple melody suffices, "Sweetheart of the Valley" is itself machine material. (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.

Chauncey Gray

(Reviewed at the El Morocco Club, New York)

GRAY has been at the ritz El Morocco the past four seasons but blossomed out as leader only this past season. He leads from piano position, and has a smaller combo for the dinner sessions. String bass, trumpet (doubling on sax), xylophone, and drums doubling on vocals round out his smaller combo. It is adequate for the dining hour, when business is off and the music is mostly for listening.

For the later hours, a four-man reed section, and electric guitar and vibas are added, and this fuller outfit dishes out good dance rhythms. The band provides that light, bouncy beat so distinctly society style. For the rumbas, one of the men shakes maracas and vocals. Others double on vocals, giving the band considerable life. Band, using eight men, just cut an *Evening at El Morocco* album for Liberty, consisting of tunes most requested at the club the past decade.

Ork mixes its library nicely, including rumbas, waltzes, pops and show tunes. Denis.

Clemente

WITH DACITA

(Reviewed at the Radio City Rainbow Room, New York)

HELD at this swanky room for several shows, Clemente's Rumba Band is a fine Latin outfit.

It is composed of two men at the xylophone, string bass, piano and drums, with Dacita shaking the maracas and contributing frequent vocals. The double xylophone lead is an arresting novelty and gives the music a quality not often discerned in other small Latin combos. The band's beat is very danceable, and listenable, too. Numbers range from slow and fast rumbas to coogas, waltzes and sambas.

Dacita is a sleek Latin brunette in tight-fitting gown, who looks like a Latin charmer should look. She provides the sex appeal to the music, as the male musicians are not especially handsome.

Eddie LeBaron's band had the Latin spot here for years, and since he left the spot has alternated between Clemente and the Velez Sisters. This is the Clemente outfit's third holdover in a row and it appears set to stay indefinitely. Denis.

Gary Gross

(Reviewed at Yarnyke Casino, Lincoln, Neb.)

DOING a Shop Fields in reverse in Gary Gross, Omaha maestro connected with KOHL until recently. When the draft started taking his sax men right and left, he got the idea of using trom-

bones as his melody instruments. He now has three and one tenor sax man who seems lost in a maze of brass, the bones being backed up by three trumpets.

Gary, vocalist with Johnny Johnson's ork at the Hotel Pennsylvania in New York prior to his year and a half KOIL venture, has also had bands in Michigan and Wisconsin. Present outfit is 3 1/2 years old and is probably his best. Unique set-up helps sell the band, Gary putting out music so sweet with his three trombones the layman can't tell, except from sight, that the sax section, with the exception of the tenor man, is missing.

Gary and Hale Road, trombonist, do most of the arranging, and Gross takes a few swing vocals. Band, mostly a danceable outfit, features a young, good-looking blond baritone, Joe Moore, who's strong on ballads with a knockout voice. It's that missing sax section that puts Gary over, tho. Oldfield.

Bon Bon and His Buddies

(Reviewed at Lou's Moroccan Inn, Philadelphia)

AFTER a checkered in-again, out-again career as vocalist with Jan Savitt's band, Bon Bon (George Tunnell) has finally settled down with a gang of his own. Not a large band, as he at one time attempted, but a four-way combination taking its name from his disk billing. Uses a studio crew for his Decca waxes, but this grouping is designed to showcase the personable septa singer in the manner that first showered attention on him as a member of the Three Keys.

Besides the voice of Bon Bon and his strumming of the uke as in those Three Keys days, there are the electric guitar picking of Harry Foke, the bass fingering of Truman Gilbert and the piano wizardry of Dick Wade. Straight ballads, rhythm ditties and scat songs are equally effective, and there's no limit to the group's music library, with an invigorating hit characterizing each count.

It's still far from a polished quartet, this being the break-in band. But it's headed in the right direction. The Steinway flashes of Dick Wade border on the sensational. He is a jazz virtuoso at the keys in the manner of Hazel Scott, dashing off a classical opus and in the next breath turning his technique to boogie-woogie and blues. Guitarist also gets a generous share of the hot licks.

As yet, these Buddies are in the sleeper class. But they show much promise of going far. Grodenker.

Bad Show, Good Score

PHILADELPHIA, April 4.—Altho *My Dear Public*, breaking in at Forrest Theater here, has not yet had its Broadway opening, movie companies are already dickering for the song score, according to Irving Caesar, songwriter-producer of the revue. The score alone so beguiled Louis B. Mayer, asserts Caesar, that he offered \$10,000 for two songs for inclusion in a forthcoming MGM musical. Gregory Ratoff, 20th Century-Fox producer, has also wired several times for the asking price, said Caesar. Opening-night audience bulged with music publishing and recording execs, here to give the music a listen. Show, tho, will close after local engagement.

Storm Wrecks Hoff at Ritz

BRIDGEPORT, Conn., April 4.—Making his first appearance here, Carl Hoff, in at the Ritz Ballroom Sunday, March 29, didn't fare so well, drawing a meager 881 persons at 75 cents for a poor \$660.75. A stormy night contributed toward the poor showing.

Ward and Teddy Martin. Girl had a lot of pep and personality in her pipes and a strange husky quality that might become rather fetching if burnished a bit. The boy, Martin, revealed an agreeable enough tenor except when straining for the high ones. Lucas may wind up with a very salable hunk of merchandise in this band.

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

Gene Krupa

(Hotel Sherman, Chicago, Blue Network, Wednesday (1), 11:30-12 midnight)

ANITA O'DAY fans must have been sent clear out of this world by their heroine's efforts on this remote. Of eight tunes offered by the Krupa band, Miss O'Day handled the lyrics on four, which meant that practically half the program was devoted to her singularly knocked-out style of chanting. The other four tunes were divided between Roy Eldridge and Johnny Desmond, the one blowing his customarily interesting trumpet and the other missing the boat on two lyrics. Desmond would probably be a much better singer if he didn't try so hard and were content to allow his "style" to include some tempo.

While all this hep-chickine, horn squealing and balladizing was going on, Krupa's band was dialing out some eminently danceable rhythms and a Pine Network announcer was entangling his

tonials in a lot of verbal bushwa.

Even if Miss O'Day does not match one's idea of how a young lady should sing, this remote was bound to click, mainly because the numbers were well chosen and Miss O'Day is, after all, quite a card.

Clyde Lucas

(Roseland Ballroom, New York, Blue Network, Wednesday (1), 11:15-11:30 p.m.)

THIS new Lucas band sounded right up to the minute. Tempos, voicings, phrasing all were in the latest and most commercial mood. Altho very little of the old Lucas gloss was discernible, one may reasonably expect that it will be added in time. Meanwhile, judged from this remote, the band is plenty okay for airing and has much to offer the dancers.

Program was wholly pop, two ballads, two novelties and nary a trace of the suave Latin stuff that Lucas used to do so well. The vocals were taken by Jane

Music Items

Publishers and People

WILLIAMSON, professional manager of Jewel Music, will be married Saturday in Milwaukee, to Miss Hazel Houle. **DAVIS** is publishing a new one, *It Will Be a Lonesome Summer*, by Fry Pease, Ed Nelson and Ivy Carroll. **WARREN** is now professional manager of Mills Music, having left Triple Music.

PAULSON and **LEE BRWIN**, of WLW, Cincinnati, writers of *Last Night I Said Forever*, have a new one, *Think of Me*. **COURTNEY MUSIC**, with Nat Margo professional manager, will open offices New York City this week. No. 1 plug *Shab, It's a Military Secret*.

B. MARKS has purchased two of the songs from the score of *Of! We Sing, because We Have a Date and Don't Want to Be Late*.

MURRAY MANCHER has written something entitled *Soil Away, Soldier Boy*, in collaboration with Billy Moll and Benjamin, writer of a syndicated radio column. Plugs are being lined up.

ART FORD, New York disk-jockey, has formed a music publishing house with Emory Candell, band arranger. Firm will be known as Candell-Ford. First tune is *Request for Love*. There are still two or three disk-spinners who have returned from crashing the publishing biz.

Songs and Such

WITH YOU ALONE, by H. Colin Rice, Buffalo radio exec, Cal Janis and Ben Justen, has been taken by Top Music, who also have *The Bushy Bill-bing*, by Noel Bear, Lenny Herman and Seymour.

OURS FOREVER, by Tommy D. Kersey and Sherman Johnson, has been published Los Angeles by Kersey.

After the War I'll Be Your J-A, is the latest composition of Samuel Seltzer and Art Berk.

Deep in the Heart of Tokio is actually the title of a song, by Johnny Johnson and Harry Borris, skidded for use in a rampant pic.

Fighting Sons of the Navy Blue, by I. Watters, a sailor, is being published Fred MacMurray's Vanguard Songs.

Widow may be revived in the forthcoming Harry James pic.

Please Mister!, by R. Roy Costa, has been accepted by Mills Music. It is a triotic ditty.

"Carnival in Rio," forthcoming Columbia pic with Fred Astaire and Rita Hayworth, will include seven songs by Jerome Kern and Johnny Mercer. Tunes will be divided between the stars and Xavier Cugat's orchestra.

Philly Pickings

INSPIRED by the dim-out precautions in Atlantic City, Lou Cunningham has ordered *I'd I Could Get Him Out in a m-Out*. And, with Harold Forth, Cunningham has professional copies out on *When Dreams*.

Johnny Parro, head of the Majestic music firm in New York, week-ending here, has bought a song from Betty Byers, her first, tagged *Crying Winds*.

Pat Shovlin and Fritz Prospero, making the music at the Embassy Club, have shifted off a new one dedicated to the story, tagged *The Embassy Waffs*.

Shapiro, Bernstein Win Copyright Suit in Va.

RICHMOND, Va., April 4.—The latest SCAP copyright suit was decided in favor of the complainant here last week. In United States District Court here an order was entered granting a default judgment of \$300 and costs to Shapiro, Bernstein & Company, Inc., which charged D. Smith, owner of Hillcrest Dance Club near here, with infringement of the firm's copyright on *Sweet Sue*.

Johnny McGee to Top Hat

NEW YORK, April 4.—Johnny McGee lands up a two-weeker at Arcadia Ballroom here Wednesday (8), and moves over to Top Hat, Union City, N. J., for three weeks. He will have the usual lines. His spot at the Arcadia will be taken over by Georgie Auld for one week, followed by Bobby Day, set for two weeks.

NEW YORK, April 4.—Johnny Marks, author of such songs as *Address Unknown, Who Cares?* and the current *Wink* No. 1 plug, *She'll Always Remember*, joins the army a week from today. Marks, whose draft number hasn't come up yet, is volunteering.

N. Y. Para Swipes Herman From Strand To Play Against J. D.

NEW YORK, April 4.—Paramount Theaters, which protests that it has not tried to woo Jimmy Dorsey away from the rival Warner Bros. Strand, made the grade on another prize Strand possession this week when it signed Woody Herman to play the Paramount here for two weeks, opening May 13, at a reported \$7,500 per week. This will be Herman's first date at the Paramount, all his previous p.-a. showings having been at the Strand. Booking is all the more interesting because it will pit Herman in a box-office battle against Jimmy Dorsey. It has been common conversation along Broadway that Paramount and Strand had been trying to outbid each other for Dorsey's services. Last week *The Billboard* reported that Warner's had managed to keep their clutch on J. D. by kicking in with about \$42,500 for four weeks, allowing him to play the date in May, less than four months after his last showing in the house. This ar-

gument aroused an emphatic denial from a Paramount official, who disavowed any intent to hi-jack Dorsey from Warner's. Woody Herman was not disclosed at the time.

When Dorsey opens at the Strand May 8 the Paramount will have Claude Thornhill winding up a two-week engagement. On May 13 Paramount will unload Herman on its stage for two weeks. Following Herman, the anti-Dorsey attraction will be Benny Goodman, provided Paramount's current dealings with Music Corporation of America are successful.

So, while the Strand battles valiantly to save its attractions from a rival firm which claims not to want them, General Amusement Corporation sits back and rakes in the shekels. Both J. Dorsey and Herman, Broadway rivals of May 13-16, are GAC stablemates, and both will be garnering record-breaking coin, which will sit all right with GAC.

802 To Seek AFM Legislation On Overtime Disk Pay; Wants More Movie, Long-Hair Coin

NEW YORK, April 4.—Effects of Local 802, American Federation of Musicians, cracking down on recording band leaders and recording companies, will have final repercussions at the AFM convention June 8. Local is going to offer a resolution further limiting the number of sides that can be made on a \$30-three-hour date, feeling that the current pay scale is too low. Present limit is four sides.

No. 802 delegates to the confab at Dallas will attempt to show that the recording companies are making more money than was thought possible, and that musicians should get a larger slice than they have been receiving. Resolution will also include overtime compensation, a subject over which the local has been wrangling with band leaders for many months.

Local feels that overtime should be paid at a higher rate than the straight session, instead of the \$10 per hour now received. Even that, officials say, is not clarified in the AFM constitution and some band leaders have been paying hit-and-miss overtime before Local 802 started getting the payoff from the com-

panies and dishing it out to the men directly.

In addition to asking revision of disk prices, local is going to propose that movie shorts prices come up for overhauling and that abuses in the industry be wiped out. Specific beef is the practice of the film companies of buying up thousands of feet of musical film and gubbing it in as background music, instead of hiring musicians, which Local 802 says the film companies have agreed to do. Local's solution is a supervision of motion picture musical activity and an AFM seal of approval on the title reel, in the same manner as the International Alliance of Stage and Theatrical Employees' seal.

Local wants the specific symphonic scale of 2½ hours of rehearsal for \$5 eliminated, on the ground that bands making pop recordings have applied the symphonic scale. They want symphonies to pay off the same as any other band.

Some proposals regarding the conduct of booking agencies are also under consideration before the Local 802 executive board.

Morris OK in S. F.

HOLLYWOOD, April 4.—Beverly Hills office of William Morris Agency is going great guns in San Francisco. Has Ted Lewis at Bal Tabarin; Ben Wilde, Str Francis Drake; Al Donahue, Palace Hotel, and Victor Vincent, Fairmont Hotel. Ayl deals were set by Ed Fishman.

Office has signed Freddy Slack and Carlos Molina. Slack will one-night along Coast for about a month and then head east. Molina will make a series of Standard Radio transcriptions.

Alexander Okay in Philly

PHILADELPHIA, April 4.—Van Alexander proved a surprise draw Saturday, March 31, for Jimmy Martin and Thomas Cavanaugh at Brookline Country Club. Attendance of 650 was considered exceedingly good, since it rained all day and night. With duets at \$2 per couple, Alexander accounted for a profitable \$650. It was his second trip to Brookline, having appeared here last October to negative returns. Johnny Long skidded for April 4.

Courtney Fine Around Chi

CHICAGO, April 4.—Del Courtney's one-night stand at the Paramount Theater, Hammond, Ind., Sunday, March 22, set one of the high marks of the season for that house with a gross of \$2,867.25. Preceding night Courtney played the Sheboygan Theater, Sheboygan, Wis., grossing \$1,989.30. At the Black and Gold Prom of Gamma Phi Sigma fraternity in St. Louis March 27 Courtney drew 1,724 at \$2.90 per couple.

Is That Bad?

DETROIT, April 4.—A squeeze play by parties unknown stole the show to be given by Culla-Rina, accordionist, at Masonic Temple here April 26. About 2,000 tickets for the show were stolen in a suitcase taken from a car belonging to George Calletta, secretary of the Detroit Chapter, Accordion Teachers' Guild, which is sponsoring.

Osborne, Spivak Find Gold At Norfolk's New Dansant

NORFOLK, April 4.—Will Osborne, first in at the new Palomar here, drew 1,820 people opening night, with an estimated 1,000 turned away. During his four-night stand Osborne played to a total of 3,500 and grossed \$4,500. Charlie Spivak followed Osbornes for one night, and was sold out two days before the engagement. Carl Hoff is now playing a week. Scheduled are Richard Himber, April 9-15; George Olsen, April 16-22; Lou Breese, April 23-29; Blue Barron, April 30-May 3, and Jimmy Dorsey May 4-7.

MCA Grabs 'Em!

NEW YORK, April 4.—Music Corporation of America has signed Nick Jerrett band to a booking contract. Six-piece outfit has been playing at Kelly's Stable here and drawing rave notices. Former girl vocalist with the band, Frances Wayne, is now with Charlie Barnet, but also has been signed to an MCA contract.

Mrs. FDR Helps Put Zinger on Move To Save Swank Brawls

PHILADELPHIA, April 4.—Movement here started shortly after Pearl Harbor and intended to salvage the music and entertainment end of society parties and dances has blown up. Tagging the crusade "Parties for Patriotism," organization included band leaders, social directors, florists, caterers, decorators and others who depended largely on society dates for their livelihood. Meyer Davis was prominent in the movement.

It had been hoped that enough support could be gained from national government and social figures to convince the blue-bloods that their stigmatous affairs are in the interests of morale and not vulgar displays of wealth.

Leaders depended heavily on Mrs. Eleanor Roosevelt to make some sort of plea to socialites that they continue their affairs along normal lines, but efforts to lead Mrs. FDR in to the right statement backfired. Here to attend an opera, Mrs. Roosevelt readily agreed that blue-bloods should continue their shindigs. However, she added, the parties should be informal and inexpensive. That rubbed the wrong way with those who depend on fat fees from society dates.

Meanwhile, musicians who previously depended on the social calendar for their employment have been forced to seek out other musical fields not so lucrative. Situation is most acute among piano players who did nothing but entertain at private society parties. Fees for such dates ranged from \$50 to \$300 for the night, but there are no more. Situation has hit other society centers as well. One pianist returned here from Palm Beach, Fla., without having a single booking the entire season, in comparison to 30 dates chalked up last year. Summer season at Newport, Her Harbor, Beach Haven and other coastal resorts also look none too promising. Many society musicians and piano players are taking jobs in taprooms and taverns—and mighty glad to get them, too.

Petrillo Reverses Amateur Ruling

CHICAGO, April 4.—James C. Petrillo, AFM prez and head of Local 10, has ruled that amateur musicians are permitted to furnish free music at any defense meetings. Originally, local AFM execs refused to grant permission to the Chicago Office of Civilian Defense to use a high school band, pointing out that this action puts regular musicians out of work. When the ruling was pointed out to Petrillo, he reversed the decision.

The COCD has opened a training course in civilian morale, and stresses music's role in defense.

GAC Books Solid in Hotel Sherman, Chi

CHICAGO, April 4.—General Amusement Corporation office here has landed its fattest contract with the Sherman Hotel to date by setting four bands and penning in one. Art Weema GAC manager, announces that he has placed Charlie Spivak, opening August 13; Jimmy Dorsey, starting September 11; Woody Herman, returning October 9; Claude Thornhill, pencilled in for November 6, and Stan Kenton, beginning December 4. Each outfit is set for a month.

A deal is under way for Glenn Miller, who, during his first date at the Sherman's Panther Room, established a new attendance record.

L. Hampton Draws \$780

PHILADELPHIA, April 4.—Lionel Hampton, returning Saturday, March 28, for Jimmy Martin and Tom Cavanaugh at Brookline Country Club, proved a major draw in face of inclement weather. With duets at \$2 a pair, gross was \$780. Fared far better than he did a fortnight previous at another prom. Johnny Long takes over tonight.

Second stand opened for the traveling hands here at Club Morocco, with Tommy Reynolds teeing off Saturday, March 28. Spot is a giant jitterbug parlor and had been using local combos for Saturday night sessions.

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

A

Abba, Vic (Suzys) Buffalo, N. Y.
Alexander, Will (Hillcrest) Toledo, O., N. Y.
Alford, Vic (Lawrence) Erie, Pa., N. Y.

B

Bailey, Layton (Wardman Park) Washington, D. C.
Barlow, Ralph (Melody Mill) Chi., N. Y.
Barrett, Arno (Harry's New Yorker) Chi., N. Y.

C

Cabin Boys (Paseo) Peoria, Ill., N. Y.
Caceras, Emilio (San Diego) Detroit, Mich.
Calloway, Cab (Sherman) Chi., N. Y.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, N. Y.
Davis, Eddie (Lara's) NYC, N. Y.
Davin, Manny (Nemad) Atlantic City, N. J.

E

Eddy, Ted (Island) NYC, N. Y.
Ellington, Duke (Truman) South Gate, Calif., N. Y.

F

Fields, Eddie (Cotton Ball Casino) Grand Rapids, Mich., N. Y.
Fields, Shep (Strand) NYC, N. Y.

G

Gagen, Frank (Book Cadillac) Detroit, Mich.
Gamble, Jimmy (Bill Green's) Pittsburgh, Pa.
Gaspard, Dick (Paseo) NYC, N. Y.

H

Halpin, Jimmy (Lomba) Trenton, N. J., N. Y.
Harjo, Daryl (Rumba Casino) Chi., N. Y.

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.

M

McCluskey, Bill (Independent) Cleveland, N. Y.
McFarland, Tom (The Summit) Baltimore, Md.
McGee, Johnny (Arcadia) NYC, N. Y.

N

Neveda (Leon & Eddie's) NYC, N. Y.
Nevel, Nk, Trio (Murphy's) Marietta, Ga., N. Y.

O

Olsen, Val (La Martinique) NYC, N. Y.
Olson, George (Palomar) Norfolk, Va., N. Y.

P

Pablo, Don (Palm Beach) Detroit, Mich.
Palumbo, Joe (Belmont Plaza) NYC, N. Y.

Bands on TOUR—Advance Dates

TINY HILL: Ballroom, Greenville, Ill., April 13; Elmi Ballrooms, Decatur, Ill., 14; Coliseum Ballroom, Bend, Ill., 15; Grand Ballroom, Chataworth, Ill., 16; Palais Royale, South Bend, Ind., 17; Crystal Ballroom, Colono, Mich., 18; Danceland, Moses, Ill., 19; Avalon Ballroom, La Crosse, Wis., 22; Masonic Hall, Preepert, Ill., 23; College, Albion, Mich., 24; Hub Ballroom, Edelstein, Ill., 25; Crystal Ballroom, Dubuque, Ia., 26; Ballroom, Clintonville, Wis., May 1; Triton Ballroom, Chicago, 2; Aragon Ballroom, Chicago, 3; Sheboygan Theater, Sheboygan, Wis., 5; Appleton Theater, Appleton, Wis., 6; Theater, Fond du Lac, Wis., 7; Theater, Madison, Wis., 8; Stratford Theater, Chicago, 9-10; Tune Town Ballroom, St. Louis, 12 (week).

Hon. Ont., April 13; Auditorium, Toronto, 14; Auditorium, London, Ont., 15; Triton Ballroom, Toledo, 16; Purdue University, La Fayette, Ind., 17; University of Missouri, Columbia, 18; Tower Ballroom, Pittsburg, Kan., 19; Auditorium, Texarkana, Ark., 20; Tulane University, New Orleans, 21; Theater, Columbia, S. C., 23; Citadel, Charlestown, S. C., 24-25.
LAWRENCE WELK: Auditorium, Burlington, Ia., April 13; Capitol Theater, Manitowoc, Wis., 15.
JAN GARDNER: Chase Hotel, St. Louis, April 10 (two weeks); Tower Theater, Kansas City, Mo., 24 (week); Oriental Theater, Chicago, May 1 (week); Riverside Theater, Milwaukee, 8 (week); Orpheum Theater, Davenport, Ia., 15-17; Coronado Theater, Rockford, Ill., 18-19; Hiato Theater, Joliet, Ill., 20.
JAN SAVITT: Melody Mill, Dubuque, Ia., April 13; Broadway Theater, Albert Lea, Minn., 14; Prom Ballroom, St. Paul, Minn., 15; Laramie Ballroom, Fort Dodge, Ia., 16; University of Iowa, Iowa City, 17; State College, Arden, Ia., 18; Turnpike Casino, Lincoln, Neb., 19.
RUSS MORGAN: State Theater, Kalamazoo, Mich., April 13-14; Keith, Grand Rapids, Mich., 15-18; Strand, Lansing, Mich., 19-21; Michigan Theater, Ann Arbor, Mich., 24-25; Temple Theater, Saginaw, Mich., 26-28.
GENE KRUPA: Riverside Theater, Milwaukee, April 17 (week); Chicago Theater, Chicago, May 1 (week).
KAY KYSER: Chicago Theater, Chicago, April 17 (week).

PHOTO REPRODUCTIONS
Photos, album prints in all sizes... 8x10 50-\$4.13... 100-\$6.60

Plumer, Joe (Happy Man's) Los Angeles, Ca.
Primo, Louis (Shantel Inn) Baltimore, Md.
Pritchard, Dave (Harmonia) Chi., N. Y.

Quinton, Buddy (Hollywood) NYC, N. Y.
Ramon, Ramon (Drake) Chi., N. Y.
Ravazz, Carl (Pashby) Memphis, Tenn., 2-24, N. Y.

Tanassy, Carol (Korona) NYC, N. Y.
Terrace Boys (Cora & Irene) NYC, N. Y.
Thompson, Billy (Plantation) Niagara Falls, N. Y.

Yellman, Duke (Brown Derby) Chi., N. Y.
Young, Eddie (Heidelberg) Jackson, Miss., N. Y.

Meadowbrook Has Kyser in May

NEW YORK, April 4.—Kay Kyser has signed to play Frank Bailey's Meadowbrook, Cedar Grove, N. J., for four weeks, opening May 1. This will be Kyser's first Eastern location in several years, and it is understood he will receive one of the highest guarantees ever dished out for a job of the Meadowbrook nature.

Fire Hits Kyser

NEW YORK, April 4.—Kay Kyser lost some of his library, a few instruments and his prop cap and gown today in a three-alarm fire which swept a garage here. Kyser's band bus was out of the garage at the time, and the books and other paraphernalia were on the floor of the place when the fire hit.

Orchestra Notes

Of Maestri and Men

RAY MCKINLEY moves into his first location when he succeeds **VAUGHN MONROE** at Hotel Commodore, New York, April 18. . . **DICK HAYMES** may break in his new work at Berkeley-Carteret Hotel, Asbury Park, N. J., which is toying with the idea of starting a new room, complete with CBS and Mutual wires. . . **JOHNNY MESSNER** is shopping for male and female vocalist, pianist and trumpeter. . . **KIRK SMITH**, who followed **EDDY DUCHIN** at the Copacabana, Rio de Janeiro, now has her trio at St. Regis Hotel, New York, featuring Latin rhythms, with Miss Smith on Hammond organ. . . **RAY ROGERS TRIO** now at Cafe Station after a spell at Leighton's Tavern, both in New York. . . **DICK JURGENS** is now set to go into the Tolem Cafe, located in Auburn-dale, Mass., not Agawam, as stated last week. Must have had the poolies in mind. . . **EDDY DUNSMOOR** continues at Eastman Hotel, Hot Springs, Ark., until April 25. Opened there December 20. . . **HENRY DURST** set his **BILL BENSON** into Canyon Club, Wichita, Kan., following his other work, **EDDIE LEWIS**, who opens at Plantation Club, Elgore, Tex., April 17. . . **PHA TERRELL**, former singer with **ANDY KIRK**, is now with **CLARENCE LOVE**, on tour thru the South, booked by Ferguson Bros. Agency. . . **DONNA GLENN** is now at Miami Gardens, Jasper, Ind.

Midwest Melange

GEORGE OLSEN has signed with GAC and is now on his first date for them at Valley Dale, Columbus, O. Goes into Pakunar Ballroom, Norfolk, Va., April 16. . . **LER BENNETT**, singer with **JAN GABLER** the past 10 years, has left the band to join **WGN**, Chicago, as announcer. . . **LAWRENCE WELK** has given up his organ, due to transportation difficulties. Organist Jerry Burke was drafted and replaced by Max Keiner, former Joe Reichman saxist. . . **EDGEWATER BEACH HOTEL**, Chicago, has finally straightened out its bookings for the next couple of months by asking **HENRY KING**, starting April 10, followed by **WILL OSBORNE**, May 8, for a month. . . **MICHAEL LOHING** moved from Rumba Casino, Chicago, to Greystones Ballroom, Detroit, for a week, starting April 8. Theater dates will follow until his induction into the army. . . **FRED-DIE FISHER** follows his three-weeker at Club Lido, South Bend, Ind., with a week at Riverside Theater, Milwaukee, starting May 15. . . **AL GRAHAM** will open the season at Excelsior Park, Excelsior, Minn., April 17. . . **DON REID** at Rainbow Ballroom, Denver, for four weeks. Opened April 9. . . **BOYD BAE-BURN** is altering the style of his band, bringing in several jazz men. Goes into Tunstown Ballroom, St. Louis, April 14 for two weeks and has month of June lined up at Roosevelt Hotel, New Orleans. . . **HENRY BUSSIE** has signed a new three-year contract with William Morris office, thru Cross Courtyard of the Chi branch. . . **ROY WILBUR**, who headed a strolling combo at Beverly Hills Country Club, Newport, Ky., has taken his clarinet to the **LES BROWN** band. . . **CAPTIVATORS TRIO** in its 18th week at Milwaukee Athletic Club. . . **TOASTY PAUL** has moved into Avalon Ballroom, Chi, for an indefinite run. **JACK RUSSELL** takes over the spots on Wednesdays. . . **JACK MCCARTHY** rejoins the Baron Elliott work at Oh Henry, Chicago, next week, following a throat operation.

Coast Cacophony

WILL BRADLEY has been set for a summer date at Lakeside Park, Denver. . . **PAUL WHITSMAN** goes into the Golden Gate, San Francisco, April 22. . . **FLOYD RAY** was forced to cancel his Eastern tour when he was reclassified by the draft board. He goes into the army April 6, terminating a five-year association with the Reg. D. Marshall Agency. Ray recently returned to the West Coast following his fourth annual Coast-to-Coast tour. . . **JOHNNY RICHARDS** continues strong at Zucca's, Hermosa Beach. Spot recently installed a boteony to take care of the crowds. . . **SONNY DUNHAM** opens at Hollywood Palladium April 7 for three weeks, with **HARRY JAMES** taking over April 28. James is set for a picture with the Andrews Sisters at Universal. . . **OZIE NELSON**, current at Florentine Gardens, has been signed by Universal studios for *Strictly in the Groove*. . . **JIMMIE WAKELY**

TRIO will also appear in *Groove*. . . **FREDDER SLACK** played the Officers' Graduation Ball at Sequoia Flying Field. Deal was set by Reg Marshall. . . **CLAUDE THORNHILL**, current at Hollywood Palladium, has been signed for a picture at Paramount. . . **LOUIS ARMSTRONG** opened recently at Casa Manana. . . **BOB CROSBY** has closed 19 weeks at the Trianon, South Gate. While there he set a new attendance record. Coming in for 16 weeks, then out three and back for three, Crosby again packed them in to within 50 of breaking his previous mark. . . **SPIKE JONES** and His City Slickers are mailing picture papers. . . **GLENN MILLER** and his band have checked in at 20th Century-Fox for *Orchestra Wife*. . . **JOE PLUMMER** and his orchestra continue at Shapley Maxie's. . . **PAUL BARON** has been signed for a series of transcriptions by Standard Radio. . . **TED LEWIS** goes into the Showboat, Seattle, for 17 days, May 17. He plays the Los Angeles Orpheum and Golden Gate, San Francisco, following the Showboat date, for which he is reported getting \$10,000 and a percentage for the run.

Atlantic Whisperings

RUDY WILLIAMS leaves **EARL HINES**, R bringing his drumsticks to **COLLEGE KIDG DAVIS** in Philadelphia. Replaces **GEORGE JENKINS**, who joined **LIONEL HAMPTON**. **SHADOW WILSON**, out of Hampton's rhythm section, takes his skin-beating to Hines. . . **VERNON ISAAC**, Philadelphia maestro, loses two of his ace sidemen, saxist **JOE WINSTON** going with **BOBBY LEE** and trumpeter **HARRY ALLRED** now listening to bugle calls at Camp Upton. . . **ESTHER KEM-MEYER** and her band set for another spell at Skupek's, Allentown, Pa. . . **JERRI DELMAH** has achieved her all-girl band at College Inn, Philadelphia, in favor of domestic duties. . . **ROSS RAPHAEL** taking in the Easter Bunny Hop this Saturday (11) at Philadelphia's Stephen Girard Hotel. . . **RUSS ANDER** and his Cuban-American work, featuring **STARITA**, make their Atlantic City bow at the President Hotel. . . **MARJORIE HYAMS** returns to New 20th Century, Philadelphia. . . **FRANK STRAUB**, at Yorktown Tavern, Philadelphia, for the past three years, leaves for military service at Fort Meade. . . **SUNNY GRASER** at Andy's Grille, Reading, Pa. . . **SUSAN LANCIE**, ex-Pinkney Tomlin canary, joins **CURT WRILER** at Lou's Chancellor Inn, Philadelphia, with **KENNY SCHAFFER**, at Lou's Moravian Inn, taking on **GLORIA MANN**. . . **NORMAN RUSH** at Crystal Ballroom, Upper Darby, Pa. . . **DEBARTOS** and His Rumba Kings bow at Benny the Bum's, Philadelphia. . . **JOHNNY CARLIN**, who left his band in Philadelphia for military service, has been made a sergeant in the 176th Infantry at Ansonia. . . **DON CHRIST** holds over at Cabanas Bar, Reading, Pa. . . **DICK WHARTON** moves from the Hotel Philadelphia to reopen River Drive Terrace in the same city. . . **ABB LYMAN** gets the bid for the Press Photographers' Ball April 17 at the Bellevue-Stratford Hotel, with **HARRY WOOD** concealing.

Temple U. Pitches Rap at C. Bubeck

PHILADELPHIA, April 4.—Dr. L. Halpern, of Temple University Dental School, has taken exception to earlier reports that Carl Bubeck, defunct band booker, has made settlement with the school. Bubeck had been given \$225 advance for Red Norvo's orchestra for the All-Dental Prom held last Friday (27), deposit representing half the asking price. Practice of holding back advance deposits is what brought on the trouble for Bubeck. According to Doctor Halpern, Bubeck made good \$125 of that deposit to the William Morris Agency, and the school is seeking the other \$100. Altho Norvo was booked in for the prom, dental school gave him a release on the date at his own request. For his release, Norvo, thru William Morris office, gave the school \$100. However, Doctor Halpern points out, that \$100 for release of contract on Norvo had nothing to do with the other \$100 that Bubeck had received in advance. Instead of Norvo, Morris agency sent down Georgia Auld's new band. Bubeck, who lost both his State booking license and his APM franchise, could not be reached for comment.

How To Plug a Song the Hard Way? It's Easy

NEW YORK, April 4.—Claiming modern exploitation of pop songs is not using too much imagination, Urie Davis this week revealed some fancy promotion on the Green Bros. & Knight tune, *The Nadocky*.

Davis, promotion man for his brother, Meyer, last week induced the Goldman Company of Baltimore to name one of its sport dresses the *Nadocky*. Judy Gatlend modeled the dress, and 1,000 department stores will start selling 350,000 such dresses May 1. The Goldman Company is sending mats and publicity stories, thru the James M. M. Hyman ad agency, to the department stores, and urging them to plant them locally. Also, the stores are being urged to tie the dress sales with their music counters, in order to push the song's four recordings and the sheet music.

The Arthur Murray schools have tied in on the song and created a *Nadocky* dance, and Murray dancers are available to demonstrate the dance in each store's sportsware department. Murray school is demonstrating the dance thru-out the country, and recently introduced it at the local Butlers' Ball, in addition to planting window displays plugging the dance and tune. Newspapers and national magazines are being given advertising and publicity on the dress and song by the Goldman Company. Harry Mandell, of the Doff Publishing Company, is breaking the first publicity on the dress and song in the firm's three publications next month.

The song lists Eugene Jelenik, band leader, as lyric writer; Eud Green for the English lyrics, and O. Kolina for music. Davis is "trustee" for Kolina's earnings from the song, he says. Nobody on Broadway has seen Kolina.

Davis points out that his job on *Nadocky* proves that a national exploitation job can be done on a pop song despite lack of big song-plugging facilities and large budget.

Location Dates Are Best Bets In the Midwest

CHICAGO, April 4.—Band booking offices here, expecting curtailed one-night bookings from now on due to war transportation regulations, are in a mad scramble for location jobs. Leaders are anxious to sign up for long periods to avoid one-night tours which, the literature, are becoming more and more difficult to fill.

Bus companies operating regular runs are turning down requests for charters, claiming that all their chartered buses are now reserved for war traffic. Companies specializing on charter trade only are still making buses available for bands. Lawrence Welk secured one this week and at the old price, 30 cents per mile. But that service is expected to end soon, too.

Leaders are reluctant to leave on long tours in their own cars, due to the tire situation and the possible rationing of gas. Some who have one-night tours to fill are now attempting to get by thru the use of second sections of regular bus runs. Under that arrangement, the bus company can make a vehicle available to the band, but the boys must bring their instruments to the bus station, leave at a designated time and make all scheduled stops.

Ayres to GAC

NEW YORK, April 4.—Mitchell Ayres secured his release from Music Corporation of America yesterday and signed immediately with General Amusement Corporation. It is understood that there also may be some change involving his personal manager, Johnny Gluckin. Last week Gluckin said he still considers himself Ayres' manager.

Ayres, current at New Pelham Heath Inn, Bronx, will probably stay there indefinitely, despite the change in booking offices.

Selling the Band

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

Movie Tie-In

A NATURAL tie in with the movie *Dancing Picture*, especially for the movie's opening in a particular city. Eddy Morgan, maestro at the Elms-Carlton Hotel's Merry-Go-Round Grill in Atlantic City, staged a "We Were Dancing Party" in connection with the picture's opening. A photograph was taken of the crowded dance floor and spotted in the local newspaper. The management of the theater announced that anyone identifying himself in the picture would be given two tickets to the photoplay.

Max Kendrick, Philadelphia representative for Paramount and Famous music publishing companies, created quite a bit of comment by his mass song-plugging in the interests of the score from Jimmy Dorsey's "The Fleet's In" movie. He arranged for a special screening of the photoplay at the local Paramount exchange, at which time he invited all local band leaders, radio studio directors and musicians, radio and band singers, music machine operators and music dealers. In that way all his music contacts heard the screen songs in their original setting. He followed the screening with a slide, reminding: "Don't Forget the Drive on 'Tangerine.'"

Theater Tie-In

JOE S. DAUER, publicity director for Warners' Stanley Theater in Pittsburgh, worked out an extensive promotional campaign for Lawrence Welk during his recent engagement there. Spe-

cial emphasis was on ties with music machine operators, providing special labels for the machines calling attention to the maestro's latest recording, *Poor and Pleasant Operetta*, and his playdates at the Stanley Theater. In addition, operators were supplied with special title strips for the phone. This promotion not only sent the record off to a good start in Pittsburgh, Dauer reports, but also did much in the way of increasing box-office receipts. Large posters for window displays and for record counters were also planted all over town, copy tying in the record and the personal appearance. The campaign worked out to mutual advantage of all concerned—the music merchants selling more platters, the music operators enjoying more nickels and the theater added patronage.

A CAMPAIGN along similar lines was promoted by Walter Hall, manager of Warners' Majestic Theater in Johnstown, Pa., in connection with the stage appearance of Ina Ray Hutton. For a week prior to the band's appearance, Hall placed Miss Hutton's recordings in music boxes in and around the city, building added interest by having the local radio stations air several programs made up entirely of her waxings. Advance window displays were given over to the appearance, and, when in town, Miss Hutton made personal appearances at most of the music shops. At each store she plugged her audience participation stunt at the theater, "How Would You Like To Lead a Big Name Band?"

ROLL TICKETS
Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market
Dept. B \$19.50
10,000 . \$6.50
20,000 . 7.75
50,000 . 12.50
100,000 . 15.00
Keystone Ticket Co., Shamokin, Pa.
Cash With Order—No C. O. D. STOCK TICKETS—\$17.00 per 100,000, any assortment.

Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

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

Cutting It Short

By THE ROADSHOWMAN

Clarence D. Jones and Wesley R. Jenkins, well-known roadshow operators, have started their 1942 season. Their equipment will include an Ampco 16mm. sound projector, Masda light source, 15-watt amplifier and Silverstone p.-s. system. They will play a Tennessee circuit. Buddy Jones, former projectionist at the Strand Theater, Ohio, Tenn., will be the operator. Nelle Sullivan will handle the booking and buying for the newly formed J. J. Movie Service.

LeRoy Mullins, until his induction into the army at Camp Forrest, Tennessee, in February, was the projectionist and manager of the Tankied Movie Circuit No. 1 out of Coffeyville, Kan. He writes in to say that he expects to pitch in as a projectionist on the side while in the service. He states that army life agrees with him and that he is awaiting his chance to take a rap at the Japs.

Astor Pictures Corporation, in co-operation with the government drive against loose talk which might be of benefit to the enemy, has issued an illustrated poster emphasizing the motto: Free Speech Doesn't Mean Careless Talk.

Roadshowmen Report on Tastes Of New England, New York Fans

NEW YORK, April 4.—Roadshowmen operating in New York and the New England States have found that audiences there have certain film preferences. It was revealed in a report gathered from representative operators that 35mm. films are still being shown by a number of operators and are meeting with good demand. In other cases, roadshowmen offer 35mm. and 16mm. showings in accordance with the particular needs of the locality.

One fact brought out by talks with roadshowmen is that in Maine there is a healthy demand for 16mm. silent film subjects, including features and shorts. In New York State, 35mm. silent are getting excellent reactions. The indications are that there is plenty of silent equipment still in use and operators specializing in these shows cater to the public's wish to see the old-time film stars. Various program promotion stunts, including lectures on old-time movie stars and the early days of the film, are usually part of some of the silent movie programs.

Operators report that Cagney pictures are a big drawing card in New England and New York State. The demands for

35mm. and 16mm. sound films include calls for sensational features. Films of this nature never fail to draw, it is said. Other film preferences in this section of the country include Westerns, actions and comedies. There is some demand for travelogs, particularly if they have a strong commentary. Serials are also favored, operators state, but they qualify this by saying that the serials must have plenty of strong, interest-arousing action.

Returning to demands for 35mm. and 16mm. silent, roadshowmen have noted that old silent subjects never seem to wear out their appeal. Complete chapter serials released before 1920 are popular, according to reports. There is also a definite demand for single-reel silent of this period.

While demand and types of pictures may vary somewhat in the different States, yet the general picture is pretty much the same throughout the Northeastern section of the country, as far as types of film program demands goes. One important point on which all operators agree is that audiences insist on a good show with high entertainment value.

New and Recent Releases

(Running Times Are Approximate)

DUMMY TROUBLE, released by Institutional Cinema, Inc. A seven-reel action comedy feature about a girl who married the head of a department store. Plenty of martial mix-up and funny situations. Running time, 70 minutes.

COLONEL BLOOD, released by F. C. Pictures Corporation. A seven-reel historical romance of England in the days of Oliver Cromwell. A sequel to the adventures of Captain Blood, with the same thrills and adventure as the first story of his exploits. Running time, 65 minutes.

THE SINGING BLACKSMITH, released by Brandon Films, Inc. Moishe Oysher, in the leading role, and members of the Yiddish Art and Arief theaters bring to the screen David Pinski's renowned genre comedy-drama. Directed by Edgar Ulmer; score by Jacob Weinberg. Running time, 90 minutes.

SUICIDE LEGION, released by Walter O. Gullhorn, Inc. A six-reel blend of light music and drama, with heroine's husband and brother pitted against each other. Running time, 60 minutes.

MARY'S LITTLE LAMB, released by Castle Films, Inc. A one-reel movie

16mm. Sound FEATURES—SHORTS

We Buy—Sell—Exchange

What do you need?
What have you to sell?

Write today for latest complete list
Dept. BFL1

Blackhawk Film Libraries
Davenport, Iowa

Co-Ordinated Effort Now Will Insure the Future

By William K. Hedwig, President of Allied Non-Theatrical Film Association, Inc.

THIS country at last has been enveloped in the world conflict between ideals and ideas—a grim struggle for existence. The 16mm. industry will play an important part in entertaining and educating people in the rural areas of the nation. Therefore it is important that the industry's efforts to co-ordinate its forces for the duration should be speeded up. The Allied Non-Theatrical Film Association started three years ago to lay the foundation and now is the time to build a permanent structure. Our aims are simple and can be summed up as follows:

First. Fair Trade Practices. This is a term often used and more often misused. How can we achieve fair trade practices? The answer to the problem is relatively simple: by constantly reminding each other and by forming standards that conform with honest and clean business methods.

Second. Legislation. Business cannot exist without government and government cannot exist without business. Both must work together. It is the respective job of business to plan and government to regulate. It is vitally important that the industry keep constantly in touch with all governmental agencies—local, State and national. In this way we can point out to our legislators any adverse or unfavorable attempted legislation and propose or suggest legislation that is in keeping with the needs of this industry.

Third. Unionization of Our Forces. While unionization is commendable at this time it should, however, be carefully watched so that it can be established on a fair and equitable basis to both employer and employee. Unionization is not intended merely for the purpose of hijacking higher wages from employers but can be a valuable instrument through which all forces in the industry can be united into strong co-operation beneficial to all concerned.

Fourth. Prosecution and Extermination of Malpractices. It is important that elements and conditions detrimental to the industry be eradicated. The chief sources of trouble are (a) illegal sale of prints, (b) unauthorized exhibitions, (c) destruction of prints without compensation, and (d) confusion in price structures.

Fifth. The Problem of Theatrical and Non-Theatrical Interests. It is absolutely necessary that a dividing line between theatrical interests and non-theatrical interests be created. Let each take care of its own particular sphere of influence. The best way to preserve our industry is to have as many members as possible, whether libraries, distributors, dealers, roadshowmen, educators or any other form of occupation connected directly or indirectly with the manufacture, sale and exhibition of 16mm. or non-theatrical films.

It is in the interest of everyone to join the association and to work hard for the common goal: the successful completion of the five-point program outlined above. With this program an actual fact the industry will be able to advance rapidly and be a strong and important force in its own particular niche in the entertainment world.

Make Money With MOVIES

COMPLETE 16mm. SOUND PROGRAM For Civilian Defense

7 patriotic and defense subjects on 1600 ft. reel, running time one hour. \$95 Complete

Terms: \$15 down, balance in 12 months.

FOR SHOWINGS TO DEFENSE COMMITTEES, AIR RAID WARDENS, LEGION POSTS, POLICE, FIRE DEPTS., SCHOOLS, CHURCHES, ETC.

(Monthly installment less than \$2.00 per week; a live roadshowman can get 4 to 6 special shows a week at \$10 to \$20 per show!)

"Be Wise—MOGULLIZE!"

MOGULL'S Roadshow Dept. 33 W. 43rd St., N. Y. C.

AVAILABLE NOW!

Service Pictures To Increase Your Profits

"TOP SERGEANT MULLIGAN"
"SON OF THE NAVY"
"TORPEDOED"
"SWEETHEART OF THE NAVY"
"ARMY MYSTERY"

Many others—Jumbo Catalog Reasonable Weekly Rentals

Write direct to

Monarch Films, Inc.
1250 S. Wabash Ave., Chicago

35 MM. SOUND PRINTS

Like new. Send for free data. Features low as \$10.00. Want two Power's Prints, 6-8. Must be like new.

BOB WHITTON
MILLBRIDGE, ME.

SUPER SOUND PROGRAMS

Only \$13.50 Per Week

Also over 100 complete programs at only \$3.75 per week. Send for your copy of our "Roadshowman's Special" today! Contents: Good Prints, Good Service, Good Pictures! Why not join the "Institution Family" of happy roadshowmen and enjoy fullest satisfaction.

INSTITUTIONAL CINEMA SERVICE, INC.
1560 Broadway New York, N. Y.

RELIGIOUS FEATURES

There is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ), etc. Also Westerns and Actions. 16MM or 35MM.

OTTO MARBACH, 630 Ninth Ave., N. Y. City.

\$7.50 16mm. Sound Programs Complete—Features and Shorts.

Weekly **BIGGEST BARGAIN ANYWHERE**

OUTDOOR SHOWMEN \$10.00 Weekly

BOX D-150

The Billboard, Cincinnati, O. With Sound Projector

ROAD SHOW SPECIAL

Finest Western and Action Features with Serial and Shorts. Ten or Eleven Reel S.O.F. Program Weekly, Rental \$15.00. All Popular Stars and Plenty Advertising Handbills. **SOUTHERN VISUAL, 432 South Second, Memphis, Tenn.**

\$19.50 PUTS YOU IN SHOW BUSINESS

We ship you everything, motion picture projector, sound equipment, tables. Guarantee you in some good show you how to find up circuit from the 8,000 theatres towns in U.S.A. Make up to \$20.00 week. Write Southern Visual, Box D-8, Memphis, Tenn.

ROADSHOWMEN COMPLETE 16MM. SOUND PROGRAMS

1000 To Choose From.

Start Saving Today

BOX D-125, BILLBOARD, CINCINNATI, OHIO

WEEKLY \$5.00
\$7.50
\$10.00

that makes the nursery jingle live, Mary's lamb gets into difficulties at school. Color adds to effectiveness of reel. Running time, 10 minutes.

BALTIMORE, HOME OF THE STAR-SPANGLED BANNER, released by Hoffberg Productions, Inc. A one-reel subject showing various historical Baltimore sites. About a third of the footage presents Fort McHenry, where Francis Scott Key wrote the national anthem. Running time, 10 minutes.

RIDER OF THE PLAINS, released by Institutional Cinema, Inc. A six-reel Western featuring plenty of action and typical songs. The lone rider avenges injustices in daring, trip-hammer action fashion. Running time, 60 minutes.

SILENT BATTLE, released by Walter O. Gutliohn, Inc. A seven-reel sound drama dealing with the efforts to keep the peace in Europe in 1938. Plot revolves around political intrigue, with fast action taking place on the Simplon-Orient Express. Leading roles are played by Rex Harrison, Valerie Hobson and John Loder, British film stars who have appeared in many thrillers. Running time, 70 minutes.

GENTLEMAN FROM DIXIE, released by Monarch Films, Inc. A story of a little girl's love for a colt. Dixie background. It features Mary Ruth and Jack LaRue. Clarence Muse Singers render beautiful hymns. Running time, 62 minutes.

Drive-Ins Set For New Season

CHICAGO, April 4.—With the coming of warmer weather, more reports are coming in on the reopening of drive-in theaters. At the end of last season activity in the field was quite heavy, and many new spots will be opened this year. Spots outside of large urban centers use 16mm. films, and the usual practice is to change programs at least three times weekly. Drive-in operators don't seem to think tire and auto rationing will affect their business this year. There is a distinct optimistic tone in all centers where drive-ins are operated. Operators expect considerable bicycle patronage, as well as horse and buggy trade. As a matter of fact, a number of operators are getting ready to provide hitching posts.

"New Blood" Editorial Brings Bricks, Flowers From Readers

Logan, W. Va. Editors *The Billboard*: In your editorial on Page 34 of *The Billboard* dated March 14, entitled "Tent Show Field Needs New Blood," I'd say that you profess to know all about the rep game you have been sadly informed in some things and are very uncomplimentary to a lot of real, honest-to-goodness, swell old-timers.

As far as the old-timers standing idly by and letting the parade pass them, I contend the parade has never passed any of them. The parade stopped while there were quite a few tent shows operating and the parade stopped because of several good reasons.

My Newton, Pingree & Holland Repertoire Show carried as many as 35 people in the tank towns—two bands, two agents, a parade, a tent for 1,500, trucks, trailers, light plant, \$10,000 to \$15,000 in equipment. It took years to get it. During Hoover's administration things hit the skids, tho they had been slipping several years previous. The tank town

natives had undergone a change of heart and didn't come out as of old, not because the show had deteriorated. Oh, no. But because of the good roads, good cars, swell theaters, radio, etc. At first we blamed the slump on the depression but that was only a part of it. After a loss of several thousand on the season, I did what all managers did—cut expenses. (See *Bricks and Flowers* on page 28)

Sadler Biz Big On Austin Date

Ordinance prevents hold-over—army towns bad, but old stand-bys click handily

AUSTIN, Tex., April 4.—Harley Sadler's tent rep, here on month's run, has been packing them in, even thru Lent and Holy Week. Sadler is anxious to remain here longer, but is limited by city ordinance to a month a year.

Manager Harley, in his 24th season, has revised his show to make up for orchestra losses to service. Instead of the usual band concert opener, he's using a musical presentation. The one caught, employing a trick sea battle with lights, brought down the house. *It Had To Happen*, Toby show, nearly filled the 1,500-seat tent Monday night (30).

Sadler is refraining from using too much war material, except for patriotic opener and an occasional gag mention. His idea is that the natives need relief from the constant din of radio-newspaper war news. War is pretty close to him, however, as he has lost 35 performers to the service in the past year.

Eddie Laverne, accordionist, was the latest to leave, joining the navy. Mr. and Mrs. Harry Dixon have also left the show. He's taking a defense job in Iowa. Plunkett Family is with the show, except for the three boys in the service.

Sadler says he has been finding army towns bad. He took a licking at Bastrop and Elgin, Tex., new army towns, while doing fine in his old established towns.

Sadler's shows are heavy on humor, as always, aiding the Texans who've been brought up on Sadler. Bob Siler is ork leader, leading man and general major dopg. Others in the cast are Jeanette Layne, Jimmy Colley, Dorothy Cannon, Billie Sadler, Kennedy Swain, Bud Nairn, Flo Del Gardo, Dick Darling, Jean Fisher and Harley Sadler.

Dot and Marion Grimes, xylophone-accordion, joined this week.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

JOHN PAUL JONES, out of the derbyshow field the last several years, is now commercial manager on Station KPFA, Helena, Ark. Jones reveals, too, that Herb Lang, another ex-walkie, is on the staff of the same station. Jones says further that something is going to happen soon in Helena, apparently in the way of a derbyshow contest, and he promises to shoot us an ad and further details for the next issue. He inquires about Ernie Bernard, Kenneth Klinger, "Dead-Pan" Kelly, Hughie Hendrixson and Mario Alessandro.

JACK MURRAY, now a private in Company C, 28th Division, 112th Infantry, A. P. O. 28, Camp Livingston, La., would like to hear from friends. Jack says By Hill, former contestant and trainer, is a sergeant in the same company. The boys say that with a company composed of former contestants they would have little trouble kicking hi—i out of the Japs.

INQUIRIES have been received recently on George Grant, Walt Gross, Margie Knowles, Doc Collier, Bobbie Morris, Marge Perry, Eddie Burke, Ray Alvis, Morris Davis, Len Burlew, Duke McBride, Tad Black, Doc Foster, "Schposkie" Roth, Al Howard, Ray Wray, Mickey Sheehan, Otto Brunette, Roma Terry, Bud Anderson, Tillie Sweet, George Bernstein and Rockie Lewis. Drop the column a line and let your friends know where you are and what you are doing.

Madge Kinsey Rep Makes Bow May 1

CANTON, O., April 4.—Madge Kinsey Players will start the season under canvas at Pistoria, O., May 1, remaining there thru May 3, then moving to Kenton, O., first week stand of the season. Harry Graf is manager of the troupe.

Show will go out under a new top, complete with marquee and other new equipment. Itinerary, as in former years, will be confined to established Ohio towns.

Otto Inig, out of the cast last season, will return to handle comedy this season. Dave Hemminger, veteran character actor for many years with the company, is engaged in defense work at Marion, O., and may not troupe this season.

No Cut-Rate Tax on Women

CINCINNATI, April 4.—Tent shows which admit women free with each paid male adult ticket will this season be made to collect the same admission tax on the free women admissions as men pay on full-rate tickets, according to a ruling handed down by the Treasury Department in Washington this week. The amended regulation affects all women who are admitted free or at reduced rates to dances or other amusements.

Rep Ripples

HAYDEN COLE is still with the Dixie Playboys on WHOP, Hopkinsville, Ky. . . . BILLY TERRELL postals that he and Mrs. Terrell have just completed a three-week vacation trip, most of which was spent with the homefolks in Missouri. Terrell made a side trip to Chicago, where he purchased two new projection machines for his tent picture show in Missouri. . . . DON MARLOWE, who since handling the juve leads on the Majestic Showboat three seasons ago, has appeared in several pictures and the West Coast version of the musical *Meet the People*, reveals that he was married recently to Janet Lanyard, stage and radio singer. . . . THE COOMBS Vaude-Picture Show is reported getting a good play in the Shawnee (Okla.) sector. Outfit has been using religious pictures but will shortly switch to vaude and regular pix. Coombs, a veteran rep performer and manager, intends to play under canvas in Oklahoma and Texas this spring and summer. . . . CARLTON GENTHY, after 20 weeks with the "Sea-Bee" Hayworth North Carolina circle, has left there to play clubs until May 1, when he joins the L. Verne Slout troupe in Battle Creek, Mich. . . . SEVERAL EX-BILLROY musicians are now with naive bands. Leonard Fye, bull fiddle artist, is with Don Boster's band, and little Tommy Lucas, of Columbus, O., is tooting sax and clarinet with the Shep Fields aggregation. . . . JACK SWIETMAN and Oliver Kight are recent additions to the professional board of lobby strategists at the Park Hotel, Columbus, O. . . . RED HARRIS, at present bellying-up to the home table at Black Creek, N. C., postals that he visited

(See REP RIPPLES on page 28)



LIEUT. CHRISTY OBRECHT JR., son of Mr. and Mrs. Christy Obrecht, well-known and popular tent and rep show managers and producers, and now stationed with the 32d Division at Camp Claiborne, La. Young Obrecht, who in the past has appeared with his parents' show, was inducted into the army last July while attending the University of Minnesota. He received his Lieutenant's commission at the Officers' Training School at Fort Benning, Ga., February 27.

PEOPLE WANTED FOR THE ORIGINAL TOBY'S COMEDIANS
Need Sax and Trumpet Men doubling parts on stage. Also Young Men, Bus, Team, doubling with specialists. Long season, very easy. State all. Must be able to hit at once. Mrs. (Bill) Stuffed, wife, BILLY (TOBY) YOUNG, Mgr., Brogg, Oklahoma.

Ben Wilkes Tent Theatre
Wants Canadian, Character Team, Gen. Bus, Team. Must have real specialties. State if you double any instrument. Work stands, open early in May. Tell all first letter with lowest salary. "It's ours." Address: Alton, Ill. P.S.: Can not good Working Men.

THE PRINCESS STOCK CO. WANTS
Tent Repertoire People in all lines. Character Team, Juvenile Team, Gen. Bus, Actors that double, Specialists or Instrument. Musicians for R. and G. Tell all first letter. 30¢ required in double camera. Long season. Rehearsals April 27th. Address: E. C. WARD, Thayer, Mo.

AT LIBERTY
Versatile Team—Must fast, come any line, especially black, sang and dance, gen. bus, takes modern piano, operates sound machine; can produce. Wife gen. bus, straight in acts, hits, singing voice. Specialist in. Subst. reliable. State your best in first answer by wire or letter. "TEAM," Box #12, West Columbia, S. C.

NORMA GINNIVAN WANTS
Man to lead orchestra, Violin or Trumpet; one that can play a few parts. Drummer that will drive truck and work on tent. Work stands. Rehearsal April 27. Working Men, wire. GINNIVAN DRAMATIC CO., Fayette, Ohio

WANT
For one-night stand Tent Show—(Good Trumpet, also Working Men, Truck Drivers, Want Also Sax doubling Clarinet. Show opens Valdosta, Georgia, April 26th. Wire Western Union, don't write. BILLY WENLE, Manager, Billy's Comedians, 1529 Southwest 16th St., Miami, Fla. Phone 3-7512.

WANTED QUICK
Credul People all lines. Three-night and week-long tent rep. Long, sure season, so make it reasonable. Reply every night. Double orchestra and specialties preferred. Address: JIMMIE OGLE SHOW, Rogersville, Ala.

LAST CALL - LAST CALL
Positively Opening APRIL 16th
Acc Walkabout Spot of America DOWNTOWN BALTIMORE
Can still see several Bush Teams, Harmon guaranteed from opening night.
PHIL CAPONE, CHEF
Flask Teams, contact at street
SPORTS CENTER
Jerry Green — Hal Brown — Lenny Paine
6 E. North Ave. BALTIMORE, MD.

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

8 MM. ★ ★ ★ 16 MM.
Sound and Silent Films, Projectors and Cameras. Bought, sold and exchanged. Trades and terms accepted. Free bulletin bulletin available. ZENITH THEATRE SUPPLY CO., INC. 808 West 44th Street, New York City

New York State Non-Theatrical Exhibitors
You'll make money with the 1941-1942 Monument Pictures. Write for list of Theatrical Towns in New York State, also catalog and prices. JOHN E. ALLEN, INC. 6 George Street, ROCHESTER, N. Y.

BARGAINS ALWAYS in PORTABLE SOUND
16mm.—PROJECTORS—35mm. Free Bulletin, Standard Make \$59.50 up Everything in Theatre Equipment. S. O. S. CINEMA SUPPLY CORP. 638 Eleventh Avenue, New York City

SOLDIERS ★ SAILORS ★ MARINES
Ask your friends to send The Billboard to you at the new HALF-PRICE subscription rate for the armed forces. One year, 52 copies, ONLY \$3.75; averages LESS THAN \$2 A COPY. Regular rate \$7.50. The Billboard 25 Opera Place, Cin'td, O.

The Final Curtain

BRADY—Edward J., 64, character actor, in Los Angeles, March 31 of a heart attack. He had appeared in numerous Western and action pictures during his 29 years in the motion picture field. Funeral in Hollywood Memorial Cemetery April 2.

DAVIES—Alfred T., 62, British theatrical press agent and newspaperman, recently at Royal Sussex Hospital, Brighton, England. He was with Moss Empires Theaters. He leaves his wife, a son and a daughter.

EDLER—Charles, 65, former stage and screen actor, March 29 in Santa Monica, Calif. He began his stage career in 1893 and appeared on the Coast in stock with the Henry Duffy and Daniel Frawley players. Later he headed his own dramatic troupe and was also seen in several films. More recently he was a director of the Los Angeles Federal Theater Project. He leaves two sons.

FIELD—Franklin A. W., 66, former superintendent of Eastern Maine State Fair, Bangor, in that city March 24 after a long illness. Survived by his widow, a son and a brother. Services and burial in Bangor.

IN MEMORIAM

Of a Loving Husband and Father

Chas. C. Foltz (Blue)

Who Passed Away April 12, 1937

Sadly Missed by His Wife and Family

HAZARD—Inez Wood, operator of a girl diving act, March 29 in New York of a heart ailment. She formerly appeared with the act but recently poor health prevented her from being active. Survived by her sister, Lucile Anderson, high diver. Services at the Riverside Memorial Chapel, New York. Burial in National Variety Artists' plot, Kensico Cemetery, Westchester County, New York.

HIBBARD—C. M., 69, former boss cameraman with Singling Bros.-Barnum & Bailey and other circuses, March 27 at his home in Sturgis, Mich., after a six-month illness. Survived by his widow, Mrs. a son, Herbert, and a brother, Arthur L. Burial in Sturgis.

HOAPILI—Alexander, 44, guitarist formerly in vaude and on the radio, March 18 in Hanover, Pa. He had appeared on CBS and NBC with the Oahu Serenaders. Survived by his widow, a son, two daughters, his father and several brothers and sisters.

LESSY—Pearson, 34, radio singer, March 30 of gunshot wounds near his home in Camden, N. J. He was the former husband of Carlotta Dale, singer.

LEWIS—Julius, 49, West Coast editor of Showmen's Trade Review and brother of Charles E. (Chick) Lewis, editor and publisher of that publication, March 28 in Hollywood. He also leaves his wife, Ann, West Coast manager of Showmen's Trade Review; a son, Elliott, radio actor; another son, two sisters and three other brothers. Services and burial in New York.

LINDERMAN—Ralph, 48, director of Allen County Agricultural Society, suddenly March 28 in Delphos, O. His widow and a son, Robert, survive. Services and burial in Delphos.

McCLOSKEY—Arthur, advance agent and performer with rep shows, recently in Canada. Survived by his mother and a son. Burial in St. John, N. B.

McLAGLEN—Mrs. Victor, 48, wife of Victor McLaglen, film actor, at her home

in La Canada, Calif., April 2 following a long illness. Funeral services April 4 in Wee Kirk of the Heather, Forest Lawn, Glendale, Calif., followed by cremation. Survived by her husband, a son, a daughter, and her father, Charles Lamont.

MENKELY—B. E. (Pommo), of the dance team of Miami and Pommo, March 28 in San Antonio. He and his wife played the Keith-Orpheum, Pentages, Loew, Public and other vaude circuits, as well as night clubs in this country and Canada. They later operated the New York School of the Dance.

MANSFIELD—H. I., district manager for Universal Films, March 28 in a private sanitarium in Atlanta. Surviving are his widow, two sons, his mother and a sister.

MASON—Fred Whitey, 44, ride man, in Hahnemann Hospital, Philadelphia, March 9. He was formerly with the O. C. Buck, Wallace and Tip Top shows. The last few years he was with Mike Ziegler. Survived by his widow, Sun; three daughters and a son. Burial in Eglington Cemetery, Clarkboro, N. J.

NEALAND—Mrs. Edith, 63, well known to circus and carnival people and mother of Walter D. Nealand, press agent, March 30 at her home in Cohoes, N. Y. Survived by her husband, Henry, and two other sons, George W. and C. Edward. Services and burial in Waterford Rural Cemetery, Cohoes.

NORTZEL—Gust A., 68, former actor and circus acrobat, March 31 at his home in Waukesha, Wis. Survived by his widow and a daughter.

PARKER—Moe, 39, juggler and musical comedy producer, at his home in Toronto recently after a long illness. He was a member of the team of Parker and Marsh. Survived by his widow, Flossy, and two sons, Jack and Rance. Burial in St. John's Cemetery, Toronto.

RETO—John Fred, 57, the sheriff of the *Love Manager* radio program, March 28 in Harper Hospital, Detroit, following five weeks' illness. He was formerly in dramatic stock. Interment at Butler, Pa.

ROBERTSON—Arthur L., 69, one-time assistant to the late E. F. Albee, head of the Keith-Albee Circuit, March 30 in New York of a heart attack. Survived by his widow, two sons, two daughters, four brothers and a sister.

STAFFORD—Jennette Miller, 68, in the theatrical profession 40 years and wife of Harry Stafford, veteran character actor, in North Hollywood, Calif., March 28 following a long illness. Services in Wee Kirk of the Heather, Forest Lawn, Glendale, Calif. Survived by her husband and a daughter, both of Hollywood.

TANSEY—Mrs. Emma, 58, stage and screen actress and mother of Robert Tansey, film producer, March 28 in Los Angeles. Mrs. Tansey began her career as a child in Little Lord Fauntleroy. Later she toured the country until 1923, at which time she entered pictures.

TRASK—Walter E., Sr., 63, president of the Los Angeles Theatrical Agents' Association for three years and former member of a dance team, in White Memorial Hospital, Los Angeles, April 1, of a kidney ailment. He had been ill 12 weeks. Born in Monroe, La., Trask was one of the oldest agents in Los Angeles, having maintained the same office 26 years. It will continue to function under the direction of his son, Walter Jr. Funeral services, with Masonic and Elks ritual, in Los Angeles April 4, followed by burial in Inglewood Park Cemetery. Survived by his widow and son.

WAGNER—Mrs. Anna H., 65, dance instructor, March 29 at St. Luke's and Children's Hospital, Philadelphia, after an illness of several months. She and her late husband taught dancing for many years in Philadelphia and established dance in various parts of the country. Survived by a daughter, Mrs. Elsie Smith, and two sisters.

WALDO—Ralph Emerson, former treasurer of Station WADO, Akron, March 31 in a hospital at Grove City, Pa. His widow, Mary, a son and a daughter survive. Services and burial April 2 in Pittsburgh.

WRIGHT—Charles E., 69, former musician, recently in Lexington, Ky.

Marriages

BERKLEY-JAMES—Busby Berkeley, film director, to Claire James, film actress, March 29 in Las Vegas, Nev.

BUCK-BRONSON—Oscar C. Buck, owner of the carnival bearing his name, to Evelyn Bronson, singer, March 27 in Trenton, N. J.

COCHRANE-CONOVER—Bob Cochrane,

radio announcer, to Betsy Conover, non-pro, in Pittsburgh recently.

EVANS-SLIPER—John Evans, radio performer, to Norma Jane Sliper, non-pro, recently in Richmond, Ind.

HANDELMAN-SILVERMAN—Martin R. Handelman, non-pro, and Bernice Silverman, radio actress, March 29 in Chicago.

KAHN-JANIS—Victor E. Kahn, non-pro, and Edna Janis, dancer, March 22 in New York.

MAYBERRY-REIMER—Wayne Mayberry, photo gallery operator, formerly with Bremer Attractions and Prick Greater Shows, to Christine Reimer, non-pro, March 7 in Waco, Tex.

NELSON-WELLS—Dolph Nelson and Sarajane Wells, both active in radio, March 13 in Chicago.

REYNOLDS-PINE—Quentin Reynolds, foreign newspaper correspondent, to Virginia Pine, film actress, in New York March 30.

SHAPIRO-GROSS—Samuel Shapiro, member of National Showmen's Association and proprietor of Boxy Grill, New York, and Ethel Gross, secretary of Ladies' Auxiliary of National Showmen's Association, March 29 in New York.

SILVERMAN-BERNSTEIN—Arthur Silverman, non-pro, and Henrietta Bernstein, secretary to Al Grossman, New York booking agent, March 21 at the Temple Judah, Brooklyn.

STOFEL-CROCKER—Smiling Al Stofel, formerly known as Al Rabbitfoot, comedian and pitcher, to Rachel Crocker, Buhl, Ala., non-pro.

THEKLOP-HULTIN—Gene Theklop and Vivi-Anne Hultin, professional ice skaters, March 29 at the First Presbyterian Church, Brookline, Mass.

Births

A daughter to Mr. and Mrs. Jack Reeder March 30 at Women's Hospital, Detroit. Father is owner of a chain of theaters three.

A daughter to Duval and Tregg, ballroom team, in Los Angeles March 19.

A daughter to Mr. and Mrs. Nat Wynecoff at Hollywood Hospital, Hollywood, March 26. Father heads Southern Music Company.

A son to Mr. and Mrs. Harry James at Good Samaritan Hospital, Los Angeles, March 25. Father is band leader; mother is the former Louise Tobin, singer.

A son, Jack T., to Mr. and Mrs. Shoney Lambert in Bridgeport (Conn.) Hospital March 16. Father is electrician and mother painter on O. C. Buck Shows.

A son, James Robert, to Mr. and Mrs. Arthur Pettit in Leesburg, Ga., March 21. Parents are concessionaires.

A daughter to Mr. and Mrs. Fred Astaire March 30 in Hollywood. Father is well-known dancer.

A son to Mr. and Mrs. Texas Jack Campbell in Ravenna, O., March 7. Parents were formerly with Mighty Sheenley Midway.

A daughter, Rina Mary Lourina, to Mr. and Mrs. Bill Norwood at Walls Hospital, Elythville, Ark., January 28. Father is chief electrician with Great Sutton Shows, owned by Mrs. Norwood's parents.

A son to Mr. and Mrs. M. E. Arthur at Glendale (Calif.) Hospital, March 27. Father is owner of Arthur's Mighty American Shows.

A son to Mr. and Mrs. Harry Malbish at Cedars of Lebanon Hospital, Los Angeles, March 30. Father manages Station KPWB there.

A son to Mr. and Mrs. J. O. Bengston at Evanston Hospital, Evanston, Ill., March 31. Mother is radio actress.

Divorces

Mrs. Laura May Anderson from Fred E. (Bud) Anderson, owner of the circus bearing his name, recently in Emporia, Kan.

Mrs. Sophia Thoresen Coman, dancer known as Pola Montoya, from John Frederick Coman, non-pro, in Philadelphia March 23.

Lili Damita, French actress, from Errol Flynn, movie actor, March 31 in Hollywood.

Betty Stuart, show girl with George Jessel's *High Kickers*, from Harold F. Speckert, in Reno, Nev., March 20.

REP RIPPLES

(Continued from page 27)

recently with Texas Benny Deas at the Carolina Theater, Wilson, N. C. Deas is a feature with Polly Jenkins and Her Flowsby, playing Southern theaters. Hurdis says he'll be donning the cork again soon. . . . SLIM VERMONT, now in Company 15, National Veterans' Home, Dayton, O., mended from a lengthy illness, is all set to troupe again

this season after several years off the road.

HARLEY SADDLER is opening movie houses in Temple and Ellice, army camp towns near Temple, Tex., in association with Phil Isley, veteran Oklahoma theater operator. Sadder is also opening a movie emporium at Beatrop, Tex., army camp site, in partnership with Johnnie Long, of Bay City, Tex. . . . STOTE FLETCHER, veteran minstrel and in recent years concession manager at various New England resorts, will try a vaude-pic show in Maine and New Hampshire this season. Interested with Fletcher will be Oscar Feltner, who has been operating a magic show in those States. Trick opens near Manchester, N. H., about April 15. . . . J. C. BISBEE, tent show manager, warns against a certain boss cameraman who recently blew into his winter quarters and, after drawing \$50 to purchase clothes, blew out just as suddenly. . . . GRAY'S SHOW, M. M. Gray, manager, will take to the road from Gonzalez, Tex., the middle of April. Gray, veteran repster who switched to vaude-pic several years ago has been wintering in Florida and left there for Texas last week. . . . KILBY'S ARIZONA RATTLEERS, vaude-pic outfit, is reported playing to good returns in the Jerome (Ariz.) sector. Trick has five people and expects to move under canvas late this month. George (Rattler) Kiley is emcee, and Slim Bailey is handling the comedy. . . . JAY C. MASON, veteran rep and tab manager and performer, is still working as electrician for the government at Savannah, Ga., having recently been transferred to the Maritime Commission Department.

DOROTY DAY, after seven weeks on the "SeaBee" Hayworth cruise in North Carolina and Virginia, has hopped into Baltimore to work hiteries.

TIMBLIN'S SHOW, showing vaude and pic with seven performers, opened recently in Livingston County, Louisiana. Now in balls, show moves under canvas around the middle of April. A. J. Timblin is featured.

BRICKS AND FLOWERS

(Continued from page 27)

but to no avail. Today a few still make money, but usually at a 10-cent door.

No, Mr. Editor, new blood or old, it just isn't in the book, and the young new bloods haven't got the guts or the capital to even try. A lot of old-timers are waiting for the parade to come up to us and if it passes us we will cheer like hell and wish them the best.

F. D. WHITTEN.

Carroll, Ia.

Editors *The Billboard*:

Your editorial, "Tent Show Field Needs New Blood," in the March 14 issue, was really a masterful and most honest write-up. The late Bill Bruno, of *The Bulletin*, always spoke along the very lines you wrote.

I have always been of the opinion as expressed in the editorial and always try to keep my show up to a little ahead of the times. Thanks again for such a swell item.

CHARLES C. LUDWIG,
Charles Ludwig Show.

Detroit.

Editors *The Billboard*:

That editorial on tent shows in the March 14 issue was a honey. Congratulations to the author.

DOUG MORRIS,
My Sister Eileen Company.

San Francisco, Calif.

Editors *The Billboard*:

In *The Billboard* of March 14, on page 3, there appeared an editorial on tent shows. It says, in part, that it is a mystery how many of them hang on with the bad shows they produce.

It is just as much a mystery how the motion pictures hang on with the rot they produce; pictures that have no sense to them at all—love scenes, gangsters, home-wreckers and whatnots. Why the public falls for such junk is really a mystery. I suppose it is the way the picture corporations put it over. Another reason may be the fact that there are no flesh shows for the public to take in. You pick up a daily paper and what do you see? Two full pages containing nothing but movie ads and publicity. And usually the gal in the movie ad will be almost naked.

Tent shows go over because the public is sick of looking at motion pictures and when a tent show hits a town it does business. Of course, there are good tent shows and bad ones, but any show that is clean and halfway right will get over the road very nicely despite all the hindrances the movie corporations put up to keep them out. J. WILLIAMS.

Felix Bley

Felix Bley, 67, veteran carnival general agent and world-toured impresario of magic shows, died of a heart attack in Los Angeles on March 31. He was editor of the *Carnival and Magic Departments of The Billboard* in 1926-29. He piloted a number of leading carnivals and arranged tours to many parts of the world with such magicians as Nicola, Dante, Carter, Henry, George and LeRoy. He became connected with show business in Alaska and during the gold-rush days operated a concert hall in the Klondike where Alexander Pentages was employed by him as a waiter. Survived by his widow, Clarice; a brother, Insdree, Demopolis, Ala.; and a sister, Mrs. Marguerite Stein, Long Beach, Calif. Interment in his home town, Demopolis.

EARLY BIZ CONTINUES GOOD

Franks Scores 20% Increase Over '41 Inaugural at Macon

MACON, Ga., April 4.—Franks Greater Shows chalked up the best opening week in their history here despite an opening night, which saw a sudden drop in temperature to near freezing. It hurt rides and shows, but concessions did well. Weather moderated during the early part of the week and business improved. Manager W. E. Franks said business the first three nights was about 20 per cent better than the same three nights last season.

First lot played here is adjacent to the State Farm Market, next to a brick building used as winter quarters. Location is known as the Foundry Lot and has been used for many years, but shows may be the last here, as authorities announced the area is to be paved and devoted to market uses. Signal for turning on the new neon entrance arch lights was given by Capt. D. W. Sapp, chairman of the police department committee, shows' sponsors for a series of local engagements. Also assisting in opening ceremonies were Detective W. G. Bowden, Patrolman L. H. Chapman and Motorcycle Officers Frank Carter and Julian Wood. Earlier Chief Robert L. Miller and

(See FRANKS IN HIKE on page 37)

Wallace Bros.' Bow In Corinth, Miss., Proves Successful

CORINTH, Miss., April 4.—Despite cool weather, Wallace Bros.' Shows initial stand of the season here resulted in satisfactory business. All shows, rides and concessions reported above average results. American Legion Post sponsored the week's engagement. Mr. Parrow Jr. arrived in time for opening from Murray, Ky. Mrs. Cecilia Kellen has charge of Mrs. Parrow's ball games and Mrs. Cunningham has an attractive watch-la stand. Bob Fox, special agent, left for Park, Tenn., shows' next stand, and Glen Osborne, business manager, spent much time greeting local officials.

G. A. Cockrell is recovering from a recent illness, as is Mrs. Harry Wilson. Manager Parrow directed the painting on rides and shows. Line-up includes Harry Harris's Snake and Animal shows; Monkey Circus, Harry Wilson, manager; Joe Richardson's Circus, Roy Cowen's

Bill Hames Clicks At Ft. Worth Expo

FORT WORTH, April 4.—Bill Hames Shows returned to permanent quarters in this city after chalking up 11 big days of business at the Fat Stock Show and Livestock Exposition here. Hames had 16 rides and 10 shows on the midway.

Show officials reported the Rocket scored the largest gross among rides, with the Fly-o-Plane second, and Scooter, third. Owner Hames took seven cars of equipment to Corpus Christi, where he will operate rides and shows this summer at North Beach Park there. Park is under management of Theo Ledell, Hames's son-in-law.

Crystal Sets Opening Date

CAMDEN, S. C., April 4.—Management of Crystal Exposition Shows announced this week that the organization will inaugurate its 1942 tour here next Saturday. Everything is in readiness following 30 days of activity in local quarters and line-up will include 2 rides, 8 shows and about 25 concessions, with two free acts. For the most part shows will follow an established route in which the organization is well known, but all spots will be in industrial centers. B. H. Nye, general agent, returned from a trip over the route booked and will remain back with the shows as business manager.

McCaffery Okays Castle's Pass Idea In Red Cross Drive

KANSAS CITY, Mo., April 4.—J. C. McCaffery, chairman of the recently organized Outdoor Amusement Committee on the Amusement and Recreation Division of the Chicago Commission on National Defense, in a letter to the Heart of America Showmen's Club here, approved John R. Castle's suggestion that all carnival owners attach a reader to all passes issued calling for the payment of 5 cents to go to the Red Cross Drive. Money derived from the passes and the collection of weekly donations from members on each show would then be sent to the club and the shows and the club would receive credit for the amount sent to the Red Cross.

Amounts Payable Weekly

McCaffery's letter read, in part: "Mr. Castle's suggestion for the collection of 5 cents on each pass issued is very good. I am going to put this into effect on our four units (Amusement Corporation of America), and I feel sure that we will

(See PASS IDEA OKAYED on page 37)



FELIX BLEY, veteran carnival general agent and magic-show impresario, who died in Los Angeles on March 31. He was editor of the Carnival and Magic Departments of The Billboard in 1926-'29. He had world toured a number of foremost magicians. Further details in the Final Curtain.

"Concur Fully With Aims and Purposes of OAC"—P. Martin

CINCINNATI, April 4.—Percy Martin, general representative of Buckeye State Shows, endorsed an all-embracing movement in outdoor show business in the following letter: "We fully concur with the purpose and aims of the meeting (Tampa) as expressed in the bulletin. More power to you and other leaders responsible for bringing the meeting together. It seems to us that you have accomplished much already, and in our opinion (includes Joe Guller, manager) the methods of procedure affecting our industry in national affairs can best be served by such an organization as the OAC. Buckeye State Shows are eager and anxious to co-operate with the movement to the fullest extent. We will appreciate it if you will keep us advised regarding any part we may be able to play in the general scheme to help further this movement toward the success we all hope for."

From John H. Marks, Marks Shows, Inc.: "I feel that we are approaching the problems ahead in the proper manner. Such concentrated action, with well-thought-out proposals, is certainly much better than numerous individual proposals to our officials in Washington."

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Red Space, Tex.

Week ended April 4, 1942.

Dear Editor:

As the show's press agent is doubling by cooking for the midget troupe, he asked me to write the weekly show letter. This opportunity may never knock again, and I'll not miss such a rare chance to tell about an agent's troubles in a friendless world. Last year I worked day and night in canceling another show's contract to get it for our show and was very proud when I wired the show to come in. On Sunday I rushed to the crossing to receive congratulations from our people and heard only, "He'd book a show in the middle of a cornfield. What? No street cars in the town?" One wisecracker cracked, "He books bloomers in the bloom of spring."

Due to trucking conditions, the office

informed me, it is necessary to rent lots close to unloading platforms. In most towns that is impossible to do, but our people can always find lots after the shows arrive. They point to city parks and say, "There is an ideal carnival lot. Funny how blind an agent gets after his first drink with a committee." Then his listener cracks back, "Can't find lots sitting in hotel lobbies." In one spot that had no railroad-siding lot I was forced to pick one outside the city limits, but alongside of a track that was okay for unloading. The beef then was, "He'll save hauling if he has to go 20 miles out in the woods." I was fined every time it rained that week.

I once opened a town where the mayor was a tough nut to crack. I was told by our committee to keep entertaining him

(See BALLYHOO BROS. on page 37)

16th Annual Opener At Oakland Is Best For Krekos' Combo

OAKLAND, Calif., April 4.—With perfect weather, West Coast Circus Shows' nine-day opening stand in the Elmhurst District proved one of the most successful in the 16-year history of organization's inaugurations here. Working under a 15-cent gate, shows drew near-capacity crowds thruout and plenty of money was in evidence. Midway presented an attractive appearance and was well illuminated.

Highly popular was shows' circus attraction, free act, which is directed by Jack Joyce, and features Mabel Stark with a group of female lions and Lucy, elephant. Line-up includes: Scotch collie dogs, presented by Martha Joyce; aerial ballet; Todd Henry; Ajax, bucking mule; Mabel Stark and lions; Balancing Wards; Lucy, Hollywood dancing elephant, and Americana, patriotic spectacle; Eddie Trees is superintendent of animals; John Austin, boss props, and

(See KREKOS' OPENER on page 36)

Debut at Stockton Gives Joyland Good Start on '42 Jaunt

STOCKTON, Calif., April 4.—With attendance on opening day, March 28, estimated at 3,000, H. C. Bowen's Joyland Shows' 10-day debut stand here got off to a flying start. Day and night play was good and concessionaires reported spending was far above expectations. Shows are using a new orange and blue color combination, with rides being done in silver with red trim. Midway was attractive and management was complimented on the new office trailer and living quarters of Mr. and Mrs. Bowen and the latter's new clubhouse trailer. The light plant, built last season by Bowen and remodeled this winter to provide greater storage capacity, provides the midway illumination.

Manager Bowen is optimistic over the season and shows will continue to operate in California only. Shows are transported on 15 trucks and semis and carry a sound car and street advertising car operated

(See JOYLAND DEBUT on page 37)

WT Starts Well In Wichita Falls

WICHITA FALLS, Tex., April 4.—Following a fair stand in Samuel's Park showgrounds at Dallas, World of Today Shows opened a week's engagement here Monday, arriving in time to set up Sunday afternoon. Located three blocks from the center of the city, shows opened to a big crowd and American Legion Post and army officials who inspected the layout complimented the management on its appearance.

Shows were well billed and local radio station and newspapers co-operated. Tuesday night exceeded Monday's good showing and Managers Denny Pugh and Joe Murphy were optimistic over business for the week. Capt. Jimmy Jameson, free act, continued popular here. Army camp newspaper here devoted much space to the shows' attractions.

Visitors included Harrison B. Waite and Mayor T. Leo Moore, Electra, Tex. William B. Naylor, publicity director for Beckmann & Gerety Shows, who handled the publicity for Pugh here, left shortly after opening for Chicago. Vaughn Richardson is now in charge of the advance department.

Walter Fox to Sol's Liberty

CARUTHERSVILLE, Mo., April 4.—Walter B. Fox, well-known press and general agent, who was originally inducted into outdoor show business by Sam Solomon, owner Sol's Liberty Shows, has been signed to return to the shows as press representative. He will also assist in the office wagon.

The Billboard Subscription Rates Upped

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

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of The Billboard to less than 6 1/2 cents a copy. A convenient order form is printed on page 55.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, April 4.—Meeting April 3 had Vice-President M. J. Doolan presiding. With him at the table were Treasurer William Caraky, Secretary Joe Strelbich and Past Presidents Edward A. Hock, Sam J. Levy and J. C. McCaffery. First Vice-President Harry W. Hennies came in late and left at once on a business trip. Al Rosaman reports good results on the 1942-1943 directory listings. Finance committee is getting the general set-up of records in order. House committee presented the new album of show pictures for the clubhouses. Brother Odom is showing some improvement, and Brother Larry Hogan's condition is about the same. Brother Vollmer has been released from the hospital, as has Brother Ed Schofield. Brother Elmer Kuesman is in for hospitalization. Brother Rankine, Marsch and Murphy are still confined to their homes.

Brother William E. Naylor and Andy Markham returned from Southern trips. Al Sweeney, Al Cohn and William Caraky have been named on the committee to select a suitable remembrance for the boys entering the service. Members in the service include Brother Robert Revolt, Russell Dennis, William E. Saunders, Charles Rosenmutter, Mory Silberman, William Shulman-Sam Wilner, Joseph Miles, Leo Overland, Irving G. Ray, Frank Winkley and Roger S. Littleford Jr. Perhaps some brother may know of others. The club would appreciate this information so it may have a correct listing on the honor roll. Arden Morris left, as did Irving Malitz. Rudy Singer returned from his honeymoon, and Joe Miles left for Camp Grant. Bob Sugar came in from New Orleans, and Paul Olsen arrived from Florida. Nete Eagle and Whitely Woods are back from Lansing, Mich. Brother Harry A. Russell advised he has settled in Florida. Bob Singleton came in for a visit, as did Mike Shapiro

Club Activities

and Milton Berger. Irving G. Ray reports he has been promoted to a sergeant.

Ladies' Auxiliary

Club held its regular meeting March 28 at the Sherman Hotel, with these officers presiding: Mrs. Joseph L. Strelbich, president; Mrs. Anne Doolan, second vice-president; Mrs. Edna O'Shea, third vice-president; Mrs. Ross Page, treasurer, and Mrs. Jeanette Wall, secretary. Members in attendance were Lucille Hirsch, Anne Young, Bessie Simon, Edna Burrows, May Oakes, Cora Yeldham, Marie Brown, Mrs. Henry Beiden, Mrs. Leah M. Brumlove, Mrs. Al Latta, Mrs. Lillian Lawrence, Mrs. Nan Rankine, Mrs. Delgarlan Hoffmann, Mrs. Edward A. Hock, Mrs. Robert H. Miller and Misses Potenza and Bonomo. Communications were read from First Vice-President Phoebe Caraky, who is in Miami, and Mrs. Edward Kelly (the mayor's wife) thanking members for their donation to Civilian Defense.

Members regretted receiving news of the illness of Sister Elsie Brisendine, who is recuperating at home in Los Angeles. Past President Mrs. Nan Rankine was given a rising vote of thanks for the successful luncheon and card party at the Sherman Hotel March 14. Mrs. Rankine expressed appreciation of the splendid co-operation of all members. Flowers, donated by Brother Courtmanche, netted a neat sum for the club.

Past President Mrs. Henry Bolden, chairman of the bazaar to be held some time in December, is shopping around for prizes. Mrs. Stella V. Ackley donated two brooches, which were awarded to Miss Potenza and Mrs. Edna O'Shea. Past President Mrs. Leah M. Brumlove won the \$1 award. Mrs. Edna O'Shea was given a rising vote of thanks for the successful social held on March 12 at the Sherman Hotel. After the meeting cake and coffee was served. At a board of governors' meeting March 28 Mrs. Carl Sedometer was elected to membership.



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, April 4.—Next meeting is April 11. Rooms are steadily becoming less populated, with E. C. McGary and Harry Decker going to King Road Shows; Casper Sargent, Springfield; Sam Solomon, Kaus quarters; Law Lange and agents, Art Lewis Shows; Ike Weinberg, Matthew J. Riley Shows; Fred Fournier, States Shows. Sara Aurilio, with marines, is a weekly visitor from Brooklyn Navy Yard. There is a package in office for Clarence Groud and Sonia. New members are Walter Stoffel, sponsored by Joe E. Hughes; Harry Mirsky, by Max Sharp and D. D. Simmons; Arthur J. Merrill, by Howard Ingram; Leo Stober and Seymour Machson, by Harry Ramon. Bernie Ream advises that Jack Berth is in General Hospital, Norfolk, Va. New 1942 banner of PCSA is gratefully acknowledged. Bob Gruber is in Presbyterian Hospital, Philadelphia. Annual barn dance was held March 28 with Steward Jimmy Davenport in charge and a success scored. Membership drive started on April 1. Those filing applications are paid up to July, 1943. Twenty-five dollar Defense Bonds will be awarded to those bringing in the most applicants by Art Lewis, George Hamid, Max Linderman, Oscar Buck and Bill Bloch.

Birthday congratulations to Richard Lucas, Willard T. Lanhart, April 9; Sam Lawrence, Bill Bloch, Harry Shepard, Harry A. Manley, Harry Nelson, Lloyd Serfas, 10; Alex Nahhas, Rodna Tunini, 11; Manny Cohen, 12; Jules Lectures, 13; George Schur, Fred C. Murray, Jules Sam, 14. Brother Anthony Harto is in the service.

Ladies' Auxiliary

March 26 meeting was attended by about 80. Plans for Strawberry Festival, April 9, were discussed. Report on response to Defense Bond campaign was gratifying, with Lillian Brooks leading the sale, having accounted for 20 books. Letter was read from Boss Hamid, who was in Binghamton. Brother Max Hoffmann, NSA attorney, addressed the meeting. Jerry Ibberson is recovering from an operation at Lenox Hill Hospital. Ray Glaser is up and around again. Next meeting will take place on April 6.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., April 4.—Regular weekly meeting was presided over by Third Vice-President Clay J. Weber. Secretary G. C. McInnis and Treasurer Harry Altshuler also were present. P. J. Graham, concessionaire, was elected to membership, and communications were read from J. C. McCaffery, Showmen's League of America; President L. C. Reynolds, and Max Goodman, Wonder Shows of America. Before the meeting members were guests of the Ladies' Auxiliary at their Pot Luck Dinner. Brother and Mrs. George Hawk returned from a visit with relatives in Indiana.

Brother Harry W. Hennies visited while en route to Birmingham. Brother Sam Benjamin was in the city on business. Brother Norris B. Crosswell is ill and confined to his home. Brother Fred Flood, who was released from the hospital recently, was a welcome visitor. Brother Willie Levine, who has been confined in his room at the Reid Hotel, is able to be about again. Marie Brantington visited during the week while en route to her home in Minnesota. Brother Bill and Jackie Wilcox lettered from Los Angeles. Credit was given Brother George Hawk on the Red Cross Gold Card donation. Banquet and Ball Committee reported it is making progress in completing arrangements for the annual event which will be held as usual on New Year's Eve.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, April 4. — Regular meeting Monday night was the last of the winter schedule. Summer meetings will be held on the second and fourth Mondays of each month. Meeting was presided over by Past President J. M. Brown, assisted by Past President Harry Fink and Ralph Losey, secretary. Communications were read from Frank Burke, of shows bearing his name, and President Mike Kraken and Brother Al Oaken, who reported that Jack Grimes is in St. Paul. Peter O. Camp, Al Painter, Walter Raymond and Bill Kinkel were elected to membership.

Pet Shanley, John Backman, George Behn, Ed Kennedy and Charles Guberman are on the sick list. Al Mozia Miller, who was ill, is back on the job at Mission Beach. Brother Backman was named fourth vice-president March 23 and that night was struck by a boy on a bicycle and sustained a broken arm, fractured ankle and bruises and shock. Tom Hughes, M. Monday and Hugh Bonnets made brief talks. Refreshments were served after adjournment.

Ladies' Auxiliary

Plans have been completed by the auxiliary for the operation of the Home Guard Carnival Company during the summer for showfolk who are not traveling. All members from San Diego to Los Angeles not on the road are members of the new group, which will operate separately from the regular organization. Some 25 members attended the March 30 meeting presided over by First Vice-President Edith Bullock. Club held a surprise luncheon and party for Mother Minnie Fisher in celebration of her 75th birthday. Vivian Horton was also honored on her birthday.

Home Guard members will hold a party and bazaar soon to raise club funds. Jeanette Wall sent in a donation for the bazaar, and letters were received from President Marguerite Purmer, Past President Nina Rodgers and Mildred King. On the sick list are Inez Walsh, Ethel McDonald and Mrs. Ross. Bank Night award went to Frances Barth, while Edith Bullock won the door prize, donated by Clark's Greater Shows. Talks were made by Olga Celeste, Frances Barth and Gladys Forrest. Meeting was the last for Mrs. Sucker and Ada May Moore.

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.

CONKLIN SHOWS

Opening Hamilton, Ont., May 6
CAN PLACE FOR SEASON — FIRST-CLASS COOKHOUSE
For Best Route of Exhibitions in North America

Have for sale—stored in North Tonawanda, N. Y.—One Ro/Le Fun House, 1000 feet two naught three phase rubber-covered heavy duty very flexible Electric Cable. Two 36" Battleship Searchlights mounted on Lincoln chassis, brand-new rubber.

Address J. W. CONKLIN, Box 31, Hamilton, Ontario

POPCORN SEASONING

Federal regulations prohibit the sale of Coconut Oil for Popcorn Seasoning after May 31, 1942. We have a limited stock on hand which we offer subject to prior sale as follows: Hundred Pound Drum, \$24.00; Fifty Pound Drum, \$12.00; Twenty-Five Pound Drum, \$6.50. Mail your order today.

Gold Medal Products Company

131 E. PEARL STREET CINCINNATI, OHIO

CAN PLACE AT ONCE

Grab or Cook House. All Grand Concessions, Lead Gallery. Steady Girls for Posing and Girl Shows, office paid. Ride Help and Concessions that can drive semi. Union Billposter. All address

LAWRENCE GREATER SHOWS, INC.

HAGERSTOWN, MD., THIS WEEK AND NEXT WEEK

ANDERSON-STRADER SHOWS, INC.

Wants for Opening, April 15, at Wichita, Kansas
Shows with or without own outfits. Good proposition for Pit Show Manager that can furnish attractions. Want Second Men on Rides. Sherry Wells, come on.
ADDRESS: BOX 1895, WICHITA, KANSAS

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TENTS—BANNERS

Remember! When our present supply is gone—there won't be any more.
Charles Driver — Bernie Mendicino.
O. Henry Tent & Awning Co.
4862 North Clark Street CHICAGO, ILL.

GOLDEN BELT SHOWS

OPENING APRIL 11th—MALVERN, ARK.
Wants Banner Men, Riders and Shows that do not conflict. Concessions that work for 10¢—Bill Games, Fish Pond, etc. Will sell X on Pup Gun, Cook House, Custard, Corn Cakes, Lead Gallery, Cotton Candy, Place Percentage Dealers, Girls for Girl Shows, Ride Help, Foreman and Second Man, extra on; best of wages. Our Celebrations and Extras start June 1st, ending in November. Address: BOX 79, Hot Springs, Ark., until Apr. 8th; then as per route in The Billboard.

Yahr Amusement Company

Opening May 2nd in St. Paul, Minn.
Will book a number of Concessions, such as Hoop-La, Dart Ballon, Fish Strike, Sealer, Photos, Ball Game or any Games of Skill. Address: WILLIAM WOLF, P. O. Box 2725, Birmingham & Lake Sta., Minneapolis, Minn.
P.S.: Can use all Formulas and other Ride Help.

SPECIAL AGENT

Must have car and be hipposting. Lowlyers and others, who or write.
J. F. SPARKS SHOWS
311 Westown Drive BIRMINGHAM, ALA.
Phone 2-4047

WANTED

FOR A NUMBER TWO UNIT BOOKED UNDER auspices of Fire Companies and Fraternal Organizations within fifty mile radius of Washington. TWENTY-FIVE WEEKS' WORK. FERRIS WHEEL AND KIDDE RIDES, ALSO A FEW GRIND STORES. NEED SMALL MERRY-GO-ROUND, SENSATIONAL HIGH FREE ACT FOR OUR NUMBER ONE UNIT.

Showmen's Exchange, Inc.

707 G Street, N. W. Washington, D. C.

Hall Bros.' Shows

Want Ride Help. Will pay top salary. Must drive truck. Will book any Show. Concessions of all kind except Corn Game and Photo Gallery. Can see Cook House, privilege in tickets. Good proposition for Sound Car. No graft. Will open April 18 at Morehouse, Mo. HALL BROS.' SHOWS, Morehouse, Mo.

HAPPYLAND SHOWS

WANTED — Rides, Shows, Concessions. 8823 Bayburn St., DETROIT, MICH.

F. L. FLACK

Wants Assistant for himself, head man interested; also Ride on Rides. Don't write, come and see me—West Vassar Highway near Central Ave. Show had every evening. Phone: Columbus 8206. F. L. FLACK, Detroit, Michigan

HAROLD EUTAN

Wants Concession Agents for Stock Shows. Opening Webb City, Mo., April 11th, with "Plink" Rides and Shows. Show wants Ride Help in all departments. Concession Agents, address HAROLD EUTAN, in care of Show, Box 742, Joplin, Mo.

Side Show People Wanted

Attract Attractions, Freaks and Working Acts, Girls for Shows. Tractors and Ticket Sellers that can make several openings. Open April 16th.

GILBERT TRACEY

Care Coleman Bros.' Show Middletown, Conn.

WANT

Money-Go-Round Foreman. Top salary. Railroad show. Can show Ride and Concessions. Useful carnival people, write, C. F. ZEIGER UNITED SHOWS, Lombard, New Mexico, this week; Silver City, New Mexico, April 14 to 19.

WORLD OF PLEASURE SHOWS

DEARBORN, MICH., APRIL 9-19

IN THE HEART OF THE DEFENSE AREA

Can place a few more Merchandise Concessions. Exclusive Lead Gallery still open; Jack Smith, wife. Want Popcorn Stand that is neat and attractive; B. J. Duffy, wife. Shows—Unborn, Wax, Fat Show, Monkey, Mechanical City, Frozen Alive, Freak Animals and other money-getting attractions. Ride Help on all Rides, Foreman for Octopus. Top salary and good treatment. Season's work for Scenic Painter. This show booked under strong auspices in the industrial cities of Michigan. Factories working day-night on defense orders. Every day a pay day. River Rouge, Pontiac, Kalamazoo, Muskegon, Lansing, Grand Rapids, South St. Marie (week of July 4th). Already contracted.

JOHN QUINN, 100 DAVENPORT, DETROIT, MICHIGAN

WANT SIDE SHOW ACTS

Account of disappointment can use Freak to feature and Working Acts to join on wire. Also Girls for Dope Show. Salary sure. Long season, pleasant surroundings. Wire

L. B. BARNEY LAMB

Western Union, Care Gold Medal Shows, Columbus, Miss.

FOR SALE—One-Half Interest in the Latlip Shows

Have been traveling in West Virginia for the past twenty-five years. Very best reputation. On account of ill health will sell to party that can take care of Show and handle same. I will take full charge of all advance work, and I know all this part of the country for hundreds of miles. My Show has never carried any Gambling or Girl Shows. Can go back to any town that we have played in the past twenty years. Show consists of ONE LITTLE BEAUTY MERRY-GO-ROUND, ONE NO. 5 ELI WHEEL, ONE MERRY MIX-UP BOAT RIDE, \$4,000 New Diesel Electric Light Plant mounted on 1 1/2-Ton G.M.C. Truck, one Long Wheel Base 2-Ton Ken Truck and one 1 1/2-Ton Chevrolet Truck. Two complete show outfits and new front entrance. Show all ready to do business, and we open here in Charleston, W. Va., Saturday, April 18th, for 5 days, and have good route to follow. \$3,000 buys half interest, and I will accept half down. Balance in cash, possible during running season. This is a good paying proposition for any party who is interested. Write or wire me. Home address: CAPTAIN LATLIP, Manager of Latlip Shows, 208 Elm St., Charleston, W. Va.



Michigan Showmen's Assn.

156 Temple Street Detroit

DETROIT, April 4.—Monday night's meeting was directed by President Harry Stahl, with Treasurer Rosenthal and Secretary Robbins assisting. Service committee reported that parcels are going forward to members in the service. Weekly Victory Bond award went to Brother Suta Wilson. Brother Harry Ginsburg has recovered from a lengthy illness and returned to active participation in the club activities. Past President Harry Ross also has recovered and is expected back in harness soon.

Now arrivals at the rooms included Brothers Louis Wish, Al Durant and Louis Zuckerman. Vice-President Manny Brown is resuming his concessions for his annual tour with World of Pleasure Shows, as is Hymie Stone. Sick and yellow committee reports Brother Sam Gould is confined in Deaconess Hospital here. Members are asked to send him cards of cheer. Elected to membership was Stanley J. Pias. Johnny Fox, Joe Vernick and Past President Leo Lipka are recovering from illness.

International Showmen's Association

Maryland Hotel St. Louis

ST. LOUIS, April 4.—Tom W. Allen was in the chair at the regular meeting on March 31 in the absence of the president and other vice-presidents. Seated with him were Francis L. Deane, secretary, and Leo Lang, treasurer. While attendance was small, enthusiasm was rife among those present because of the extensive program outlined for aiding members in the service and their dependents and relatives left behind.

Club received a volume of mail, complimenting members on their splendid endeavors in taking care of those brothers who have joined the service. It is the consensus that this is a good deed for a worthy cause. Several new members were elected. All members promised to stage special bingo games and drives for the War Fund and to make every endeavor to add more money to the fund. After adjournment members of Missouri Show Women's Club served a buffet luncheon.

LAST CALL LAST CALL LAST CALL

Opening in the Heart of Petersburg, Va., Saturday, April 11th, for our STAR STUDDED 1942 ROUTE

We have to offer an outstanding still date route and circuit of major fairs of the East. Get with the Show that clicked all last season.

WANT Secretary and Treasurer. WANT Kolloplane, Octopus, 8-Car Whip and Tilt-a-Whirl. WANT white, young, attractive Chorus Girls with or without experience for Paradise Revue. Top salary paid by office. WANT legitimate Merchandise Grind Concessions and Ball Games. No Coupon or Wheels wanted. WANT Bingo Caller and Bingo Help, must be experienced and reliable. Good proposition. Sam Lipsic and Art Ludwig, get in touch with Chas. Cohen. WANT—Sid Goodwalt wants experienced Cookhouse People in all lines. WANT useful Huston and Side Show People in all lines, get in touch with Carl Luther immediately. WANT Posing Girls, young and attractive. Top salary. All Address:

CETLIN & WILSON SHOWS, Inc.

Winter Quarters: Petersburg, Va.

P.S.: We have many sets of Revue and Minstrel Wardrobe in first-class condition and will sell cheap for cash, as we have just purchased a big New York production intact.

PRELL'S WORLD'S FAIR SHOWS

WANTED AT ONCE—Motordrome Manager and Riders. We have Beautiful Front, Drome and Six New Motorcycles all complete.

Can place money-getting Shows with or without outfits.

WANTED—Octopus, Cookhouse and Spitfire with own transportation.

WANTED—Help in all departments. Men capable of Driving Semis preferred.

Can place Grind Store Concessions.

All address: S. E. PRELL, Gen. Mgr., Hopewell, Va., this week; Baltimore, next.

Wanted—Colored Performers and Musicians—Wanted For BECKMANN & GERETY SHOWS

Singers, Dancers, Musical Acts, GIRLS for Chorus (experience not necessary); youth and looks important. BAND LEADER: Eddie Washington, Jos. Riggers, Socks Jenkins, Noah Robinson, Hambone Williams and all of my old people, let me hear from you. Salary guaranteed by office. I do not have to tell you that you get good treatment with me. Address: MILT ROBBINS, Care Beckmann & Gerety Shows, 700 El Paso Street, San Antonio, Texas.

DEE LANG'S FAMOUS SHOWS

CAN PLACE TO JOIN AT ONCE COOKHOUSE—GRAB—AND PHOTO GALLERY

DUE TO ADDING SEVERAL NEW RIDES CAN PLACE RIDE HELP WHO DRIVE TRACTORS AND BIG ELI SEMI TRAILERS. Fred Proper and Cliff Barnhart, contact me.

All Address DEE LANG, General Manager Fort Smith, Ark., Apr. 6-11; Springfield, Mo., Apr. 13-18

NOTICE

All Agents engaged for Wheels, Grind Stores, Bingo, Ball Games and all other Concession Employees, report in Philadelphia the 28th. Show opens Friday, May 1, Luzerne and G Streets.

JACK GILBERT

World of Mirth Shows

Richmond, Va.

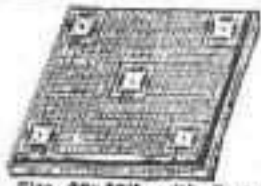
Virginia Greater Shows

OPENS THURSDAY, APRIL 9TH, NINE DAYS, SUFFOLK, VA., DOWNTOWN.

South Hill, Va., April 20th-25th, Fire Department.

Want People for Ten-in-One. Write or wire Louis Augustino. Legitimate Concessions, come on. Roll Downs; gypsies, save stamps. Murphy the Mug, answer. Write or wire.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



PENNY PITCH GAMES

Size 48x46", Price \$25.00.
Size 48x48", With 1 Jack P.A.L., \$35.00.
Size 48x48", with 2 Jack P.A.L., \$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, Gulls, Lamas, Aluminum Ware, Cones, 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, Gull's Beards, 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 70 EGYPTIAN F. T. CARDS. Answers
All Questions, Lucky Numbers, etc., 35c.
Signs Cards, Illustrated, Pack of 3615c
Graphology Charts, 5x17. 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.

POPCORN—PEANUTS

Sensoring, 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.

KWIKUP CONCESSION STANDS

Best For 25 Years
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 Stripes stop the crowds. Greater and canvas samples free.
THE MONROE CO., 35 Bridge St., COLFAX, IA.

GASOLINE BURNERS

COLEMAN & AMERICAN PARTS ★ ★ ★ SERVICE
I. SCHORE, 119 Chambers Street, New York City

POPCORN

SUPPLIES SEASONING BACS SALT BOXES
WILKIN THEATRE SUPPLY, INC.
Atlanta, Ga. Charlotte, N. C.

GREAT SUTTON SHOWS

Opening Sikeston, Missouri, Saturday, April 11.
Will furnish complete Girl Show to anyone with performers. Lady Kay, dancer. New and old and new items for any world-wide attraction. Need 15 Show Performers of all kinds. Will buy for CASH or bank bill-of-exchange. Can play Penny Arcade. Can always place their legitimate ONLY Concessions.
P. M. SUTTON
Sikeston, Missouri, April 7th to April 18th

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

THEY'RE off!
BRUNO WALTERS, tattoo artist, has signed with Milo Anthony's Side Show for the season.

CURLY LEE, co-owner and manager of G & L Shows, presented his wife with a house trailer on her birthday March 15.

JOE AND RUBY KANE have booked their ball games with Bantly's All-American Shows.

NOT many left at the post.
"HAVE signed with Garden State Shows to handle the canvas and front," cards Harry W. Arnold from York, Pa., where he is vacationing.

"CLOSED my school and night club show and will handle the front of the Girl Show on Hubbard's Midway Shows," writes Jack Courtney from Columbus, O.

RAY (WHITEY) BELL is in Sunburst Exposition Shows' quarters at Sinclairville, N. Y., readying a Penny Arcade which he will manage this season.

WONDER who it was that said, "Carnivals won't go out this season."

AFTER vacationing in Miami, Margie Flynn joined John Marks Shows at quarters in Florence, S. C. She will be with Duke Jeanette's Side Show.

Corps and is stationed at Parris Island, S. C.

OPPOSITION shows are always referred to as "A rag, a bone, a hank of hair."

H. C. ROSS advises from Birmingham that he will handle the front of the Minstrel Show on L. J. Beth Shows. He spent the winter working for The Ensey (Ala.) Industrial Press.

FOLLOWING a successful winter in Sulphur Springs, Fla., where he was employed at the Park Liquor Store, Nicky Raymond left recently to join Rubin & Cherry Exposition Shows.

"WERE still parked in our trailer homes near here," J. C. Robson and C. P. Vandiver write from Verona, N. C. "We're still employed at the Marine base and will not troupe this season."

THERE are times when the humblest worker is of more value to a show than the big shots.

ON their way to join the Pan American Shows at the opening in Anna, Ill., Charles Rudy and George Garrett were callers at Cincinnati office of The Billboard on March 30.

AFTER wintering at Mountain Home, Tenn., Eddie Runnagge will return to the James E. Strates Shows, where he will work the front on Steve Gekas's Show.



DIRECTOR GENERALS of two shows which successfully inaugurated their 1942 tours recently are Mike Kredas (left), manager West Coast Circus Shows, and W. E. Franks, owner Franks Greater Shows. West Coast combo's opening in Oakland, Calif., in the Elmhurst District proved one of the most successful in the organization's 16-year history, while Franks' Greater's first three days of the two days at Mason resulted in a 30 per cent increase over the same period for 1941.



MARIANNE EDWARDS has signed Ann Waters and Murial Wynn, dancers, for her Havana Nights Revue on Dodson's World's Fair Shows.

JOHN (SPOT) RAGLAND and partner, Lou Korte, are operating a string of concessions on all three of the O. N. Crafts units this season.

LOT of carnival construction will remain in blueprints for the duration.

JACK OLIVER pens from Cornith, Miss., that Wallace Bros.' Shows have been booked to provide the midway at the Colored Fair in Lexington, Ky.

JACK O'BRIEN cards from New York that Kip O'Neil is a patient in U. S. Veterans' Hospital, the Bronx, and would like to read letters from friends.

BEFORE joining Al Benton's Side Show on Mighty Sheesley Midway, Bertha-Bert Hannigan visited with relatives in Birmingham.

OWNER who tries to run every department on his show soon runs himself out of a show.

A MEMBER of Hodge's Side Show for the last several years, Tex Willis has signed with Al Tommaini's Museum on James K. Strates Shows.

AFTER vacationing in Florida, Earl Hennings returned to Marshall Hall (Md.) Park, where he and Harry Lehman will operate concessions.

LARRY HERBERT, formerly with Eric B. Hyde Shows, enlisted in the Marine

VISITING Mr. and Mrs. Tex Jack Campbell at their trailer park in Ravenna, O., are their daughter and son-in-law, Mr. and Mrs. Bauer, of Dodson's World's Fair Shows.

DUE to rag collecting becoming a patriotic gesture, some showmen should guard their tents.

W. E. McMIRE letters from Starke, Fla.: "Mr. and Mrs. H. O. Edgar, Mighty Monarch Shows, are mourning the loss of Betty Lou, pet bulldog, who was their companion for many years."

J. B. SIMPSON, former vet trouper, has sold his brewery in Los Angeles and is now spending his spare time with his Alaska fur interests and ranching near San Diego.

FOLLOWING a winter in New Orleans, Howard and Hazel Pierce joined Dodson's World's Fair Shows in Jacksonville (Fla.) quarters, where Howard is readying his concessions.

SHOW INDUSTRY will need more "no" men this season. The other variety are a dime a dozen.

FRANCIS J. BLIGH will join Milo Anthony's Side Show as front talker when it opens with P. E. Gooding Amusement Company in Bluefield, W. Va., on April 23.

FRANCIS MARTIN recently left Hutchinson, Kan., where he wintered, and joined Elite Exposition Shows at

Equalizer

AFTER a good season in Florida a concessionaire was moving his four concessions north on an overloaded truck. He would drive ahead and wait in a tavern for his truck to catch up and then drive ahead again. After a long wait in a tavern without the truck making its appearance he drove back 50 miles to find it broken down. Having it repaired, he again drove ahead. Then after another long wait without the truck showing up, he drove back to find it stalled with more engine trouble. Again the truck was fixed and he drove ahead. Twice the truck caught up with him, but again he waited for hours without the truck catching up. This time he drove back 100 miles to find it stalled. Getting out of his car, the concessionaire bared his head and, with both hands pointed toward the heavens, cried, "What have I done that this should be brought upon me?" "Huh!" grunted in unison his 12 sticks who were sitting atop the load.

Arma (Kan.) quarters to assume his duties as canvasser.

"HAVE signed as annex attraction with John Hutchens' Side Show and will open the season late in April on Snapp Greater Shows," Mae Joe Arnold writes from Union City, Tenn.

IF AND WHEN a ban is placed on canned foods, sheet writers who give cookbooks a premiums will reap a rich harvest from some cookhouse operators.

JOHN GEOMA'S Bright Lights Exposition Shows have been awarded contracts to provide midway at Martinsville (Va.) Colored Fair and Five-County Fair, Apex, N. C.

MEMBERS of the executive staff of Bee's Old Reliable Shows, David J. Huk owner; Ves (Hackle) McLemore, concessionaire and legal adjuster, and Frankie Mand, agent, visited The Billboard Cincinnati office last week.

DUE to the blue-note sounds made by ex-cookhouse diners, the management added tuning forks to the silverware so that they can tune in with the Merry-Go-Round organ.

GEORGE E. MOON, artist and The Billboard sales agent on Bunting Shows, is in St. Margaret Hospital, Spring Valley, Ill., recovering from an operation for

BETTER BUSINESS

Put new "Tug" into your life for increased profits, with the 1/2-hp. Model 511 Power Unit. Compact, reliable, rugged and dependable power source on any portable ride. Usually pays for itself in increased profits.



ELI BRIDGE COMPANY

Builders of Dependable Products
N. West St. Jacksonville, Illinois

The Improved Kiddie Airplane Swing
Attention, Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplane and beautifully hand-decorated structure with no advance in price. Ride revolves from torsion power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

POP CORN

HOOVER PRIDE brand tops 'em all. May's place you on our mailing list? Send postal to
INDIANA POP CORN CO.
Route 3, Muncie, Ind.

gallstones which he underwent there recently.

NORMAN E. NEWMAN, former carnival scenic artist and painter, is working for Bell Aircraft Corporation and will remain there for the duration. Mrs. Lucille Newman advises from La Salle, N. Y.

S. TAIT and Mrs. Stewart Tait were among the Manila showfolk listed as internment prisoners of the Japs in a recent government report published by West Coast dailies. Edwin Tait, a brother, is in Los Angeles.

W. M. (BILLY) GEAR, former carnival general agent and director of special events, has come out of retirement and returned to his first love, the printing business. He is representing a well-known Texas firm.

WHEN a manager was asked why his show played a bloomer, he remarked, "It was one of those snobbish burgs where the town girls had no desire to meet the ride boys."

FOLLOWING a successful winter in Florida, Paul P. Clark has a number of Baby Show promotions under way in Atlanta, Macon, Mobile and New Orleans. Clark says he has several others lined up in the Middle West.

COOKHOUSE operator Clarence E. Smith, who plans to launch a small carnival to play Cleveland lots, recently booked his cookhouse to feed workers at Keystone Ordnance, Conneaut Lake, O.

BILLIE BAKER, annex attraction, joined Harrison King's Side Show on Great Lakes Exposition Shows. While en route to the shows Baker visited Tiny Cowan and L. J. Heth Shows in Birmingham.

CRAFTS Fiesta Shows and Circus, No. 3 unit of Crafts Enterprises, got off to a flying start at India (Calif.) Rodeo. Show is under management of Bill Meyer and layout is said to be attractive, with six neon light towers and about 20 pay attractions.

TWENTY years ago when a press agent wrote "Owner Whosis flew to the show" it was considered news. Nowadays it's just another means of transportation.

JOHN P. COURTNEY, inventor of Sky Rider and other rides, visited The Billboard Cincinnati office while en route to Florence, S. C., for a belated visit with home folks. He said he had disposed of his stock in the Velare-Courtney Corporation to Nate Miller.

JACK ARNOTT has signed with Ray Cramer on Dodson's World's Fair Shows and is not the scenic artist with Sunburst Exposition Shows as was previously reported. His wife, Beth, is secretary of the Buffalo local of the AQVA and will not return to the road this season.



FORMERLY with Four Star Exposition Shows, Pat. George B. Redinger has returned to Fort Bliss, Tex., where he is stationed after spending a 10-day furlough visiting friends on the shows in quarters at Shreveport, La.

AFTER a 12-week engagement with his organ at Hankinson's Hotel, Orange City, Fla., Ken Davis advises that he will present his high pole act on Virginia Greater Shows. He will also be the shows mailman and The Billboard sales agent.

HE who flunks the worst in grammar later becomes a professor and lectures in carnival side shows. He discovers that the word "paramount" sounds impressive and uses it to the limit.—John Onceyear.

LOT superintendent and electrician of Patrick's Greater Shows, T. H. Bailey recently added the Angels of Hell Snake Show to his line-up on the midway. He also purchased a Kiddie Aeroplane ride. His other shows include Girl, Crime, Dope, Artist and Models, and Girls in the Fish Bowl.

ROCCO SCHIAVONE'S Midway Shows chalked up good business at the Northwest Builders, Home and Flower Show in the Minneapolis Auditorium, he reports. He had the corn game, watch-in and balloon stands. Rocco adds he will provide the midway for Minnesota Firemen's Convention in Shakopee.

JACK BURKE, concessionaire for many years with a number of carnivals and a member of Lawrence Greater Shows for the last several years, suffered a paralytic stroke in Miami recently and is now in Veterans' Facility, Batavia, N. Y. He would like to read letters from friends.

RUBBER shortage has in no way interfered with operation of my two-headed baby show or my repair work in quarters, as I was fortunate in having a boot and several cold patches on hand.—Doctor Para.

WELL-KNOWN West Coast general agent, Pickles Pickard is now operating his own company under the title of Pickles Amusement Company in Southern California defense spots to satisfactory results. He was formerly with Snapp Bros., C. A. Worth No. 2 unit and Hilderbrand's United shows.

MEMBERS of O. C. Buck Shows were guests at a party tendered Lloyd Coffey in Trenton, N. J., March 15 in celebration of his 50th birthday. In the party were Mr. and Mrs. Toby Kneeland, Mr. and Mrs. Tom Fisher, Mr. and Mrs. Sam Beebe and Mr. and Mrs. O. C. Buck.

CRAFTS 20 RIG SHOWS are reported to have clicked on their water-front location in San Diego for the first three weeks of their month's stay there. Fiesta Shows and Circus, Crafts No. 3 unit, plays San Diego suburbs for four weeks, then follows the No. 1 unit into San Diego proper for a 10-day stand.

MARCH OF TIME: Carpetbag slickers, hand-satchel connivers, suitcase promoters and now at the top rung there are airplane-luggage chiselers, proving that they do go modern with time, if nothing else. Last-named baggage is for a quick getaway.

FORMERLY with Royal American Shows, Ernie J. Thomas is now in the army and stationed at Camp Bowie, Tex., where he holds a private first class rating. He says he caught the Doc Lang's Famous Shows in Austin, Tex.,

and visited with Mr. and Mrs. George A. Golden and their new Nude and Dude Ranch was highly popular.

NOTES from Wallace Bros' Shows, Corinth (Miss.) quarters, by S. Mullis: Two show and a new Merry-Go-Round top were delivered here. Jack Oliver has been engaged as general agent. Mr. and Mrs. Glenn Osborne spent a recent week-end visiting relatives in Memphis. Ernest Farrow Jr. has recovered from a recent illness.

"HEARD recently from some members of the old World's Exposition Shows," pencils Thexton Terry from Lockport, N. Y. "Tommy Messick is in the army and stationed at Anacostia, D. C., and Glen Vance is in Portland, Ore. Red Patterson and Gene Lockwood are here. Lockwood being employed by the Bell Aircraft Corporation, Buffalo."

WITH the present shortage of metal clothes hangers, girl-show performers can continue to throw the boxes' wardrobe on trunks and on the floor with clear consciences, knowing that they are doing their bit toward helping win the war.

LLOYD AND CLEMENTINE COFFEY were best man and bridesmaid respectively at the marriage in Trenton, N. J., March 27 of Oscar C. Buck, owner O. C. Buck Exposition Shows, to Evelyn Bronson, singer. A reception was held at the Buck apartment after the ceremony. Mrs. Buck will travel with the shows.

W. H. COSLEMAN, Lester, Pa., who has been off the road since 1937, is framing a Jungle Show, which he has booked with R. H. Miner's Garden State Shows. It will be known as Cosleman's Big Jungle Show and line-up will include a Chinese Mouse Circus, Alligator Farm and an array of small animals. Show will be transported on two trucks.

M. G. DODSON, president Dodson's World's Fair Shows, was tendered a party in celebration of his 54th birthday in quarters at Jacksonville, Fla., recently. He received numerous gifts and guests included Mr. and Mrs. Carl Hansen, Mr. and Mrs. Clark, Mrs. Ethel Weer and son, Curtis L. Bockus, Al C. Bradley, Melvin Dodson Jr. and Mrs. Ella Dodson.

SINCE all building materials have been placed on the non-production and priority lists some managers are more than willing to finance showmen with new ideas, providing they own their own equipment and have transportation.—Colonel Patch.

MRS. R. J. SNYDER (Maw Shep), former Johnny J. Jones Exposition trouper, is operating a tavern near Orlando, Fla. Recent visitors were Mrs. Hedy Jones, Mrs. George Davis and Bertha (Gyp) McDaniel. Darle Wander, Hopple, Frog Boy, is Mrs. Snyder's winter guest and will soon leave to join Cole Bros' Circus.

NOTES from P. R. Heth Shows from Greenwood, S. C., by P. R. Heth: Roster includes Joe Sorenson, advance; Robert Chamberlin, Funhouse; Jimmie Herrington, Animal and Ten-in-One shows; Mildred Russell, Victory Revue; Johnny Walker, Minstrel Show; Roland Travis, Micky Mouse; William Huffman, ride superintendent. Concessionaires are Lucy Carper, Jimmie Brown, Sam T. Burns, Ray Roberts, Cuddy Johnson, Mrs. James Lewis, Gabe Reed and Eddy Brenner, bingos, and Kddy Allen, cookhouse. Bill Harris's free act continues popular. Mildred Russell is active again after recovering from a fractured ankle. The writer's arm, broken, recently, is out of the cast. Light plants purchased last winter are proving satisfactory. Rod and Onie Marion are expected to join with two concessions.

EVANS MONEY MAKERS
 Rely on the 50 years' experience of this organization for the LATEST and BEST in
Amusement Equipment

PADDLE WHEELS OF ALL KINDS
 PERFECT FOR RAFFLES, BAZAARS, FUND RAISING CAMPAIGNS.
 Also Long Range Shooting Galleries and Supplies—And everything for the Midway
\$10.00 UP

FREE CATALOG
H. C. EVANS & CO.
 1520-1530 W. Adams St., Chicago

KAY WEISS WANTS
Talker Girls
 Can use good Talker for Posing Show. Want Ticket Seller, Canvasman; one who can drive semi. Good salary. All Girls contracted for Revue and Posing Show, write care
PENN PREMIER SHOWS
 Stroudsburg, Pa.

E. G. WILSON SHOWS
 Opening Rockwood, Mich., April 18th to 28th. Strong Audiences. Well Advertised.
 Can place legitimate Concessions of all kinds. Will sell complete Cook House, Bings, Photo Gallery. Want Help on all sides. Ride Help, address Geo. Ziegler, 400 Hazelhurst St., Ferndale, Mich. All other address **WILSON SHOWS, 708 Grove St., Wyandotte, Mich.**
 P.S.: Our territory all in defense area. Short season, save on time. Our Celebrations start July 4th. Can place occasional Free Act. Want Shows with own outfits.

WANTED
 Ten Oriental Music Dancers, also one Strip Team, at once for central company. Top salary. Write
R. C. BEASLEY
 HOPE, ARK.

PARKING LOT FOR RENT
 Also back stand on lot. Lot holds 300 cars. Grounds and stand have electric power and natural gas. Lot in connection with 300-room Cataract Hotel. Within one block of the Falls and 100 feet from the Rapids. Apply to
FRANK BAEDER, Manager
 Cataract Hotel Niagara Falls, N. Y.

FRISK GREATER SHOWS WANT
 Reliable party to take over Athletic Show and Circus Shows. Have complete outfits for same.
 Address Cape Girardeau, Mo., this week.

WORLD'S MOST POPULAR RIDES
 OCTOPUS—ROLLOPLANE—FLY-O-PLANE
 Manufactured by
EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager

LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List.
MIDWEST MERCHANDISE CO. 116 MAIN, LITTLE ROCK, ARK. 1008 BROADWAY, KANSAS CITY, MO.

Buy U. S. Defense Savings Bonds and Stamps

Educational

A DOWN-AT-THE-HEEL, fair-grounds showman who worked with sidewall only and without a top over his pit show had been ruined out for weeks. Being down to his last sack of grits, he decided to show, rain or shine. Sitting huddled in a ticket box, with rain pouring down, he kept up a steady grind, "Why walk around in the rain? Come on in." Two couples who had just come out of a show next door rushed to his box, bought tickets and dashed inside for shelter. Finding themselves still exposed to the elements, they angrily demanded their money back. Beefed the spokesman for the four, "What is the idea of giving a show in the rain without a tent?" "Showing without a tent," drawled the showman while frisking himself for a dry match, "is just one of the many services that we have provided for our customers, who, with us, always come first." "Service!" shrieked a lady in the party. "What do you mean by service?" "Calm yourself, madam, calm yourself," purred the showman while wringing rain out of his cap. "Should a shooting comet make a sudden appearance or should there be an unexpected eclipse of the moon, then there is no canvas overhead to hide those unusual sights from the eyes of our patrons. And who are we to deny our customers those astrologic and scientific views for the cheap form of entertainment that we have to offer."

WANTED AT ONCE

Electrician, also Merry-Go-Round Foreman. Help in all departments. **All-American Exposition** Mobile, Ala.

WANT

Foreman for Eight-Car Whip; Foreman for Octopus. Highest salary. Wire or write **DODSON'S WORLD'S FAIR SHOWS** Jacksonville, Fla.

JOHN R. WARD SHOWS WANT

Talker and Manager for Montreal Show. Also Performer, Girls and Musicians, or an Organized Band. Manager and People for Athletic Show and Snake Show. Can place Stock Concessions and Ferris Arcades. Want Special Agent who can post paper. Duke Brownell, owner. Address: Baton Rouge, La., April 6-11.

WANTED

MANAGER, ALSO RIDERS, FOR LION ROTOR RIDE. all season's work, account of stampede; party called to Army. Write or wire **Mighty Sheesley Midway** Anniston, Alabama, until April 11th; Attalla, Alabama, week April 12th.

WANT MITT CAMP

Gen. Williams, wire, Fredon Custard, Fish Pond, Lead Riders, Bull Riders.

WALLACE BROS.' SHOWS

PARIS, TENN.

WANTED!

GRIDDLE MEN, WAITERS AND COOKS

501 Goodhall, National Showmen's Association, 1564 Broadway, N. Y. C. Booked with 60th. When Shows. Opening in Petersburg, Va.

WANTED

Foreman and Second Man for Tilt-a-Whirl. Permanent location. Harry Sawyer, write. **MAURICE MILLER** TROY, OHIO

WANTED

Ferris Wheel Foreman. Finest city lots in Philadelphia. Opening April 13th. Wire or write **SAM MECHANIC** 2900 Kensington Ave. PHILADELPHIA, PA.

WANTED

Outman Bull Men and from museum. No experience required. Long season. Best account. State age, weight, height. **FEARLESS GREGGS** LAACK HOTEL PLYMOUTH, WIS.

WANTED

Help of all kinds for RIDES and SHOWS, also Electrician Helpers, Train Men and Polers, also Ferris Wheel Rope Men. Show train leaves San Antonio for Wichita, Kansas, April 20, and show opens in Wichita, Kansas, April 25. Address

BECKMANN & GERETY SHOWS

700 EL PASO STREET SAN ANTONIO, TEXAS

ENDY BROS.' SHOWS, Inc.

OPEN BALTIMORE, MD., SATURDAY, APRIL 11
Location 3000 South Hanover St.

ALL CONCESSIONS OPEN. COME ON, WILL PLACE YOU.

NEED HELP

In all departments, Chorus Girls, Semi-Track Drivers, Rocket Foreman, Second Man for Tilt, Roll-o-Plane and Kiddie Auto. TOP SALARIES TO EVERYONE, Concession Agents wanted, office paid.

All Answer:

ENDY BROS.' SHOWS, INC., Baltimore, Md.

Joe O'Brien PRESENT Charles H. Lee

LAKE STATE SHOWS

A MICHIGAN SHOW FOR MICHIGAN COMMITTEES

OPENING APRIL 16 AT VAN DYKE AND EIGHT MILE ROAD, VAN DYKE, MICH. (DETROIT CITY LIMITS). TO BE FOLLOWED BY SEVERAL DETROIT SUBURBAN TOWNS. HOME-COMINGS START JUNE 18TH, AFTER WHICH WE PLAY HOMECOMINGS AND FAIRS ONLY TO OUR CLOSING DATE, THE LAST WEEK IN OCTOBER. SHOWS—Fun House, Monkey Show or Small Animal Show. Have complete outfit for Girl Show. CONCESSIONS: A few Concessions still open. Long Range Gallery, Ball Games, Hi Striker and other Stores that work for merchandise only. Want Counter Man for Bingo. The following people please contact at once: Bessie Polk, Freddie Fuller and George Roberts. Want capable Second Man. WANT TO BUY—100 Ft. Bally Cloth, Monkey Speedway, Octopus or late Tilt-a-Whirl. All Address: LAKE STATE SHOWS, Box 175, Bay City, Mich.

CONVENTION SHOWS

Moving North for Official Opening—POTTSVILLE, PA., April 24

Can place Shows and Concessions. Want Octopus or Fly-Away. Also Free Acts. Want Lot Superintendent, Ride Help, Drivers, Working Men for Side Show. Those contacted can join here or en per route. All communications to

CLAY MANTLEY, FORT MILL, S. C., THIS WEEK

W. C. KAUS SHOWS, INC.

Want for grand spring opening, April 13th, New Bern, N. C., the heart of the defense area, legitimate Concessions all kinds except P.C. and Bingo. Want Bingo Caller, Octopus or any Flat Ride. Shows of all kinds with or without own outfits. Brownie, write. Ride Help in all departments. Write or Wire **RUSS OWENS, MANAGER, NEW BERN, N. C.**

BAZINET SHOWS, INC.

OPENING APRIL 18. DOWNTOWN MINNEAPOLIS, MINNESOTA

MANAGER for DELUXE COOKHOUSE and BEAUTIFUL GRAB JOINT. Must be buyer and able to handle help. Both joints completely framed and ready to operate. MANAGERS for GIRL SHOWS, ATHLETIC, 19-1, LIFE and REPTILE. Above office-owned attractions. WANT POP-CORN, PHOTOS, FLOSS, HOOP-LA, SCALES, CORK GALLERY, PENNY PITCH. ALL REPLIES TO D. J. BAZINET, 4025 YORK, NORTH, MINNEAPOLIS, MINN.

WANT RIDE HELP

All Rides. Foreman Ferris Wheel, Leaping Lena. Top wages and bonus. No meal tickets. Also Working Men in all departments. Ticket Sellers and Talkers on all Shows.

PLEASURELAND SHOWS

2907 W. Warren DETROIT, MICH.

Hughey & Gentsch Shows

Want to join at once, Talker for Jig Show. We have a good Show with 6-drive Tilt. Also want Man to take charge of Fun House. A good, persistent grinder will make money with this show. Want Ride Help that drives trucks. Have top and front to finish Ride Show or Juggle Show. Will place other Shows with or without outfit. Have few Stock Concessions open. Address: Piquette, Mississippi.

Opening Batesville, Ark., April 10, Two Saturdays.

WANT

General Agent and Banner Man. Must have car. Write or wire.

FUZZELL'S UNITED SHOWS

FOR SALE

NUMBER 5 FERRIS WHEEL

Can Be Seen on West Brothers' Show, Jonesboro, Arkansas, this week.

WANT AT ONCE—GIRLS

Pushing and Dancing. Joe Ann, Pearl Brown, Midge, etc. Also Man and Wife or Girl's Man for good Cookhouse. Want Wheel Foreman. Join us wire. All reply: **WHITIE WAGNER**, Liberty United Shows, Columbia, S. C.

A. K. (Shorty) Robertson WANTS AGENTS

For office jobs. No Wheels or Shills. A. K. ROBERTSON, Mgr. Concessions, West Brothers Show, Jonesboro, Ark.

DYER'S GREATER SHOWS

Crossett, Ark., April 6-11; Hotchkiss, Ark., April 12-18. Plant show in Hotchkiss. Best year. Want legitimate Stock Concessions. Side Wall Sign and Concession Agents. Have good show top outfit for 14 Attractions. Place Man and Wife for Snake Show. Harry Roberts wants Wreckers and Deep. Book Shows in Rules concerning 25-5. For Sale—Cook House, other small Toys, cheap.

JOHNNY J. DENTON SHOWS WANT

Capable Ride Help, Wheel Foreman and Second Man on other Rides. Top salaries. All Concessions open. Come on, will look you. Good proposition to Grand Shows. Have equipment for Athletic Show and Girl Show. Don Lawrence, owner. Al Freida, write. **JOHN DENTON, Lafayette, Tenn.**

WRIGHT'S UNITED SHOWS

WANT to look Ferris Wheel, Chatterbox, Tilt and other Rides. Shows with own outfits. Clean Concessions, \$10 week. Roy Little, Chatterbox, wire. Putman, write. Have York Custard Machine for sale or exchange. **H. L. WRIGHT, Heath Springs, S. C.**

Organized Carnival Wanted

For Big 5th Annual Flag Festival

FARMINGTON, MO., 2nd or 3rd Week in July. ALSO WANT SEVERAL FRENCH ACTS. Address: **W. R. SLOAN**, Farmington, Mo.

SNAPP GREATER SHOWS

CAN PLACE

Two or three more Shows either with or without own equipment. Have tents, fronts and transportation for any Showman capable of framing high-class Show, Side Show Acts, Talker Artist and Lecturer capable handling large Side Show; get in touch with John Hutchens. Concessions that work for Stock and Grab, "sit down." Can place to open April 13th. Entire Show opens May 4th in heart of defense area, with sixteen Class A Fairs starting June 29th. Wire or write **SNAPP GREATER SHOWS, 115 Joplin Street, Joplin, Mo.**

KEYSTONE MODERN SHOWS WANT

Cook House to join Maryville, Tenn., week April 20. Side Show Acts. Ferris Wheel Foreman, Ride Help to join at once, Atlanta. Can place legitimate Concessions and Sound Truck Driver. Address **P. O. BOX 1923, Atlanta, Ga.**

LIBERTY UNITED SHOWS

10 Weeks in Columbia, S. C. Free Gate. K. of C. Defense Carnival. "Why Waste Rubber?"

WANT Corn Game, Lead Gallery, Fishpond, Bumper, Arcade, Guttard, Pari Game, Popcorn, Apples, Snow Cones, Ball Games, Pitch-Tilt-U-Win and American Camp. Rides—Silver Streak, Rotiplane, Rocket and Octopus. Grand Shows and Funhouse with or without tops. Bob Alexander wants Penny Pitch, Ball Game and Stock Store Agents.

ALL REPLIES: BOX 882, COLUMBIA, S. C.

BEE'S OLD RELIABLE SHOWS, INC.

OPENING LEXINGTON, KY., APRIL 18

Instead of Bowling Green as advertised in April 4 issue of The Billboard. All people contacted, write or report at Lexington, Ky., not later than April 15. **DAVID J. KULS, ROUTE 1, WINCHESTER, KY.**

YELLOWSTONE SHOWS

LAST CALL

OPENING APRIL 14TH
Want Girl Show, Athletic Show. Have complete outfit. Ride Help on Tilt and Swing. Frank Mueller, come on. Agents for Grand Shows and Wheels. Can place Cigarette Gallery, Lead Gallery, Ball Games or any Merchandise Concessions. Tiny and Bill Gelfarth, wire me. Tony Spring wants Help on Kiddie Ride, Bingo and other Concessions. Wire or write **W. B. NEAL, BOX 804, ALBUQUERQUE, NEW MEXICO**

SHOW PRINTING

* THEATRE * CIRCUS * ORCHESTRA
 * CARNIVAL * RACE * THRILL SHOW
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DATES - POSTERS - CARDS - HERALDS - BANNERS
 Type, Engraved, Litho, Book Design for All Occasions
 WRITE FOR DATE BOOK AND PRICE LIST

CENTRAL
 SHOW PRINTING COMPANY - MASON CITY, IOWA

COTTON STATES SHOWS WANT

Shows, Rides and Concessions. Book Bings on percentage. Electrician capable handling light plant. Paul Bennett wants Girls for Dancing Show. Harry Finzer, Jess Reese has opening. X on Penny Pitches, Fish Pond, Pitch Win. Name on Shell, Ham Wheel, Fox Pool, Color Game. Stevenson, come on. Capable Banner Man. Frank Wilson, get in touch. A. A. Ball is no longer with this show. RAY D. JONES, Clinton, Ky.

NEW ENGLAND AMUSEMENT CO. Wants

Ride Fixtures, for rides. Second Man for Rides, top salaries. Would consider good Ride Superintendent. Pay every week. No need tickets. Will book on bus Two-Address Merry-Go-Round, Concession Agents for lightness Rides. Want very good Fixtures and 100 Men to put up Concessions. James (The Wheel) Peasley, James Jax, write. Have for sale our 1-1/2 1/2 Mustangs, complete, used one time. Trailer Gull, great, good rubber. Write to address: HARRY J. KAHN or J. J. (CHICK) ALLEN, Pioneer Hotel, Springfield, Mass.

WANTED ROLLOPLANE, OCTOPUS

Must have own transportation and first-class equipment. Wonderful carnival route. Best fairs in Middle West. Address:

The F. E. Gooding Amusement Company
 1200 Norton Ave. Columbus, Ohio

GOLD MEDAL SHOWS

NOW BOOKING
 SHOWS AND CONCESSIONS
 For Shows of 1942
 Address: P. O. BOX 683, Columbus, Miss.

GREATEST ILLUSION

To Feature or Buys. Locations. Complete \$27.50. Details, catalogue free.

ABBOTT'S—Colon, Michigan
 World's largest Illusion Builders

Tivoli Exposition Shows

OPEN APRIL 11TH
 WANT CONCESSIONS AND SHOWS. Want capable Men to handle Monkey Animal Show. Ride Men wanted in all departments. Address:

H. V. PETERSEN, Mgr., Joplin, Mo.

WANT COOKHOUSE

Privilege in Tickets

SUNSET AMUSEMENT CO.

Excelsior Springs, Mo.

WANTED

Merry-Go-Round, Ferris Wheel, Whip, Newcomer, Dodger, Lion-o-Plane, Forenoon, Gallery and Ball Game. Arrive. For Sale—1 Southern, 3-Address Merry-Go-Round, 1/2 No. 2 Wheel, Whip, Swupper, 15-Car Dodger, Kiddie Train.
 J. E. KAUS, 202 George St., New Bern, N. C.

WANTED

Small Carnival Concessions and Merry-Go-Round to occupy 3 Acres adjoining city park and building beach, 2 blocks from courthouse and 10 miles from entrance plant of 20,000. Write
 A. W. SWARTZELL, Knox, Ind.

FOR SALE—DROME MOTORCYCLES

Two 250 cc. Wall Motorcycles, drop center rim wheels, equipped with new type roller bearings, new tires. Used last two weeks of last season. These motorcycles used personally by wife and myself. Possibility in good condition. Inquiries for selling. I am in other business. Write to
 H. NORMAN SMITH
 Route 1, Box 129 Hooks, Texas

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Cetlin & Wilson

PETERSBURG, Va., April 4.—With opening set for April 11, equipment is being moved from quarters to West Washington Street, where shows make their debut under Central Labor Union auspices. Committee chairman and the executive members called a special meeting in shows' office and informed the writer that they were ready to contribute a portion of their proceeds to local defense medical corps. Manager John W. Wilson was well pleased over the committee's decision and he informed the committee that he was having a special-built booth made ready for the committee to sell Defense Bonds and Stamps. William Cowen, business manager, arrived from West Palm Beach, Fla., and Mrs. Cowen and daughter, Francis, will join him when school is over. Charles Cohen arrived from Florida, but Mrs. Cohen stopped off in Fayetteville to visit friends. She will join him later. Bill Margerum arrived from Memphis, where he recently completed a course in electrical engineering. He will be in charge of the new Diesel plant. Harry Dunkel, general agent, who has been in the North completing the spring route, is expected in for opening. Mr. Eschling, special agent World of Mirth Shows; George Welch, former cookhouse owner, and R. Willard Eames, secretary Petersburg Fair, were recent visitors. R. G. McCARTER.

O. C. Buck

TRENTON, N. J., April 4.—Activities in quarters are in full swing and shows will be ready to open in time in Silver Springs, Md. Goldie Pitts completed his new show front. Mr. and Mrs. Tom Fisher are hotbed in a new trailer and hard at work on their new Pearl Harbor Show. William Howland, secretary, has the office trailer ready. Colonel Sykes is preparing Coffey's cookhouse. Lloyd and Clementine Coffey have a new trailer. Mr. and Mrs. Sam Beede came in, he to take over as concession manager. Ed Evans and group will be in Silver Springs for opening. William Owens is getting his bill truck loaded with paper. Jack Lambert is readying the new Diesel light plants, and Madame Lambert has her palmistry booth ready. Jimmie Howard will join in Silver Springs with his new photo gallery. Tom Heffernan returned from a New York trip, and Happy Lyons also came in. Fred Munn will join soon with his new Animal Show. Toby Kneeland is working long hours to send the shows out looking new. LON RAMSELL.

Lawrence Greater

CHESTER, S. C., April 4.—Work is just about finished in quarters. Mark Sklar advises that he has finished rehearsals in New York and will be on hand at the opening. Mickey Donohue will be here in time to get the Motordrome in shape. He recently purchased another lion and will use two this year. Bill Woodall is getting his show ready. Shows will be transported by trucks this season. Manager Lawrence and personnel are optimistic over the coming tour. Ride crew is filled and the management is fortunate in having practically same boys who have been with the shows for several years. Manager Lawrence decided to move out of quarters to the opening spot about April 6. The writer returned from a booking trip in the South. George Smith is doing the billing. WILLIAM B. HICKS.

Art Lewis

NORFOLK, Va., April 4.—Everything is shaping up well and carpenters and painters are applying finishing touches. Shows open here April 5 at 21st and Monticello avenues. New Diesel light plants arrived March 28 from New York, and new flatcars are completed. Owner Art Lewis and Superintendent Howard Ingram purchased five stockcars last fall and they have been made into flats. Dr. R. T. Partello arrived to assume his duties as physician. Mr. and Mrs. Heck Hester arrived with their concessions, as did Jack Barth. Charles Lewis closed his Main Street Arcade and started work on road equipment. Kuntz's Museum also closed and is readying for opening. Mr. and Mrs. Morris Stokes arrived and he began his duties ahead of the shows.

Frank D. Shean, manager of Seaside Park, is a daily visitor. Howard Bryant signed to handle the front of the Hep-cate Show. Dr. Garfield is readying his attraction. Mrs. Howard Ingram will remain her same responsible position as last year, and Mrs. Christine Lewis will undertake a position of the same order. Danny DeRose is expected soon from Florida. Mr. Wilson has the shows noon plant working day and night. Tommy Poplin, former electrician for Cole Bros. Circus, is working for the navy and is a daily visitor. RAY PERRY.

Dobson's United

WILLERIE, Minn., April 4.—Work is progressing well at local quarters under direction of Manager Dobson. All rides, trucks and trailers have been painted. Three new show fronts are ready for Ralph Glass to apply the finishing touches. Shows took delivery of three new tops. R. E. Patterson, Des Moines, will operate the corn game. Free act platform will be completed soon, and shows will open about May 9 near St. Paul. They will play celebrations and fairs from June to close of season. Line-up includes 7 rides and 3 shows. AUBREY CAMPBELL.

Great Sutton

OSCEOLA, Ark., April 4.—Shows' quarters are located adjacent to the Mississippi County courthouse on Memphis-St. Louis Highway and plenty of visitors have been here. Work on rides and show fronts is nearing completion and everything is about ready for opening. New canvas arrived for the Minstrel and Hawaiian shows and Monkey Circus. Manager Sutton took delivery on another ride, giving the midway a total of 10. New canopy for the Tilt-a-Whirl tube is an improvement. Jackie Root and Arvel White have their Circus Side Show ready, and Red Rosaline's Motordrome is in shape. Whitey Butler will report with cookhouse, sound truck and other concessions April 1. Herman Schwartz and crew of eight are building concessions. This is Schwartz's third season here. An additional transformer was de-

3000 BINGO

No. 1 Cards, heavy white, 3x7. No duplicate cards. Plus wood markers, printed 2 sides, printed tally cards in all sets of—
 50 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.00. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 2 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 5c.

3000 KENO

Made in 20 sets or 100 cards each. Played in 3 rows across the cards—out up and down. Light-weight card. Set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards 3x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, printed and laminated. Can be retained or discarded. 3,000, size 3x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
 Authentic Bingo Shaker. Real Dice . . . \$12.50
 3,000 Jack Pot Bingo (strip of 7 numbers) . . . 1.25 per 1,000
 W. W. Cards, 3x7; White, Green, Red, Yellow, \$2.00 per 100.
 3,000 Small Thin "Browns" Bingo Shows, 7 colors, sets of 25, Size 4x8, per 1,000 . . . 1.25
 3,000 Featherweight Bingo Shows, 5 1/2 x 8, 1,000, \$1.25 per M. Stamped in pads of 25. Per M . . . 1.50
 Box of 25,000 Black Strip Card Markers . . . 1.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay express tax. Immediate delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

WANTED DOUGLAS GREATER SHOWS

Season opens Saturday, April 15th, Apollo Blossom Festival, Wenatchee, Wash. Want Athletic Manager, Girl Show Manager, Drama Riders, Scales and Guess Your Age upon. Ride Help. Others write. Will buy or book Kid Auto Ride. Write
 FRANK WARD, Box 1, Midway, Wash. (King County)

EVANGELINE SHOWS WANT

Concessions—Watch-La, Hoop-La, Bowler, A-Joe, Clearing Gallery, Lead Gallery, Cat Back, Milk Bottles, Hat Box, Corn-Cole Bottles, Yams and Pop Corn, Bumper, Ballroom Darts, String Game, Clothes Pin, Case Bank, Knife Rack open. Address:
 C. R. LEGGETTE, Mgr.
 Marksville, La., April 6th to 15th

Advertising in the Billboard since 1909

ROLL FOLDED TICKETS

DAY & NIGHT SERVICE
 SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
 ★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1 x 2

10,000	\$7.15	50,000	\$13.75	90,000	\$20.35	250,000	\$46.75
20,000	8.80	60,000	15.40	100,000	22.00	300,000	55.00
30,000	10.45	70,000	17.05	150,000	30.25	500,000	88.00
40,000	12.10	80,000	18.70	200,000	38.50	1,000,000	175.00

Above prices for any wording desired. For each change of wording and color add \$8.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS	ROLL TICKETS
2000 PER ROLL	
1 ROLL 75c	
5 ROLLS 60c	
10 ROLLS 50c	

WELDON, WILLIAMS & LICK
 FORT SMITH, ARK.
 TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

Crystal Exposition Shows

2 Saturdays CAMDEN, S. C. OPENING 2 Saturdays SATURDAY, APR. 11

With excellent route and fair season opening early in August.
 WANT man to take over complete Dope Show; man to handle Monkey Show; also have tops for other worth-while shows.
 WANT CONCESSIONS; Bingo, cookhouse and pop-corn sold. Jimmy Murphy, come on in. Side-show acts, write.
 All address:
 W. E. Bunts, Camden, S. C.

GIRLS — GIRLS — GIRLS

\$35.00 WEEK

Will pay up to \$35.00 for Girls who can work Girl Show. Must be young, attractive. Send picture. Will teach Ex-Posing Show Girls to do Chorus. Jean Conroy, Renee Grant, contact me. 23 weeks' work and salaries guaranteed out of office. Address:
MARGIE LEE TUTHILL, CARE WORLD OF MIRTH SHOWS
 WILLIAM BYRD HOTEL RICHMOND, VA.

USED PIT SHOW TENT
 No. 9-205—Hip Roof Push Pole Tent, 20x100, Top in 3 places, 6' pitch. Roped every third seam, 5' wall. Top 10 oz. D. F. khaki, red trim. Walls 8 oz. khaki. Fair condition. Top and walls **\$285**
 Write—Wire—Phone
BAKER-LOCKWOOD
 14th Ave. at Day St., KANSAS CITY, MO.
 America's Big Tent House
 Eastern Representative, A. E. CAMPFIELD, 132 W. 42d St., New York City, N. Y.

DOBSON'S UNITED SHOWS
7 RIDES—WANT—5 SHOWS
 Any worth-while show; have new tops, will frame and transport. Concessions—String Game, High Stoker, Candy Floss, Balloon or Dart, Fish Pond, Cassety Store, Bowling Alley, Digues, Any Ten Cent Show that does not conflict with what we have. Help—Electrician, Ride Help in all departments that can drive trucks. Opening May 10th near St. Paul, playing all concessions after June 1st, N/72; Mr. P. Mae M. Guy is no longer connected with this show. **DOBSON'S UNITED SHOWS, Box 481, Willmar, Minn.**

WANT DROME HELP
 Teds and Men Riders. Hiss, top salaries, Deluders, Talkers, Ticket Sellers.
WALTER B. KEMP
 BOX 910 TAMPA, FLORIDA

WANTED
2 ABREAST MERRY-GO-ROUND
 In good condition. Full details, please.
 BOX D-198, The Billboard, Cincinnati, Ohio

SUNFLOWER STATE SHOWS
 Want Special Agent—Bill W. M. Sutherland, wire me; also Van Norman, Want Photos, Ball Games, Milt Camp, Diggers, Soules, or what have you? Want Shows and Show People, Mike Hoke. Need all Shows except 14-in-1. Opening April 11th. Wire or write **G. A. GORZE, Hamilton, Kans.**

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 Can place Ball-a-Plane, Spiffy and 3-Gar Whip. Shows that do not conflict with what we have. Legitimate concessions of all kind. Arcade, Long Range Gallery, Fun House Operated. Also Jay Gramlich wants dancing girls, salary \$25.00. Also Ganses Mini and Man for small parts and all tickets. J. J. Burns wants reliable Kiddle Auto Ride Man. Geo. Whitehead wants Peppercorn Agents. Can place Help in all departments. For Sides—Calliepe, Motorhome with Cycles complete. All address: **A. J. KAUS, MGR., 252 GEORGE ST., NEW BERN, N. C.**

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PETE KORTES
WORLD'S FAIR MUSEUM!
 Long season. Guaranteed salaries. FREAKS, NOVELTY AND GOOD BALLYHOO ACTS. Write or wire. Can use good Lecturer, Operator and Mind Reading Act.
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livered and chief electrician Bill Norwood has mounted it on the new transformer wagon built here this winter. George Campbell constructed a new ball game.
 Frank M. (Pete) Sutton, a member of the Army Air Corps and son of Mr. and Mrs. P. M. Sutton, advises he will have a 10-day furlough to make the opening. J. Bill Carnear, general agent, has everything ready. Billie Spears signed as hamerman and special agent for the season. Recent visitors from the Byers Bros.' Shows were Jewell Robinson, The Billboard sales agent, and party who spent the day here on a shopping tour.
JEWELL BILLE RICHARDSON.

Dodson's World's Fair

JACKSONVILLE, Fla., April 4.—With all work progressing satisfactorily around quarters, new arrivals helped swell the population to 86. Secretary Carl and Lois Hanson arrived after wintering in Savannah, Ga., where Carl was employed as a cashier in Guy Dodson's Club Royal. P. C. Lyle, paint shop superintendent, now has a crew of six redecorating the ticket boxes on all rides and painting new ticket boxes for the main entrance. Assisting him are Kent Johnson, R. Gilbert, Tom Brannan, Hayes Gorham, Paul Levine and Henry Grant. Elmer Day, corn game operator, has a crew rebuilding and modernizing his equipment. President M. G. Dodson, altho showing improvement in his health, is still under a doctor's care. Charles Clark has completed his new front for the Devil's Child Show. Pinto, one of shows' elephants which has been wintering with Clyde Beatty's Zoo at Fort Lauderdale, Fla., was shipped to quarters last week. Mrs. Jesse Clark, who will operate the Hawaiian Revue, has completed work on the shows' wardrobe. Mr. and Mrs. Eddie Madigan left for Norfolk with their apocous dining room and midway cafe to join the Art Lewis Shows. J. C. McPeak will have charge of the front of the Living Art attraction. Don Montgomery, trainmaster, has been building new baggage wagons. His wife, Maude, will handle one of the main entrance ticket boxes. Hattie and Allen Johnson, maid and porter of Dodson's private car, returned after spending the

winter in Memphis. This year makes their 18th with the shows. Johnny Cousins, in charge of the advertising and billing crews, is expected here soon. Mrs. Ethel Weer and son stopped over en route from Florida to Mullins, S. C., to join the James E. Strates Shows with her ride. While here she disposed of her Whip to President Dodson and the Rolloplane to Mrs. Helen Pugal.
ROBERT GOODRICH.

Sol's Liberty

CAROTHERSVILLE, Mo., April 4.—With practically all quarters' work completed, except finishing touches here and there, the 1942 version of the shows will open in Mattoon, Ill., April 11. General Representative William Solomon writes from that city that prospects for a successful opening are encouraging. Sidney and Anne Hocy will again manage the corn game for Mrs. Solomon, and only a few changes have been made in the general staff. The four light plants have been overhauled and the shows will again have their own neon plant. Blacksmith shop is being dismantled and all equipment will be installed in a semi-trailer rebuilt for this purpose. Early-season route will include dates in Illinois and Wisconsin, with fairs in Iowa, Minnesota and Missouri. Recent visitors included Carl Byers, Byers Bros.' Shows; Frank Sutton, Great Sutton Shows, and R. E. Haney, Great Lakes Exposition Shows.
WALTER B. FOX.

Virginia Greater

SUFFOLK, Va., April 4.—Harry Biggs came in with his concessions and is readying them for opening. Louis Augustine is en route from South Carolina and will have two Animal Shows and the fishpond concession. Scotty Johnson did a swell job on the new transformer truck. Arthur Gibson is still repainting rides and supervising paint jobs on all show fronts. Manager Rocco Masucci has spared neither time, money nor expense the last six weeks with a crew of 14 framing a worth-while show. Bill Penny is building new ticket boxes and panel fronts and will again have his concessions in the line-up. Manager Mastoci and Agent William C. Murray returned from a successful business trip. Visitors to quarters the last few days included Jack Perry, general agent, and Russell Owens, manager W. C. Kaus Shows; Doctor Holland, Attorney Anderson Maxey, Larry Briggs and John R. Covington. Manager Mastoci will begin moving equipment on to the opening lot soon. Russell (Big Boy) Lane is in charge of motorized equipment. Sol Nuger visited, Sol, who is co-owner of the shows, is still busy with his bingo units in Winchester. He will wind up in a week or so and have his bingo with the shows again this year. Jerry Higgins states that he will be on hand for opening with his pitch-till-you-win concession. Reported by an executive of the shows.

J. J. Page

JOHNSON CITY, Tenn., April 4.—Opening has been set for April 18 here and all crews are working hard to get everything in shape. Bulk of the work is finished, and Roy Fain, superintendent, and a crew have started repainting all fronts. Mr. and Mrs. Montgomery and son, Trevor, are getting their Twin Ferris Wheels, Tilt-a-Whirl and Chairplane ready. Trevor is taking care of the artistic end of the painting. Mrs. Montgomery is getting the trailer in shape. Jerry Jeffrey and troupe came in from Texas. Jerry is readying his shows. Rastus Jones's Minstrel Show is lined up. Richard Sloss, band leader, is expected in daily. Jack King finished a number of cages for his Animal Show. Leon Crane will be released from a local hospital soon. Owner J. J. Page returned from a business trip, while the writer returned from a hooking trip thru the South. Chris Jernigan is still working with a taxi firm but will check out shortly before opening.
H. E. SAVAGE.

Gold Medal

COLUMBUS, Miss., April 4.—Recent arrivals include Mr. and Mrs. Dave Tenyson, corn game; Mr. and Mrs. Lucas, Kiddle Ride; Mr. and Mrs. Murphy, Rocket and concessions; Mr. and Mrs. Jim Pierce, concession; Red Miller, War Zone Show; Lamb's Hollywood Ponies and the rest of Paul Parrish's concession staff. Personnel was shocked to hear of the death of Trease G. McDaniels. Red Miller is supervising the

transfer of light plants to larger sets. Women members are staging their parties, with Mrs. Oscar Bloom a hostess. Alms Richards and Bob Bay have built some new concessions. The new front entrance arrived.
HARRY E. WILSON.

KREKO'S OPENER

(Continued from page 29)
 Jack Joyce, superintendent and equibrian director.

Shows
 Frank Forest has the Circus Six Shows and World Oddities; Ted and Miling Tol Right, All-Girl Revue and Mrs. America; Cal Lipes, Flea Circus, WA Hooses, Birth of a Baby and Snake Show.
 Staff has Mike Krekos, general manager; W. T. Jessup, general representative; Louis Leo, secretary-treasurer; Marie Jessup, assistant secretary; Hany Myers, concession manager; Teddy Levitt, advertising manager; Ed Schoonover, lot superintendent; Gene Knahoff, sound system; Danny McFarland, front gate; Isabel Myers, front-gate ticket seller; Andrew Kocan, commissary department; Nick Krekos, transportation master; Harry Baker, chief electrician; and J. Snodgrass, master mechanic.
 Visitors included Les Hart, Hort Campbell, Lee Braddock, Mr. and Mrs. Joe Abright, Lee Barnes, Shell Barrett, Mr. and Mrs. John Enders, Mr. and Mrs. Edie Harris, Mr. and Mrs. Hugh Bowen, Lucille King, Mr. and Mrs. Al Painter, Charles Kamp, Mr. Goebels, Monty Williams, Mr. and Mrs. Guy Osburn, Bush Davis; Leona Cook and daughter, Patsy; John Tuscullini, Milt Williams, Tom Henry; J. Cushing, now with U. S. Navy, and Pvt. Jess Santis. Wires were received from Ed Walsh, Bristol Hotel; Pvt. Anthony J. Chantos and J. Haskin, Oakland city manager.

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 Buy on Our Easy Terms.

NOTICE
 Will the following please contact BELLBORN TRAILER HDQTR. EAST LANSING, MICH. We are anxious to liquidate or reassign the following accounts: Frank Nichols, J. J. Brown, Margaret Sullivan, Fred Bancroft, Michael P. Dunlap, Arthur Owens, Theodore Brennan, Jack Higginbotham, George R. Miller, Alvin Trivanday, Dr. H. L. Parfitt, Eugene Lewis Gray, McInerock, Dave Francis, Lloyd L. Ryckner, Edward Kinner, Frank McKenna, Oscar Miller, Gordon Stafford.

FOR SALE — WANTED
 By
HARRY LEWISTON
 Two more useful Side Show Acts. Year-round work. Can place Monkey and Dog Act for individual show on salary. Good treatment, sure salary, excellent meat. Rollo Fun House, cheap for quick sale. Will deliver complete with Compressing Motor. \$700.00 cash. Needs new banners. With 182 Summer St., care World Fair Froch, Charleston, W. Va.

WANTED MANAGER
 For Monster Show. Wonderful venue. Ray Van Norman, answer. Address:
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WANTED AGENTS
 For Ball Games (Cat Basket). Must drive truck. Open at Columbus, O., May 1st, with Gooding Shows.
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BUNTING SHOWS WANT
 (Formerly Tilly Shows)
 One more Grand Show with own outfit. Ride 10' on 30 Rides. Top salary paid in cash every week. Quarters open.
 Address: BOX 287, LADD, ILL.

CARNIVAL WANTED
 June 20th to July 4th, including 1st MARCHLINE, MO., Big Annual Job and Celebration. One of the biggest and most celebrated in the State. Write or phone **J. WM. JACKSON, Chas., Marceline, Mo.**

JOYLAND DEBUT

(Continued from page 29)

by William Dalton. Staff includes H. C. Bowen, owner-manager; Mrs. H. C. Bowen, secretary-treasurer; Lucille King, general agent; Raymond Gallo, publicity; The Billboard sales agent and second agent; Ed J. Harris, concession superintendent; Red Conklin, transportation superintendent; Ted Bohnack, lot superintendent; Raymond Gallo and Ted Bohnack, light plant; Harry Haney, night watchman, and Red Conklin, mechanic.

Shows

Circus Side Show, R. O. Gonzalez, owner-manager; Edna Gonzalez, front opening; Kitty Gibleon, inside lecturer; V. O. Gibleon, No. 1 ticket box; Carl Marsh, No. 2 ticket box; Gonzalez Troupe; Kitty Gibleon, illusions; Andrew Slay, fire eater; Iola Marsh, electric chair; Pan-trilla, human bellows; Irene Thurman, sword box; Joan Miller, headless girl, and Chinatown Exhibit, annex attraction. Girl Revue, Lawrence LaLonde, owner-manager; Vera LaLonde, Sally Bain, Grace Coy and Little Egypt Lowery, dancers. Walk Thru, Frank Casey, manager. Fun-house, Perry Donaldson, manager. Athletic Arena, Killer Red and Hugo Bohnack.

Rides

Office-owned and operated rides are Ferris Wheel, Ted Bohnack, foreman; Clarence King, second-man; Merry-Go-Round, Bob Robinson, foreman; Leidon Warren, second; Mix-Up, Roy Craven, foreman; Herbert Shaffer, second; Joe Watts, tickets; Whip, Harry Haney, foreman; Island Carler and Red McKenzie; Baby Autos, Pearl Elliott; Baby Seaplane, Spooks Bohnack.

Concessions: Popcorn, H. W. McClellan, Tommy Minks, agent; penny pitch, Calvin Enfield, agent, Ted Coffey; slum, Dorothy Enfield, agent, Edna Pilner; corn game, Calvin Enfield, agent, Teddy Boyce; ball games, Cal Enfield, agent, Roy Pilner and John Barager; grab stand, Cal Enfield, agent, Jimmie Hylager; photo gallery, Can Enfield; grind store, Ed J. Harris, owner; agents, Bill Hurtle, Tony Reid, Paul Hoffman and Lee Haber; ham and bacon, Ed J. Harris, owner; agents, Tommy (Red) Turner, Bob Mahoney and Roy Scott; blower, Ed J. Harris, owner; Sammy Adams, head man; agents, Barney Clancy, Tom McQuiffan and George Stein; pan game, Mrs. Bertie (Ed) Harris, Henry Bohnack, agent; hoop-la, Jewel and Leon Whitney; cork gallery, Leon Whitney, owner; Walter Payton, agent; jam pitch, Art Davis; high striker, Guy and Ma Orsborn.

BALLYHOO BROS.

(Continued from page 29)

from the time the show arrived until it left town. Rooms there were scarce. The mayor had an aged sister who lived in a big white house one block from a restaurant where His Honor and I were dining when the show arrived. Our people rushed in, beelieing because they couldn't find rooms. The mayor, now being in a good humor, said, "You folks go to the white house on the corner and tell the lady that I sent you." "Not me!" yelled a ball-game queen. "I was there and the old battle-ax tried to gyp me." Now I'm on the pan because I couldn't rebok the spot. Should you fall to contact a party because he is out of town the office then cracks, "What was the matter? Didn't he have a phone?"

One time I was lucky in booking a maiden boom oil town where money flowed like oil. When I wired the show the office wired back, "Where is it? We can't find it on the map." Show opened there to big business and I walked down the midway expecting to hear everybody

boost my ability. In front of the geck show I heard the talker tell the geck, "This is a red one. I steered them into it." Further down the gal-show manager was telling some listeners, "I tried to get the show to play here last year, but our know-it-all agents kept steering us away." At the office Pete Ballyhoo was telling his staff members, "I had my eyes on this spot for a long time. That's why I opened early to beat the rest of 'em in." That is why agents who can't be found on the lot enjoy a fuller life. LEM TRUCKLOW.

WALLACE BROS. BOW

(Continued from page 29)

Side and Girl shows and Reed's Minstrel Show.

Rides

William H. Beach's Scooter and Rollo-plane; E. A. Rogers's Streamlined Train; E. E. Farrow's Tilt-a-Whirl, Powell Kelton, foreman; Ferris Wheel, James L. Reed, foreman; Merry-Go-Round, Albert Wilson, foreman; Loop-o-Plane, Robert Witt, foreman, and Chairplane, B. Moss, foreman.

Concessions: Mrs. Farrow, ball game and penny pitch; J. R. Shipman, photo and cigarette galleries; Margaret Miller, pitch-thu-you-win; A. S. Brewer, popcorn stand, cigarette gallery and diggers; Mr. and Mrs. Abe Franks, hings and hoop-la; Mr. Scott, penny pitch; Mr. and Mrs. Smith, pan stand; Eli John, palmistry booth; Slim Cunningham, ham and bacon, dog and grocery stands and three grind concessions. Abe Frank has the sound truck, with Ross Crawford as announcer.

FRANKS IN HIKE

(Continued from page 29)

athres had called on Manager Franks to express well wishes.

Staff

W. E. Franks, manager; Jack Stutzman, lot superintendent; Al Van Meter, ride superintendent; Fred Burns, transportation superintendent; Bob Smallwood, electrician; Jimmy Hawkins, advertising agent and banners; Charles Amerson, superintendent concessions. Rides in operation during the week were Ferris Wheel and Big Apple, owned by Charles Drill, and four rides belonging to management: Merry-Go-Round, Ernest Rice, foreman; Chairplane, Bob Smith, foreman; Loop-o-Plane, Harry Wing, foreman; Kiddie Auto Ride, George Briggs, foreman. Other rides will be erected when shows move to larger lot April 12.

A girl show troupe under contract did not show up. Manager Franks reported, and another revue was hastily assembled by Carl Kuhl. Dad Bennett is manager of the Animal Show, only other show erected here. F. E. Williams is manager of the Over-the-Hills mechanical funhouse.

Concessions: Mrs. Peggy Franks, cook-house; Little Joe Miller, ham and bacon and grocery stands; Jack and Joe Stutzman, photo gallery and peanuts, popcorn and bottle ball game; Doc Meyers, short-range gallery and slum; Red Palmer, clothespin pitch; Herb Cregar, fishpond and hoop-la; Bob (Slim) Hill, jingle board and slum; Sam Moore, ball game and bumper; George Everts, cigar stand; Mr. and Mrs. Bill Hays, pan cou-

ession; Tille Jeffreys, penny pitch; Cecil Rice, two stands; Charles Amerson, under and over; Jimmy Hawkins, chuck log; Mr. and Mrs. Adam Jeffreys, palmistry both; Bob Smallwood, pea pool, and Mrs. Pauline Drill, five concessions.

PASS IDEA OKAYED

(Continued from page 29)

get co-operation on the same from other shows." There is one point in Castle's suggestion that cannot be handled as he pointed out and that is the sending of the amounts collected at the end of the season. These amounts must be sent in each week in the form of checks or money orders payable to the American Red Cross. The Red Cross will not permit it to be done any other way.

"Any show making collections at the suggestion of your club, or wanting your club to get credit for the amounts collected, should send the money to you and you in turn should send it to the Showmen's League of America. In that way both the show contributing the amount and the HASC will receive recognition for same."

More Welcome Plan

Other replies elicited from the form letter sent out by the local club to carnival owners, setting forth club's plans to aid in the Red Cross Drive follow: "You can count on me to uphold my end for the club at all times. I have all my passes for the coming season printed, but, as you suggest, I can get a stamp if I have to. Please keep me posted as to what has been decided to do in this matter up to hearing from Chicago. L. C. Reynolds, co-manager Reynolds & Wells Shows and president HASC."

"Regarding the Red Cross Drive," said Max Goodman, owner Wonder Shows of America, "I have already subscribed here in Little Rock to that worthy cause, and I have also been trying to work out some plan to obtain money for the Red Cross. Since receiving your advice my problem has been solved. I am going to include the Red Cross donation on my passes and the collection on them will be made at a special booth on the midway. It's a worthy cause and with co-operation from all, we should be able to contribute much money to the drive. Our club is to be commended for acting so nobly in bringing this to everyone's attention."

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

Cleveland Sportsmen's Show Proves Big Draw

CLEVELAND, April 4.—This year's edition of the American and Canadian Sportsmen's Show in Public Hall here attracted 128,300 for the nine-day stand, A. W. Newman, president of the sponsoring group, reported.

Application has been made for use of the building at the same time next year and Newman said sponsors are already looking up attractions which will fit into the program. Attendance the final day was estimated at 17,000.

Minn. Police Show Clicks

MINNEAPOLIS, April 4.—Annual Minneapolis Police Stag at the Auditorium here March 20 here drew 6,900 paid admissions, the largest crowd in several years. Bill included Moran & Gorton, balance team; Risk Wright Duo, equilibrium act; Michael Cuffane, tenor; Jerry Bergman, magic; Duke Art Jr., clay modeling; Bigoletto Brothers and Amy Sisters, magic and acro; Three Tanner Shaters, singers; Brucetta, contortionist; Three Tones, singers; Ethel Warren and Eddie Lee; Alvin Theater Polies, and Jessica Rogers and Manny King. Lew Brock and Pete Lymann emceed the shows.

Shorts

OHIO GRAPE FESTIVAL, outstanding Sandusky (O.) autumn civic event for the last three years, has been called off for the duration, Charles Quick, president Junior Chamber of Commerce, announced. Over 12 members of the junior chamber are already in the armed services, while the rest are devoting their time to the home defense effort. Each year the festival drew thousands to this Lake Erie grape-growing region.

JOHN B. RODGERS Producing Company has been contracted to present the three-day pageant to be held in Aledo, Ill., under Mercer County Fair Association auspices. L. Boyd Finch, concession chairman, said a full program with carnival, concessions and additional entertainment is being arranged.

PIONEER SHOWS have been awarded contracts to provide the attractions at Bradford County Firemen's Celebration

and Central (N. Y.) County Firemen's Convention.

F. F. HENRY will direct the professional entertainment program slated for Cumberland County Volunteer Firemen's Association's convention in West Fairview, Pa. Last year's convention in Mechanicsburg, Pa., attracted 21,000 delegates and visitors.

JOHN GECOMA'S Bright Lights Exposition Shows have been booked to furnish the midway for the Old Home Week Celebration in Skystown, Pa., under Volunteer Fire Department auspices.

COMMITTEE for the July 4th Celebration at Preetown, Ind., at a recent meeting voted to go ahead with plans for this year's annual event, C. C. Percy reports. Current plans call for a more extensive program than in former years.

J. R. EDWARDS SHOWS have been awarded the midway contract at annual Byeville (O.) Home-Coming Celebration. Free acts again will be featured along with several contests, sponsoring committees reports.

WATERTOWN, Wis., Central Labor Union has given Tommy Sacco the contract to furnish amusement features for its two-day celebration. Sacco will provide six acts and a complete midway.

WANTED! Rides and Shows for the 7th Annual N. W. Water Carnival Detroit Lakes, Minn., July 10-11-12. Write DON FROST, Detroit Lakes, Minn.

WANT CARNIVAL For CELEBRATION on July 3-4 and September 7 Stanley Firemen, Stanley, N. D.

WANTED FOR JULY 4TH AND 5TH Concessions, Free Acts, Games and Rides. JAY COLE, Sec. EAGLE DRUM AND BUGLE CORPS 1816 Jackson Street BELoit, WIS.

WANTED FOR TRI-COUNTY FIREMEN'S FAIR AND CONVENTION WEST FAIRVIEW, PENNA. (Suburb of Harrisburg) SEPT. 10, 11, and 12th RIDES—SHOWS—CONCESSIONS—ATTRACTIONS. Or will consider organized Carnival Company. In the heart of DEFENSE INDUSTRIES, 500,000 people in 15 mile radius. Lot 3 miles from downtown Harrisburg. Can use good Central Men—Gene Murphy, contact! Can also use two good Phone Men. ALL ADDRESS: P. T. HENRY, 1516 BRIDGE ST., NEW GUMBERLAND, PENNA.

FREE ATTRACTIONS For Parks, Celebrations and Carnival Midway. Complete Circus Revue— CONLEY TROUPE 3-People Bareback Riding Act. 3 horses. Miss Frieda's Pets, 4 ponies, monkeys and dogs. Ideal free attraction program. Open time until August 1st. Address: 3716 PORTLAND AVENUE CINCINNATI, O.

AGENTS WANTED Girls for Penny Pitch Boards, Cigarette Pitch Boards, Hoop-La, Cane Pitch Boards, Ball Game, Good Men for Bowling Alley. Agent for Under and Over Seven. SAM WEINTROUB McColl, S. C. CONCESSIONS WANTED Dark Pool, Bowling Alley, Dent Ballroom, Cigarette Gallery, West Ferris Wheel, Ferris Wheel, Philpot and Reed, write. MIKE ZEIGLER Hotel Milner Philadelphia, Pa.

RB Set for Long Garden Run

Trains in N. Y.; Pub Corps Busy

Opener is three-way benefit—quarters in Sarasota are closed to public

NEW YORK, April 4.—Ringling's big two-section train nosed its way up here from Sarasota quarters, got in early Friday morning and by this week-end the Garden, where the Big Show will open next Thursday, was 100 per cent circus from top to bottom and all the way around. Press and radio corps, consisting of Roland Butler, Frank Bruden, Gardner Wilson, Allen J. Lester, Beverly Kelley and Frank Morrissey, has been halting away heavily and by early next week the peak in advance noise will have occurred. Town and environs have been heavily billed and there are a series of outstanding painted boards in conspicuous spots on Times Square.

Local run is for a longer duration than in recent years, stretching over 32 days ending May 16. Follow-up building date will be Boston, May 12-17, with outdoor preem in Baltimore for five days on the following week. From there it's a week in Washington and two weeks in Philadelphia on the one lot.

First so-called one-dayer will be in Reading, Pa., on Sunday, June 14. After that the inside is that towns which ordinarily saw Ringling-Barnum one day will get two and three-day stands. This procedure is figured as a money-saver in various departments and also relieves the labor situation, which is not expected to be any better than it was during the '41 tour.

Opening night at Garden is a three-way benefit for Navy Relief Society, Army Emergency Relief and the President's Infantile Paralysis Foundation.

Spec. Ballet Ready

SARASOTA, Fla., April 4.—Ringling-Barnum circus equipment and a portion of the personnel left winter quarters here this week for the New York opening in Madison Square Garden on April 9. Canvasmen, ushers and others left behind will join show in Baltimore when the first date under the top is played.

John Murray Anderson, George Balanchine and Barretto worked hard putting the finishing touches on the spec and aerial ballet. Walter McClain, elephant boss, had the nine new bulls re-

Hamilton Grotto Show Set

HAMILTON, Ont., April 4.—Under auspices of Hamilton Grotto, Garden Bros.' Circus will play in Barton Street Arena here April 13-19. Advance ticket sales to date are up to expectations. Due to ample war production work going on and this to be the first circus here in seven years, the committee believes that the show will register heavily. Personnel includes Merrick Nutting, business manager; R. B. Garden, publicity; W. A. Garden, equestrian director; Mrs. Norma Nutting, contests. Acts contracted to date: Lewis circus unit; Clemm's wild animal act; Nellie Dutton and Company, riding act; Herb Taylor Trio, clown; St. Onge Trio, aerial act; Four Dobas, teeterboard; Marcella, wire; Novaka, perch; Consuello Flores, traps and loop; Oresonians, teeterboard and barrel jumping; Claire Bonse and Company, comedy Austin; Pflf and Company, clowns. Montana Frank's Wild West will be in the concert. General admission will be 30 cents and \$1.00 for reserve seats.

McCoy Seeks Senate Seat

CHEYENNE, Wyo., April 4.—Col. Tim McCoy, motion picture star, circus and rodeo performer, announced that he would be a candidate for the Republican nomination for United States senator in the primary election to be held in August. McCoy was at one time Wyoming adjutant general.

PVT. ALLAN E. OAKHAM, former circus trouser, has been transferred from Fort Bragg to Fort Sutton, N. C.



ZACK TERRELL, owner-manager of Cole Bros. Circus, will open the season with a five-day engagement in Louisville starting on April 23. Jefferson County Sportsmen's Club, combined with the Women's Recreation League of Louisville Defense Council, will sponsor the first three days of the engagement.

Russell Biz Okay at Start

LOS ANGELES, April 4.—Russell Bros. Circus moved onto the Washington and Hill lot in downtown Los Angeles Friday (3) for a 10-day stand after eight days on the road in inauguration of its 1942 season.

As a solution to transportation problems, the show has adopted a policy of shorter moves and longer stands. Opening stand was two days at Alhambra, March 26 and 27, followed by two days at San Bernardino, one day at Redlands, two at Riverside and one at Pomona. The Los Angeles stand, which ends April 12, will be followed by four days in Hollywood, at Santa Monica and Cahuenga boulevards. This schedule gives three weeks of playing time with less than 150 miles of travel. Several more weeks in Southern California are in prospect before the show proceeds up the Coast.

Mr. and Mrs. C. W. Webb, owners, report that business so far has been entirely satisfactory. Reduced price matinee ticket promotion have been producing some wonderful afternoon business. Newspapers have had these promotions in several stands, and in Los Angeles "partly paid" matinee tickets are being distributed by Thrifty Drugstores to the accompaniment of heavy exploitation. Show is receiving generous publicity, especially from *The Herald* and *Express* and *Examiner*.

General admission prices are 40 and 75 cents, including tax, and reduced matinee prices (with coupon tickets) are 20 and 40 cents.

The performance, running 1 hour and 50 minutes, is presented in a top of 130 feet with three 50-foot middle pieces. (See *Early Russell Biz Okay* on page 45)

Dixon Joins Polack Staff

OAKLAND, Calif., April 4.—Harry E. Dixon, away from outdoor show business several years, formerly associated with carnivals and railroad circuses, recently joined the promotional staff of Polack Bros. Circus. He will assist Sam Polack with the second Oakland date for Ashmes Shrine Temple. He is lining up sponsors for special children tickets and selling program and banner advertising.

HM Buffalo Prospects Good

BUFFALO, April 4.—Hamid-Morton Circus, after skipping last year, will again be sponsored by Shrine Temple Imania here on April 6-11. Heavy advance sales with top priced \$1.50 seats overselling 50-cent general admission tickets gives the date a promising outlook. According to Morton, last week while playing Binghamton, N. Y., under auspices Rotary Club, show did capacity business. In Rochester, N. Y., while playing under Damascus Temple, a record gross of \$27,500 put it \$5,500 ahead of 1941.

Converse With Mills Bros.

CANTON, O., April 4.—Jack Mills, managing director, said here that Art Converse, former carnival side-show manager, has been contracted to manage Mills Bros. Circus kid show. Menagerie and side show will be combined.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Breakers, Fla.
April 4, 1942.

Dear Editor:

Seems as the managers can't be too good to the help. After we have been sleeping and feeding our people on the winter tour without any charge to them they want to quit. We made promise after promise that when the season really opened some salary would be involved, but now that other shows are opening they want to take a powder. Had we known that they would blow when the show hit a railroad town we wouldn't have left the sticks. They probably will want to come back next winter and again live off this show. The bosses figure that their help wouldn't save any money if they did pay them, so then why isn't it better to hold that money in the wagon and use it to stay out on during winter and use it to feed them?

Our worst agitators were members of the big-show band. Imagine them working, parading and sleeping in gold-braided red uniforms and still wanting money! We weren't worried about the band leader, who plays cymbals, as he was reared by the bosses and was educated to rise early and curry a team of horses before driving to the next town. It's those Johnny-Come-Latelys who think more of keeping their hair slicked back than of the proper care of the hair on a \$150 horse. We had an inkling that they were planning to leave when we noticed how little interest they were taking in handling seatboards, hanging sidewall and in putting up the marquee. When they left the cookhouse without first washing their plates that was the blowing sign. The piccolo player swore loyalty to the show and agreed to stay (See *WON, HORSE & UPP* on page 45)

The Billboard Subscription Rates Upped

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

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 56.

"You Have My Full Co-Op"—Z. Terrell

CINCINNATI, April 4.—Zack Terrell, manager of Cole Bros. Circus, wrote the following about the Outdoor Amusement Congress while it was being organized: "It will be impossible for me to attend the meeting in Tampa, but you will have my full co-operation. There may be many things your organization can do that will be very beneficial to the amusement world."

Dewey Joins Mills As General Agent

CINCINNATI, April 4.—After a pleasant engagement of eight months as advance representative for the Black Hills Pavilion Play, James Dewey joined Mills Bros. Circus as general agent on March 27. After a conference at quarters at the fairgrounds in Painesville, O., with Jack Mills, Dewey started his duties and is lining up a route, with the opening scheduled for April 25 at the fairgrounds, Painesville, under auspices of the Kiwanis Club.

It is the intention of the show to play under auspices. Repainting and refitting equipment are well under way.

Canton Club Elects; Spring Reunion a Success

CANTON, O., April 4.—Charles Siegrist Showmen's Club here has re-elected Duke Drukenbrod president. Ralph J. Peters was named vice-president. Rex McConnell was re-elected secretary and John Drabble treasurer, all of Canton. Executive committee: Glen Z. Wagner, Dover, O., chairman; Clyde Beatty, Don Taylor, R. J. Meyers, Lester Rogers, Van Black, Canton; Jack McNulty, Youngstown, O.; Andy Smith, Wooster, O.; C. A. Klein, New Waterford, O.; Jerome T. Harriman, Akron.

Fourth annual spring reunion of CSSC was held in the Elks' Club here on March 29. Over 100 members and guests honored President Drukenbrod, who later departed to join Johnny J. Jones Exposition. Guests inspected Barnes Bros. Circus model, old photos and posters displayed by member Fred D. Pfening, Columbus, O.

After dinner newly elected officers and directors were introduced. Ralph D. Smith spoke on show business and national defense. Those to attend included Jack Mills, Jerome T. Harriman, Clarence E. Smith, Helen and Dick John, Barney and Jimmy Arnesen, Gordon E. Burris, Howard Peters, Lester Rogers, Ted Deplish. A floorshow was presented by Bill Stewart and his entertainers.

Quineys Head Bill in Spain

LIBON, Spain, March 10.—T. Jay and Vencie Quiney, American high divers, have arrived here after a four weeks' engagement at the Olympia in Barcelona, Spain. Quiney is presenting two acts, Vencie Quiney, high diving, and Miss Quiney in an underwater tank act. The Olympia bills are fair, considering conditions in Europe, but present few internationally known acts. On the bill with the Quineys were Bella Carmelt, trapezist; Four Horn Brothers, musical clowns; Maurice and May, a really good bike act, a group of elephants, seven tigers and a few modest vaude acts.

Quiney states that conditions are very unfavorable for foreign acts in Spain and Portugal. Police regulations, as well as control over moneys, are severe and oblige performers to leave a city once their engagement is terminated. Having extremely bulky props and baggage, Quiney finds it impossible to book passage to the United States unless he is prepared to abandon practically all the material used by his acts.

Jottings From Joplin

JOPLIN, Mo., April 4.—Don Fust, former circus electrician, recently left here to join Beckmann & Gerety Show to accept a like position.

Jersey Carr, former Ringling-Barnum trouser, is now located here and holds a position with Joplin Coca-Cola Bottling Company.

Frances Cogliner, wife of Warren Cogliner, secretary of Merle Evans Tent No. 27, CFA, who died recently, had many friends on Cole and Ringling shows. Besides the husband she leaves a son, Billy. Reported by Paul P. Van Pool.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

REHEARSAL calls.

KARYL DE MOTTE, clown, has signed with Cole Bros.' Circus.

PVT. JESS MORRIS, former circus man, is serving at Camp Polk, La.

JOE SHORT, former clown, is operating a newsstand in Detroit.

CIRCUS flies today; a bomber flies tomorrow.

JACK KLIPPEL and Huffy Hoffman, clowns, have signed with Cole Bros.' Circus.

DON COOK, boss canvasman for Clyde Beatty Show, rejoined Johnny J. Jones Exposition in the same capacity.

HELEN AND WIN PARTELLO visited Mr. and Mrs. Nick Carter, Ford, Ind., before reporting to Cole Bros.' quarters in Louisville.

LESTER (PEANUTS) ROGERS, who opened his season at the Maple Sugar Festival in Chardon, O., will join the Cole show for its opening.

GOOD NEWS: Canvas was delivered in quarters.

POLACK BROS.' Circus, sponsored by the Shrine, will play San Francisco Civic Auditorium for nine days starting May 1. Eight matinees will be given.

VOCATIONAL SCHOOL indoor circus will open at Manitowoc, Wis., May 4 for a 10-day run. Show is under direction of William G. Schmitts. Program will offer 24 acts.

MOREEN TROUPE teeterboard act, who have been with Morris Nelson's Revue since closing with Art B. Thomas Shows last October, will again be with that show when it opens in May.

CLARENCE L. RIVERS and Madeline E. Palmer write from Honolulu: "We are the last of Fernandez troupe to be left here. Acts are very scarce and work plentiful. We were glad to hear all other acts made safe returns to the States."

THIS YEAR'S show train slogan: "Better late than never."

RECENT visitors at Buck Barnard's arena quarters and dude ranch, Eliza, O., were Mr. and Mrs. Armstrong, Mansfield, O.; W. C. (Billy) Senior, Springfield, O.; Bill Meyer, Mr. and Mrs. Heins and Mr. and Mrs. Ray Behler.

MR. AND MRS. E. ANDREW BARR, retired trouper now living in Springfield, Ill., will visit Merle Evans at the Ringling-Barnum circus opening in New York. Barr trouped with Evans years ago.

DR. H. P. TROUTMAN writes from Sarasota, Fla.: "Ringling-Barnum circus leaving is a big event here. Crowds always gather to see the trains leave. Had a wonderful time with Henry Eyes, bandman, and other friends in quarters."

HAROLD BARNES, wire walker, who was originally booked in Club Versailles, New York, for four weeks, has been held

over and is now in his 12th. He is booked for several out-of-town vaude dates and a return engagement at Hoxy Theater.

SURE SIGN of spring is when trainmasters start figuring wagon lengths and loading spars.

KING BAILE, former Side-Show manager, writes from New Castle, Ind.: "Am now with the Loyal Order of Moose enrollment department and will remain for the duration. My son, Billy J. Drumm, known as Billy Baile, former clown on Seils-Sterling and Lewis Bros.' Circus, is serving at Fort Dix, N. J."

MR. AND MRS. I. J. POLACK, of Polack Bros.' Circus, recently were guests of Captain Spiller, owner of Spiller's seals, at Club Lido, San Francisco, where the act is appearing for its 16th consecutive week. After a two-week engagement in El Capitán club, Redding, Calif., Spiller will join the Polack show for its Sacramento, San Francisco and Oakland, Calif., dates.

CIRCUS MEN'S predictions for this season made last fall would sound foolish if made today.

G. H. BARLOW III writes from Binghamton, N. Y.: "Third annual Rotary-sponsored Hamid-Morton Circus recently held here in Old State Armory grossed about \$16,000. On the program were Will Hill's elephants; Zavatta Troupe, riders; Tebor's seals; Flying Ward; Ortons, double traps; Jim Wong Troupe; Grottofents, high wire; clowns and Joe Basile's band. Concert featured Madam Kovarski's wild animal act."

LOYAL ORDER OF MOOSE, Altoona, Pa., has signed Tom Hesson as promoter for an indoor circus to be held in the Venetian Gardens April 34. Committee includes Lou Beltway, governor; Ross Lockard, chairman; William Ferguson, Raymond Dunn and Dr. Daniel Bohn. Executive staff: Jack Alexander, publicity; Helen Sinkinson, secretary; Ted Rogers, collector; Doc Noid, Paul Drake and Jack Stevens, phone men; Helen King and Bill Crosby, programs.

FREDDIE FREEMAN, who will again be with Cole Bros.' Circus, writes from Louisville: "Ethel and I played all of Orrin Davenport's dates. Business was ahead of last year. We are practicing with Helsenach Family riding act. Quarters here are a beehive of activity. Never saw such a paint job and everything looks spic and span. Charley Luckey, Yellow Burnett, Fred Seymour, Curly Stewart, Mrs. McFarlan, Kate Luckey and Manager Zack Terrell are busy people getting the show ready. John Smith has returned from his ranch, Silver Cloud, and looks 10 years younger after his much needed vacation."

PRESENT-DAY bankers and big business men still draw mental pictures of Gentry Bros.' pyramiding ponies and chuckle over their monkey fire department.

"REMEMBER" by Doc W. Powers: When W. W. Cole Circus wintered at 12th and Market in St. Louis where the city hall now stands? When the first outdoor showmen's club was founded in St. Louis with its clubhouse over the old People's Theater? When you had to go to a lithograph company to get a show route until *The Billboard* made routes one of its features? When Seils-Floto was a five-car dog and pony show? When Martin Downs and Blue Jay Durham made the Alaska gold rush? When Happy Holmes promoted the first indoor circus in St. Louis under RPOE in the old Coliseum? When the writer launched Woods' Alabama Minstrels on one car, featuring Jim Green and Edith Mitchell, Black Patti No. 2?

Circus Historical Society

FARMINGTON, Mich., April 4.—First junior members of CHS are Herbie Head Jr., Detroit, and Ted Meyer, Grand Island, Neb. C. E. Audibert, CMS, has moved to San Diego, Calif. He reports a busy season visiting carnivals, but no circuses in that vicinity as yet. Martin Agranske reports from Australia that Wirih's Circus opened recently in Sydney, but that all wild animal acts were dispensed with as a precaution against air raids in which they might escape. Burns M. Kastenberg, new CHS member of Mansfield, O., probably owns the world's largest collection of photos of

contortionists. He is now at work on a book concerning old-time twisters. Don Smith has added a complete collection of Merle Evans's Circus Band records to his circus room.

Walter Mathie, California CHS, has completed a model of the Christy Swain band wagon for Vice-President Gordon M. Potter, of St. Joseph, Mich. The locomotive which killed Jumbo was thereafter marked with a brass plate bearing his name in large letters above its headlight. The engineer died in the San Francisco earthquake.

Jack Lyon, CHS secretary, is looking forward to visits with circus friends on Conklin Shows when they play Guelph, Ont., early next month. The first completely organized circus to be seen in America was Cooke's Royal Circus from Cresnock, Scotland, in 1830.

One of the extremely rare triple somersaults from springboard was accomplished by John Worland with Adam Forepaugh's Circus in St. Louis, Mich., in 1878. Seils Bros.' Circus and Menagerie, 1880, boasted of 4 rings and 51 cages. They traveled on a train of 45 cars.

For information regarding the Circus Historical Society write to Jack Lyon, secretary, 22-A Charles Street, Guelph, Ont., Canada.—Reported by Don F. Smith.

 **With the Circus Fans**
By THE RINGMASTER

President FRANK H. HARTLESS, 2836 W. Lake St., Chicago
Secretary W. M. BUCKINGHAM, P. O. Box 4, Galie Park, Conn.
(Contacted by WALTER HOENKADL, Editor "The Wide World," care Hakenstedt Printing Company, Nashville, TN.)

ROCHELLE III, April 4.—Rotary-sponsored Hamid-Morton Circus, Binghamton, N. Y., was reported by George H. Barlow III as a big success. On March 24 the Live-Wire Club and Pat Valdo Tent held a joint circus party at the Recreation Hippodrome with George Hamid as an honored guest. At 5 p.m. Ed Thompson showed his movies of the Ringling-Barnum, Hamid-Morton and Russell Bros.' circuses. A 15-foot ring was erected on the Hippodrome stage for Joe Basile's band, which played marches and music for community singing by the 68 people present. The stage setting was a blue big top with a wild animal act in progress in the background. Members of the circus present were Tom Tebor, Zavatta Troupe, Will Hill, May Kovar and husband, and Mister Storey, manager of Court's wild animal act. At 6 p.m. a turkey dinner was served. Guests were members of the Live Wire Club, Pat Valdo Tent Circus Fans and guests from the show. George Hamid, as speaker, told many interesting experiences of his 30 years in show business.

Members of the Joseph Andrew Rowe Tent, Los Angeles, attended Russell Bros.' Circus April 5. The fans had dinner in the cookhouse at 4:30 p.m. as guests of the show and attended night performance in a body.

Lieut. F. Robert Woodward, CPA, Dubuque, Ia., co-publisher of *The Telegraph-Herald*, left for Fort Warren, Wyo., where he will report as a second lieutenant of infantry, United States Army Reserve Corps. He is a graduate of Culver Military Academy and the University of Iowa.

Boat and Saddle Club, Binghamton, N. Y., held a party in Recreation Hippodrome March 23. Guests of honor were Zavatta Troupe of riders. Miss Zavatta gave a talk on training horses and the circus in Europe. Some CFA members were present.

Frank Kinder, CPA of St. Cloud, Minn., has been very ill since first of the year with a heart ailment, but is now improved. He could not attend Shrine Circus in Minneapolis, as usual, but the boys sent him an autographed program that thrilled him.

Charlie Daniel Mitchell

He was known and loved by many
For his antics in the ring;
And was unique in that he had
No fault to find with anything.
He could greet folks on the "come-in,"
And keep them all in laughter;
He'll be right "up there" to greet us
On the "come-in" of "hereafter."

By W. McK. Bauman, who reported that showfolk held an impressive service for the old trouper, with Hartford (Conn.) CFA and Shrine represented.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

MONTE WALLACE and Nina are playing New England night stunts with their rope-spinning and whip-manipulating acts.

COMMITTEE in charge of the Clovis (Calif.) Rodeo has about completed plans for the annual event there. A full program of events, including saddle brook riding, bareback riding, steer riding, bulldogging, team roping and single roping will be presented. Frank and Bernice Dean have been contracted to do the trick riding, while Ira Sharer will handle the announcing end.

HAPPENINGS 10 years ago in the rodeo field: Chief Swift Eagle signed with Hinkley's Texas Rangers, at Boston Arma. . . . Mountain Meechey's Cowboy Band troupe was playing theaters in the Midwest. . . . Pinky Giss clowning at the Chandler (Ariz.) Rodeo. . . . Election at Pendleton (Ore.) Round-Up placed Melvin Fell as director of Indians; John Hales livestock director; H. W. Dickson, treasurer-secretary; Rich Rice, arena director, and Lawrence Lienallen, parade director. . . . K-9 Ranch outfit, Titusville, Pa., was readying equipment for the season under supervision of Stacy Carrington, owner. Alverda Carrington was working on her trick riding and Esther Carrington was breaking in a new horse. . . . Everett E. Colburn and B. D. Fisher directed the arena at the American Legion Post Rodeo in Blackfoot, Idaho. . . . Edward L. (Strawberry Red) Wall died in Seattle. . . . Pete Knight, Eddie Woods, Cecil Henley, Harry Knight, John Gordon and Floyd Stillings were making the shows in California. . . . Jim Massey was hobnobbing with Tom Mix, Will Rogers, Big Boy Williams and other screen notables in Hollywood. . . . Harris Rodeo Company was signed for a week's engagement at the Arena, Philadelphia. . . . Fog Horn Chancy was handling publicity for the Boston show. . . . Personnel of Texas Rangers Cowboy Novelty Band included Fred Mincey, Mr. and Mrs. Jack Fletes, Mr. and Mrs. Dave Robinson, Willie Newman and Jim and Ed Smith. . . . Tommy Ray was touring Texas with his shooting act. . . . D. B. (Dave) Evans headed the Black Hills Round-Up at Belle Fourche, S. D., for the 15th consecutive year. . . . Slim Davis was recovering from a fractured hip sustained when he was thrown from a steer while appearing with King Bros.' Rodeo Company.

WANTED

FOR THE BIG SHOW—Lair and Gentlemen Artists, Family doing several acts and strong enough to feature Circus. Madonna (all instruments) for Big Show. All write fully, state interest, job on wire. Circus opens at Painesville, Ohio, April 25. **QUESTIAN DIRECTOR**, able to work cash (broken); **BANNER MAN**, Boss Property Men; **TRUMPET**, Sellars, Candy Blowers; **TEAM**, **COSE ON**, Bill Posner; **TRUCK**, also truck; **RIP**, Fancier, **JOHN AT ONCE**; **ELECTRICIAN**, **CAVENDISH**, **Messiah** with tools. **COME ON** **SIDE SHOW** **WANTS**: Small Colored Band with 2 Dancing Girls—double in Musical. **WORKING MEN**, **COME ON**, **COOL HOUSE** **OPEN**. Can always place useful show people that appreciate good treatment.

MILLS BROS. CIRCUS
PAINESVILLE, OHIO

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FOR SALE—TENTS

One 10x10, 30x30; also 30x20, 10x10, 24x30. Want Repair Man and good Working Agent with car. Address:

CIRCUS EQUIPMENT, Harrison, O.

Circus Performers Wanted

Beter Acrobatic Act; Wire, Novelties, Punch and Chinese Acts; neat double. Willie Clark, wire quick. Open April 25th. Bell Brothers' Circus, Sun Deck, Bob Dickson, owners. Glen Burdick, Marshall.

HUNT'S CIRCUS WANTS

Culture Player for drum and bass; Clowns that have ability to not laugh, come-in workers preferred; Rhythmists that can play guitar and drum; Trainers, Traps and Novelties for Side Show, Candy Husbands, Auto Mechanic with tools. Full particulars and Auto Machine in first letter. Show opens April 27th. Contact Harry in first letter. Show opens April 27th.

CHAS. T. HUNT
2550 S. Broad Street Trenton, N. J.

BEERS-BARNES CIRCUS WANTS

Useful People all lines, Side Show People. Paul Ballante and Ted La Valle, wire. Open April 15th. All answer to Alben, S. C.

OAC Asks Industry's Aid

Horan Explains Showmen Plans

N. E. group mulls wartime problems—ODT, food, insurance other subjects

BOSTON, April 4.—Edward J. Carroll, program chairman of the peak-attended convention of the New England Section, NAAPPB, held last week (March 25) in Hotel Mungor, gave a brief review of the origin and history of the Outdoor Amusement Congress movement, paying the way for a half-hour address by Irish Horan. Horan, executive director of the OAC, called for preparedness, planning, unity and collective action and asked for the confidence of the park industry and its affiliated branches in the work of the Congress. He noted that the industry was represented on the council by Richard F. Lasse, of Forest Park, Chalfont, Pa. Frank H. Kingman, OAC secretary, who is also secretary of the International Association of Fairs and Expositions, came in from Brockton, where he manages the fair, to confer with Horan and others. (Editor's Note—A preliminary report of the meeting appeared on pages 41 and 43 of the last issue.)

From this point on the session was devoted to a "Wartime Clinic" patterned after the panel quiz or "headache" forum created by the parent organization at the Chicago convention. As dean or moderator the section chose Andrew A. Cassara, Beverly Beach mogul, former mayor of that resort and a founder of the New England park men's group. Serving on "faculty" were J. J. Carlin, Baltimore; Wallace St. Clair Jones, Wil-

(See OAC ASKS AID on page 45)

Rosenthals Mapping Ambitious Ad Sked

NEW YORK, April 4.—Jack and Irving Rosenthal, operators of Palisades (N. J.) Amusement Park, are this season again mapping a comprehensive advertising schedule, covering newspapers, magazines, radio, car cards and billboards, to sell their popular fun center to the public. Bert Nevins, New York, has been engaged for his eighth consecutive season as advertising and publicity director. Donahue & Coe Agency is handling the ad placements.

"This is not the time for amusement enterprises to retrench," the Rosenthals stated this week. "We in the amusement business have a definite and important part to play in our country's war effort, and that is to provide wholesome outdoor recreation to bolster the morale of the people. We have a duty to perform in encouraging participation in this relaxation program and intend to fulfill that job thru continued good advertising and exploitation."

Palisades opens the season April 25, with first newspaper ads breaking the week of April 20. "More Play Makes Better Work" will be the theme employed in Palisades advertising this season. Men of the armed forces will again be admitted free to Palisades this season.

Exposition, Aurora, Goes Under Hammer

CHICAGO, April 4.—Exposition Park and the race track adjoining it at Aurora, Ill., about 40 miles from Chicago, are to be sold under court order April 25.

The park, operated for many years by Frank Thielon, has been in receivership for some time. It comprises a fully equipped amusement park on a 44-acre tract. Besides many rides and concession booths there are a swimming pool, a 130-room hotel, an amusement pavilion and a number of other buildings.

The race track covers 81½ acres and was formerly the site of an annual fair which was discontinued more than 30 years ago.

"Body Representing Entire Industry Could Render a Valuable Service" — O'Malley

NEW YORK, April 4.—Herbert F. O'Malley, director of Playland, Bayside, N. Y., expressed himself on the Outdoor Amusement Congress in a letter to an OAC official as follows: "It would seem to me that a body representing the entire industry and dealing only with problems common to all branches of the industry could render a valuable service. I hope that your organization meeting (at Tampa February 6) will be very successful."

"Our organization will be very glad to support the movement in any way it can," said E. E. Chambers, president American Recreational Equipment Association.

"It is my desire to co-operate on any practical basis. We have arranged for representation there (Tampa) and wish you a very successful meeting."

—A. W. Ketchum, president NAAPPB.

Playland, Houston, Off to Good Start

HOUSTON, April 4.—If pre-season business can be taken as a criterion, Playland Park, which held its pre-opening March 14, is in for fat business this summer, according to Louis Shusky, of the Playland staff. A number of improvements have been made, including construction of a building to house 20 game concessions, a Penny Arcade, Monkey Speedway and bingo stand.

Playland now has one of the largest Roller Coasters in the South, in addition to a Spitzler, Roll-o-Plane, Ferris Wheel, a 30-car Skooter, Whip, Tumble Bug and large Merry-Go-Round. Plans are being made to erect an open-air ballroom and beer garden, and a 2,000,000-gallon swim pool also is under consideration. Negotiations are being made for a Fun House and Glass House.

Free acts will be a regular feature thruout the season, Shusky announces.

Galveston's East Beach Closed by Army Order

GALVESTON, Tex., April 4.—Galveston's popular East Beach will be closed this summer for the first time in more than a century, following the issuance of army orders banning public in area east of Stewart Beach, opened last year. The latter is not affected by the order, and Galveston Beach Association plans to emphasize programs in that direction for 1942.

The Beach Club nitery will also be dark, as will the yacht basin. Fishing at the south jetty is also banned.

Pontchartrain Rings Curtain

NEW ORLEANS, April 4.—With awards for best dressed man and woman, an Easter egg hunt, soldiers and sailors as special guests, dedication of new \$250,000 bathhouse and renovation of midway and beach attractions, Manager Harry Batt's Pontchartrain Beach opened Easter Sunday and will continue Sunday policy until daily schedule begins May 3. "Pops" LeVan will again book free attractions.

NAAPPB Risk Plan Is Praised

CHICAGO, April 4.—Experts familiar with the insurance plans sponsored by various trade organizations have examined carefully the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, both at its inception and from time to time during its six years of operation, and have declared it the best plan of its kind known to them, according to a release sent out this week by A. R. Hodge, NAAPPB secretary.

In speaking of this wholehearted endorsement recently Leonard B. Schloss, of Glen Echo (Md.) Park, stated: "It is no wonder the NAAPPB plan has received the endorsement from experts. A committee of able parkmen went into the situation painstakingly and with the cooperation of our official insurance consultant, John Logan Campbell, worked out a plan to eliminate the undesirable features afforded in other plans. In addition, the Public Liability Insurance Committee has been on the job constantly since the inception of the plan, working in close contact with the carrier, the Associated Indemnity Corporation. Every year has marked an improvement in the relationship between association, policyholders and the carrier."

Secretary Hodge reports that the "all-American" feature of the plan is at-

(See NAAPPB RISK PLAN on page 45)

Inclement Weather Crabs AC Business

ATLANTIC CITY, April 4.—Palm Sunday (20), the traditional preview for the Easter Boardwalk parade and the first holiday week-end since the lights were lowered along the New Jersey coast, was a total wash-out here. It was a drab background for the style preview, what with the wind blowing a gale and the Boardwalk rain-swept all day. Few ventured out on the Walk and it was estimated some 40,000 visitors crowded indoors at the beach-front hotels, overflowing the lobbies and cocktail lounges. Despite the fickle weather, hotels reported a good day's business.

Last year brought 500,000 visitors to the resort for the Easter week-end, and with a break in the weather the resort is hopeful for a like figure this season. Steel Pier will be the only pier open tomorrow. No plans have been announced for the opening of Hamid's Million Dollar Pier for the holiday. Jimmy Dorsey's orchestra, the Four Ink Spots and featured photoplays will headline the attractions on Steel Pier. In addition, the new diving bell, chamber to transport patrons to the undersea world, will be in operation over the week-end.

AC Civic Leader Stresses War Immunity of Beaches

ATLANTIC CITY, April 4.—The war immunity of beaches was stressed here last week by William S. Emley, civic leader, who pointed out that Londoners, during the all-out attack by Nazi raiders, took to their adjacent resorts for greater security. These cities suffered little from bombing despite the fact that enemy planes were frequently overhead on their way to and from London.

It seems logical, said Emley, that Atlantic City and the sister resorts along New Jersey's coast will enjoy one of the best seasons in years, as was the case during the first World War.

Guy Hunt Takes Up Arms

WILDWOOD, N. J., April 4.—Guy Hunt, manager of Hunt's Ocean Pier and a second lieutenant in the army reserve, has been called up for active duty and leaves for his post this week. Bill Gerst, associated with Hunt, also expected to be in the army before the season starts. Bud Hunt, another son of William G. Hunt, is slated to take over the management of the pier for the duration.

Belmont Rushes Season

MONTREAL, April 4.—Belmont Park will preview May 9 and 10, with the official opening set for May 10, nearly two weeks earlier than last year.



EDWARD J. CARROLL (left), owner-manager of Silverdale Park, Agawam, Mass., receives congratulations following his election as president of New England Section, National Association of Amusement Parks, Pools and Beaches, at the 14th annual meeting in the Mungor Hotel, Boston, March 25. His well-wisher is the immediate retiring president, John T. Clark, general manager of Crescent Park, East Providence, R. I. Mrs. Carroll makes it a threesome.

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The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Exclusive

Jerome Casades outdoor plunge, New York, changed hands last week, reverting to the original land owner under the hammer proceedings. However, it is reported that the original operators, headed by Mack Rose and Harry Pincus, who still boss Riverside Casades plunge on New York's West Side, will continue to operate the Bronx natatorium but under a new arrangement.

Rose and Pincus were engaged last week in setting opening plans for the Riverside tank. There's talk, too, that the Casades combine will take a group of other open-air H-C-Oriums under its wing this summer. Slated to open under the Rose-Pincus banner are the Metropolitan plunge, which they operated last season, and the Bronxdale in upper Bronx. The said they've also been offered operation of a Queens pool.

Indoor Pool Note

Swim fans and members of the St. George Swimming Club will see a preview of the type of swim suits to be worn this summer at the club's annual Spring Frolic to be held at Hotel St. George, Brooklyn, April 10. Hostelry houses a mammoth indoor plunge and sponsors the aquatic club.

The frolic, admission by invitation only, is expected to draw more than 3,000 club members. The St. George swim club will urge each invitation holder to purchase Defense Stamps for admision.

Jimmy Karnet, director of the St. George swim club and prize agent for the plunge, is in charge of arrangements for the shindig, assisted by Charles L. Pfeiffer. Selma Weiskopf is working on the hallyhon.

The Mail Animal

Here's an interesting letter from Paul H. Ruedepohl: "Here I am in San Francisco ready to open our first Office of Civilian Defense all-out swimming program with a 'Learn to Swim' campaign for the military forces, as well as civilians, at the Sapiro Baths. The drive is backed by The San Francisco Chronicle and Jantzen Swim Association in co-operation with the San Francisco chapter of the American Red Cross.

"Our present problem is to get volunteer instructors and lifeguards. The guards quit almost as fast as they are hired—too much in demand in defense industries. Pool and beach operators may take heed to the present situation in San Francisco. The main problem is salary. Any operator who expects to get guards this summer for \$3, \$4 or even \$5 a day is going to face a serious problem. As an illustration, my guards

of last year (all college students) quit school to share in the lucrative pay offered in Oregon shipyards, namely, \$13 and \$14 a day. How can we in the pool business compete with that?"

That sounds like a serious problem, my friends. Pool operators are therefore urged to give immediate thought to their summer employment situation. Don't wait until the last minute.

An Apology

This department had intended devoting most of its space this week to a discussion of problems confronting New Jersey beach operators. You'll recall I promised results of an interview with the head of civilian defense activities in Jersey. But other news, timely and important, has taken priority (where have I heard that word before), and so next week, Jersey pool and beach men, the space is yours!

Revere Beach, Mass.

By THE BEACHCOMBER

REVERE BEACH, Mass., April 4.—There was a powwow in the mayor's office recently of great portent to the beachmen, at least of the East Coast. It can be said that both the Army and Navy will co-operate 100 per cent to effect a program, stressed as "controlled illumination" and not blackouting, to meet present exigencies of war at sea. Throwout of light rays some distances into the water and solid illumination of this well-lighted amusement area fronting the ocean will not be used as a background to show off gaudy tankers and ships for Shickelgruber's undersea pirates to shoot at. Seamen beachabouts have recently informed the writer that the synthetic "aurora borealis" of this beach can be seen in the heavens beyond the horizon at a point 20 miles off shore.

Raymond E. Carey, aggressive mayor of Revere and himself a beach big man and boater, called a meeting in his office. Andrew A. Casassa, president Revere Beach Business Men's Association, and a big turnout of membership were on hand, with interest keen. Also attending and pointing the way to overcome the problems involved were head of Civilian Defense (Region 5) Danny D. Dillon, the mayor's secretary, gold-braided representatives of the Navy and Army, Alfred E. Gardella, president Suburban Gas & Electric Company, also added to the intelligent discussion of light engineering and camouflage. A group representing the power company, beach men and the Army and Navy are expected to act soon in concert with lighting engineers.

Navy patrol boats will engage in a "find fault" patrol off coast and make recommendations. As a last resort, and if necessary, a 20-foot fence will be built on the beach side the full length of the amusement area, which is all built on the one side at this resort, facing the sea. It is planned to light up the amusement area full blast in co-operation with Navy observations offshore.

Ex-Mayor Casassa, who is also Civilian Defense Director of the city of Revere, dealt with the subject of air raids, caring for patrons and what it means as an asset to the beach to have it known that beachmen are on their toes and ready to meet any and all emergencies and surprises. James A. Rotherham, pioneer beach man, was named chief air-raid warden for the beachfront amusement area, and he laid out a plan for each operator to have his own warden and first-aid set-up. Rotherham talked religiously on the subject and has called a meeting of beachmen. He intends to induct all air-raid wardens of the beach into a class to join with the Civilian Defense School for courses in air-raid conduct, first aid, public morale under fire, etc., and it looks as tho Jimmy is going to do a first-class job.

Casassa promised the assembly that he would call a special meeting soon to further the plan for an Army and Navy Day to be held on or about Saturday, May 16, as an official opening of the beach to be highly exploited in camps near by. Much fine public sentiment can be built up for the beach with this effort to do something for the boys before they shove off for the Far East.

Summit Retains Act Policy

AKRON, April 4.—Jerome T. Martinian, press agent at Summit Beach Park, announces that the strong free act policy inaugurated at Summit Beach last season will be continued this summer. The Four Apollos have been contracted as the first attraction of the season, opening May 23, official starting date.

American Recreational Equipment Association

By R. S. UZZELL

Another fine meeting of the New England park men went into history in Boston March 26. It sought to dissect problems that concern this season's operation and affect everyone in the outdoor show field. How and what to do and when was the temper of the meeting. Again it was the individual member participation in the meeting that made it such a lusty-tinged conclave.

It was an accomplishment to get such leaders of renown to come gratis from the outside to address us. None of them ran away with the meeting or stole the show. Their answers to questions were just as intelligent as their addresses. Pure food, safety of operation, what to do in emergencies and how to prepare for them, and what we can do to help win in the gigantic struggle were the big cards of the bill. War tax on admissions and accounting also had an inning.

We all agreed with John J. Carlin's plan regarding operating hours per day if it can be put over. He came from Baltimore for the meeting and generously contributed to its success.

Fred W. Pearce ran over from Detroit and, as usual, was a valuable contributor to the discussion.

With great regret and sympathy we learned that Charles Chislers, long the efficient treasurer of the New England park men, has had a stroke and is nearly blind. We can ill afford to lose this sterling character. The detail of keeping the records and handling the money for him was done by his able secretary, Miss Muldoon. She left a set of records and accounts that are models.

Fred L. Markey never worked harder for the success of a meeting. He set such a high standard at Chicago that he just couldn't let this meeting suffer by comparison.

Edward J. Carroll has set a pace for get up and go that promises plenty of action for the organization in 1942. He is constantly consulting men of experience for ways and means of making the meetings interesting and profitable for the members.

Many are still asking what put such

new life and vigor into the meeting. The answer is simple—work and nice work. The officers put in time and effort on this meeting and began well in advance.

John T. Clare made a good president for two years and retired with the good will of all.

George A. Hamid gave another good show. His substitute did a good job, and can't be sing like nobody's business?

Wallace St. C. Jones, as usual, worked wherever needed and functioned quietly but effectively on his various committees. You will go far to find a better pinch-hitter for an organization than Jones has always been for the New England Park Men's Association.

William de L'Orbe Jr. has done well for the Flying Skooter. He has been married only a few months and is listening for his country's call and may soon be training parachute jumpers.

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By virtue of a decree of foreclosure entered by the Circuit Court of Kane County, Illinois, I will offer for sale and sell either on mass or separate tracts or parcels, as public auction to the highest and best bidder for cash on Saturday, April 11, 1942, at 10:00 o'clock a.m., at the State House of the Kane County Court House, Geneva, Illinois, the premises known as

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Located at North Aurora, Illinois, on Lincoln Highway and C., R. & O. R. R. Co.

Park contains about 45 acres of land and includes 120-room kitchenette hotel, garage, large swimming pool, log cabin ball room, amusement yard, bowling and several large exhibition buildings. Race track contains about 61.1 acres of land and includes six-rails track for horse races, large grand stand, club house, paddock and stable.

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OKLA. CITY WINS SS TEST

Court Upholds Refund Claims

Case proves amusements incidental to promoting educational program

OKLAHOMA CITY, April 4.—By a decision handed down in Judge Kennedy's United States District Court here March 24, Oklahoma State Fair will recover unemployment compensation taxes for the year 1936, which with penalty and interest amounted to \$546.33 at the time of payment in 1941, from H. C. Jones, Commissioner of Internal Revenue.

In upholding the fair's claim that the tax with penalties and interest was erroneously exacted, the court pointed out that the fair is not doing anything more than carrying on its amusement features as an incidental function to assist in promoting and expanding its educational program and as such is exempted from the tax. The court directed that the fair should recover the tax with penalties and interest exacted, together with interest thereon. Hearing followed fair's claim for a refund, which was disallowed by the revenue department, on the ground that the fair was partially but not exclusively operated for educational purposes.

The point in controversy was whether the fair in its activities came within the exemption allowed by the Social Security Act to institutions employing people engaged in operation exclusively for scientific and educational purposes where no part of the net earnings inures to a shareholder or individual. The court declared that the fair is organized as a corporation under Title 18, Section 12, of the Oklahoma statutes and as such is permitted the maintenance upon its grounds of places of amusement for the pleasure of visitors attending its exhibitions, provided they are in accordance with law and good morals.

Evidence in the case was not in dispute that the activities carried on by the fair consisted of the scientific and educational features generally outlined in the articles of incorporation and that in addition amusement features were indulged consisting of night or day shows which are such as commonly classified as vaudeville and rodeo features, the court said. "There is no dispute," the court added, "in the evidence that all earnings from every portion of the activities of the plaintiff are used in the matter of continuing the general program." (See OKLA WINE TEST on opp. page)



RALPH T. HEMPHILL, secretary-manager of Oklahoma State Fair and Exposition, Oklahoma City, which corporation has won a verdict in a case in United States District Court involving the question of exemption under the Social Security Act. "This is probably the first time that a court has passed upon the educational value of a fair," said Secretary Hemphill, "and the findings in the case should be of interest to many fair executives."

Booker Gets Behind OAC With "Fullest Support"

BOSTON, April 4.—Al Martin, Boston booker, has sent the following unsolicited letter to The Billboard: "I have been following the progress of the Outdoor Amusement Congress with a great deal of interest and am pleased to note the strides it has made since its inception. This office feels that the OAC is worthy of the fullest co-operation of those whose livelihood is concerned with outdoor show business.

"But even beyond that I wish to contribute any assistance I can toward furthering the ideals of the OAC, and please feel free to call on us at any time if you think we can help to instill the fundamental benefits of the OAC to outdoor showmen. With best wishes for the utmost success."

Ill. Goes Ahead Despite Surprise Adverse Opinion

SPRINGFIELD, Ill., April 4.—Despite an adverse opinion of Attorney General George P. Barrett, plans for a 1942 Illinois State Fair at a temporary location were ordered resumed today by Director of Agriculture Howard Leonard following a conference with Gov. Dwight H. Green.

Director Leonard, citing the Barrett opinion as "a surprise," said he felt it was the intent of the Legislature that a fair be held if suitable temporary facilities could be found outside of Springfield.

Barrett's opinion held that special legislation would be necessary to hold the fair in a location other than Springfield.

Officers and enlisted men of the U. S. Army Air Corps have started occupancy of the fairgrounds, which will be utilized as a storage depot.

Canton Annual Ponders Advance in Dates Plan

CANTON, O., April 4.—Permission has been granted by John T. Brown, State director of agriculture, to directors of Stark County Agricultural Society, to advance their dates from the traditional Labor Day opening to occupy a part of the week left vacant by cancellation of Ohio State Fair. The board will decide soon whether to accept the change.

A change in dates would have several advantages, Ed S. Wilson, secretary, said. If approved the fair would open on a Wednesday and continue thru Monday, with no session Sunday. This would give the fair a Saturday showing for the first time, which likely would be big, and still include the Labor Day date.

YOUNGSTOWN, O.—B. Ward Beam has been awarded the contract to provide the four-day grandstand attraction at annual Canfield Fair, directors of Mahoning County Agricultural Society announced at a recent meeting here. Presentation will include rodeo, circus and thrill show.

Agricultural Situation

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

FARM production goals, food supply, prices of farm products, tight situation as to farm labor and equipment needed for 1942 production—all these have held the center of agricultural interest this winter. Now the work of preparing the land and of planting the new crops is well under way, spreading rapidly over a widening area south to north across the breadth of America. Early truck crops already are flowing to market the country over, and increasing in seasonal volume. Land once planted to cotton in the South is going into peanuts and soybeans for the increased production of vegetable oils. The South hopes to produce this year more food and feed crops and livestock products than ever before.

Meanwhile, a new winter wheat crop is well along, promising good yields to add to an already abundant supply of wheat in store. The range country is a picture of unusually large numbers of cattle and sheep in good condition and the Corn Belt of high record numbers of sows to farrow this spring. Cross country and into the North are the great commercial poultry and dairy regions endeavoring to produce the increased quantities of eggs and milk so needed this year. Everywhere the early season is one of high promise, but to reach the production goals for 1942 hard work lies ahead.

PRODUCTION: ABUNDANCE

The No. 1 job of farmers is to produce the biggest possible quantities of food this year. Goals have been set up as production guides, with emphasis upon the protective foods needed in greatest abundance by our armed forces on many fronts, our civilian forces on the home front, and for export to our allies. While factories work night and day turning out munitions of war, farmers will be working night and day this spring readying the land for the biggest production of food in our nation's history.

The food production job in World War I was simple by comparison with present needs. Then we had a population of 100,000,000, and the principal commodity for overseas shipment was wheat. Now we have a population of 132,000,000, and the principal commodities for overseas shipment are cheese, evaporated milk, eggs, meats and lard. Then we had little difficulty in importing fats, oils and sugar. Now large quantities of these imports have been cut off.

The job of producing food is vastly greater now than in World War I. And there are fewer people to do it. Whereas the farm population during World War I was more than 32,000,000, it is now less than 30,000,000. It is true that production techniques have been greatly improved during the last quarter century, and that

(See AGRICULTURAL on opposite page)

New Dates Set For Ky.; Plans Move Forward

LOUISVILLE, April 4.—Kentucky State Fair Board, at a meeting last week, voted to change its dates for this year's annual. New dates to be used are those formerly held by Indiana State Fair, Indianapolis, which has been canceled to permit the leasing of a portion of the fair property to the Army Air Corps for the duration.

Board is going ahead with plans for a bigger and better event, and particular stress will be placed on national defense and production of foods. However, evidence that the amusement end will not be neglected is the announcement that the Johnny J. Jones Exposition will provide the midway attractions, marking the show's sixth consecutive appearance here. The Jones combo had been scheduled for its seventh year at Indiana before cancellation of that event.

Manager Robert B. Jewell said that the new restaurant building is nearing completion and it is planned to feature a rump band on its roof garden during the fair. Board members are contemplating presenting a rodeo as the grandstand attraction for several performances. Plans also call for a huge historical spectacle, commemorating the sesquicentennial celebration of the State. Usual number of free acts are planned and board members feel that the 1942 event will play a prominent part in contributing to the education of patrons helping to win the war by producing more and better foodstuffs.

Vancouver Nixed; Grounds to Gov't

VANCOUVER, B. C., April 4.—Canada Pacific Exhibition, scheduled to be held at Hastings Park here this summer, has been canceled, John Dunsmuir, exhibition association president, announced last week. Decision to call off the event was made after it became known that the B. C. Security Commission, charged with the evacuation of Japanese from the British Columbia coastal area, needed the whole of the fairgrounds for an indefinite period.

Under the government's expropriation proceedings, all of the buildings and park proper, with the exception of the golf course and race track and Happyland area, has been acquired. The commission, under Major Austin Taylor, has already transformed and occupied two buildings at the park and the livestock (See Vancouver Nixed on opposite page)

Michaels in Chi Office

CHICAGO, April 4.—J. C. Michaels, manager of J. C. Michaels Attractions, Chicago and Kansas City, now permanently located at his office in the Garrick Theater building here, has an optimistic view of business for the 1942 fair season and states that contracts made by his offices so far exceed those of last year during the same period. Among contracts reported this week are July 4 celebration, Marceline, Mo., and Morrill County Fair, Bridgeport, Neb. Latter has contracted Michaels's Big City Grandstand Circus of 14 acts.

CHICAGO.—"Who said they did not buy early?" remarked the Great Knoll (Jack Hamilton), high trapeze act. Results of my advertisement in the Outdoor Attractions Section of The Billboard's Spring Special Number were and are amazing." He reported that he was now booked practically solid until January 1, 1943, and that Knolletta also is heavily booked.

ALBANY, N. Y.—Bayard T. Haskins, F. E. Lunn and C. B. Adelman, Wellsville, N. Y., are promoters and stockholders of Wellsville Exhibition Company, Inc., a newly formed enterprise granted a charter of incorporation March 28 by secretary of state, Firm, which has a capitalization of \$6,000 will finance and provide for indoor and outdoor exhibitions of all kinds.

The Billboard Subscription Rates Upped

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

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of The Billboard to less than 6½ cents a copy. A convenient order form is printed on page 58.

Around the Grounds

COLUMBUS, O.—Much of the harvest in prizes which the State's farm boys have taken home from Ohio State Junior Fair will be reaped at county fairs this year. Several breeder organizations and groups plan to send prizes to county fairs, John T. Brown, State director of agriculture, said in outlining a greater emphasis on events for boys and girls at local annuals. The State posted \$24,000 for prizes last year, and organizations gave \$6,000 to the youngsters.

JANESVILLE, Wis., April 4.—A new single admission plan has been voted for the 1942 Rock County 4-H Fair, under which a single gate admission will be charged at a somewhat higher figure than last year, while the grandstand show will be free, as will all entertainment within the grounds. The 1941 fair for the first time charged a gate admission which resulted in the collection of \$1,130.89. Grandstand receipts on the other hand last year totaled only \$500.75, while the cost of grandstand entertainment amounted to \$516.60.

JEFFERSON, Wis.—About \$7,500 is being spent by Jefferson County Fair officials in renovation work for this year's annual. Horace L. Burn, executive secretary reports. Event will be operated along larger lines and contracts have been signed with Blue Ribbon Shows, Barnes-Carruthers and the Lulu-belle-Scotty unit of Station WLS, Chicago. Two addition horse races have been added to the program, and a dog show, one of the first attempted in this area, also is scheduled.

ALBANY, N. Y.—Assembly has passed two proposed laws affecting race tracks in New York State. One would require that at least 85 per cent of persons employed daily in operation of pari-mutuel betting shall be residents of the State for at least two years preceding date of employment; each person seeking employment shall submit an affidavit stating qualifications. The other bill makes provisions of this proposal applicable to harness race meetings. Having been approved by both branches of the Legislature, the measures have gone to the governor for consideration.

DALLAS, Tex.—With booking of a summer operetta arranged, Texas State Fair Association is now looking for attractions during the fair period. Seeking such a booking for at least 14 fair days is George Jessel's current Broadway musical, with Sophie Tucker and others with MCA doing the talking for the first two days of the fair, using Dallas Symphony Ork for classical jazz concert twice daily and Edgar Bergen and Charlie McCarthy as stars. Alice Templeton is another possibility mentioned.

JACKSON, Miss.—last week saw opening of first of six district livestock shows, including State's Northwest, Northeast, Southwest, Southeast, South and Delta areas. Southwest District Livestock Show opened at Port Gibson and is to be followed in order by Southern Show, Hattiesburg; Southeast, Forest, Delta, Greenwood; Northeast, West Point, and Northeast, Como. Paul P. Newell, secretary Mississippi Livestock Association, sponsors of all annuals, said the 40,000-patron mark of 1941 will be broken from all indications.

COLUMBUS, O.—Army Air Corps will take over Ohio State Fairgrounds here May 1. State Director of Agriculture John T. Brown announced last week in completing tentative arrangements for leasing the grounds to the War Department.

AGRICULTURAL

(Continued from opposite page.)
 production per farmer has been increased; but the increases sought this year in food production are greater than these.
 Food production goals call for an overall increase of about 5 per cent this year over last; but in individual com-

modities the goals call for increases as high as 155 per cent over 1941—as in peanuts. Besides the production of peanuts for oil, the goals call for an increase of 54 per cent in acreage of soybeans, and an increase of 34 per cent in the acreage of flaxseed.

Goals call for a total increase of 8 per cent in production of milk this year, 13 per cent in output of eggs, 14 per cent in hog slaughter, 8 per cent in slaughter of beef cattle and calves, 1 per cent in sheep and lambs. The goals call for an increase of 32 per cent in the production of canning peas, and of 37 per cent in canning tomatoes. Increases of 13 per cent in acreage of dry beans and 73 per cent in dry field peas are sought.

A 10 per cent increase in total acreage of potatoes is suggested for 1942, and an increase of 22 per cent in the production of dried fruits. Goals call for an increase of 10 per cent in acreage of commercial truck crops, and an increase of 20 per cent in the number of farm gardens—practically a "garden on every farm"—nearly 6,000,000 farm gardens the country over.

PRODUCTION: FOR WAR

Department of Commerce estimates that production for military purposes will constitute approximately 53 per cent of the aggregate United States industrial output in 1942, compared with 31 per cent last year. In durable goods about 80 per cent of the total output will go for war purposes, compared with 35 per cent last year. Nearly one-third of the rise in industrial output will occur in the aircraft industry, where production will be increased by 300 per cent. The machinery industry—which includes most ordnance as well as many aircraft engines—will contribute another third of the gain, and shipbuilding, a sixth.

PRICES: PARITY

Farmers have been getting slightly lower prices for commodities than at the beginning of this year, but the national average of prices of farm products continues practically at parity, livestock commodities in general selling above parity, and the crops selling below parity. A continued high level of consumer demand for farm products and a rising trend through 1942 have been forecast by BAE.

National averages of prices received by farmers as a percentage of parity as of February 13 were: Cotton, 98 per cent; corn, 81; wheat, 81; hay, 62; potatoes, 100; oats, 80; rice, 135; peanuts, 77; apples, 85; beef cattle, 130; hogs, 110; chickens, 104; eggs, 99; butterfat, 92; wool, 138; veal calves, 121; lambs, 121.

Enactment of the Emergency Price Control Act of 1942 and the announcement of price support levels by the Secretary of Agriculture have helped to clear the way for farmers in reaching this year's farm-production goals. Now they have practical assurance of the prices they will receive for this year's crop and livestock products. Besides a growing domestic civilian demand for farm products, the federal government is committed to purchases of increasingly large quantities of foods for our armed forces and for export to our allies. There is need also for the building of large reserves against future contingencies.

OKLA WINS TEST

(Continued from opposite page.)
 grants and purposes of the plaintiff. In fact, there is no substantial dispute as far as the applicable testimony is concerned that the amusement features are carried on for the explicit purpose of augmenting the funds necessary to carry out the more important educational purposes of its charter.
 Arent the suggestion made that because the Social Security Act was amended after the tax here concerned accrued, by which amendment agricultural and horticultural organizations are now exempt from the employment tax, that the intent of Congress is thereby indicated that the plaintiff's class of organization was not therefore exempt, the court said it could find no sound basis for this argument. It also pointed out that the plaintiff has not claimed that it is an agricultural organization and exempt as such altho the commissioner may now so classify it. The court added that "the purpose expressed in its charter by its officials and by the evidence of its activities shows that the fair is operating in its broad plan for scientific and educational purposes and that only a portion of its activity is devoted to agricultural research in the commonly understood meaning of that term."
 "While the usual doubts and uncertainties which surround tax problems may be present here, yet, after hearing the evidence outlining the plans and

purposes of the plaintiff, together with the infinite care taken and the arduous effort spent to spread knowledge of the practical things which tend to make for the progress and betterment of Oklahoma, the court finds itself unwilling to say that the plaintiff is doing anything more than carrying out its amusement features as an incidental function to assist it in promoting and expanding its educational program, something after the fashion of using well-known movie stars to promote Defense Bond sales where the spectacular and lighter attraction Agencies are commendably adopted as a means to a realization of the real benefits sought."

VANCOUVER NIXED

(Continued from opposite page.)
 blocks, repartitioned and equipped with camp facilities, now houses male Japanese.

Fate of the 23 exhibition association employees, headed by S. G. McLennan, exhibition manager, is undecided. "That's something we will have to consider immediately," Dunsinuir said. "We will have to maintain a small staff to handle the affairs of the golf course and Callister Park, but I don't think that will require more than three or four." Lack of funds will preclude holding of the event in any other location, he said.

Pomona Finally Off

LOS ANGELES, April 4.—Los Angeles County Fair, which last year attracted over 800,000, has been canceled for the du-

ration, O. B. (Jack) Adlerbaugh, secretary-manager, announced at a well-attended breakfast meeting of the Pomona (Calif.) Chamber of Commerce this week. He said a skeleton crew will be maintained at the grounds to take care of the necessary work to keep the plant in condition. Offices will be maintained in the Administration Building as usual. Event was to have observed its 20th anniversary this fall.

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Rinks and Skaters

By STARR DE BELLE (Cincinnati Office)

HARRY CORNISH, violinist on roller skates, presenting his novelty at the 69th Street Ratskeller, Philadelphia.

ACE DOLSEN, who has opened the Ace High Roller Rink in Janesville, Wis., formerly operated Ace's Roller Rink in Brodhead, Wis.

FIRE destroyed Frolic Club, Youngstown, O., on March 26. During recent months the building had been used as a roller rink.

PHILADELPHIA DAILY NEWS canceled competition in its roller skating contest during Holy Week. Competitions resumed on April 8 in Jamison (Pa.) Rollersky and on successive days in Crystal Palace, Circus Gardens and Ple-More, all Philadelphia, and Rollarets, Gloucester, N. J.

TONY MILLER, amateur roller skater at Arcadia Gardens, Chicago, is turning pro. In 1941 he won the Illinois novice dance championship, and he and Marion Weismuller now hold the 1942 Illinois senior roller-skating dance championship.

SKATING WONDERLAND, a new rink, was scheduled to open in St. Louis April 6, according to Raymond Werner, owner and manager. Werner leased the former one-story garage, 100 by 200 feet, at 5425 Easton Avenue. Workmen laid the floor for the skating area, which is 90 by 150 feet, and installed partitions for skate room, dressing rooms, concession room and office.

CHAMPLAIN PROVENCHER, Montreal, honorary secretary of the Amateur Skating Association of Canada, in announcing that the Canadian open amateur figure roller skating and dance competitions would be held on April 6 and 7 at request of the sponsor, Toronto Amateur Roller Skating Association, said the change had been approved by William H. Roughton, president of the ASAC. Entries were made

on forms provided by ASAC Secretary Herbert C. Roberts, Toronto. Eliminating heats were to be arranged as required in view of the number of entries. Competitions were scheduled in Strathcona Roller-drome, Toronto, figure championships on April 6, dance competitions on the following day and finals on both nights. A varied program of roller free style figure and dancing numbers was slated by members of Strathcona Roller-drome Skating Club, under direction of Florence Craven, club president. Judges were named by Toronto ASAC and approved by the ASAC. Competitors were expected from the maritime provinces, Quebec, Manitoba, Alberta and Ontario.

JAMES F. MURPHY, of Skating Palace, letters from Hartford, Conn.: "Roller situation here is very good. There is a shortage of men, which is to be expected, and hampers activities. Operators are doing everything possible to co-operate with the government and service organizations. Some are giving stamps and bonds, while others are giving free and reduced admissions. Everyone here is keyed up for the nationals."

Current Comment

By CYRIL BEASTALL

CHESTERFIELD, England.—Roller hockey having had a revival in New York, Long Island League, with 10 teams competing, starting off to good local interest from Brooklyn rinkgoers, I understand, it is disturbing to a well-wisher of the game to learn that they still play the kind of hockey which is purely an arena proposition and cannot survive. Fifty-seven years of continuous roller hockey in this country has taught us something about public taste in this matter.

After all these years of failure to promote public interest among rinkgoers for roller hockey, it appears that there are people over there who are still unable to read the writing on the wall. When I

think of the possibilities for the game in a great stronghold of rollers such as the United States and realize how far we are from seeing the game put on a sound footing, I could literally burst into tears! Observers on the spot who know their skating agree that hockey of the kind in evidence is essentially an arena proposition. Enough said.

Thanks to Champlain Provencher, Montreal, secretary ASA of Canada, for detailed info relative to the roller rink situation in the Dominion. It is interesting to note that every city of respectable size has its roller-drome, while Toronto has three rinks.

Louis Bergmann, instructor Coliseum Rink, Washington, has asked all local boys who may be sent overseas to the country in one of the services to contact the writer upon arrival here. Norman Wilson, U. S. Marine, attached to the American Embassy, London, is the first to notify me of landing. Any of the skating boys, should they get over here, can write to 7 Dunston Lane, Chesterfield.

Perry Rawson, Asbury Park, N. J., the man who can tell us all we want to know about dancing on the little wheels, informs that enthusiasm for this branch of rollers is increasing overnight, with some rinks even featuring midnight dance sessions. Perry will insist that your humble servant possesses a kind of obsession for roller hockey, with little real interest in fancy skating. Admitting

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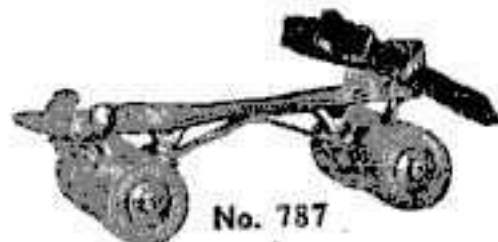
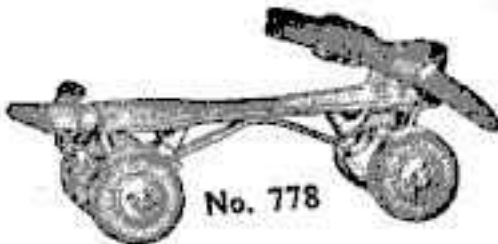
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to a keen active interest for hockey. I have nevertheless spent considerable of skating time in dancing and really enjoying it, but until recently never had the good fortune to find the kind of partner who would enable me to get the best out of that branch as a performer.

All the partners I ever had for any length of time before were either not ambitious enough in their general outlook or too ambitious, explanation being that some were content with skating thru the simplest dances and no wish to progress or they wanted to concentrate every moment of their time in the rink to utmost advancement without any time for practicing figures or anything else. The latter kind usually wanted me to give up active interest in everything but dancing, and to me roller is the five-way sport it must be to thousands of others who like variety in their skating, without making any particular branch an obsession.

Now that I have taken to myself a very adaptable young wife who intends to make roller skating her chief pastime after the war and has the idea of becoming a capable dance skater later, I am much gratified and shall teach her thru the elementary stages to the best of my ability. This does not signify that my interest in the other branches is waning. I shall still enjoy a fast run around with the speed boys at some future date, and I cannot imagine forsaking hockey entirely, while to say that solo free skating is not an enticing occupation with me would be to speak untruthfully. So while my interest in dance skating is on the increase, I am still of the opinion that variety in skating adds to its appeal.

NAAPPB RISK PLAN

(Continued from page 40)
tracting many new policyholders, because the basic coverage as well as the re-insurance is carried in American companies of unquestionable stability. Another feature of the plan, according to Hodge, is the fact that the insurance committee meets each year with the company and, based upon the experience of each individual insured, arrives at an equitable rate for the ensuing year. Where profits under the plan have been such as to warrant it, rates are lowered to the benefit of the policyholders, Hodge says. John Logan Campbell stated that everything pointed to a saving on premiums for all policyholders during the forthcoming season. In addition, an effort is being made to do something for the smaller park owner, Hodge announces.

Campbell further stated that with the great increase in business expected all over the country this season the matter of adequate protection is of paramount importance. "With the lives of countless millions of servicemen and defense workers in our hands day after day thru-out the ensuing months," said Campbell, "it is our duty to do everything to assure their safety while using our devices." Secretary Hodge reports many inquiries from new sources for details of the plan.

OAC ASKS AID

(Continued from page 40)
Ham B. Berry Company, Boston; Fred L. Markey, association secretary; John T. Clare, Edward J. Carroll and a "layman," Lieutenant Duffy, who was invited to answer questions touching upon military topics.

On the board of advisors were R. S. Uzzell, John L. Campbell, H. P. Schmeck and Henry G. Bowen. Moderator Casassa asked the press to consider the discussions off the record, but when queried after the quiz said he had the daily newspapers in mind and not *The Billboard*, "which is one of us and is, in fact, a member of our association, and knows what to publish in the interests of the amusement business."

Just before the panel started Secretary Markey read a long letter from A. R. Hodge, NAAPPB secretary, Chicago, laying down a plan for 1942 which included the sale of Defense Bonds and Stamps, the Pay Roll Allotment Plan, patriotic displays at parks for the holidays and allied topics.

"Wartime Clinic" Clicks

Clinic was received with enthusiasm, many operators pitching in with questions and answers on operating hours, blackouts, auxiliary lighting systems, application of new tax rulings and regulations and adaptation of time schedules to fit in with picnic bookings from defense factories. As to taxes, it was stated that D. S. Bliss, deputy commissioner of Internal Revenue, Treasury Department, Washington, "has all the answers we need." A film of Belmont Park,

Montreal, was shown, and at the business meeting the association elected Edward J. Carroll as president, with the following officers: I. Mark Polakowich, Desert of Maine, Freeport, first vice-president; Henry G. Bowen, Whalom Park, Pittsburgh, second vice-president; new members of executive committee, Henry Martindell, Riverside and Mountain parks, and Leo Wise, Auto Rest Park, Carmel, Me.; other members of exec group: officers, retiring president (John T. Clare), W. St. C. Jones, and John T. Benson, Benson's Wild Animal Farm, Nashua, N. H. A. A. Casassa was re-elected treasurer.

M. J. (Marty) Mullin, executive director, and Joseph H. Brennan, executive secretary of the Amusement Industry Division, Massachusetts Committee on Public Safety, declared that the obligations of operators do not cease when they sell a ticket, urging a systematic series of drills for personnel to help the Civilian Defense effort.

Persons handling food in parks should buy from government inspected companies and stick to that policy if they want the right kind of products, said John E. Wilson, president Batchelder & Snyder Company, Inc., subsidiary of General Foods Corporation. "Agawam (Riverside Park) bought the tops in food for its patrons last year, which augurs well for the amusement park industry," he said.

John L. Campbell, NAAPPB risk consultant, addressed the closed session on fire insurance, citing a premium rate 15 per cent below that of local companies and a total saving of approximately \$1 per cent over a three-year period. He also commented on war damage insurance, stating that the government has appropriated money for such cases and that regular carriers will handle the matter when a full plan is worked out.

Uzzell Scores ODT

In resolutions a tribute was paid to the late Charles Usen, of Old Orchard Beach, Me., by R. S. Uzzell, and flowers were voted to C. F. Chisholm, former association treasurer, who is seriously ill and has lost his eyesight. Mr. Uzzell scored the ODT (Office of Defense Transportation) for banning the use of buses for picnics and special parties, and the body moved a resolution in opposition, to be forwarded to the director of ODT, Joseph Eastman. Henry G. Bowen, Whalom Park, who said he was in the transportation business, leaped to his feet to announce that the ODT order does not affect buses using old tires, "which can still take this kind of business."

Banquet and entertainment were held in the ballroom with show under direction of Paul Denish and Jacy Collier, Boston office of George A. Hamid, Inc. Acts were Jacqueline Hurley, acrobatic dancer; Lucille and Eddie Roberts, magic and mentalism; Paul and Edna Mae, dancers; Klatsens, skating duo, and Bruce Norman, singer and master of ceremonies. Ed Carroll was toastmaster and there was one talk, a humorous pitch by Lew Brooks, ex-actor, now official greeter of the city of Boston, who drew many laughs. Lined up on the dais were the officers plus R. S. Uzzell, J. J. Carlin and Mrs. Edward J. Carroll, wife of the president.

Powwow Patter

Fred Fansher missed the meet, his son having been married on convention day in Dayton, O., the home town. . . . Flowers were ordered sent to ailing Mrs. Fred L. Markey, wife of the genial red-headed sec. . . . Cora Munsey assisted Markey, as usual, doing a great job on registration and ticket peddling. . . . Letter was read from A. W. Ketchum, NAAPPB proxy. . . . Also one from George Hamid, sholher absentee. . . . Catering interests attending and not mentioned previously were Cy D. Bond, formerly of Dodgem. . . . C. S. Bradley, Orange Crush. . . . Lane Keeney, Elliott Ticket Company. . . . J. J. Godin, Interstate Fireworks. . . . R. P. Feltz, Ralph Goodwin, William H. Patton, A. W. Johnson, Globe Ticket Company. . . . Al Martin, Frank Soper, Art Brunner, Al Martin Agency. . . . Robert Stein, J. Burman, New England Doll & Novelty Company. . . . Mel Summerfield, Franklin Advertising Service. . . . David S. Bond, Trincourt Coin Machine Company. E. H. Sparrell, Marshfield Pair, turned out for the banquet.

Others in attendance included the following: Mr. and Mrs. Elmer Mason, Edward Tracy, Mountain, Holyoke. . . . Mr. and Mrs. Daniel E. Bauer, Acushnet, New Bedford. . . . C. Nasif, Sam Hamid, White City, Worcester. . . . E. H. La Venture, Whalom, Pittsburgh. . . . S. E. Feldman, N. Sabbagh, V. Shayed, P. T. Hurley,

Revere Beach. . . . Dr. Hewitt, J. J. Walsh, John E. Cuddy, J. J. Dineen, Jack Foley, Mr. and Mrs. J. P. Coleman and John Coleman, Hampton Beach, N. H. . . . S. W. Rogers, J. P. Smith, Gene Dean, A. Sheehan, Salisbury Beach. . . . T. W. Herrick, Duxbury Beach Park. . . . Lawrence Stone (son of Dave Stone) and Joe Cohen, Paragon Park, Nantasket Beach. . . . Mr. and Mrs. H. Cummings, Old Orchard Beach, Me. . . . J. A. Lela, Harold Gilmore, A. Swartz, William McLaughlin, John Harwood, Charles Kronson, Phillip Gledue, Fred McClusker, George Lake, Albert Laks, Crescent, Providence. . . . Jimmie Heron, Benson's Farm. . . . L. Pieri, Henry Martin, Rocky Point, Warwick, R. I. . . . Harry Storin, Joe Drambour, J. L. Greenspoon, Leo Britton, J. M. Hutchinson, Riverside, Agawam. . . . Dorothy Muldoon, New York. . . . Mr. and Mrs. P. H. Freeman, P. J. Bergin, Dorchester. . . . Barney Williams, Pine Island, Manchester, N. H.

EARLY RUSSELL BIZ OKAY

(Continued from page 38)
Menagerie is 70 feet with three 30's, and side show is 60 with two 30's. Practically all canvas was new late last season. New this season are tops for the candy stands and lunchstand on the midway and pad-room. The banner line of the side show has been enlarged. Equipment, all newly painted, looks excellent thru-out and has elicited much favorable comment from fans who had never before seen the show.

Many New Acts

The program is almost entirely new. Tournament and finale, carrying patriotic motifs, are in charge of Jack Whiting, a West Coast director of pageants. J. King Ross is equestrian director; Norman Carroll, announcer, and Eddie Woeciker is back as bandmaster. Chic Dale is boss property man.

Heading the enlarged horse department is Jorgen M. Christiansen with his Argentine Criollo horses and his specialty dancing horse, Oregon Sunrise, which is featured in the message number. Christiansen also has his performing Great Dane dogs.

A popular novelty animal act, new this season, is Winston's Equestrian Sea Lions, presented by J. King Ross. The seals ride on ponies and in carts while performing their feats of balance and are also displayed in a handsome new tank wagon in the menagerie.

The Escalante Family, with nine persons on roster, contribute a seven-people flying act, four-people aerial bar act, heel-and-toe trapeze and two slack-wire acts. Members are Esther, Lorena, Betty, Milonga, Henry (Blackie) and Mariano Escalante, Maurice Marmoleja and Billy Temple. Mariano replaces Phil, recently called into military service.

Popular new troupes are the DeWaynes, presenting Risley and teeter-board acrobatic acts, Schaller Trio, trampoline and head-and-hand balancing, and Freehold Duo, perch. Added for Los Angeles and Hollywood are Ernest Brough's "Golden Girls" (six in number), presenting a novelty posing act, "Statues in the Flesh."

Ortons and Others Back

Back this season are Grace Orton Trio with their high perch, tight wire and rolling globe numbers, and Four Acavados with their four-people juggling act, three-people tight-wire act and single slack wire. Bobbie Acavados, now in the army at Fort Dix, has been replaced by his younger brother, Arthur. Charley and Percy Clarke are back, presenting juggling act and several effective comedy pantomime numbers in European manner. Charley is also one of the catchers in Escalante's flying act.

Members of clown alley include Mell Henry, LaCola, Bernie Griggs, Charley Raimor, Rube Egan and Isaac Macias.

The show's elephants, in charge of Elvin Walsh, were augmented in Los Angeles by two bulls in charge of Cheerful Gardner. John White is in charge of the show's menage horses and domestic stock and presents his dog act and leaping greyhounds.

Bert Fisher's chimpanzee, Barney, with several movies to his credit, is displayed in the menagerie and featured in the concert. Other concert features are Tex and Alice Orton's impalement act; J. King Ross and his educated pony, Spookay; trick and fancy roping by Rube Egan, and Chief Sugar Brown's Oklahoma Indians.

DeBarrie Has Side Show

Side Show is again under managership of W. E. DeBarrie, with R. O. Smith, Thomas Murray and Norman Carroll as ticket sellers; B. S. Griffith, ticket taker; Bob Drake, inside lecturer. Acts include Millie DeBarrie's trained birds; Jolly Josephine, fat girl; Josephine Hebling,

makes; Oley Harboure (Ben Gall) and Caroline in Brazilian knife throwing, fire manipulation and ventriloquist; Omaha Indians, Chief Three Trees and Chief No Knife; Alice Rose and Irene Gibbs, Hawaiian dancers; Sedia Macias, sword walker; Bobbie Lee, accordionist, and Scotty McDougal, bagpiper.

William B. Antes is again press and radio representative back with the show; William (Billy) Campbell is legal adjuster. Bob O'Hara continues as superintendent of tickets. Larry Black is front-door superintendent in place of Joe C. Webb (brother of C. W.), who has a government position in Washington. Reserved seat ticket sellers are Irene O'Hara and Al Martin. Milton Sydnor is back as front-door ticket taker. Edna Antes and Grace Black are on tax and matinee ticket boxes.

Wallace Love continues as treasurer, assisted by C. W. Gibbs. Chester Felke is back as concession manager, and Bobby Worth again has the midway lunchstand. George Werner, lot superintendent, has Charley Webb as assistant. Joe Ford continues as superintendent of transportation.

Justus Edwards has been joined on the advance by J. C. (Dusty) Rhodes as contracting agent, and Waldo T. Tupper in charge of promotions. Tupper is a prominent Los Angeles promotional expert who has been responsible for an imposing list of notable civic affairs. Francis Kitman continues as advertising ear manager, with a crew of eight. Complete personnel, with detailed program, will be given in a future issue.

WON, HORSE & UPP

(Continued from page 38)
If the office bought him a pair of shoes, but, like a lot of his ilk, he considered the shoes a score and walked away. Without shoes to mope in he would have stayed, which is food for future thought.

Trouble always comes double. Harlem Jack, dusky chief of our two cowboys, went to sleep while driving over here last night and let his team ram the wagon tongue into the tail gate of a wagon ahead. The office had to fine him but, not being paid any salary, it was a hard thing to figure out. Finally the bosses decided to take the blank pistol away from him and let the other cowboy shoot it during the concert for three days. Thinking that the punishment didn't fit the crime and feeling sorely hurt, he walked away with the show's six-gallon hat.

Living up to the traditional "The show must go on," all musicians and musical instruments were doubled up to play the program. The new band included flageolet player from the blow-off, two Scotch pipers, Hawaiian ukulele musician and savages who played tom-toms; all drafted from the side show; two mouth harps from the cookhouse crew, a local fiddler and a phonograph from a living wagon. The groan box from our snake pit show was added for volume. Our band leader, with his cymbals, directed the first Oriental, Scottish, American and Darkest Africa bands combined ever heard by a circus audience.

Kindly insert in your complaint columns: Smear Slider, trombonist, blowed with a pair of suspenders stolen from a pair of hand penta. Warn other managers against hiring him.

RB SET FOR GARDEN

(Continued from page 38)
calved from the Pacific Coast working nicely with the old Ringling herd.

The winter quarters were closed to the public Sunday, March 22.

The new tent is completed and is red and blue as last year. It is a trifle larger than the old one.

F. Beverly Kelley, handling radio for the show, joined the press staff in New York. Preceding Kelley were Roland Butler, Frank Braden and Eddie Callahan.

Show officials reported that the gate receipts were off somewhat for the seasonal total at quarters. The several charity shows staged by the Big One netted large sums, the largest gross being the benefit held for the Sarasota Police Radio Fund, when \$2,700 was taken in, with some 6,500 persons watching the performance.

SINON D. J. COLLINS, clown who was with Heitzpopp's unit, worked Hamid-Morton Police Show in Kansas City, Mo., and is booked for Omaha Shrine Circus. He plans to play spring celebrations. An official greeter, meeting folks with fresh flowers is his sure-fire stunt.

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AUTO WASH MITTS — SHEEPS-WOOL AND cloth, oil tanned chamois. American, English. Address HANSON'S CHAMMOIS, Dept. B.P., Gloverville, N. Y.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALDO," 727 Atlantic Ave., Boston, Mass. x

FOOD-ACCESSORY ITEM, HEALTH BOOK Deal. No investment; receipts free. FLORADEX CO., P. O. Box 573, Columbus, O. ap1x

HOLLYWOOD STARS NECKLACES — NEW, fast sellers for salesmen, jobbers. Big profits. Particulars free. MISSION, 2325 W. Fico, Los Angeles, Calif. ap25x

KEY CHECK STAMPING OUTFITS — BIG profits stamping checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. ap15x

SELL LUMINOUS PAINT — SHINES IN THE dark. Simple, instructions, 25 cents. MOHR PAINTS, Box 662, Rockingham, N. C. ap1x

SELL IMPROVED, ORIGINAL; 9x11 BLUE Signs, Religious and Changeables; cost 3c, retail 25c. Write now. KOEHLERS, 395 Centre St., St. Louis, Mo. ap25x

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NEW RED HOT PATRIOTIC STICKERS — Gen. MacArthur, Sink the Jap and Remember Pearl Harbor selling like wildfire. Rush \$1.00 for assortment that will retail for \$5.00. Big money taking orders with advertising on back. Coupon Salesmen write for free kit on Victory Coupons. Best Patriotic Sales Plan on market. NATIONAL RECORD CO., Fort Worth, Tex. x

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IF YOU ARE LOOKING FOR A DISTRIBUTOR for any merchandise to be sold to retailers in my territory please let me know about your line of merchandise. SUNSHINE SUPPLY CO., 31 Hill St., Biddeford, Me.

PENNY ARCADE, SOUTH BEACH, S. L. — Grand opportunity. Will sell or take Medium-Partner. BOX 331, Billboard, 1564 Broadway, New York. ap18

RECREATION PARK — ON NEW ENGLAND'S most beautiful lake. Roller Rink, Dance Hall, Golf, Cottages, Apt. Boats, Sandy Beach, etc. No competition. BOX G-374, Billboard, Cincinnati.

SPECIALTY MANUFACTURERS, JOBBERS, Salesmen — Will sell complete equipment for manufacturing Advertising Mirrors, Campaign Buttons, etc. Presses, Dies, Supplies, Customer List. Exceptionally profitable, full time or sideline. BOX CH-89, Billboard, Ashland Bldg., Chicago.

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INDIVIDUAL FORMULAS — WARREN M. WHITE, 1300 Commerce, Dallas, Tex. Prices, information free. x

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PRINTING

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EXCELLENT SPECIAL PRINTED ROLL TICKETS, 1"x2", 20,000, \$6.10; 100,000, \$14.90. KANSAS CITY TICKET CO., Dept. C, 1819 Central, Kansas City, Mo. ap11x

FLASHY NEW 3-COLOR DESIGNS — 14x22, 100-performing Window Cards for all occasions, \$3.50 per hundred. TRIBUNE PRESS, Box 251D, Fowler, Ind. x

NAME-IN-HEADLINES NEWSPAPERS, \$7.00 per thousand. We do retail work, 25c each. Send wording. KRIMM, 1609 N. Broad, Philadelphia, Pa.

WINDOW CARDS — 14x22 TWO COLORS, \$3.00 hundred; 500 Two Color Letterheads, \$3.75. Route Book free. HUBBARD SHOP-PRINT, Mountain Grove, Mo. ap11x

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

ZINC CUTS — 2x3, \$1.09; 3x4, \$1.75; 4x5, \$2.75. Cash with order. COZATT, Box 290, Danville, Ill.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

AA VALUES IN REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Venders. ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

AAA BARGAIN — JENNINGS CIGARETTES, 5c play, guaranteed good condition, \$89.50 each. PILE AMUSEMENT COMPANY, 112 South St., Mobile, Ala.

A-1 BUY — LIKE NEW, TAX FREE FLIPPER Pin Target Counter Games, 1c play; only 50 left, \$6.00 each; 2 for \$10.50. Come packed 2 in a carton. RUYNON SALES, 123 W. Ruyton St., Newark, N. J. ap11x

ABOUT 150 VENDEX, SEL-MOR, PEANUT Venders, \$2.00; Hershey 1c, 5c Candy Bar; Hot Peppermint Venders; Razor Blade Venders, \$1.50. NORTHSIDE CO., Indianapolis, Iowa. ap18

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. no-ap11x

ATTENTION, MILLS PHONOGRAPH OPERATORS — New late type Packard Adapters, \$48.50. Can also furnish new Packard Wall Boxes and Cable with Adapters. PLAYMORE DISTRIBUTING COMPANY, 424 N. Meridian St., Indianapolis, Ind. ap25

BALLY HI-HAND, \$182.50; COST \$279.50; Jennings Chief, 5c slot, \$42.50. One-third deposit. JOHNSON, Box 122, Glenside, Pa.

CLOSEOUTS — 100 MILLS, JENNINGS, WATLING, Pace, Caille Jackpot Balls, \$19.50 each; lots for; sample, \$22.50. Double Jackpots, \$24.50. COLEMAN NOVELTY, Rockford, Ill.

COIN OPERATED POOL TABLES MAKE MORE money. All sizes, easy terms. Wait Bowling Ball, Pins, Baseball games; Western Scientific Devisements, MASSENCILLS, Kinston, N. C. ap18

ERIE DIGGERS, BUCKLEY TREASURE ISLAND Diggers, Telescope Roll Chute Diggers, Weighing Scales, cheap; Arcade Machines. NATIONAL, 4242 Market, Philadelphia, Pa.

FOR SALE — BUCKLEY ZEPHYR SPEAKER Cabinets, Atlas Special Type, Wallin Mahogany and Marble Glow finish. Prices \$5.00 to \$16.50. BUCKLEY TRADING POST, 4223 W. Lake St., Chicago, Ill.

GOING OUT OF THE COIN MACHINE BUSINESS — The following machines are in A-1 condition: 5825 takes everything: One like new Mills Brown Front, 25c play, No. 475000; 1 like new Mills Brown Front, 10c play, No. 475000; 1 used Mills Blue Front, 10c play, No. 392000; 1 used Mills Blue Front, 50c play, No. 390000; 1 used Mills Chrome Front, 5c play, No. 454000; 1 used Mills Chrome Front, 25c play, No. 447000; 1 used Mills Extraordinary, 25c play, No. 365000; 2 used Caille Roulette, 25c play; 5 used Mills Safe Stands; 1 Single Safe Cabinet Stand; 1 Double Safe Cabinet Stand. J. S. DORSEY, Eau Claire, Wis. x

KEENEY ANTI-AIRCRAFT, BLACK CABINET, \$34.50; Rock-Ola World Series, \$38.50; Spitfire Counter Machines, \$8.95. Free Play Games: Spotters, \$7.50; Lucky Strike, \$16.75; Circus, \$9.00; Teppor, \$11.00. THE ATLAS, Wells, Minn.

ONE BALL FREE PLAY TABLES — 1 BALLY Sport Special, console model, \$65.00; 1 Bally Sport Special, leg model, \$75.00; 1 Western Seven Players, leg model, \$75.00. Good condition; 1/2 deposit. MANITOWAC DISTRIBUTING CO., Manitowac, Wis.

SLOTS, CONSOLES, ONE BALLS, FREE PLAYS that have been stored for several years. Write for list. JACK CONLON, Thermopola, Wyo.

"SPECIAL" — 25 1c BURELS, \$6.95; 25 1c Moss, \$6.50; 50 1c Snacks, reconditioned, \$5.00; 25 1c Honeman Games, \$14.95. CAMEO VENDING SERVICE, 432 W. 42d St., New York.

SPECIAL SELLOUT — 7 1c AUTOMATIC Stores Peanut Venders, 4 compartments, like new, \$10.00 each. ATLAS NOVELTY, 2200 N. Western, Chicago.

TEN JENNINGS BOSTAIL TOTALIZER, USED only a few days, serial above 15000; look like new, \$134.50. 1/2 deposit, balance C. O. D. C. B. RHODES, 919 Pamberton Dr., Fort Wayne, Ind.

THIS IS YOUR CHANCE TO BUY GOOD USED Machines — 4 Keeney Air Raiders, \$75.00 each; 3 Multicope Sky Fighters, \$150.00 each; 4 Seeburg Shoot-Clutes, \$75.00 each; 5 Pace All Star Comics, 10c play, 3-5 mystery pay, \$40.00 each; 20 ART Targets, like new, \$20.00 each; 10 Buckley Cent-A-Packs, like new, \$7.50 each; 8 Mills Vest Products, like new, \$35.00 each. BIRMINGHAM AMUSEMENT CO., 731 Second Ave., N., Birmingham, Ala.

THREE EVANS TEN STRIKES, TWO EVANS In-A-Barrel, crated, good condition and clean, \$60.00 each; Jennings 5c Club Bell, \$65.00. Want Mills Slots. What have you? 1/2 cash or certified check. DELL HENEMAN, 1417 Rugby Rd., Schenectady, N. Y. x

WANTED TO BUY — ALL TYPES OF LEGAL and Arcade Equipment and late model Phonographs and Wall Boxes. State your lowest price. BADGER NOVELTY CO., 2546 N. 30th, Milwaukee, Wis. ap11x

WANTED TO TRADE — TWO THOUSAND Free Play Pin Games for Phonographs, Slot Machines, Used Records, Consoles, Guns and Arcade Equipment. See our display ad in Amusement Machines Section. NORTHWESTERN MUSIC COMPANY, Sterling, Ill., or MISSISSIPPI VENDING COMPANY, Philadelphia, Miss. my2

WANTED TO BUY FOR CASH — COIN-OPERATED Phonographs regardless of condition. Give make, model and lowest cash price. CAPITOL AUTOMATIC MUSIC CO., INC., 460 W. 34th St., New York.

WANTED — WILL PLACE TEN SKEE BALL Alleys in a good amusement park or good Sportland anywhere in the United States. RELIABLE SKEE BALL CO., 2512 Irving Park, Chicago.

WANTED TO BUY — LATE PIN GAMES. State kind, best prices first letter. BROOME SERVICE CO., 301 E. Main St., Endicott, N. Y.

WANTED TO BUY — 150 WURLITZER Adapters for models 500 and 500 Phonographs. Late model Phonographs; also Wurlitzer 500A. BUCKLEY TRADING POST, 4225 W. Lake St., Chicago, Ill.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 993 10th Ave., New York City. th

WE BUY, SELL AND EXCHANGE PIN TABLES, Consoles, Phonographs, Arcade Equipment, Guns, etc. OPERATORS' EXCHANGE, 671 Van Ness Ave., San Francisco, Calif. ap11

2 POLLARD FOOTBALL, \$55.00 EACH; 2 MILLS Pinch Bags, \$75.00 each; 6 Caille scopes, \$20.00 each; 2 A.B.T. Billiard Practice, \$15.00 each; 2 Target Skills, \$6.50 each; 10 Exhibit Phonographs, \$15.00 each. Above all marble gls. 1 Pollard Golf, \$50.00; 1 Mills Dumbbell Lift and Grip, \$75.00. JOE FREDERICK, 2263 Newton, Detroit, Mich. x

12 VICTOR PEANUT VENDERS, \$4.00 EACH; 8 Columbus Ball Gum, \$3.00 each; 20 Stewart-McGuire Merchandise Venders, \$3.00 each; 6 Duplex Venders, \$2.50 each; 10 Michael Ball Gum Venders, \$2.50 each. Lot for \$150.00. 1/2 deposit, balance C. O. D. M. BRODIE COMPANY, 3311 Ross, Dallas, Tex.

25 COTTLEB TRIPLE LONG BASE GRIPPERS, \$12.50. Guaranteed good operating condition. Send 1/2 deposit, balance C. O. D. M. BRODIE COMPANY, 3311 Ross, Dallas, Tex. ap18x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettles, new, \$14.50; All Electric Poppers, like new, cost \$100.00; sacrifice \$75.00. CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, \$15.00; Eight-Quart, \$7.50; Portable Gasoline Poppers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianapolis, Iowa. my20x

CORN POPPERS, GEARED KETTLES, CRIDDLERS, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. ma35x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 31) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE — PORTABLE ROLLER RINK, 40x100. Base and hardwood floor; only used one season. A bargain at \$800.00 cash. FRANK H. LANG, Badger Roller Rink, 115 W. Dodge St., Marshfield, Wis.

LUCKY STAR PENNY PITCH GAME, DUCK Pond, Cork Shooting Gallery. All new. Send stamp for details. FRANK WELCH, 735 E. Main St., Rochester, N. Y.

NET HIGH DIVING RIGGING — COMPLETE, excellent condition. Used one season. Priced reasonable. EDNA HART, 305 W. 7th St., Milwaukee, Ind.

POPCORN CRISPETTE MACHINE, CARAMEL Outfit. Wet and Dry Poppers. Potato Chip Machine. LONG BAKINS, 1976 High St., Springfield, O. my9x

PORTABLE ROLLER RINK — SIZE 50x20; Trami0 Floor, Baker-Lockwood Tent, 275 pairs Chicago Skates, R.C.A. Music Equipment, Lights, Tools, etc. Complete, ready to operate; two years old. Don't write unless you have \$3,000. BOX C-352, Billboard, Cincinnati.

PORTABLE RINK — 135x50, NEW CANVAS last season. Unable to take it out due to health. A money maker in right park, \$2,500.00 cash. WHEELING ROLLER RINK, Wheeling, W. Va. ap18

TWO ROLLER RINKS IN ST. LOUIS — See them. HODGES BROS., 6310 Eastern, St. Louis, Mo. Phone, EV8292.

WATCHES — FIVE USED RUNNING POCKET and Wrist Watches, American and Swiss; our assortment, \$7.50. B. LOWE, Box 311, St. Louis, Mo. x

WORLD WONDER CAR — EXTENSIVELY overhauled, exhibits modernized, tractor 1/2 1 1/2 ton Chevrolet, excellent tires, driven 4,500 miles. Owner has radio contract requiring full time. Priced to sell, BOX 2499, Winston-Salem, N. C.

FOR SALE—SECOND-HAND SHOW PROPERTY

DONKEY BASEBALL — BASKET BALL OUTFIT. Includes all equipment. Exceptional Diamond T Truck, Flood Lighting System, Advertising Setup. Will make \$5,000 net this summer. All for \$1,500 cash. Address BAR-X-RANCH DONKEY BASEBALL, 1517 Berkeley Road, Emporia, Kan.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 31) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. ap1x

FOR SALE — THE SLAYTON DISASTER CAR and Display Truck at a bargain price. A money maker. ELTING AND GEHL, Felda, Minn. ap18

FOR SALE — 16 SEAT CHAIR-O-PLANE, \$450.00. G. KEENE, Madison, O., on Lake. ap11

FOR SALE — 12 PASSENGER KIDDIE AERO Swing, good condition, \$175.00. W.H. COFFLET, 707 W. High St., Springfield, O.

FOR SALE — 6 LARGE 32 FOOT SKEE BALL Alleys. Located on Long Island. BOX 529, Billboard, 1564 Broadway, New York.

MONKEYS, BADGERS, GROUND HOG, PORCUPINE, Deer Mouse and Question Mark. Extra Cages, 36 Ft. Banner Line, 14x21 Ft. Top. L. O. WEAVER, Fairbank, Ia.

NEW LAUGHING MIRRORS — GREATLY reduced prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O. ap18x

NEW THIRTY BY SIXTY SQUARE END treated Knaki Tent, beautifully decorated, used only three months, a giveaway at \$250.00 for top, sidewalls, poles and stakes. ROBY-YANCEY, Mansfield, Mo.

ONE 12x14, ONE 10x12 GYPSY LIVING TOPS, like new, bargain. Write WALLACE RICHARDS, 1245 W. Washington St., East Peoria, Ill.

SINGLE LOOP-O-PLANE — A-1 CONDITION. Price \$300.00 complete. E. T. McCLUNG, 76 Nichols St., Everett, Mass.

TRUNKS — FLAT, FIBER, STRONG; SIZE 36x28x28. Good locks, keys, \$7.00 each. Worth double. Like new. Write LESSER, 517 Monroe, Chicago, 5th floor.

4 FOR 10c PHOTO MACHINE, COMPLETE with cabinet and lens, \$50.00; 2 Airplane Concession Camera, \$30.00 each; Both \$50.00. LEROY ITSCHNER, Macon, Mo.

10x16 COOKHOUSE, COMPLETE WITH EQUIPMENT, \$100.00. Also new 10x10 Concession Top, Frame, Stringer, used two weeks, \$75.00. J. RATERINK, 311 Second St., Grand Rapids, Mich.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARVEL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. 681, Rochester, N. Y. ap25x

COMPLETE ZEISS 3 1/4x4 PHOTO OUTFIT — Chemicals, Scissors, Mounts, two rolls Film, New 6x12 Top. Bow covered Trailer; \$175.00 takes all. DANNY DEMANN, General Delivery, Chambersburg, Pa.

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. O. CAMERA CO., 111 E. 35th St., Chicago, Ill. ap25x

DIRECT POSITIVE SUPPLIES AND EQUIPMENT—Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. ap18x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31 for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

PHOTO LEATHERETTE CASES DIRECT FROM THE FACTORY. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. my9x

PHOTO MACHINES — MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Selma, Kan. ap18x

COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS — EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York.

COSTUMES — CHORUS, BURLESQUE, STRIP, Orchestra, Band, 50c up. Send dime for catalog. STUDIO, 6017 Hollywood, Hollywood, Calif. ap11

TWO SETS NEW BAND UNIFORMS—BOYS', girls'. Bright Red Belboy, gold braid, other set 23 Maroon-White, \$7.50. LESSER, 517 Monroe, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. ap18

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. ap25x

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), 8-1311 Walnut, Philadelphia, Pa. ap11

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. my9x

SAMPLES 40 DIFFERENT LATEST TRICKS, Jokes and Novelties, \$1.00 postpaid. Wholesale catalog free (Magic for Pitchmen). ARLANE, 4462 Centertown, Philadelphia.

VENTRILOQUAL BARGAINS — TWO WALKING Figures (several fresh kids with many effects). Punch bargains. TURNER, 511 Farson, St. Joseph, Mo.

ANIMALS, BIRDS, REPTILES

A BIG MALE CHIMPANZEE OVER 100 Pounds; Adult Full-Maned Hamadryas Lion-Laying Baboons; Golden Baboons; also one large Polar-Bear; Immediate delivery. SNAKE KING, Brownsville, Texas. ap11

ANIMALS, BIRDS, REPTILES — ALWAYS IN stock. Write for our large free 24-page Catalogue. MEEMS BROS. & WARD, Ocean-side, N. Y.

ACQUITS, PACAS, KINKAJOUS, WILD BOARS, Cochinis, Monkeys, Lion Cubs, Snake Dens, Reptiles, Birds for show talks. SNAKE KING, Brownsville, Texas. my2x

BEAR CUBS — SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. RELIABLE BIRD COMPANY, Winnipeg, Canada. my9x

ALLIGATORS, TURTLES, SNAKE DENS ready for shipment to shows. Write for special offer list. ROSS ALLEN, Ocala, Fla. ap18x

FASTEST FIGHTING EIGHT MALE LION ACT in the country, complete with two Trainers. Cheap if taken at once. Also other Trained Animal Acts. SNAKE KING, Brownsville, Tex. ap11

WAR IS FORCING US OUT OF BUSINESS— All our stock for sale. Large collection of Monkeys, Baboons, Bears, Alligators, Porcupine, Kangaroo, Deer, Cassowary; lots of other Animals and Birds. NORTH MIAMI ZOO, North Miami, Fla. ap18x

LOCATIONS WANTED

SPOT FOR STEAM MINIATURE TRAIN — Park, vacant lot in city near Boston. F. L. CLAIR, Wilson St., Keene, N. H. ap25

HELP WANTED

ACTOR — TALENTED LEADING MAN. Evening work, star in your territory. New idea, simple, profitable, permanent. NOLES, 138 W. 72d, New York.

EXPERIENCED MUSICIANS WANTED IMMEDIATELY — Trumpet, Piano, Sax, others. Guaranteed minimum of \$85. Write complete details. HOWARD KRAEMER, General Delivery, Madison, Wis. Phone: Gifford 2513.

IF GOOD! WHITE SIX PIECE ORCHESTRA interested in long job, in Louisiana, write BOX 237, Bunkie La., at once.

MED PEOPLE — SINGLES, DOUBLES THAT play music, good Blackface Comic. No booze. Open April 20. Write DR. F. STREET, Walnut Grove, Mo.

RIGGER — SUMMER SEASON. AERIAL ACT 50 feet. Sober and reliable. State all and lowest. BOX 330, Billboard, 1564 Broadway, New York.

SINGER WANTED — MALE PREFERRED. Must be able to sing requests, steady. No Sundays. Sing with organ. ARACON TAVERN, 610 Sycamore St., Waterloo, Ia. ap11

WANT GIRL MUSICIANS — HAVE PIANIST. River front night club. Room, board, guarantee and "kitty." Also two Singing Waitresses. Tell all first letter or drop by for trout. Don't wire. Beautiful new place. Yacht basin. Open year round. THE SHOWBOAT, St. Marks, Fla.

WANT ACCORDION OR PIANO, BASS, SAX double Clarinet for combo. Union scale. Travel. Bookings already open. ART, 934 N. LaSalle, Chicago.

WANTED — RELIABLE FLOOR MANAGER who can also instruct steps. Room furnished. State salary. BOX 726, West Palm Beach, Fla.

WANTED AT ONCE — MAN WITH TENT OUTFIT, fully equipped, seating capacity not less than 500. One, two and three nights' stand, within 75 mile range of Richmond, Va. You furnish top, we furnish crowd; P. C. or cash basis. KID SMITH AND HIS RADIO HILLBILLIES, Radio Station WRNL, Richmond, Va. x

WANTED — BLACKFACE OR TOBY COMedian. Consider good team. Also Hillbilly Musicians. Week stand tent theatre. DICK ROYSTER, Forest City, N. C.

WANTED IMMEDIATELY — PIANO, ALTO Sax, Trombone. All musicians, write. Top Middle West territory band. ORCHESTRA LEADER, 520 S. Fifthth Ave., Omaha, Neb. ap18

WANTED — ELI WHEEL OPERATOR WHO can drive semi truck. Also want Chairplane Men by the first of May. Address DAVID or (DAD) CHRIST, Springville, N. Y. ap18

WANTED — MUSICIANS FOR JAMES M. COLE Circus. Write C. S. BROOKS, Route 1, Box 92A, Cary, Ind.

WANTED — CHORUS GIRLS FOR STOCK Casino Theatre, Pittsburgh, Pa. Immediate work. Apply telegram, telephone or write directly to theatre or LOU MILLER, care Phil Rosenberg, 1619 Broadway, New York City. Columbus 5-6485.

WANTED — WIRE WALKER. CONSIDER someone with little experience. Standard act booked solid. BOX C-360, Billboard, Cincinnati.

WANTED — COMEDIAN. MED SHOW. Preferably Rube, to work radio. Sober, DOC WILLIAMS, Sta. WWVA, Wheeling, W. Va.

WANTED TO BUY

BLEACHER SEATS FOR ONE THOUSAND — Must have foot rests. Also young tame Wrestling Bear. H. P. ROGE, Claysburg, Pa.

WANTED FOR CASH — KIDDIE RIDE AND Funhouse. State lowest cash price. Wire full details. THEXTON-TERRY, 147 Washburn St., Lockport, N. Y.

WANTED TO RENT OR LEASE PORTABLE Skating Rink, any size. Must be complete every respect, including top. BOX C-337, Billboard, Cincinnati.

At Liberty Advertisements

By a Word (First Line Large Light Capitals) 2¢ a Word (First Line Small Light Capitals) 1¢ a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only MINIMUM 25¢ CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

CARNIVAL SHOW SECRETARY — CAN TAKE care of all show details. Years of experience. JACK CHAMPION, Lake Orion, Mich.

AT LIBERTY BANDS AND ORCHESTRAS

Four Piece Hotel Orchestras — Concert and dance music. Hotel and dining room managers, write. Orchestra Leader, 1417 1/2 Main St., Little Rock, Ark.

AT LIBERTY CIRCUS AND CARNIVAL

E. T. (Bob) Irwin — Talker, Lot Superintendent. Sixteen years with J. J. Jones. 185 E. Market St., Louisville, Ky.

AT LIBERTY COLORED PEOPLE

HAMMOND ORGANIST — COLORED, AVAILABLE IMMEDIATELY. Eighteen years' experience concert, popular numbers. Prefer cocktail lounges, theatres, hotels. Specialize in dinner music. Good appearance, references. Contact ORGANIST, 405 Eagle St., Buffalo, N. Y. ap18

AT LIBERTY DRAMATIC ARTISTS

Director with several original manuscripts desires affiliation with established little theater or summer stock group. Hollywood suggestions. Write E. H. Brien, 2414 W. Highland Blvd., Milwaukee, Wis.

Peggy Lannon and Paul Brady invite offers—Real General Business and Character Team. Been with the best in the business. Can direct, have scripts. Single and Double Hobson specialties. Produce concerts. State salary which must be sure. Single or joint. Have car, go anywhere. 1710 Guilford Ave., Baltimore, Md.

AT LIBERTY MAGICIANS

Hypnotist — Presenting real and genuine demonstrations, featuring "Miracles of the Mind," never before presented on this continent. An unexcelled thirty minute or two hour performance. Amusing, amazing, with educational, intensely interesting features. Highly endorsed by schools and educational authorities. If you can permanently place, use or book a real act write Prof. Zulano, Apt. 8, 238 Franklin St., Buffalo, N. Y.

AT LIBERTY MISCELLANEOUS

ACROBATIC AND TAP DANCER DESIRES position with team. Below draft age. FRED KWET, 562 Fairfield Ave., Bridgeport, Conn. ap11

Metallists, Take Notice — Girl Mentalist, 18, looks like 16, and a pleasing personality, wants a break in show world and seeks combination manager-promoter. Parents unable to develop talent due to financial circumstances and lack of show experience. Child is extremely fast, clever, reliable and covers names, burlesques, articles, numbers, etc., and question answering act. Also plays Accordion, Tap Dances (Columbia System). Teams with Dad, draft exempt, but willing to team with any reliable mentalist. Contract to start July 1. Given the opportunity this child will develop into a great mentalist. Excellent opportunity for the wise one to obtain the services of well trained master in exchange for an opportunity. Consider all offers. Please completely first letter. Write James Alford, 82 E. Madge Ave., Hazel Park, Mich. ap18

At Liberty — Twenty-five years in show business. Play as cost or General Business Appearance, sure study and ability. Married, draft exempt. Wife front door cook or tickets. No specialists. Handle stage or electrical work; also an excellent sound machine picture professional. Will consider woman's engagements with reliable people only. Have exp. will go anywhere. Tell it all first letter to "Showman," 700 Taylor St., Des Moines, Ia.

AT LIBERTY M. P. OPERATORS

Projectionist — Draft exempt, married. Experienced and thoroughly reliable. Can handle all makes of sound projectors. I will go anywhere but the position must be permanent. Please state all particulars in your first letter, including salary you wish to pay. Address Projectionist, 700 Taylor St., Des Moines, Ia.

AT LIBERTY MUSICIANS

BAND DIRECTOR — EXPERIENCED and competent. Municipal, civic or industrial. Large library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. ap25

A-1 TRUMPETER WISHES TO LOCATE in town where there is municipal or industrial band and can obtain other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

DRUMMER — 21, UNION, EXPERIENCED, sober, exempt, single, reliable and congenial. New black post drums. Will go anywhere. All letters answered. Panics, lay off. No mickey or dixie. State all, including salary in first communication. Present band is being broken up by draft. DICK BALDRIDGE, 1320 Chestnut St., Port Huron, Mich.

FINE DRUMMER DOUBLING FLOOR SHOWS with Xylophone. A show drummer with a pearl outfit and two toms. Union, reliable, congenial and sober. BOX 92, Alfred St. Sta., Detroit, Mich.

FIRST CLASS LADY RINK ORGANIST—PLAYS international tempos. Steady. Very popular. Will go anywhere. Address BOX C-358, Billboard, Cincinnati, O. ap11

STRING BASS — ALL ESSENTIALS, SINGLE. Road or fake. No habits. Draft deferred. Have car. Name band experience. MUSICIAN, 73 Rosedale Courts, Detroit, Mich. ap11

STRING BASSIST, ARRANGER — UNION, EXPERIENCED in all type combos. Cut shows. Good reader. Equally proficient with Pizzicato or Bow. College education, young, sober, reliable, draft exempt. Prefer location. Available immediately. All essentials. Double Piano and Spanish Guitar. WILLIAM LENZ, 2020 Main St., Jacksonville, Fla.

STRING BASS DOUBLING VIOLIN — V. COURVILLE, General Delivery, Elkhart, Miss.

TWO GIRLS — EXPERIENCED. ALTO, TENOR and Clary. Young, vocalist, excellent reader, tone. Trombones, read, good range, tone, take-off, sing. Prefer location with reliable outfit. State all in first. MUSICIANS, 1138 N. Fulton, Baltimore, Md. ap11

TRUMPET — EXPERIENCED BAND, ORCHESTRA. F. C. BELL, 806 Howard Ave., Altoona, Pa.

VIOLINIST, VIOLIN OF NAME DANCE BANDS, symphony, theatres, broadcasts, hotels. Young, good appearance, deferred. Sight read any arrangement. Travel. LEONARD, 81 Wilsonson Ave., Hillsdale, N. J. ap25

VIOLINIST DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist. Have Selovox. Organist. KESHNER, 504 Perry, Vincennes, Ind.

Alto Sax, Clarinet — Showman, good tone and sight reader. Have car; draft exempt and willing to join union. Don Cooper, General Delivery, Des Moines, Iowa.

At Liberty — Discharge Trumpet, Read, all essentials. Joe Coleman, Francisco, Ind.

Drummer — 19, draft exempt, union. Fine equipment. Reliable, experienced. Charles Amate, 826 Sheldon, Grand Rapids, Mich. ap18

Hammond Organist — Available April 15. Will take a week to study latest ideas in night clubs, so could open anywhere in United States April 27. Age 40, best wardrobe, appearance, personality. Plenty experience of all kinds. Fine dance and dinner music requests. Really know the organ game; have played from Broadway to Hollywood and have plenty references. Union. Please tell me conditions, salary willing to pay by wire or letter. Bars, clubs, hotels, amover. Organist, Box 211, Lahoma, Minn.

Hammond Organist — With or without organ, Union, exceptional ability, good appearance, lots of experience, best of references. Prefer hotel, cocktail lounge or night club. Photo and references on request. All replies considered and answered. Jack Carey, West Beach, Mich. ap18

Tenor Sax and Clarinet — Arranger, Married, 25, union. Experienced large and small bands. Club favored, can join immediately. Write Howard Blitch, Box 68, Conestoga, O., or wire 276 Madison.

Tenor Sax, Clarinet and Trumpet — Young, experienced, union. Good tone, real well, transparent, phraser, etc. Prefer location with commercially styled band. Thirty-five dollar minimum. Warren Tideman, 2905 Summer St., Burlington, Ia.

Trombone—Married, age 30. Plenty experience. Ray Roberts, 124 W. Madison, Fayetteville, Ark. ap11

Trumpet — Read, jam, fake, cut shows. Can join immediately. Have car. Elm Powell, 268 Swing Ave., Fludger, O.

merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Rebirth of Main Street as Result of Tire Rationing a Boon to Merchandise Field

NEW YORK, April 4.—There will be sharp changes in the American way of life as a result of the scarcity of rubber and the consequent shortage of automobile tires and tubes. The changes will be more apparent in the small-town field and will offer one of the greatest opportunities to all merchandise men to cash in.

The small towns have always played an important part in the economic, social and political life of the nation, according to Earl E. Sprout, vice-president of Western Newspaper Union, and they will now regain much of the trade that was lost during the years that saw almost every American family owning a car. The villagers and townfolk of the nation will have to stick pretty close to home, and it is apparent that this can only have a beneficial effect for carnivals, fairs, outdoor events, bingo and salesboard operators, specialty workers, pitchmen, demonstrators and all others who make up the brotherhood of premium users.

People will have to stay put within their own communities and therefore they will be easier to reach by those who have something to sell. The tire shortage will make it impossible for villagers to skip to town in a few minutes. Tire conservation will make the rural population revert to its old ways for the duration.

America's small towns were always a major market, but under present conditions the term major does not seem adequate enough. More consideration will have to be given to the rural market if the people living there are to be served with merchandise that they can no longer go to shop for.

Of course, there is a problem—the selfsame one of tire and tube shortages—to be overcome by direct sellers and others who attempt to exploit this new market. But the enterprising operators can always find a solution to their particular problem.

As the months wear on and tires wear out, Main Street in America's towns and villages will not only have a rebirth but it will offer a source of income to all branches of the mer-

chandise and outdoor fields that have sufficient intelligence to cope with whatever local problems might arise. Main Street will become a long, long thoroughfare inhabited with people who will have plenty of money in their pockets and the willingness to spend it.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAILBAG

R. V., of Waynesburg, O., writes: "I am interested in salescards and salesboards and would appreciate answers to the following questions:

"(1) Do I need an operator's license of some kind or can I go right into the business? (2) Where and how would it be best to obtain merchandise? (3) Where can I obtain salescards with 12 to 20 holes, 1 cent to 25 cents and 1 cent to 35 cents?"

So far as we know it is not necessary to obtain an operator's license to start a card or board operation. However, since an intrastate operation is under the supervision of local State and city officials, we would suggest that the newcomer contact these officials for a definite ruling in instances where the newcomer does not know of other operators in the territory who would be in a position to help him.

Merchandise in all price ranges that has flash and consumer appeal and, as a rule, which falls in the luxury group classification—that is, merchandise we would like to possess but would not ordinarily buy—can be used profitably as card or board give-aways. Subject to priority regulations, of course, this merchandise can be obtained from manufacturers and jobbers advertising regularly in *The Billboard*. This merchandise does not necessarily have to be a new item. Quite often jobbers have items on their shelves which, for one reason or another, did not click when first introduced, but which could still be used to produce plenty of folding money at a later date. The old Musical Piano is a good example of such an item, and experienced operators are always on the lookout for others.

The newcomer who is hesitant about preparing his own deals can obtain complete deals from concerns making a specialty of creating them. The deals have everything necessary to get started, including cards, major and consolation awards and illustrated literature. We have a list of such firms which may be had free for the asking. This list also includes a group of salesboard manufacturers that can supply the cards mentioned by R. V.

A local operator is offering an Early American Night Lamp on a small, fast-turning deal. It seems to be doing well. Card has 25 holes, 1 cent to 25 cents, and gives away two Night Lamps as the major awards and two Eversharp pencils as consolations on a \$6.99 take. Lamp is made of copper, shaped to reproduce an Early American oil lamp, and has a controllable switch which permits graduation of the light to any brightness.

HAPPY LANDING.

MacArthur Fans Buying Buttons

NEW YORK, April 4.—There can be no questioning the fact that Gen. Douglas MacArthur is the man of the hour in the eyes of the American public. Buttons reproducing a likeness of Fighting Mac with appropriate patriotic slogans are selling like wildfire.

A local tabloid offered MacArthur buttons in a promotional stunt and was swamped with requests. More than 150,000 have been sold to date, with the newspapers promising to turn over profits to the U. S. O. Pitchmen and streetworkers are also finding the MacArthur buttons a hot item and are cashing in on the public demand for these items.

Plastic Parade Gains Strength In Mdse. Field

CHICAGO, April 4. — Plastics have created a stir in the merchandising field ever since their introduction. With war priorities restricting the use of certain metals, it is reported that the importance of plastic items will be even greater than in the past. All users of premium merchandise, including concessionaires, bingo and salesboard operators, pitchmen and demonstrators, have found plastic items easy to sell.

The various plastic items now on the market lend themselves readily to the needs of merchandise users. They have plenty of color, flash and eye appeal—all necessary to draw the crowds. The modern plastic novelties are attractive and smartly designed in rich looking effects that make them appear more expensive than they really are. Contrasting colors are used with telling effect in many items. Then, too, the unbreakable feature of plastic creations is a strong selling argument.

Pitchmen and demonstrators have done exceedingly well with such plastic household gadgets as knives, juicers, plates, etc. Premium users have also reported excellent results with such diversified items as plastic toast racks, book ends, fountain pen desk sets, ash trays, plastic jewelry, etc.

Supply houses have quantities of plastic merchandise on hand. While plastics are being used in defense and war indus-

BINGO BUSINESS

By JOHN CARY

NEVER BEFORE in history has bingo been played on such a large scale in Natchez, Miss., as it is being played at present, our correspondent reports. Night clubs, billiard halls and churches are staging games with merchandise prizes and the games attract large audiences there as well as across the Mississippi River. The Parent-Teacher Association of the Ferriday (La.) High School sponsored a bingo party March 27 with a "cake walk" for the benefit of the high-school band. There were players galore.

Nightly games continue to be the vogue in Natchez. Windmill night club, operated by Bill and Frank Edt, is always crowded. So is Chris Anderson's place on Main Street, White's and other places where games are played. The Holy Family Church and the St. Mary Catholic Church sponsor benefit bingo parties for their respective church funds. It has been noted that the games attract many players who have never before played bingo.

LATEST community to return bingo in Eastern Pennsylvania is Nanticoke, Pa. After meeting with a committee of bingo operators, Mayor John Paulus announced that an agreement was reached whereby bingo will be permitted to operate. Provision is a plan whereby the majority of prizes distributed will benefit national defense. It replaces the first idea offered by the mayor whereby bingo operators would donate 25 per cent of the receipts for the benefit of local youths in, or going into, the armed services.

PARMART, Allentown, Pa., has returned to featuring bingo games, with parties scheduled for Wednesday and Saturday evenings. Early games start at 7:45 p.m. Free parking is provided.

THE MONTHLY report from Cincinnati, O., reveals that 358,134 persons (See BINGO BUSINESS on page 52)

tries, serious restrictions have not been imposed and there does not seem to be a shortage of novelty items made of plastics at the present time.

Cultivating Ladies in Times Of War Is Sound Biz Sense

NEW YORK, April 4.—While bingo operators have religiously worked out ideas and promotions to draw women patrons and have catered to them, it cannot be said that the other branches of the merchandise field have paid as much attention as they could to the ladies. Concessionaires, pitchmen and others have directed their appeal more to the male prospect.

Women in these days of national emergency are assuming a more important part in the affairs of the nation. They are taking their place in industry by the hundreds of thousands, replacing men who are being called up to the colors. As time goes on the army of women working out of the home will continue to increase, and it is high time that salesboard operators, concessionaires, pitchmen and other premium users begin giving the distaff side considerable more thought.

Just a moment's thought will bring out emphatically the full importance of the women's market—they form approximately half the population of the country. Eye-appeal is, of course, a big factor in building up business from women patrons. Bingo operators, who have had considerable experience in this connection, have been very careful about their display stands and the merchandise that they have carried. Women cannot be as easily fooled as the menfolk and they have a fairly good idea of the extent of the value being offered to them.

There is just one other vital point that should be taken up in the discussion of the female market. And that is the matter of courteous treatment. The ladies can be quite difficult at times, but wise operators will find that courteous treatment and fair play will always pay dividends, as women will be self-appointed good-will ambassadors for workers who give them a decent break.

Correction

NEW YORK, April 4.—An item appearing under the *Notes From Supply Houses* column mentioning Rose Pur Company's removal to larger quarters in the same building erroneously listed the address as 49 West 20th Street, New York City. It should have read 49 West 27th Street.

An Order That Can't Be Filled

NEW YORK, April 4.—Charles K. Heller, president of Helco Products Company, Inc., has an interesting memento he is showing to all as a curiosity. It is curious because of the rapidly changing world picture today. The other day he received a card post-marked Bangkok, Thailand. The writer ordered one of Heller's tropical fruit tanks. The odd fact is that the card was mailed just one day before the Jap invasion of Thailand. Of course this is one order Heller will never fill! Heller was formerly president of Jaffa Citrus Company, Ltd., one of the largest fruit dealers in Europe and Asia before the outbreak of the war.

LUMINOUS PATRIOTIC LAPEL EMBLEMS

"THEY GLOW IN THE DARK"
 • New, Sensational, Different. In the light this is a Red, White and Blue Forget-Me-Not flower, centered in a large luminous coated disc.
 • In the dark the luminous film glows brilliantly. Safety pin on back.

1 Doz. 75c Gross \$6.75

2 Doz. \$1.20—Includes attractive counter display card and demonstration tube to prove it shines in the dark.

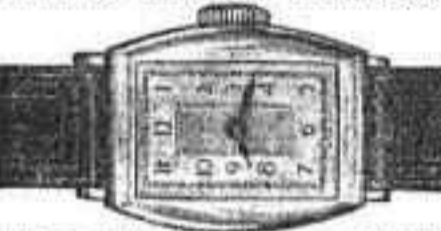
Send full cash with order. We will pay postpaid. Otherwise send 1/3 deposit, balance C. O. D. plus postage and tax.

WE GUARANTEE THE SALE
 We know you can sell this novel quality product. Send us your order for any quantity of these new lapel emblems. If they do not sell return the entire order to us within 10 days and we will refund your money.

SPECIAL SAMPLE OFFER. Send 25c in coin for 3 luminous lapel emblems. Mailed post paid.

PATRIOTIC SPECIALTIES MFG. CO.
 1010 Sixth Ave., New York, N. Y.

MAN'S WRIST WATCH



American made in 6 7/8 line size. Chromium plated case. Curved back. Silvered dial. Unbreakable crystal. Leather strap or link bracelet.

88705—Each Singly **\$2.05**
 in Lots of 50—Each **\$1.95**
 Send for New Catalog.

ROHDE-SPENCER CO.
 225 W. MADISON CHICAGO, ILL.

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JOBBER: ATTENTION!
 The newest... most complete **BINGO CATALOG** ever printed is just **OFF THE PRESS!**

Write for Your **FREE** Copy Immediately.
JOBBER: Your Name Is Imprinted on the New Catalog for You.
"IF IT IS BINGO EQUIPMENT OR SUPPLIES—METRO MUST HAVE IT!"

METRO MFG. CO. 127 W. 25 St. New York City

WALTHAM-ELGIN

Make extra money! Send for free 1942 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
 103 Canal St., Dept. J, N. Y. City

BINGO OPERATORS!

Portable Tables, 6, 8, 10 and 12 ft. lengths. Top and pieces 3/4" ply wood. Finished in dark red mahogany. Cheap if sold in quantities.

Wayne Service Company
 1530-32 W. Third St. Dayton, Ohio

GENERAL MacARTHUR PICTURE BUTTONS

\$1.15 Per 100

WAR SLOGAN BUTTONS

\$1.00 Per 100

ORDERS SHIPPED OUT IMMEDIATELY!

1/3 Deposit, Balance C. O. D.

COHEN BROS.

108 PARK ROW, NEW YORK

SEND FOR FREE BARGAIN CATALOG

Reconditioned Watches
BULOVA - ELGIN - GRUEN-Etc.
 Diamonds, Jewelry, Luggage, Etc.
 Exceptionally Low Prices.

MIDWEST WATCH CO.
 5 S. WABASH CHICAGO

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

MacArthur Buttons

General MacArthur, national hero, is featured on buttons offered by Bengor Products Company. The buttons, printed in red, white and blue with a picture of MacArthur, are quite striking. On one the legend around his picture reads: America's hero, General MacArthur. The second button merely gives the general's name. His picture is flanked by American flags forming the V for Victory symbol, and the well-known three-dots-and-a-dash sign is also reproduced.

Patriotic Lapel Pin

A patriotic lapel pin featuring the Remember Pearl Harbor slogan has lots of sales appeal, according to Apex Novelty Company. The item reproduces flying wings and the slogan semi-circles a picture of a bomber dropping its lethal cargo. Attached to the pin is a three-color American flag. The pin comes in 14-carat gold finish and presents a very attractive appearance.

Table Lighter

The Joseph Hahn Company is offering a new and timely item for prize and premium users. It is a U. S. 75 model cannon table lighter. It is claimed the lighter reproduces in minute detail an actual army cannon. Item has a removable, semi-automatic lighter unit. It comes in a rich bronze finish and the size is 8 1/2 inches long by 3 1/2 inches high. Weight of the item 1 1/2 pounds.

Patriotic Penguins

An item designed to stimulate the promotion and sale of Defense Stamps and Bonds is the patriotic penguin offered by Wilson Waikies. The burlesque imitation figure attracts attention and laughs, and the manufacturer claims that every man, woman and child is a prospect. The self-walking penguin comes complete with all necessary blanks, cards, etc. With timely appeal and a solemn and serious purpose, it is said this item is a natural for agents and salesmen.

Blackout Lamp

A timely precautionary item is the blackout lamp offered by the Masterlite Lamp Company. It is claimed that workers have made quick, ready sales with the lamp at a nice profit. The manufacturer claims that color and current consumption is in accordance with official specifications. Lamps are offered in translucent orange and opaque black. Agents are invited to write in for additional particulars.

Cigarette Holder

DeNicotea is a new cigarette and cigar holder which has an exclusive filtering process said to eliminate between 77 to 80 per cent of nicotine and tar from smoke, according to the distributor, Alfred Dunhill of London, Inc. Only recently introduced in the United States the holder has attained wide popularity.

EARLY BIRD SPRING CATALOG NOW READY

Showing 1942 Sporting Goods, Patriotic Goods & Summer Mdse.
WRITE FOR YOUR COPY TODAY!
 Please State Your Business.

LEVIN BROTHERS
 Established 1886, Terre Haute, Indiana



HITLER-MUSSOLINI DOGS



SOLD IN PAIRS
 We made Hitler-Mussolini Dogs out of a couple of hunting dogs. They're a scream. A sure hit wherever shown. To appreciate these get a pair now. Be first in your territory. Don't wait. They're hot. Size 5x7 1/2 inches. Packed one each to carton.
SAMPLE PAIR POSTPAID \$1.50 PER PAIR
 WRITE FOR QUANTITY PRICES

WE CARRY A COMPLETE LINE OF PREMIUM and CONCESSION MERCHANDISE. WRITE FOR 1942 GENERAL CATALOG (READY SOON). ALWAYS FIRST WITH THE LATEST.
WISCONSIN DELUXE CORP. 1902 NO. THIRD ST. MILWAUKEE, WIS.

CANNON
 No. 6 Cannon—A proven repeater. Sells on sight. Size: 10x11 inches. 12 to a carton. Dlx. \$4.50. Gross \$50.00.
SAMPLE POSTPAID \$1.00 EACH
 WRITE FOR OTHER SIZES.

8000 DIFFERENT ITEMS



DER-PHEW-RER

A shunk with Hitler's features. Size 5 1/4 by 5 1/2 in. Packed 48 to a carton. Dlx. \$3.60. Gross \$36.00. Full carton orders shipped at gross prices.

SAMPLE POSTPAID 50 CENTS EACH

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-4, Chicago, Ill.

NOW!
 Smash hits for "MUGGERS." Snappy, smart, colorful post-cards for mounting. 1 1/2 x 2 in. and 2 1/2 x 3 1/2 in. photos. Send \$1.00 for liberal supply.

FORE-GROUNDS
 7 "HOT" numbers. Comic billboards. 36x48 in. Adds 55¢ to your profits. DETAILS FREE.

AMERICA! KEEP 'EM FLYING!
NO. 5563 RUBBER SUCTION CUP FLAG HOLDER SETS \$10.50 PER 100 SETS

Now type suction cup holder attaches quickly to headlights, windshield or other smooth surface on any car. No bolts or other attachments required. Made of black rubber with three evenly spaced holes holding flags as illustrated. Complete with three 4x8 inch cotton flags mounted on sticks with gilt spear-heads.

Our new 1942 GENERAL CATALOG will be ready about May 1st. SEND FOR YOUR FREE COPY TODAY!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Park, Carnival, Beach, Resort Concessioners
MAKE "ACME" YOUR HEADQUARTERS. EVERYTHING YOU NEED—WHEN YOU NEED IT — PRICED RIGHT

New Bingo Novelties—New Plaster Items—Blankets—Clocks—Chrome—Lamps—Dolls—Enamelware—Glassware—Silverware—Tinware.

A BIG VARIETY OF PATRIOTIC ITEMS
 BANNERS — PILLOWS — TAPESTRY — WALL DECORATIONS — BUTTONS — PINS — PLASTER ITEMS — PENNANTS — JEWELRY. WRITE TODAY FOR FULL INFORMATION AND LISTINGS. State Your Business or What Concession You Operate.

ACME PREMIUM SUPPLY CORP.
 3333 LINDELL BLVD. ST. LOUIS, MO.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

in Europe. A small cartridge concealed inside the holder filters the smoke, it is claimed. The firm also states the item has won the approval of the American medical profession. The cigarette holders come in two sizes—a standard length

and a long-size holder for ladies. The cigar holders also come in two sizes, with 11 refills provided with each holder.

Blackout Control

United Cinephone Corporation's Blackout Control offers a practical answer to the important problem of maintaining lights without the risk of violating local blackout rulings. The unit employs an automatic photoelectric control principle and can be used to control large signs, window lighting, billboards, residential lighting, factory lights, etc.

BINGO BUSINESS

(Continued from page 50)
attended 248 city-licensed games in February, according to Police Chief Eugene T. Weatherly's report to City Manager C. O. Sherrill, who issues the playing permits. The permit holders' reports show a total gross profit of \$208,769; prizes, \$45,068; leaving a net profit to sponsoring organizations of \$145,704. This is an average net cost of 54 cents per player.

ELGIN - GRUEN \$2.95
BULOVA Start at



Take advantage of these re-conditioned nationally advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

STAR WATCH CO.
Wholesale Jewelers
124 S. 8th Street, Phila., Pa.

SENSATIONAL SERVICE MEN'S MAGAZINE
Special official insignia stickers for all who grant favors and welcome Service Men. New Gen. MacArthur Issues. Also, Service Joke Books, Flag Respects, Fifth Column Exposed, Pearl Harbor Special. New issues monthly. Samples 10 cents. U. S. Supreme Court, decision protecting sales everywhere—Free. SERVICE MEN'S AND VETERANS' SERVICE MAGAZINE, 103 Duane St., New York.

PIPES
FOR PITCHMEN & BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

IN MINNEAPOLIS... from the St. Louis Sport Show, where they spent nine days to a fair take, the Clarks (Lady Beth) plan to stay over for the Northwest Sportmen's Show this week before they head for Chicago. The scopes did a good bit in Minneapolis, Harry said, with the people swell.

THINGS ANYONE COULD PITCH: Auto tires, etc.

WHILE BIG AL ROSS... is working the Northwest Home, Builders and Flower Show, Minneapolis, with hand-writing analysis, his partner, Bob Roach, is working mice and cards at the St. Paul Sports Show now in progress. Both will stay over for the Northwest Sportman's Show, Minneapolis. They jumped in from Chicago, where they worked the Sportsmen's Show there, and from Minneapolis head for Los Angeles and San Francisco. Big Al wants Speedy Ross and Red Gunn to pipe in.

ANDY MELFORD... worked pens at the Northwest Builders' Show, Minneapolis, to fair results.

SURE CROWD-CETTER: A doc pitchin' under a spot during a blackout.

B. GLAUNER... Lypes a note from Detroit with remarks that Jack Scharding's article in the March 28 issue, "Pitchmen's Future," was excellent. "I agree with everything he says," declares Glauner. He also says that he'd like to see a Pipe from Eddie St. Mathew. His closing remark is: "It will be work or fight around the Detroit shops very soon. Not many shop pitches here yet, but this fall should be good."

PVT. GEORGE A. BRECHT... writes from Camp Crowder, Mo., to say that he likes the army. Says Brecht: "Tell the rest of the gang that I'll soon see all of them in one outfit or the other—and that we will all meet in Japan. Hope they all puff a red one."

A pitchman's ability doesn't decrease with age—look at the old-timers still working.

BOB (DOC) SMITH... was 60 years young on March 26 and is still going strong in the med pitch. He has been pitching around the new army camp "somewhere in Alabama" to fair takes. Says that several of the boys have been in and out with different items. He is opening his night med opera soon and will cover the same route he has made for the past 20 years. Would like to read pipes from some of the old-timers—that is, those still with it or for it.

E. (DOC) REDWOOD... writes: "Spring Special number of The Billboard was a humdinger. Here's for bigger and better Pipes—and more of them."

SHORT STORIES: Give your spiel—keep 'em guessin'—if you have the feel—your stock will less'n.

E. B. (GOLDEN WEST) GRAHAM... leaving Phoenix, Ariz., writes that he is just about the last of the troopers and pitchmen to leave. "Thought I would shoot a little gab," he scribbles. "Prof. Jack Scharding passed thru last night on his way east. He stopped in Phoenix long enough to cut up a jackpot and have a cup of coffee with me—then lit out to find a Saturday spot. I will take out after him Friday morning and no

CONCESSIONERS
GIVE THEM AWAY FREE!



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Same comic books as sold on newsstands—64 pages in complete color. All assorted popular numbers, such as MAGNO, SKYMAN, JOE PALOOKA, LIGHTNING, etc.

100 Assorted Books, \$1.95; 1000, \$19.00
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878 BROADWAY NEW YORK CITY

NOW is the Time to CASH IN on our Big Watch Bargains



NEW Styles—NEW Numbers—NEW Dials—in Rebuilt Watches—Nationally advertised makes—Bulova, Elgin, Waltham, Illinois, Hamilton and Swiss.
GET IN ON THE OLD PRICES.
Write for 1942 Catalog Today.

JOSEPH BROS.
53 E. Madison CHICAGO

FOUNTAIN PENS

NOW! New Winchester Rec. Push Button, Lever-Pill Combinations. Ideal for Pitchmen and DEMONSTRATORS. Write for new PRICE LIST.

STARR PEN COMPANY, Dept. C
500 N. Dearborn, Chicago

GUM 26 BOX

RETAILS FOR \$1.00

Each box holds 20 Cellulose Gum 26 Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. No our distributors—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and ML Pleasant Ave., Newark, N. J.

DECLARATION OF INDEPENDENCE

Artistic facsimile of the original document (21"x30"). Beautifully printed on simulated parchment paper. 100, \$10.00; Dozen, \$2.00. Also smaller size (12"x18"): 100, \$5.00; Dozen, \$1.00. Samples of both items, 25c. Deposit with quantity orders. Stores, Business Houses, 1700 General Men, etc. are ready buyers.


GROSE OFFSET LITHO COMPANY, INC.
441 Pearl Street New York

ALADDIN'S MAGIC LAMP

Gives in Dark—\$1.20 per Doz.; Hand Soap—2c Lb.; Glass Cleaner, 2c Gal.; Washing Fluid, 2c Gal.; PHOSPHOROUS Concentrated Cleaning Fluid, 1c Gal.; Polishing Rag Cleaner, Shampoo, Etc. Write for Free Booklet.

WESTERN RESERVE LABORATORIES
250 CLIMAX BLDG. CLEVELAND, O.

ELGIN, WALTHAM, BULOVA



Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
737 Walnut St., Philadelphia, Pa.

GOLF BALLS WANTED

TOP PRICES PAID

100,000 USED

Old, cut and unplayable balls. Any condition—any quantity—any make. You get top prices and spot cash. Check 'em over now—tell us how many you've got. Get our cash offer subject to inspection for re-processing. Must be regulation size. We'll take all you've got—all you can bag, borrow or find. Write, wire or phone.

CHICAGO SALVAGE STOCK STORE
509 SO. STATE ST., CHICAGO, ILL.

BIG FLAG-IN-ACTION DISPLAY
Sells Everywhere on Sight

COLORFUL FLAG WAVES REALISTICALLY. Chain stores, drug stores, cigar stores, taverns, offices, hotels and churches—everyone raves over this most gorgeous electrical display of "Our Star-Spangled Banner." A new invention gives spectacular off-on illumination to 1127 sparkling plastic buttons on all glass front. Neatly framed in 17"x15-in. wood frame. Plugs into 110 V. A.C. or D.C. Sells fast at \$11.75 retail. Get in on the easy sale to patriots who want them now. No. B55—Sample \$7.50 F.O.B. Chicago. In lots of six, each \$6.50. In lots of twelve, each \$6.25. Money-back guarantee. Return at our expense if not the best money-making item you have seen in months. Write or wire today. 25% Deposit, Balance C. O. D.

JOSEPH HAGN COMPANY
Exclusive Distributors
217-223 W. MADISON ST. CHICAGO

Fast Selling Sea-Shell Novelties at Lowest Prices

2700—Aeroplane Made Entirely of Sea-Shell	Doz. \$2.00
2725—White Swan What-Not, Made of Angel Wing Shell	Doz. 4.80
2750—White Swan Lamp, Same as Above with Light	Doz. 6.00
2775—Cocoanut Carved Faces, White Coconut	Doz. 1.80
2800—Ant. What-Nots—Birds, Pig, Pin Cushions, etc.	Doz. .75
2703—Sea-Shell for Slum (No Junk, Nice and Clean)	Doz. .12
2704—Sea-Shell Brooches, Ant. Shells	Doz. .75

Order by Above Numbers. 25% Dep. With Order, Bal. C. O. D. No Orders Shipped Less Than \$5.00.

Red's Novelty Shop, P. O. Box 504-L, Boca Raton, Fla.

PATRIOTIC and Novelty Brooches, Label Buttons, Insignias, Metal Souvenir Auto Plaques. Send \$1 for Sample Assortment.

PEARL HARBOR STICKERS—per 100—\$1.50.

FLAG SETS FOR AUTO, BIICYCLE, WINDOW—With Suction Cup, 3 Flags, \$1.00 Doz. Sets. 3 Flags with Metal Holder, \$2 Doz. Sets. With 5 Flags, \$2.50 Doz. Sets.

PATRIOTIC BROOCHES & BUTTONS—Big Variety—80¢ per Dozen.

PENCIL FLASH LITE—\$2 doz.

SUN GLASSES—MOTH CAKES—New Spring Items for Window Jobbers, House Carvers, Premium & Salesboard Operators. Free Catalog. Write.

CHAMPION SPECIALTY CO., 214-Q CENTRAL ST., KANSAS CITY, MO.

U. S. FLAGS
Gift Spear Head
9"x4" Doz. 40¢
18"x12" Doz. \$1.00
30"x18" Doz. \$2.75
30"x24" Doz. \$3.50

OUR HERO



MacARTHUR BANNERS
LOWEST PRICES ★ BEST QUALITY

9"x12"—DOZEN \$1.50—GROSS \$15.00
12"x18"—DOZEN \$2.50—GROSS \$25.00
(9"x12" Sample 25c—12"x18" Sample 50¢)

Real Batin Banners in Full Color, Gold Fringe, Cord and Tassels, Cross Bar with Spear Heads.

25% Deposit, Balance C. O. D.
ALSO BANNERS TO ORDER.

ABACROME, INC., Manufacturers, 455 W. 45th St., New York City

No Charge

SALESBOARD ABC'S

for this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

REPRINT EDITOR, THE BILLBOARD,
25 OPERA PL. CINCINNATI

Reprint Editor, The Billboard
25 Opera Place, Cincinnati

Please send me my free copy of Salesboard ABC's. You may send it to—

Name

Address

City..... State.....

4-11

doubt catch him in Las Cruces, N. M. I have had a wonderful winter in Phoenix working the Thrifty Drug with Turso and p.-a. system. Opened on October 11, 1941, and closed March 21, 1942. How about pipes from Tammy Thompson, Bob Smith, Jam Sparks, Doc Yoder and Cavenough." Graham adds a little story: "I am leaving Phoenix wearing boots—if I die with them on it's because I can't get them off. It took four people to help me pull them off last night. But I am going to try them once even if I never get them off. No wonder good cowboys always die with their boots on—they want to challenge the devil to try to get 'em off."

Don't know if you ever thought of it, but how about devoting a couple of pitches a day to selling Defense Stamps.

SEEN ON MAXWELL STREET . . . in Chicago were Docs DeGrua, Burns, Smith, Bennett, Holdorf, More, Wells, Nye, Redwood and Burton—all on med. Weatherman has been kind to the boys in Chicago for Sunday business.

JIMMIE WELLS . . . is off the crutches after suffering a badly sprained knee.

Could be that some pitchers should put up special sound-deadening drapes to kill the base of their too loud p.-a. systems.

SMASHING ALL BANNER SALES RECORDS!
GEN. MacARTHUR
 SPOT DELIVERY — POSITIVELY NO DELAY.
 TOPS IN MacARTHUR BANNERS.
 Beautiful attractive Bath Beamer . . . Card, Tassels, Fringe, Stick and Stickers; expertly processed in technicolor. 4 colors.
 TWO SIZES AS ILLUSTRATED
 9" x 12"—DOZ., \$2.00—GROSS \$19.50
 12" x 18"—DOZ., 3.00—GROSS \$30.00
 Samples, 9x12, 25c; 12x18, 50c sent prepaid.
 Best line of Banners in America. Circular and Price List.
"A" BANNER CO. 105 Rivington St., Div. B, NEW YORK CITY



THE REAL MacARTHUR BANNER
 Lustrous Satin, 9"x12", 1" Gold Fringe, Spearheads and Tassels, 5 Beautiful Colors.
DOZEN \$2.00—GROSS \$19.50 Sample 25c Order #GBM
GEN. MacARTHUR WINDOW DISPLAY PICTURE
 "A Salute to Gen. MacArthur"—an artistic 4-color drawing on heavy stock, 10"x13". A beautiful picture of our man of destiny.
 Dozen \$1.20—100, \$8.00—Sample 15c—4 STM.
 BE THE FIRST IN YOUR TERRITORY! 1/3 deposit with order. Balance C. O. D. More than 20 other patriotic banners and pennants. Write for circular.
LIBERTY PRODUCTS, Dept. H, 277 Broadway, New York, N. Y.



Lowest Prices
Identification Jewelry in Sterling Silver
 Bracelets Necklaces Anklets
 Engravers!—These lower prices mean more business for you on Sterling Silver Identification Jewelry by featuring bigger values! A complete line featuring 10 styles in Bracelets, also Necklaces and Anklets, at remarkably low prices! Write or wire for special "Engraver's Identification Circular" today.
BIG MILITARY JEWELRY LINE!
 For a complete line of Military Jewelry—Rings, Lockets, Combs, etc.—write for Catalog M42 Today!
HARRY PAKULA & COMPANY
 5 N. Wabash Ave. - Chicago, Ill.

Sterling Identification Necklaces — Bracelets

 A FULL LINE NOW READY!
 Send \$1.00 for 3 Sterling Silver Samples.
 Complete Line Engraving Jewelry.
 Write for Catalog—NOW!
Bieler-Levine, Inc.
 27 South Wabash Ave. CHICAGO, ILL.

Ideal Exposition Shows, Inc.
 America's Best Amusements
 OPENING APRIL 20 AT NEWPORT NEWS, VA.
 One of the Best Spring Dates in the East.
 This show has 11 Fairs and 2 outstanding Celebrations contracted. Also plays Ringling Bros.' Circus date at Baltimore, Md., which is for 5 continuous days this year.
 WANT Man to operate MOTOR DROME. Must have at least 2 Motor Cycles. This Drome is in good condition with new top.
 WANT Man to operate EXPOSE SHOW. Must be capable. Would like to hear from LEO BARZEL. Have good proposition for you.
 Can place FLY-O-PLANE, SPIT FIRE, OCTOPUS or any new Ride.
 Want MERRY-GO-ROUND FOREMAN. Also Foreman for Loop-o-Plane and Chair-o-Plane. Top salaries paid.
 Want WORKINGMEN for Rides and Shows. Come on at once. Can use Semi-Trailer Drivers and experienced Help of all kinds.
 ON ACCOUNT OF DISAPPOINTMENT CAN PLACE COOK HOUSE AND GRAB REASONABLE PRIVILEGE IN MEAL TICKETS. Will also book Popcorn and Candy Apples.
 Want Talker, Lecturer and Ticket Seller for SIDE SHOW. Apply to Jim Hodges, 500 S. Church St., Salisbury, N. C.
 Would like to hear from LOUIE AUGUSTINA. Can place your Grind Shows.
 BILL MOORE wants Grind Store Agents and Concession Help. Write to him at Salisbury, N. C.
 Can place following CONCESSIONS: Long Range Shooting Gallery, Photo Gallery, Hoopla, Pitch-Till-You-Win, Penny Pitches, Ball Games, Palmistry and all 10c Grind Stores.
 CAN PLACE ONE MORE FREE ACT—MUST BE OUTSTANDING.
 Can place capable PAINTER.
 Write or Wire WM. GLICK, Mgr., Ideal Exposition Shows, Yadkin Hotel, Salisbury, N. C.

ELGIN & WALTHAM
REBUILT WATCHES \$1.75 Wholesale Only
 7 Jewel, 18 Size, in 8, H. Engraved Cases, 25.
 Send for Price List. Money Back if Not Satisfied.
CRESIDENT CITY WATCH MATERIAL CO.
 113 N. Broadway St. Louis, Mo.

PAINT YOUR OWN SIGNS WITH LETTER PATTERNS
 AVOID SLOPPY WORK and WASTED TIME. NO EXPERIENCE NEEDED for EXPERT WORK. WRITE FOR FREE INTERESTING SAMPLE.
JOHN T. RAHN-11330 CENTRAL AVE-CHICAGO

GET IN THE BIG MONEY! WALKIESNAP CAMERAS
 for School Photos, resorts with Card Reading Equipment, \$50.50. Ready to go.
BASS CAMERA COMPANY
 Dept. BL
 170 West Madison St. CHICAGO

GOLDEN GATE SHOWS
 Will open April 15. Want Top Cars, Sing John, Bull Games, Fish Pond, Block and Grind Rides, MR. Camp, John Miller, come on. Office wants Agents on Johns. Have outfit for 2d Show, Atlanta, Ga. Get Shows, Want Kiddie Rides. Want Ride Help that can drive trucks.
FRANK OWENS, MGR.
 Golden Gate Shows Pembroke, Ky.

WANT
 New Concession, Cook, Billposter with car, Working Men, \$15 per week; 5 nights each week. Long term. No booze. Season opens April 15th. Valhalla, Ga. For sale—60200 Klack Test, 8200.00. Small Place, \$25. **WM. KETROW.**

C. & L. SHOWS
 Opening Lebanon, Mo., April 18-25
 Went to look for concession of all kinds. All open except Photos. Shows with own outfit, 25 per wk. Wire or write.
C. & L. SHOWS, Lebanon, Mo.

H. P. LARGE SHOWS
 Open Christopher, Ill. April 25. Want Ferris Wheel Foreman, Chair Swing Foreman, Ride Help in all departments. Place Penny Arcade, Hole Diggers, Cook House, Custard and Ball Games. Legitimate Concessions of all kinds, legitimate Concession Agents. Want Man and Wife to take charge of Show. Good opening for Photo Gallery. I have 14 Fairs and Exhibitions booked, starting August. Ill. July 4th. All communications: H. P. LARGE, 1401 Garden Road, Elizabethton, Tenn., until April 9; then Christopher, Ill.

PAN-AMERICAN SHOWS WANT
 For Harris, Ill., downtown, next week, biggest government project in Southern Illinois. Want Shows. Will furnish outfits for Minstrel, Single Pils or Revue. Will book Side Show, Monkey Circus, Drome or any show that has own equipment and transportation for 25 per cent. Concessions: Want Diggers, Penny Arcade, Custard, Long Range, Mitt Camp or any Concessions that work for Block and don't conflict with Bingo, Ball Games, Photos and Popcorn, which are sold. Can place Agents for Grind Stores. Girls for Ball Games, Hoopla and Pitch. Want Ride Foreman who can drive. Can place sober Special Agent who can get paper out. Personal interview necessary. Address this week: Anna, Ill.

BLUE RIBBON SHOWS WANT
 Minstrel Show Performers. Babe Labaris wants Man or Woman Talker and Lecturer for Life Show. Want experienced Cook House Help, Freaks for Side Show, Ride Help that can drive seats and useful Show People all departments. Will book Frozen Custard and few other Concessions. All replies to **JOE J. FONTANA, Columbus, Georgia, now; Cedar town next week.**

W. A. GIBBS SHOWS
 Opening May 1st. Want Shows and Concessions with own outfit. Will book Rides and Fun House not conflicting that have own transportation. Want two more Ride Men with ex. Concessions until fair dates. Kirby Yates, Jimmie Cox, write. **W. A. GIBBS, Erin, Kansas.**
 P.S.: Will sell National Calliope, like new, and Single Loop.

George-Clyde-Smith SHOWS
 OPENS APRIL 23RD AT DUNCANVILLE, PA.
 WANTED—Pitch-Till-U-Win, Cigarette Shooting Gallery, Long or Short Range Lead Gallery, Photos, High Sticker, Custard, American Palmistry. WANT SHOWS—War, Crime, Monkey and Side Show or any money-getting show with or without their own outfit. WANTED—Loop-o-Plane and Tilt-a-Whirl. WANTED—Ferris Wheel, Chair-o-Plane and Kiddie Ride Help. Address all communications to **GEORGE C. SMITH, P. O. BOX 521, CUMBERLAND, MARYLAND.**

GOOD BUYS
 RAZOR BLADES, 3 qualities, 100 \$0.85
 Blades 40, 50.
 NEW ASSORTED WAR SLOGAN 1.10
 BUTTONS, 100 Buttons
 VICTORY PING. OIL. What a 1.45
 snail, Gross
 MEN'S POCKET COMBS, 3 inches, 2.95
 Good snail, Gross
 All orders must be accompanied by deposit or full payment. 24 years of value giving in Novelties, Nations, Gifts, Premiums and Sideline Merchandise. 152-page catalog sent with shipment.

MILLS SALES CO.
 Our Only Mailing Address
 901 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALERS

STOP TIRE THEFTS!
 World's Greatest Pitch!
 AUTOMATIC TIRE COP sells for help when anyone touches car. Installs in 15 minutes—any car. Work this line in stations—around factories—superior and get some real cash. \$1.00 brings demonstrator and wholesale prices —5 DAY MONEY-BACK GUARANTEE.
TIRE COP CO., Dept. J-18, Medina, Ohio.

VETERANS: MacARTHUR'S KEYNOTE For VICTORY
 —HOT STUFF!
 Get in step! Big money! Vol. Sec. Mag. Our Bulletin on Training, Soldier Parts and Plan, All Columns Exposed, Flag Reports, New Issues monthly. Yearly Yearling special! SAMPLES 10c. D. S. Nat. Court decision protecting veterans. FREE VETERANS' SERVICE MAGAZINE, 100 Duane St., New York. (1941 year.)

ZIRCON RINGS
 Ladies & Gents \$4.00 to \$8
 SOLID GOLD Each
 Send us your old rings, jewelry, etc., and we will mount it with beautiful genuine Zircons at a low cost.
 Box 311 — B. LOWE — St. Louis, Mo.

MEDICINE MEN
 Write today for new wholesale catalog of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Spring St. Columbus, Ohio

WHOLESALE CATALOG FREE

 For Salesmen, Dealers & Agents 200 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, books, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.
SPORS CO., 442 Lambert, La Center, Minn.

BARR BROS.' CIRCUS WANTS

General Agent and Lithographer with car. For Big Show—Acts doing two or more. Clowns, Animal Acts and Family to feature. BOSS CANVAS MAN, Ticket Sellers, Candy Butchers, Electrician, Cook, Mechanic and Working Men in all departments. For Side Show—Manager and all other people. Will buy 20x30 Marquee. Show opens April 23. Address till April 15:

BARR BROS.' CIRCUS
363 S. Front St. Columbus, Ohio

WANTED

RIDES, CONCESSION, SKATING RINK, RADFORD, VA., FAIR GROUNDS

Defense Center—Plenty Money. A Three-Month Stand. Wire or Write Best Proposition. BOX 344, DUBLIN, VA.

CONTRACTING AGENT WANTED

Thoroughly experienced, energetic Man with car. Good salary and long hours. Address:

FLOYD KING, Mgr.
Spartan's Wild Life Exhibit
Carlton Hotel NEW ROCHELLE, N. Y.

CONCESSIONAIRES
—WRITE NOW—

For New 1942 Spring Flyer and Price List. We still have—at present—plenty of Lamps, Clocks, Smoking Stands, Stools, Blankets and other leading Bingo articles. CANES — PLASTER — BALLOONS — SLUM and FLASH Items.

CONTINENTAL DISTRIBUTING COMPANY
822 NORTH THIRD STREET MILWAUKEE WIS

SUNSET CRISPED CHERRIES 3oz. - 100 pkgs. 5.00	FINGERINE ORANGE SLICES 3oz. - 100 pkgs. 5.00
ALL TYPES OF BOXED CANDY POPULAR PRICES	
CHOCOLATES, GUMS, CHEWS. WILL STAND ALL KINDS OF WEATHER	
FREE CATALOG ON REQUEST @ 20% DEPOSIT ON ORDERS	

DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK CITY

*** INSURANCE ***
CHARLES A. LENZ
"THE SHOWMAN'S INSURANCE MAN"
A738 INSURANCE EXCHANGE CHICAGO

Gold Medal Shows

WANTS FOR SHRINE SPRING FROLIC AT MEMPHIS, TENN., APRIL 17 TO 25, AND FOR BALANCE OF SEASON.

PENNY ARCADE, CUSTARD, LEAD GALLERY, NOVELTIES, AND OTHER LEGITIMATE 10c CONCESSIONS.

Address: OSCAR BLOOM, Mgr., COLUMBUS, MISS.

WANTED RIDES

Ocotops, Rail-a-Plane, Tilt-a-Whirl, Whip or Spitfire or any Rides not conflicting. Have complete outfit for Musical Show. Can stage Side Show, Monkey Show, Illusion Show or any Grand Show. Can place few Concessions except Bingo, Photo, Pop Corn and Cook House. Moss Kalia wants Roll Down Agents. All address:

J. E. STEBLAR or J. B. REDMAN, Saltville, Va., this week; Appalachia, Va., next week.

WORLD OF FUN SHOWS

WANT RIDES, SHOWS AND CONCESSIONS

Strictly legitimate. Camp Picket, Blackstone, Virginia, week April 13th. This is a new military defense project. Thirty-five thousand people working. Money plentiful. Unless you have your own sleeping facilities, don't come, as people are sleeping in tents and trailers. Write or wire.

BARNEY TASSELL UNIT SHOWS
THIS WEEK, CHASE CITY, VA.

ROUTES
(Continued from page 16)

Newton, Peggy (La Martinique) NYC, no.
Nightingale, Billy (Herald) Chi, t.
Novella & Nolla (Cites Maurice) Montreal, Can., 8-18, no.

O

Olsen, Ralph, & Lyn Shirley (Vercullian) NYC, no.

P

Parole, Thos (George Washington) NYC, h.
Paulson, Lehus (Lexington) NYC, h.
Peaslee Sky Revue (Hamid-Morton Circus) Buffalo.

R

Ras & Rudella (Earle) Phila, t.
Ramon & Jo Ann (Jimmy Kelly's) NYC, no.
Ramon, Roberta (Park Central) NYC, h.
Ray, James (Palmer House) Chi, h.
Ray, Martha (Palace) Cleveland, t.
Reed, Billy (Snappy Maxie's) Hollywood, no.
Reese, Paul (Paramount) NYC, t.
Rhythm Rockets (Capitol) Washington, t.
Ricardo, Don & Marian (Iceberg) NYC, no.
Richard, Harry (Royal Palm) Miami, no.
Richey, Jenn (Sans Souci) Havana, Cuba, no.
Rigo & Harris (Cora & Irene's) NYC, no.
Rios, Rosita (Havana-Madrid) NYC, no.
Robbins, Archie (La Martinique) NYC, no.
Robbins, June (Palmer House) Chi, h.
Robinson & Martin Dancers (Leon & Eddie's) NYC, no.
Robinson, Al (Village Barn) NYC, no.
Rodriguez, Estelita (Copacabana) NYC, no.
Rolando (Havana-Madrid) NYC, no.

BRUSH POTTERY LAMP
No. 6806B

Comes in assorted designs and colors. Height 14 inches. PER DOZ. \$6.75 (No loss sold)



822 NORTH THIRD STREET MILWAUKEE WIS

U

Upp, Odessa (WDAN) Danville, Ill., 1-11.

V

Valdez, Vern (Wonder) New Orleans, no.
Valien, Edie (Jimmy Dwyer's Sawdust Trail) NYC, no.
Valley & Lynne (Clover) Portland, Ore., 1-11, no.
Vestoff, Floris (Village Barn) NYC, no.
Vine, Billy (Charles) Baltimore, no.

W

Wade, Bill & Betty (New Yorker) NYC, h.
Wade, Stuart (Waldorf-Astoria) NYC, h.
Walden, Bert (Oriental) Chi, t.
Walker, Oscar (Fifth Avenue) NYC, h.
Wayne, Iris (Charles) Baltimore, no.
Wayne, Frances (Kelly's Stable) NYC, no.
Weber Bros. & Chantia (Folly) Kansas City, Mo., 6-8, t; (Police Circus) St. Louis 14-20.
Wassmuller, Don (La Martinique) NYC, no.
Wences (Capitol) Washington 8-15, t.
Whalen, Maurice & Betty (Leon & Eddie's) NYC, no.
White, Denny (Iceberg) NYC, no.
White, Jack (18 Club) NYC, no.
White, Jerry (Bill's Gay 90s) NYC, no.
Williams, Robert (Capitol) Washington, t.
Williamson, Herb (Log Cabin) Saint Ste. Marie, Mich., c.
Wilson, Charlie, Trio (Le Polsonnier) NYC, no.
Winchell, Paul (Palace) Cleveland, t.
Wood, Kirk (Leon & Eddie's) NYC, no.
Wood, Trip (Del Rio) Washington, no.
Wood, Napua (Lexington) NYC, h.
Wyse, Ross (Diamond Horseshoe) NYC, no.

Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, no.
Yvette (Earle) Phila, t.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: San Antonio Tex.
All American Expo.: Mobile, Ala.
B. & H. Am. Co.: Trenton, B. C.
Barker: Cape Girardeau, Mo., 11-18.
Daysinger, Al: Poplar Bluff, Mo.
Bill Joy: Palmto, Ga.; Fairburn 13-18.
Eban Ribben: Columbus, Ga.; Oedartown 13-18.
Bremer's Consolidated: Rogers, Ark.
Buck, O. C.: Expo.: Silver Springs, Washington, D. C., 9-18.
Buckeye State: Forest, Minn.; Philadelphia 13-18.
Bullock Am. Co.: Wimsboro, B. C.
Byers Bros.: Kennett, Mo., 11-18.
Central Am. Co.: Leesville, B. C.
Cotlin & Wilson: Petersburg, Va., 11-18.
Coleman Bros.: Middletown, Conn., 16-18.
Conley, J. J.: Marsh, Okla.
Convention: Fort Mills, S. C.
Conyon State: Clinton, Ky.
Crafts 20 Big: San Diego, Calif.
Crystal Expo.: Camden, S. C., 11-18.
Denton, Johnny J.: Lafayette, Tenn.
Dick's Paramount: Port Reading, N. J., 10-18.
Dyer's Orator: Crossett, Ark.; McGehee 13-18.
Eberole's: Malden, Mo.; Chaffee 12-18.
Eddy Bros.: Baltimore, Md., 11-18.
Evangeline: Marksville, La., 6-18.
Fay's Silver Derby: Milan, Ga.

Roller & Dortha (Edgewater Beach) Chi, h.
Romero & Rosita (Don Julio's) NYC, no.
Roxyster (Earle) Washington, t.
Royal Ankata, 3 (Lulu) Washington 20-April 11, no.
Ryan, Sue (Chicago) Chi, t.

S

Sahlin, Jean (Chez Paree) Chi, no.
Salamack, Tony, Trio (Glenn Henderson) Newport, Ky., no.
Schenk, Al (Earle's) Phila, no.
Scott, Hazel (Cafe Society Uptown) NYC, no.
Scott, Margaret (Belmont-Plaza) NYC, h.
Selder, Jay & Lou (La Compa) NYC, no.
Semon, Primrose (Hofbrau) Lawrence, Mass., no.
Shadrach Boys (Queen Mary) NYC, no.
Shaw, Wini (18th Hotel) NYC, no.
Shields, Ella (Jimmy Dwyer's Sawdust Trail) NYC, no.
Shore, Dinah (Waldorf-Astoria) NYC, h.
Sieman, Hank (Hetting's Vodyil Lounge) Chi, c.
Small, Mary (Strand) NYC, t.
Smart Girls, Three (Chicago) Chi, t.
Soyar, Ida (Rainbow Room) NYC, no.
Spilack, El (Russell Kretzma) NYC, no.
Stanley, Irene (Le Polsonnier) NYC, no.
Stearns, Roger (1-3-3 Club) NYC, no.
Stevens, Harry (Den Marden's Riviera) Fort Lee, N. J., no.
Stone, Al (Band Box) Hollywood, no.
Stovnovsky, Azadi (Russian Kretzma) NYC, no.

VOCAL-INSTRUMENTAL QUARTETTE

THE STYLISTS
Featuring MARJORIE HYAMS

currently 20th Century Club, Philadelphia, Pa.
Pers. Repr.: Allan Rupert, 1697 B'way, N. Y. C.

Sullivan, Joe (Cafe Society Uptown) NYC, no.
Summer, Helen (Ivanhoe) Chi, no.
Sura, Three (Piccadilly) NYC, h.
Swan, Lyda (Russian Kretzma) NYC, no.
Swann, Russell (Plaza) NYC, h.
Sylvia & Clemence (Capitol) Washington, t.

T

Tamiris, Helen (Rainbow Room) NYC, no.
Tapp, George (Strand) NYC, t.
Tarasova, Nina (Casino Russ) NYC, no.
Therriot, Hazel (Latin Quarter) Miami Beach, Fla., no.
Thomas, Danny (180 Club) Chi, no.
Thompson, Arlene (Queen Mary) NYC, no.
Thon, Valerio (Palmer House) Chi, h.
Thornton, Hal (Cafe Howard) Bridgeport, Conn., no.
Thorn, Eric (Leon & Eddie's) NYC, no.
Tondelayo & Lopez (Stegals) Chi, t.
Toune & Knott (Village Barn) NYC, no.
Toy & Wing (Colonial) Dayton, O., t.
Trio Tachisco (Havana-Madrid) NYC, no.

U

Upp, Odessa (WDAN) Danville, Ill., 1-11.

V

Valdez, Vern (Wonder) New Orleans, no.
Valien, Edie (Jimmy Dwyer's Sawdust Trail) NYC, no.
Valley & Lynne (Clover) Portland, Ore., 1-11, no.
Vestoff, Floris (Village Barn) NYC, no.
Vine, Billy (Charles) Baltimore, no.

W

Wade, Bill & Betty (New Yorker) NYC, h.
Wade, Stuart (Waldorf-Astoria) NYC, h.
Walden, Bert (Oriental) Chi, t.
Walker, Oscar (Fifth Avenue) NYC, h.
Wayne, Iris (Charles) Baltimore, no.
Wayne, Frances (Kelly's Stable) NYC, no.
Weber Bros. & Chantia (Folly) Kansas City, Mo., 6-8, t; (Police Circus) St. Louis 14-20.
Wassmuller, Don (La Martinique) NYC, no.
Wences (Capitol) Washington 8-15, t.
Whalen, Maurice & Betty (Leon & Eddie's) NYC, no.
White, Denny (Iceberg) NYC, no.
White, Jack (18 Club) NYC, no.
White, Jerry (Bill's Gay 90s) NYC, no.
Williams, Robert (Capitol) Washington, t.
Williamson, Herb (Log Cabin) Saint Ste. Marie, Mich., c.
Wilson, Charlie, Trio (Le Polsonnier) NYC, no.
Winchell, Paul (Palace) Cleveland, t.
Wood, Kirk (Leon & Eddie's) NYC, no.
Wood, Trip (Del Rio) Washington, no.
Wood, Napua (Lexington) NYC, h.
Wyse, Ross (Diamond Horseshoe) NYC, no.

Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, no.
Yvette (Earle) Phila, t.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: San Antonio Tex.
All American Expo.: Mobile, Ala.
B. & H. Am. Co.: Trenton, B. C.
Barker: Cape Girardeau, Mo., 11-18.
Daysinger, Al: Poplar Bluff, Mo.
Bill Joy: Palmto, Ga.; Fairburn 13-18.
Eban Ribben: Columbus, Ga.; Oedartown 13-18.
Bremer's Consolidated: Rogers, Ark.
Buck, O. C.: Expo.: Silver Springs, Washington, D. C., 9-18.
Buckeye State: Forest, Minn.; Philadelphia 13-18.
Bullock Am. Co.: Wimsboro, B. C.
Byers Bros.: Kennett, Mo., 11-18.
Central Am. Co.: Leesville, B. C.
Cotlin & Wilson: Petersburg, Va., 11-18.
Coleman Bros.: Middletown, Conn., 16-18.
Conley, J. J.: Marsh, Okla.
Convention: Fort Mills, S. C.
Conyon State: Clinton, Ky.
Crafts 20 Big: San Diego, Calif.
Crystal Expo.: Camden, S. C., 11-18.
Denton, Johnny J.: Lafayette, Tenn.
Dick's Paramount: Port Reading, N. J., 10-18.
Dyer's Orator: Crossett, Ark.; McGehee 13-18.
Eberole's: Malden, Mo.; Chaffee 12-18.
Eddy Bros.: Baltimore, Md., 11-18.
Evangeline: Marksville, La., 6-18.
Fay's Silver Derby: Milan, Ga.

Fidler's United: (Kingshighway & Nat Bridge) St. Louis, Mo., 6-14.
Flaming, Mad Gody: Waycross, Ga.
Four Star Expo.: Newport, Ark.
Franks Greater: Macon, Ga.
Frisk Greater: Cape Girardeau, Mo.
Gold Medal: Columbus, Miss., 6-14; Memphis, Tenn., 17-25.
Golden Arrow: Locksburg, Ark.
Golden Bell: Malvern, Ark., 11-18.
Grady, Kellie: Florence, Ala.
Great Laton Expo.: Nashville, Tenn.
Great Sutton: Sikeston, Mo., 7-18.
Greater United: Bastrop, Tex.
Groves Greater: Maury City, Tenn.
Hamilton Am. Co.: Tuscaloosa, Ala.
Heller's Acme: Paterson, N. J., 11-18.
Heth, P. M.: Ware Shoals, S. C.
Heth, L. J.: Childersburg, Ala.
Hettle, Bull: New Orleans, La.
Hutchy & Genash: Picayune, Miss.
Hyalite Midway: Enid, Okla., 12-18.
Jackson Am. Co.: McColl, S. C.
Jensen, Johnny J.: Expo.: Augusta, Ga.
Joyland: Napa, Calif.
Kanz Expo.: Wilson, N. C., 13-18.
Kans, W. C.: New Bern, N. C., 13-18.
Keystone Modern: Atlanta, Ga., 13-18.
Lang, Doc: Fort Smith, Ark.; Springfield, 12-18.
Lawrence Greater: Hagerstown, Md., 11-18.
Lewis, Art: Norfolk, Va.
Liberty United: Columbia, S. C.
Marks: Newport News, Va.; (West Broad Richmond) 13-18.
Mid-Way of Mirth: Elsberry, Mo.
Moore's Modern: Parma, Mo.
Nall, C. W.: Monroe, La.
Oak: Hope, Ark.
Palmetto State: (Ten Mile) Charleston, S. C.
Pan American: Anna, Ill.; Herrin 13-18.
Parade: Coney, Kan., 11-18.
Puff's World's Fair: Hopewell, Va.; Baltimore, Md., 13-18.
R. & S. Am. Co.: Wilmington, N. C.
Rhoads & Wells: Bartlettville, Okla.
Riley, Matthew J.: Philadelphia, Pa., 11-18.
Rogers & Powell: Natchez, Miss.
Royal Expo.: Greenwood, S. G., 11-18.
Rubin & Cherry Expo.: Tucson, Ariz.
Scout's Attr.: Waskom, Tex., 8-18.
Shelley Midway: Anniston, Ala.; Atlanta 18.
Shugart, Doc: De Kalb, Tex.
Siebrand Bros.: Las Vegas, Nev.
Sol's Liberty: Mattoon, Ill.
Southern: Columbia, Miss.; (Flower Fest Natchez) 13-18.
Southern States: (Fair) Wanchula, (Fair) Sanford 13-18.
Sparks, J. P.: Bessemer, Ala.; Birmingham 13-18.
Stratton, James E.: Washington, D. C., 8-18.
Sritch, Ed: (Onion Pies) Raymond Tex., 8-18.
Tassell, Barney: Chase City, Va.; Blacksburg 13-18.
Texas Kidd: Taylor, Tex.
Tidwell, T. J.: Monahans, Tex.
Tower Am. Co.: Chesnee, S. C.
Virginia Greater: Suffolk, Va., 9-18.
Wallace Bros.: Paris, Tenn.
Ward, John R.: Baton Rouge, La.
West Bros.: Jonesboro, Ark.
West Coast: Sacramento, Calif., 7-12; Iuma 14-20.

World of Fun: Saltville, Va.; Appalachia 13-18.
World of Pleasure: Dearborn, Mich., 9-18.
Wright's United: Heath Springs, S. C.
Zeiger, G. P., United: Lordsburg, N. M.

CIRCUS

Autry, Gene, Flying A Ranch Rodeo: (Ar) Cleveland 9-15.
Hamid-Morton: Buffalo 8-11; Providence 11-18.
Paluch Bros.: El Paso, Tex., 7-13.
Ringling Bros. and Barnum & Bailey: (Mason Square Garden) New York 9-May 18.
Russell Bros.: Los Angeles, Calif., 6-12; Woodward 13-18.

MISCELLANEOUS

Birch, Magician: Carthage, Tex., 8; Tyler 10; Longview 16; Greenville 18; Commerce 18; McKinney 18; Denton 18.
Campbell, Loring, Magician: Carlisle, Pa. New Albany 9; Condon 18; Mauch 13; Ocean View, Del., 14; Winchester, 18.
Chandler, Magician (Glenn's) Gallatin, 8-18.
Daniel, B. A., Magician: Van Wert, O. Mendon 8.
DeCleo, Harry, Magician: Marysville, O.
Henry, Art & Marie (Shrine Circus) El Paso, 7-14.
Long, Leon, Magician: Mobile, Ala., 8-27.
Lucy, Thos. Elmore: Charlotte, N. C., Durham 14-16.
McNally's Variety Show: Hampstead, N. C., 8-11.
Marquis Magician (Paramount) New Kenton, Pa., 10; (Knox) Knox 13; (O. Clarion 14; (Metropolitan) Morgantown, Va., 15; (Liberty) Mounton, Pa., 15.
Marquis, Magician (Rox) Caldwell, O. (Paramount) New Kensington, Pa., 15.
Myles Entertainers: Mound Valley, 8-11.
Neff, Magician, & Wonder Workers: W. Ing, W. Va., 8; Cacopolis, Pa., 10.
Rinton's Dogs (school show): Rome, until June 1.
Shout, L. Verne, Theater Workshop: Coak Tex., 8; Monahans 8; Lubbock 10; D. N. M., 13; El Paso, Tex., 14; Gilbert, 18; Moss 17; season ends.

ADDITIONAL ROUTES
(Received Too Late for Classification)

Ardell Sisters (Kinwalow's Restaurant)ledo, O., 6-11.
Jaxon, Great, & Jerry Jordan (Carolyn) Columbus, O., 6-11.
Lee's Colored Minstrels: Gulfport, Miss.
Ocean Springs 10; Pasagoula 11; Moss 13-15.

Tivoli Exposition Show
Open April 11th, Webb City, Mo.
Want Concessions and Shows. Want Ride in all departments. Concession Agents for Rock Show in defense territory for night weeks. Showing in defense territory for night weeks. City, Mo., first week; then Nacato, Mo. Write H. V. PETERSEN, Mgr., Joplin, Mo.

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The Billboard

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Name

Address

CityState

NewExtendOccupation.....

LETTER LIST

(Continued from page 49) SWICAY, FRED... MAN ANOEL... SWEET, Joseph... SWEET, Joseph...

Wilson, Don... (T) Wilson, Dutch... WILSON, FRED... WILSON, HARRY JNO... WILSON, James...

MAIL ON HAND AT NEW YORK OFFICE 1264 Broadway

Abbott, Mrs. Charlotte... Adams, Tom... Adams, Thos... Adams, Thos...

Paige, Edith... Paige, Edith... Paige, Edith... Paige, Edith...

MAIL ON HAND AT CHICAGO OFFICE 12th Floor Ashland Bldg. 155 N. Clark St.

Anderson, Helen... Arden, Rex... Arden, Rex... Arden, Rex...

Bluetlan, David... Bluetlan, David... Bluetlan, David... Bluetlan, David...

MAIL ON HAND AT ST. LOUIS OFFICE 350 Arcade Bldg.

ALXANDER, TED... ALXANDER, TED... ALXANDER, TED... ALXANDER, TED...

Dezote, Phoenice... DIXON, JACK... DIXON, JACK... DIXON, JACK...

MAIL ON HAND AT ST. LOUIS OFFICE 350 Arcade Bldg.

ALXANDER, TED... ALXANDER, TED... ALXANDER, TED... ALXANDER, TED...

WORLD OF MIRTH SHOWS, Inc.

Opening May 1, Yellow Jacket Speedway, Erie and G Streets, Philadelphia... WANT Manager to handle troupe and front of International Midgots...

HELLER'S ACME SHOWS

OPEN PATERSON, N. J., SATURDAY, APRIL 11... Good proposition for Cook House, Corn Game, Want Grind Concessions that ones and will work for 10c...

CAN BOOK RIDES ON ACCOUNT OF DISAPPOINTMENT

Hocket, Tito-Whirl, Salt-Pine, Whip, RIDE HELP EXPERIENCED ONLY... Hocket, Tito-Whirl, Salt-Pine, Whip, RIDE HELP EXPERIENCED ONLY...

HUBBARD'S MIDWAY SHOWS

OPENING APRIL 20TH IN OHIO BIG DEFENSE AREA... WANT Ride Foreman and Ride Help, Good pay, Come on to winter quarters...

Bright Lights Exposition Shows

CALL! OPENING STONEY CREEK, VA., APRIL 18... WANT Shows and Concessions, Photo Gallery, Strolling Gallery and 10-Cent Concessions...

Claude Ellis's

Nat Green's

The Editor's Desk

CINCINNATI

The Crossroads

CHICAGO

MANAGEMENT of Kentucky State Fair, Louisville, in copying the dates originally set for the canceled 1942 Indiana State Fair, Indianapolis, has taken the lead in action calculated to offset as much as possible any adverse effects that may come as a result of inland fairs this season. "It's an ill wind, etc." That Louisville cannot help profiting from the new dates appears certain. While the big Labor Day period that has marked Indianapolis for a number of years will be greatly missed by the public as well as by attractionists and concessionaires, opportunity is given to many Indiana boards to perk up their fairs in a bid for visitors who heretofore have limited their attendance to the State Fair. Change in the Louisville dates not only will help the carnival playing there, which also had the Indiana contract, but will offer a Labor Day date to many concessionaires who had depended upon that in Indianapolis. Fairs reasonably adjacent to the State grounds that have been canceled will now have a chance to book grandstand attractions and some shows and rides that had been scheduled for the fairs called off. At present this applies in California, Indiana, Ohio, Illinois and New York. The fair plants of the nation are at the disposal of Uncle Sam in this conflict. That he has not as yet and probably will not use them in any great number may be considered as surprising as the reported gloom in some circles because of the few State fairs that have had to be canceled. It should be remembered that there are 2,300 fairs in the States and Canada. It would seem that much heavier inroads will have to be made before there can be any reason to believe that the statement of Secretary of Agriculture Claude R. Wickard that "fairs are a powerful force in America's war effort and should be continued" may be rescinded.

ANGLES affecting auto trade are not being overlooked by the biggies in the National Association of Amusement Parks, Pools and Beaches. What is said to park ops in a recent bulletin can also be pondered by other outdoor branches: "Most of us are, of course, wondering what is going to happen to our automobile trade in view of the tire situation and the possibility of gasoline rationing. As to the latter, little can be done at this moment but as much propaganda as possible should be circulated immediately encouraging the 'double-up' habit. We have all seen thousands of cars come to our parks in the past with only one or two passengers when they could carry at least five. If the 'double-up' habit is encouraged sufficiently the attendance from our automobile patronage may even be increased in spite of the tire and gasoline situation. So start your propaganda at once!"

MERBE the demands of some fair boards for deposits from carnivals to guarantee against any disappointments should have been reversed this year.

ALTHO we intended to discourage further controversy as to whether Jess Willard ever operated the Buffalo Bill show, the following from L. E. Greenhaw, vet circus agent and one who should know, appears to be worthy of passing on to readers interested in the subject: "Colonel Cody died after close of the 1916 season of the 101 Ranch show at Norfolk, Va. The 101 Ranch show up to that time had been operated by Miller Bros. and Edward Arlington. After close of the 1917 season Arlington purchased the interests of the Miller brothers and they took their title and withdrew from the circus business, not to re-enter it until 1923. Season of 1917 the Ranch show went out using the title 'Buffalo Bill's Wild West and Jess Willard in Person' and on every piece of printed matter put out by the show appeared 'Buffalo Bill's Last Words, 'Let My Show Go On.'" About July of that season Jess Willard purchased the show from Edward Arlington, and he and his manager operated the show until November, when it closed at Jacksonville, Fla., and was sold piecemeal to different showmen. So Jess Willard did operate the show and the Buffalo Bill show en route in 1917, contrary to some of your correspondents. The Buffalo Bill title was owned at that time by Tammen and Bonfile, owners of the Sells-

Photo Circus. When they sold the Photo show to the American Circus Corporation at close of the 1920 season the Buffalo Bill title was included in the deal and passed on to John Ringling in 1929 when he purchased the American Circus Corporation. The Millers would not permit use of their title after they sold their interest in the old 101 Ranch show. The show was managed by George Arlington, father of Edward, and George V. Connor, of Childsboro, O., had the side show. He still lives there. Arlington leased the Buffalo Bill title from Tammen and Bonfile for that one season of 1917. Jess Willard joined the 101 Ranch show right after he won the flaic title from Jack Johnson in 1918 and remained with it until he sold it in 1917."

SO much talk about bottlenecks during this war would lead one to believe that they occur only in times of strife. But *So Lush* declares that even the 18th Amendment didn't stop 'em in show biz.

IT'S hard to understand why some people object to so many things on roadways that so many other people enjoy. . . . Midway managers need no wills nor lawyers when they inherit a money-losing attraction from an owner who bowed while heavily on the nut. . . . Despite most careful planning, more mistakes will be made this season than can be imagined. Routes, moving and operation will fall to overcome many obstacles. The best a manager can do is mark 'em up on his diploma in the trowling college. Instead of "It all comes under the head of amusement," let's say "The variety is what makes the life interesting." . . . Bad publicity in atrociously wrong magazine stories isn't going to help the outdoor labor problem either. . . . Witch burners and gloom dispensers on lots can be nothing except pests to dyed-in-the-wool showmen. Rumor mongers can add nothing to "The Show-Must-Go-On" spirit. Managers should unload such morale breakers as quickly as possible. . . . Humor should be and generally has been an important adjunct in the grim business of war. Showmen should not look upon quips about priorities and curbs on production as unpatriotic. The press carries daily cartoons of the Axis heads and of military life and hundreds of jokes and stories are heard anent the humorous side of soldiering. Army men, like troupers, enjoy cutting up the funny aspects of their service. Long after World War I tales of mud, rain, scoties, hunger and other hardships were told in facetious vein, the same as showfolk have their favorite anecdotes of tough scuffling to rehash and chuckle over.

CURB on motor production may put old Debbin back where he once was as king of early-day circuses. Curb on razor blades may bring billing back to the days when it always depicted owners with beards.

IT WAS just a week until opening date and Joe Blow, show owner, hadn't been able to get hold of a publicity man. He was looking over a trade paper (guess what) when he jumped an ad that held his attention. "Job wanted," he read, "as press agent by experienced man beyond draft age but in prime of life. Able and willing to do first-class job. Knows newspaper ads all over country. Sober, reliable, well liked. Knows how to get favorable publicity and how to keep unfavorable news out of paper." Joe Blow paused. "Sounds like just the guy I'm looking for," he mused. He continued reading: "Will work for moderate stipend." "He's the guy all right," chorled Joe. "Hey, Bill, I want you to write a letter. Huh! Wait a minute; what's this 'but must have salary every week.' Oh, nuts! That guy's not a trouper."

Harry Bert, on the Ringling advance, sends us a menu of the Hotel Barnum, Bridgeport, Conn., where many circus men stop. The Barnum, Bridgeport's newest hotel, was named for the late P. T. Barnum, and its coffee shop carries out the circus spirit. Menus carry circus figures and on the coffee shop walls is a "circus parade" of photos—pictures of big-top stars, animals and circus scenes, many the work of the old circus photog Harry Atwell.

J. D. NEWMAN, in from Lansing, Mich., the last Orrin Davenport winter circus stand, elated over the big biz done everywhere. Jake says everything is shaping up nicely for the start of Cole Bros.' Circus season. . . . Louis Berger in from Goodman quarters at Little Rock and off to look over various Midwestern spots. . . . Dan DeBaugh will trek to New York for the Ringling opening at the Garden. . . . Hogan Hancock, MCA outdoor man, back from Texas, where he attended the Southwestern Exposition and Pat Stock Show. Business at the Silver Spur, where MCA had a show, very good, Hancock reports. . . . William B. Naylor back from a couple of weeks' pluck-hitting on Denny Pugh's show in Texas and soon will be heading southwest again to start work with Beckmann & Gerety. . . . From all reports Denny Pugh has a swell-looking show, everything painted spick and span. . . . The mayor's defense show, tentatively skedded for the lake front, is beginning to take shape. . . . Mrs. P. A. Boudinot and Mrs. John Brassil have left for New York to join their hubbies, who are on the Ringling advance. Mrs. Brassil recently came in from her home on the West Coast.

Lyon & Healy, musical instrument firm, have a display in their show window on Wabash Avenue that is attracting a lot of attention. Display consists of a Hammond organ and a Novachord, both specially built and beautifully decorated.

Leonard Traube's

Out in the Open

NEW YORK

The Whirl of Today

WATCH for a big "break" soon from Washington which will affect the open-air industry in its entirety. The War Production Board is working on it now. And it figures to be good news, in case the worriers are worried. . . . Up in Ontario animal trainer Terrell Jacobs was in a vital discussion with Patty Conklin of plans which bring his wild animal attraction to Conklin Shows. Jacobs will present a sillion charges, four or five clowns and half a dozen other acts, with an elaborate front being constructed for the show. Incidentally, the ingenious Canadian showman has been doing ball entertaining in his quarters and residence. One recent gathering included Mayor John Queen of Winnipeg, Alderman Jack Bloomberg, Mr. and Mrs. Bill (Allen Herschell) Wendler and Cleveland's Leo Kathe, who has built a new funhouse titled "Keyhole." . . . Veteran

concessionaire Lew Lange said good-bye to Gotham to take his stand with Art Lewis Shows beginning in Norfolk, Va. . . . Willie Gottlieb is joining Lawrence Greater Shows down yonder. . . . L. C. (Ted) Miller, agent de generale de Bantley's All-American Shows, writes oomphy letters. . . . We're probably the only one who hasn't thanked Max Linderman for the gold engraved pass to World of Mirth Shows. So here's a public thanks, Max. . . . Pat (MCA) Purcell hit out for his Chi headquarters after a spell in NY. And his sidekick, Hogan Hancock, another hairy Irisher, is due in town after a successful siege in Texas, specially MCA's show in the Silver Spur at the Fort Worth Pat Stock Show. "It seems as if the everyone is getting over the jitters," Hogle ookes optimistically.

WHAT amusement park this year will serve as a model of what can be accomplished under the most rigid mili-

The instruments are to be installed in Samuel Schaffer's Roller Bowl, set to open in May. Schaffer had hoped to open his rink last fall, but priorities on materials delayed construction. All needed materials finally have been obtained, and it won't be long until thousands of roller fans will be rolling at the Bowl.

PENDING sale of the fairgrounds at Aurora, Ill., may preclude the possibility of the grounds being used as the site for this year's Illinois State Fair. As this is written no decision as to site of the fair has been announced, several sites still being under consideration. Incidentally, it might be an excellent idea for fair men to have their press departments do a little propaganda work this spring in the way of emphasizing in their local papers that fairs are carrying on and have received the go-ahead signal from Secretary of Agriculture Claude R. Wickard. In a few of the big-city dailies stories have appeared which might give the impression that few fairs will be held. Every story refuting such statements will work to the advantage of fairs.

ary regulations? Our guess is Seaside Park, Virginia Beach, Va. This spot, undergoing severe manœuvre via the authoritative touch of Frank D. Shean, serving his baptism of fire, lies between two forts within walking distance of each other. The largest naval base on the Atlantic Coast is within a stone's throw. Numerous air fields are practically in Seaside's back yard, and there are fortifications right in the park. Can any impresario top that skein of protective batteries?

Doc Shean appears to be excited, but in the right direction, planning on a bow for May 29 and operating with the coordination of the military and admiralty. In short, here's a unit of operation in probably the most active military sector in the country. Tact and the principles of showmanship will prevail—and with Shean the war comes before livellhood as such. He has formulated plans to rearrange all structures in such a way that action can go on inside during a total blackout. Other parks please copy.

On the program side, Seaside is building a campaign on recreation, health and sports. Special locker rooms are being constructed for the armed forces. On the hook are sports tournaments and physical recreation events tied up with the army, navy and the chief physical recreation officer. Seaside, in other words, is going all-out for recreation and amusements with an angle on the armed forces and defense workers of shipyards and other big industries in the area. Drawing population amounts to a neat 750,000 within a 15-mile radius without counting seasonal influx to the resort.

We thought you'd like to know what one man is doing in this dramatic year. Are there other stories of this type waiting around to be printed?

THERE are few guys around like Foster Potter. Potter is publicity chief of New York State Department of Agriculture and Markets. At one time he was press agent for the State Fair at Syracuse, if memory serves. He is a fine chap with many friends in the fair business and politics. Potter is married and has two children. Chances are he would never be called by his country, but his kind doesn't wait. He enlisted in the navy and is now at the U. S. Naval Training Station, Great Lakes, Ill.

Are there any other stories of this type waiting around to be printed?

GREAT LAKES EXPOSITION SHOWS WANT

CAPABLE OPERATOR FOR DOPE SHOW. Have several new Taps for Showmen who have something to put in them. **RIDE HELP WHO CAN DRIVE SEMIS. CONCESSIONS OF ALL KINDS.** Will sell exclusive on Photos. Address: **AL WAGNER, Mgr.** Nashville, Tenn., this week.



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.

Hero Worship

People who closely study the trends in the present war and watch for the hopes of victory were made very uneasy by the large show of hero worship that gathered around the name of General MacArthur in recent weeks. Hero worship may have been an important element in former wars, but the present type of conflict requires something more than an outstanding hero.

General MacArthur expressed the idea when he arrived in Australia and gave an interview:

"Success in modern war requires something more than courage and willingness to die," he said.

This indicated that General MacArthur is a safe leader and that he is not likely to be carried away by a wave of hero worship. That is relief insofar as a great military leader is concerned, but it does not cure the evil that agitated the wave of hero worship here in the United States.

Those who paid any particular attention to the movement realized that it was being agitated at great length by certain newspapers and certain organizations that have shown a strong tendency to do everything possible to embarrass the President and all the leaders of the United Nations. The Hearst papers probably attained the extreme in stunts when they used an entire page, all bedecked in flags, to arouse the populace on the subject of General MacArthur and the boys on Bataan. The motives of these newspapers and organizations are well understood to many people and yet there are millions of others who never stop to question what it is all about.

Fortunately, the early transfer of General MacArthur and the revelation of when the plans had been made took the pep out of all this ill-timed agitation and is showing a tendency to deflate the wave of hero worship.

Since General MacArthur has shown that he is not carried away by hero worship, it will now be possible to weigh all the factors involved in winning the war, and the heroes can be duly praised after we are sure of winning.

Those who had read between the lines of official reports knew that the American troops in Bataan were probably the best equipped soldiers in any army fighting in the present war. It was pretty well understood they had the latest and

plenty of it, that they were testing some of the newest ammunition and guns and that special aid was also getting to them all the time. Yet certain newspapers tried to agitate the nation on the plea that aid was not being sent these American soldiers.

General MacArthur not only had supplies and well-trained men, but he also had some of the best ordnance, military and naval experts the government could supply. It was apparent that the plan was to test the Japs and see what they really had. It is well known that American troops have continued to withstand far superior numbers of the Japs.

General MacArthur suggested the story when he said that something more is required than courage and heroism in modern war. He put it as trained men and sufficient materials.

The United Nations have a super-human task to train men and also build war materials to defend what amounts to practically eight-tenths of the world's surface. To defend such a vast stretch of the world's surface and at the same time try to prepare for offensive action somewhere places a burden upon the minds of Allied leaders that is beyond comprehension. This is one war in which criticism of leaders should be kept to a minimum.

"When you start to tear down public confidence in military leaders you practically destroy an army," General MacArthur said.

The great burden of the United Nations is to be able to stick together and fight as a great unit. If the United States and her allies are able to stick together in a fighting program, no matter how many flaws may be in the plans, victory will eventually be won. The problem is to keep the United Nations together and to keep the people in each member nation united back of their leaders. The trained men and the war materials can be supplied if unity is maintained thru to victory.

Consequently, in this war, he who works for unity is contributing a great force to help beat down the enemy. Unity back at home will mean everything to those who must fight in the armed forces.



Any delaying of our plans for production and for offensive action is encouragement to the enemy. (Cartoon from The Milwaukee Journal.)

Liberty, Gottlieb's Last for Duration

CHICAGO, April 4 (MR).—Liberty, a five-ball game with a patriotic theme, has been released by D. Gottlieb & Company.

"Liberty is our finale for the duration," stated Nate Gottlieb, company official, "and we have left nothing undone to make it a game to be long operated as well as long remembered. While the best interests of our nation are to be more ably served thru vital production work, we still consider the need of the operator for equipment that can carry him thru. Liberty is such a game.

"The patriotic theme has been developed to the fullest in this game and it symbolizes the Liberty which we are all fighting to preserve. The red, white and blue theme predominates, there is a reproduction of the Status of Liberty and an illuminated appeal to buy Defense Stamps. Play on the game is fast, exciting and loaded with repeat appeal.

"While restrictions on production have been somewhat eased for the run of Liberty, I must nevertheless urge operators to act promptly," added Gottlieb,



COMING EVENTS

- April 15-19—Seventh Annual Travel Exposition, Stevens Hotel, Chicago.
- April 27—Ohio State Automatic Electric Phonograph Owners' Association annual convention and banquet, Hotel Statler, Cleveland. Business session begins at 2 p.m. Banquet dinner at 6:30 p.m.
- May 3—Annual Banquet, Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, Club Bali, Philadelphia.
- May 4-8—National Premium Exposition, Palmer House, Chicago.
- June 8-11—Confectionery Industries Exposition, New York.
- September 14-16—Advertising Specialty National Association, Chicago.
- November 9-13—American Bottlers of Carbonated Beverages Convention, New York.

"and we will do our best to see that all orders are filled."

"While Liberty is our last game for as long as this war lasts, we are not entirely cutting ourselves off from the coin machine industry," he declared. "Even if we can't make games, we will do everything we can to enable operators to make the most of their equipment. When the time comes we will be back with games better than any we have ever made before. Until then, 'thumbs up!'"

Trading Post Idea Okeh, Says Buckley

CHICAGO, April 4 (MR).—"The Buckley Trading Post seems to be just what operators and distributors want," declares Pat Buckley, reporting what happened after his first announcement reached the trade.

Commenting further, Buckley added: "In working out the idea of the Trading Post we decided that it would take a few weeks for operators and distributors to get the full meaning of it. However, it seems to be exactly the reverse—the first announcements have brought in immediate responses from all parts of the country.

"The way things look now, we will soon have about every type of coin operated machine available. It appears that this is a natural idea, one that has been in the minds of many men in the coin machine business, but something that has been too big for one man to work out and handle by himself.

"Doing business nationally, we are in contact with people in all parts of the country and we understand the methods thru which we can bring sellers and buyers together effectively and at low cost. Transactions are made every day and when an operator needs equipment he simply consults the Trading Post and gets what he wants immediately. Senders of lists can be sure they will receive immediate attention.

"We want to thank everyone who has written us. We appreciate their interest and assure them we will be glad to carry out their wishes," he concluded.

New Ticket Game Released by Gay

MUNCIE, April 4 (MR).—New games which are creating interest in operating and jobbing circles, originated and recently released by Gay Games, Inc., Muncie, are the Spin-N-Win games. "These are elaborately designed cut-out styles of spindled ticket games with the appearance and many features of a salesboard," says Guy Noel, president of the firm. "We believe they will become as popular as the line of jar deals we manufacture. These games have many important points of interest to operators.

"As the ticket coupons are removed from the Spin-N-Win game, the appearance is improved. The cylindrical shape remains as the coupons are sold, and a lithographed picture appears from behind the coupons. When the game has been completely used it is discarded, same as a salesboard," Noel continued.

"We are developing an extensive line of various sizes and types similar to current salesboards and jar deals. Special equipment has been installed to manufacture them on a production basis. On the Spin-N-Win line of coupon games we can now give immediate service on all orders."

Gay Games, Inc., reports that tests show that the new line of coupon games bridges the gap between the regular salesboard items and the old jar deal creations formerly manufactured by the firm.

First Three Months Of Tire Rations

WASHINGTON, April 4.—According to a Department of Commerce bulletin, the total quotas of new tires released for passenger automobiles under Office of Price Administration rationing in the first three months of this year showed a reduction of almost 85 per cent from the total replacement shipments reported by the Rubber Manufacturers' Association in the corresponding period of 1941.

Reflecting the greater importance of truck and bus transportation in the nation's economy, releases of new truck-tire quotas in the first 1942 quarter were only a little more than 27 per cent below total replacement shipments in the like period of the preceding year.

NEW EQUIPMENT IN STOCK

MILLS FOUR BELLS, Four Nickel Slots—MILLS JUNBO PARADES—BALLY SUN RAY—KEENEY SUPER BELLS, All Kinds—EXHIBIT SKY CHIEF—GENCO FOUR ACES and MILLS GOLD FRONTS, 5c & 10c—MILLS BONUS BELLS, 5c & 10c—MILLS BROWN FRONTS, 5c & 10c—MILLS VEST POCKETS, Both Chrome and Blue and Gold—MILLS Q. T. GLITTERS—MILLS CHERRY BELLS—SAFE AND JACK IN BOX STANDS.

USED EQUIPMENT—All Thoroughly Overhauled and Clean

- 1 5c Bally Dark Horse, 1 or 5 Ball Free Play \$157.50
- 1 5c Bally Kentucky, Cash Payout, Practically New 127.50
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- 2 5c Mills Square Bells, Cabinets Refinished 85.00
- 2 5c Wadling Big Games, Cash, Animal or Fruit Reels 139.50
- 4 5c Wadling Big Games, Free Play, Animal or Fruit Reels 139.50
- 2 5c Jennings Fast Times, Free Play 85.00
- 1 5c Jennings Bob Tail, Cash, Can't Be Told From New 119.50
- 1 25c Jennings Bob Tail, Cash, Less Than One Week 139.50
- 1 5c Jennings Bob Tail Totalizer, Slightly Used 145.50
- 1 5c Keeneey Super Bell, Convertible Cash or Free Play 219.50
- 1 5c Evans Galloping Gamine, Latest Cash Jacketed Model 450.00
- 1 5c Pace Strata, Convertible Cash or Free Play 159.50
- 1 5c Pace Racer, Overhauled and Clean Brown Cabinet 225.00
- 1 5c Dealer's Pacer, Overhauled and Cabinet Refinished 300.00
- 1 5c Genco Zig Zag, Very Slightly Used 60.00

GUARANTEED BARGAINS IN USED SLOT MACHINES
Mills 1c, 5c, 10c and 25c Blue Fronts, Gold Fronts and Other Slots, Ranging in Price From \$72.50 to \$180.00. Write for List.

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ARCADE EQUIPMENT, Late Model PHONOGRAPHS and CONSOLES
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FREE PLAY BUYS TO OPEN YOUR EYES

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| 4 All Amer. \$25.50 | 5 4 Diamonds \$42.50 | 5 Sea Hawk \$34.50 | 2 Sky Ray ... \$37.50 |
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| 5 Capt. Kidd 55.50 | 4 Horseshoe ... 48.00 | 5 Exhibit Stars 27.50 | 8 Stralover ... 27.50 |
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1/3 With Order, Balance C. O. D. All Games Reconditioned.
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IT'S LIKE ROLLING "75" WHEN YOU DEAL WITH EVANS

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Formerly 1/3 dep. with orders, bal. C.O.D.
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WANTED—One-Ball Free Plays.

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ILLUMINATED
PLASTIC
BUMPER
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WITH ALL
FITTINGS
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100 or more—23c each.

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A NEW KEY PURSE

Genuine leather—dressed. 50 numbered key tabs. Snap off—snap on. Write for prices.

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Rockford, Illinois

WANTED FOR CASH

Drumsticks, Rapid Fire, Defenders, Air Raiders, Sky Fighters. All kind of Arcade Machines. State local price.

PATERSON COIN MACH. EXCHANGE

208 Market Street Paterson, N. J.



Industry Mentions Magazines -- Newspapers -- Radio

Two recent Walter Winchell columns carried comments on the coin machine industry as it affects small businesses in New York City. In one he said that 135 confectionery stores had been forced to close due to the city's ban on pinball games. A later column April 1 stated that candy, drug and other stores are bringing such pressure on city authori-

ties that the pinball machines may be put back in two months.

A featured article on automatic music machines, titled *Eye, Eye Juke Box*, in *The Philadelphia Record* March 30, gave a detailed account of the influence of music machines on the public and also in furthering the interests of band lead-

ers and location owners. It pointed out that the easiest way for one to find out what kind of people live in any part of the city is to look at the selections in a music machine. Two photographs attending the article were of young couples dancing, the caption reading: "Fast-stepping dancees live to the latest popular tunes ground out by juke boxes like these in countless spots throught the nation. For a nickel they swing and sway to the top rhythms of the day."

Radio mentions of the coin machine industry increased during the past few weeks. Bob Hope, Charlie McCarthy, Red Skelton and the *Take It or Leave It* programs all used pinballs or music boxes in their comedy recently and all of it was in a favorable vein.

The American Jewish World, March 20. —The following appeared in *Heard in the Lobbies*, a column by David Deutsch:

YIDDISH IN JUKE BOXES

Don't let out a "krechik," but the old Yiddish folk tunes have at last made the grade. The best of the band leaders are giving Jewish melodies for the juke box trade. They say the response is terrific. Benny Goodman is collecting a nice bit of change on *My Little Cousin*, a swingin' version of *My Green Cousin* from one of the goulashes they call Yiddish musical comedies. Fact is, it's the best selling platter the clarinetist band leader has had pressed in years. Listen to those Andrews Sisters wail thru *What To Do*, a Yiddish tune by way of Russia. Amusing these girls should hit the tops on Jewish successes. Remember how the Andrews Sisters started the craze for *Bei Mir Bist Du Schoen*? And if you think of Cab Calloway as a darker skinned cantor, try pushing a nickel into your local juke box to bring out his fascinating version of *Nain, Nain*.

Fred Foster's *Keep Up With the World*, *Collier's*, April 4 issue, contains a paragraph saying that a public school in Central City, Colo., meets the cost of furnishing hot lunches to its students by leasing out gambling slot machines.

There is a good and a bad side to everything. What makes happy the phonograph record manufacturers, band leaders, music box operators and others makes Henry McLemore, Washington writer, unhappy. "Tune Crazy," an article by McLemore in *The Miami Herald*, says we Americans are the only people who take popular music and make it unpopular by making it too popular. "Give us a song we really like and inside of three weeks we'll show you a song we really hate. Turn loose the radio bands and singers, the juke box bands and singers, the phonograph bands and singers, the bands and singers, and the millions of whistlers and hummers in our population and we can really wear out a tune in record time." McLemore said that in the Mayflower Hotel, headquarters for many political bigwigs, one hears *Deep in the Heart of Texas* and *Blues in the Night* sung on key, off key, with New England accents and in foreign languages.

THE KEY TO HIGHER PROFITS!

NEW DOUBLE NUMBER TICKETS
Plenty of "Sock" in this new Jumbo Die Cut Hit! 50 Winners! Single Jackpot with \$10 top! Sweet Profit of \$18.00 on \$30 take!

Order as
No. 600 HIT 'EM HARD
(1c Play — Spec. Thick — Double Number Tkt. — New Jumbo Holes)
Takes In:\$30.00
Pays Out: 11.92
Avg. Profit: ..\$18.08



GARDNER & CO. 2309 ARCHER · CHICAGO

GUN OPERATORS

Remember Pearl Harbor!

Well, we're bombing high prices and long profits right out of the picture for you.

HERE'S THE HOTTEST CHICKEN SAM CONVERSION EVER OFFERED. COLOR! — ACTION! — TIMELINESS! — AND A

"SHOOT THAT RAT!"

Appeal which forces young and old alike to pick up a Ray Gun and shoot!—shoot!—Shoot!

NOT \$15.00—NOT \$12.95—BUT ONLY \$7.95

Complete with new colorful backgrounds and two stinky, stinky Jap knife-wielders with broad yellow stripes down their backs, trying to sneak up on two United States Marines. Player MUST hit them to save the Marines from a stab in the back.

These conversions were built to sell at \$7.95 to Distributors. Government Order L21A prohibits the manufacturer from carrying out his original manufacturing and selling plans. We've taken the entire lot and have decided to sell them direct to you at \$7.95 each.

These are a brand new idea—unlike any Jap conversion ever before offered. Ridiculously simple to install. Local operators are demanding "prior delivery," so ACT NOW!

Full remittance with order will result in express shipment, prepaid, same day! One-third deposit with order will result in prompt shipment via parcel post collect, C. O. D. balance.

There is a limited quantity! There isn't apt to be another ad or another chance to reorder! Better send your remittance and order for ALL YOUR GUNS RIGHT NOW!

BOB BANNISTER

208 Hoffman Building Detroit, Michigan



BOB LESHIN, son of Murray Leshin, comptroller of International Mutoscope Reel Company, now with the Signal Corps at Fort Dix, N. J. Bob was formerly connected with the Byrd, Richard & Pound Agency. (MR)

CHICKEN SAM OPERATORS "HIT THE DIRTY JAP"

CHANGE OVER UNIT NOW READY FOR DELIVERY

Unit consists of entirely new molded Jap figures. (This is not a remolded or cardboard figure.) Flashy new scenery processed on heavy cardboard furnished with each unit. Your present Chicken Sam or Jailboard may be changed over in few minutes. (Hitler units same price.)

This Is Red Hot—
Order Now and Cash In

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BONA FIDE DISTRIBUTORS, WRITE.

Manufactured Exclusively By

HAROLD W. THOMPSON

(Seeburg Phonograph Distributor)
415 Carolina St., San Antonio, Tex.

15 PACE SARATOGAS

FOR SALE

\$100.00 EACH

1940-1941 MODELS

Guaranteed finest mechanical condition.

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303 Robbins Ave., Niles, Ohio

WANTED

CHICKEN SAMs, JAILBIRDS, AIR RAIDERS, SKY FIGHTERS, SEEBURG'S WIRELESS WALL-O-MATICS, AND LATE MODEL USED PHONOGRAPHS.

State Lowest Prices and Condition in First Letter.
W. B. NOVELTY CO., INC.
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RECONDITIONED—READY FOR LOCATION

PAYTABLES—Grandstands, \$45 J.P., \$65.00; Hawthornes, \$50 J.P., \$68.00; Thistle-down, \$45 J.P., \$59.00; Sport Pages, \$45.00; Dese Heat, \$50 J.P., \$40.00. PHONOGRAPHS—Warblers: 41 including stand, \$80.50; 61 including stand, \$87.50; 71 including stand, \$127.50. 100 Counter Games, state kind wanted. Wanted for cash or trade—Bills, Phonographs, Free Play Games.

AUTOMATIC SALES CO.

1508 Sylvania Ave., TOLEDO, OHIO

MILLS BONUS BELLS

Nickel or Quarter, Late Serials	\$125.00
Brown Fronts, Over 400,000	125.00
Jennings Free Play Totalizer	125.00
Mills Free Play Jumbo	85.00
Mills One-Two-Three	35.00
Jennings Dixie Bell, 5c	40.00
Jennings Dixie Triple Jackpots	15.00
Mills O. T.'s, Penny or Nickel	32.50
Columbias, Jackpot Bells, Fruit Bells	38.50
Long Champ Senior, Long Champ F.P., Jr.	25.00
Evans Jungo Camp, F.P., Like New	40.00
Pace Blue Front Jackpot Bell, 10c	25.00
Penny Wailing Double Jackpots	15.00
Mills 25c Million Bell	65.00

KY. GUM CO.

Valley Station, Ky.

CRANE, DIGGER, CLAW MACHINES

8 Buckley Treasure Island, removable back, \$49.50
12 Exhibit Merchantman, mirror back, roll chute, dome light. These are rebuilt machines, completely reconditioned, ready for operation 60.00
Will Trade for Rotaries, Rotary Diggers or Arcade Equipment.

M. Royal Novelty, Inc.

308 E. Baltimore St. BALTIMORE, MD.
Buy U. S. Defense Savings Bonds and Stamps

MAYFLOWER SPECIALS

WHILE AVAILABLE—NEW CONSOLES

4 Bells \$480. 3 Bells \$575. Super Bells, single, \$290. 2 Way \$375. 4 Way \$475. Club Bells \$299.50. Roll-'Ems \$269.50.

Table listing various amusement machines and their prices, categorized into Used One Ball, Phonographs, Used 5 Ball Free Play, Used Consoles, Pay Tables, Counter Machines, and Arcade Equipment.

MAYFLOWER DISTRIBUTING COMPANY

2218 UNIVERSITY AVENUE ST. PAUL, MINN. MAYFLOWER DIST. CO. MAYFLOWER DIST. CO. MAYFLOWER DIST. CO.

OPERATORS, ATTENTION!!! YOUR OLD PIN GAMES FACTORY REBUILT "LIKE BRAND NEW"

The following games now being redesigned: FLEET, FLICKER, LEADER, METRO, ZOMBIE and RED-WHITE-BLUE.

EXCLUSIVE Southern California and Southwest DISTRIBUTOR for SULLIVAN-NOLAN ADV. CO., of CHICAGO.

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines 1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

NOTICE TO OPERATORS

200 MILLS BLUE FRONTS

After 16 years with the Mills Novelty Co. (Daddy of the business) I should know a good slot machine when I see one. I can personally recommend and will stand behind these extra clean, rebuilt Mills Blue Front Bells.

We have a stock of brand new Mills Chrome Bells, Brown Front Bells, Vest Pocket Bells, Mills factory rebuilt Brown Front Bells, Jennings 10c Silver Moon Chiefs; 5c and 10c Silver Chiefs, like new. Mills and Jennings parts. Also Jumbo Parades, 1940-1235 Super Bells and other types coin operated equipment. We Have What We Advertise.

SOUTHWEST AMUSEMENT CO. 1712 Field Street Dallas, Texas

SAVE \$20.00 ON EACH GAME BOUGHT IN QUANTITY LOTS. \$20.00 DISCOUNT ON EACH GAME LISTED BELOW IN QUANTITY.

Table listing various amusement machines and their prices, categorized into Big Parade, Knockout, Best-a-Card, All American, Big Chief, Double Play, Hi Skipper, Nitro, Game Up, Sea Hawk, Show Beat, Super Double, Target Skill, Gold Star, Play Ball, Victory, Air Circus, Attention, Champ, Four Aces, Jumbo, Stars, Sun Beam, Snappy, Speed Ball, Volvox, Zambie, Anabel, 5-10-20, Home Run, Big Time, De Re Mi, Four Diamonds, Legionnaire, Paradise, School Days, Stratosfer, Star Parade, Star Attraction, Score a Line, Line Star.

LEHIGH SPECIALTY CO.

SECOND & GREEN STREETS PHILADELPHIA, PA. SPECIAL SALES—BALLY CONVERTIBLE HIGH HANDS \$140.50 EA.

STILL DELIVERING Chicago Coin's ALL STAR HOCKEY

ALSO READY FOR IMMEDIATE DELIVERY—NEW GAME—YANKS

WANTED: ANY AND ALL MACHINES SUITABLE FOR PENNY ARCADE. WRITE IMMEDIATELY, STATING WHAT YOU HAVE AT BEST PRICE.

SAVOY VENDING CO., 651 Atlantic Ave., Brooklyn, N. Y.

NEED NEW TIRES? WELL, YOU ARE TOO LATE, BUT YOU CAN MAKE GOOD PROFITS FREE FROM SERVICE CALLS BY OPERATING OUR GUARANTEED RECONDITIONED MACHINES

BRAND NEW IN THE ORIGINAL CRATES: Sky Chief, Defense, Keep 'Em Flying, Hockey, Yanks, Mills Q. T., Marvels, American Eagles, Kooney Super Bells, Two Way and Four Way Packard Boxes and Full Line of Exhibit Arcade Equipment.

Table listing various amusement machines and their prices, categorized into Phonographs, Consoles, Pay Tables, Counter Machines, Slots, and Arcade Equipment.

SPECIAL: Sale on Hundreds of Free Play Machines, Reconditioned Cabinet and Legs Like New. WANTED: Cash Paid for Phonographs, Slots, Consoles, Guns. Will Buy Your Whole Route. OPERATORS: Buy Your Life Safes Boards From Us. Save Freight and Time.

Order From the Office Nearest You NORTHWESTERN MUSIC CO. MISSISSIPPI VENDING CO. 120 W. 3rd St. Sterling, Ill. 413 Church St. Philadelphia, Miss.

JOBBER--DISTRIBUTORS

OVER 400 GAMES SHIPPED FROM COAST TO COAST WITHIN THREE WEEKS! THERE'S A REASON WHY—LOOK OVER YOUR LIST AND ORDER. GET YOURS!

ONE OF OUR DISPLAY ROOMS



ESTABLISHED 1932 PETE HAGEDOORN, OWNER

ALL FREE GAMES—CRATED AND READY TO GO!

Table listing various amusement machines and their prices, categorized into Play Mats, Duds Ranch, On Deck, Up & Up, Score Champ, Speed Demos, Band Wagon, Belle Hop, Silver Skates, Pan American, Double Play, Wild Fire, Paradise, League Leader, Tan Spot, Double Play, Sky Ray, Miami Beach, Baser's Defense, South Paw, Legionnaire, ABC Bowler, Zig Zag, Now Champ, Show Bout, Jumbo Bozo, Spot Pool, Captain Kidd, Texas Mustang, Snappy, Gun Club, Towers, Click, Clover, Big Parade, Victory, Venus, Knock Out, Spot-a-Card.

1 Filmtone Moving Picture Machine \$650.00 1 Soundflow Moving Picture Machine \$500.00 Terms: 1/3 Dep., Bal. C. O. D., Give 2nd and 3rd Choice. Full Cash Orders for \$20.00 or Less. JERSEY SPECIALTY CO. ROUTE 23, NEWARK-POMPTON TURNPIKE, SINCAC, N. J. Phone: Little Falls 4-0784.

Giving Them Away—New, in the Original Crates

Table listing various amusement machines and their prices, categorized into 10 New Bally Hi Hands, 5 New Bally Club Bells, 1 New Bally Club Bell, 1 New Kooney Super Bell, 1 New Bally Sun Ray, 2 Bally Club Bells, 25 New Mills S. & G. Vest Pocket, Scientific New Baseball and Basketball Arcade Machines, Chicago Coin Hockey, Genco Playball '42, Kooney Submarine, Bally Topspin Gun, King Pin Bowling Alley.

USED CONSOLES

Table listing various amusement machines and their prices, categorized into 5 Bally Club Bells, 2 Bally Club Bells, 1 Pace Saratoga, 10 Bally Hi Hands, 10 Mills Vest Pockets, 15 Mills Chrome, A full line of used Arcade Equipment, Exhibit Post Card Vendors, Western Baseball, Junior Moving Picture Machines, Exhibit Post Card Vendors, Western Baseball, A full line of 160 Used Pin Games.

K. C. NOVELTY CO., 419 Market Street, Philadelphia, Pa. Phone Market 4641

MUSIC MERCHANDISING

Cabaret Tax Rulings

Tavern Group Obtains Specific Answers to Some Problems; No. 1 Headache, However, Still Unsolved

LOS ANGELES, April 4.—The muddled cabaret license tax as it applies to phono locations was clarified somewhat but not entirely by official interpretations set down by D. S. Bliss, deputy commissioner of the Internal Revenue Department, in answer to specific inquiries made by the Southern California Tavern Association. Bliss's rulings, in capsule form, held:

1. If a location uses a phono during the day and has an orchestra at night, its earnings during the time the phono is in action are not subject to the 5 per cent cabaret tax PROVIDED the place for dancing is covered with rugs or tables and no dancing is permitted.

2. If a location uses a phono and provides space for dancing, amounts paid for refreshment, service and merchandise are subject to the tax, even though the place has a permit for dancing only on Saturday night when music is furnished by an orchestra.

3. Tax must be applied to checks of all patrons who are present during ANY PART of the time space is provided for dancing or other entertainment furnished which comes within the provisions of Section 1700(e). (A performance for profit. . . Ed. Note.)

4. Coins deposited in the phono DO NOT constitute amounts paid for admission, refreshment, service or merchandise within the meaning of Section 1700(e), and as a result are not subject to the 5 per cent levy.

One Big Problem Left

While Bliss's rulings settle one big problem of many operators—namely that of the location which uses a phono only part of the time and does not provide a space for dancing during that time—the still bigger problem remains to be solved of how this tax applies to the small location which does not have any space for dancing, but where patrons occasionally of their own volition break into a dance in the space before the bar or push back the tables and go into a waltz, conga or fox trot. Several operators and tavern groups have been seeking specific rulings on this type case ever since the cabaret tax was amended to apply to phono locations. Prospects of something concrete being set down on this problem, however, are now regarded as brighter as the result of Bliss's letter to the Southern California Tavern Association.

Bliss's Letter

For the convenience of those operators who may wish to use Bliss's letter in dealings with their own Internal Revenue regional office, *The Billboard* reprints below, verbatim, the letter sent by the deputy commissioner to the Southern California Tavern group:

TREASURY DEPARTMENT
WASHINGTON

March 19, 1942.

Office of
Commission of Internal Revenue
Southern California Tavern Association,
Hayward Hotel,
206 West Sixth Street,
Los Angeles, Calif.

Gentlemen:

Reference is made to your letters of February 10 and February 19, 1942, in which you request rulings relative to the tax imposed by Section 1700(e) of the Internal Revenue Code as amended.

Section 1700(e) of the Internal Revenue Code imposes a tax equivalent to 5 per centum of all amounts paid for admission, refreshment, service and merchandise at any roof garden, cabaret or other similar place furnishing a public performance for profit if any payment, or part thereof, for admission, refreshment, service or merchandise entitles the patron to be present during any portion of such performance.

It is stated that certain cafes, restaurants, etc., furnish mechanical music machines and intend to cover the dance floors with rugs or tables to prevent the patrons from dancing prior to certain

hours during the evening. Advice is requested as to whether the amounts paid for refreshments, service and merchandise prior to the time the entertainment starts are subject to the tax.

During the time the floor is covered with rugs or tables and no dancing is permitted the entertainment does not qualify as a public performance for profit within the meaning of the above section.

If a cafe, tavern or similar place has a mechanical music machine and provides a space for dancing the amounts paid for refreshment, service and merchandise are subject to the tax even though the establishment has a permit for dancing only on Saturday night when music is furnished by an orchestra.

It is held that the following rules apply in the case of cafes, taverns, bars and other similar places furnishing music and a space for dancing or other entertainment which comes within the provisions of Section 1700(e) of the code as amended:

(1) The total amounts paid for admission, refreshment, service and merchandise by all patrons who are present during any part of the entertainment, including those patrons who enter before the entertainment begins, are subject to tax. The tax must be computed on all amounts paid by such patrons, including amounts paid by them prior to the time the entertainment started.

(2) Amounts paid for refreshment, service and merchandise by patrons who enter and leave before any part of the entertainment begins and are therefore not present during any part of the entertainment are not subject to tax.

Advice is also requested as to whether the amounts placed in coin-operated mechanical music machines in cabarets and other similar places which provide a space for dancing are subject to tax. The 5 per cent tax imposed by Section

Appreciates Honor

To the Editor: I am herewith taking the opportunity to thank you on behalf of our association for the plaque you sent to us for the work the Phonograph Merchants' Association has done in the public relations field this past year.

We feel deeply honored that you have seen fit to bestow that honor upon us.

(Signed) Peter Lukich,
President Phonograph Merchants' Association, Cleveland, O.

1700(e) of the code, as amended, applies only to those amounts paid for admission, refreshment, service and merchandise at a cabaret or other similar place furnishing a public performance for profit, and it is held that coins deposited by patrons in a mechanical music machine do not constitute amounts paid for admission, refreshment, service or merchandise within the meaning of Section 1700(e) of the code.

The proprietors of any cafes, taverns or similar places where the entertainment is music by means of a mechanical device and a space in which patrons may dance who have not paid the tax in the belief that the entertainment did not come within the provisions of the law will be liable for tax only from the date they became aware of the ruling in *Mimeograph Coll. No. 5821*.

(Signed) D. S. BLISS,
Deputy Commissioner.

Minneapolis-St. Paul

MINNEAPOLIS, March 28.—Operators here have been complaining that business was poor in March. However, they look ahead to a busier April to open up what is expected to be a good spring and summer season.

Distributors report they are being kept busy selling merchandise—used equipment leads all sales.

Phonos Big Help To Canadians in Trial Blackouts

ST. JOHN, N. B., April 4.—Trial blackouts here are making the value of the automatic phonograph more and more apparent to civilians and military officials. Phonos, with all lights out, play constantly during blackout periods in air-raid shelters, lunchrooms, restaurants, hotel lobbies and other public spots where people gather to while away the ever-lengthening periods of total darkness.

Blackouts here originally lasted only 10 or 15 minutes. Now they have been prolonged to a half hour and hour. Possibility exists that they'll soon be two hours. This means people caught away from their homes when the warning siren sounds have plenty of time to while away and the automatic phonographs are doing a yeoman job of keeping these people entertained until the "all clear" sounds. Air wardens and police agree that phonos are a big help in keeping people contented during the practice blackouts. People don't mind being crowded into a spot for two hours if there's music to keep 'em happy. As a result the police and air warden's jobs of getting people off the street and keeping them off during the blackout is made much easier.

Maritime provinces are promulgating more stringent air-raid restrictions and regulations every week. As these regulations become more and more severe the value of the automatic phono as a morale booster and preventive of blackout jitters increases proportionately.

Mantell With Tri-Way Products

NEW YORK, April 4 (MR).—S. Carl Mantell, Baltimore, has joined Tri-Way Products, Inc., manufacturer of the Singing Picture auxiliary speaker. Mantell will be district manager for the Southeastern States and will cover the territory from Maryland, thru the District of Columbia, south to Florida and over to Alabama.

"Mantell has been a salesman and distributor and knows the field well," Tri-Way executives explained. "He is familiar with operators' problems and realizes that the men need more co-operation than ever before. He promises to have some interesting facts for music operators in his territory."

"He is enthusiastic over Singing Pictures and realizes that with them operators are more or less assured of maintaining their present collections. At the same time they can satisfy their locations and continue their operations on the best possible basis for the duration."

London

LONDON, February 20 (Delayed Mail).—Amusement Caterers' Association elected Charles Lawes to be their chairman for 1942 succeeding Alfred Freeman, who held the office for two years. Lawes, a director of Amusement Equipment Company, has operated machines and other amusement devices in South Africa.

At a revival of their annual banquet and cabaret at Grosvenor House, Park Lane, the Amusement Caterers' Association raised over \$4,000 for King George's Fund for Seamen. Retiring Chairman Freeman presided, and principal speakers were Lord Strabolgi and A. P. Herbert, M. P., famous humorous writer. Dinner was strictly in accordance with ration regulations and entertainment included many vaude stars.

A prominent machine man, Billy Lennards, will be Showmen's Guild vice-prexy this year. Lennards at one time controlled manufacture of Club Totalisators, a form of bell slot, and was for two years chairman of the British Automatic Machine Operators' Society.



EDDY DUCHIN AND HIS BAND hear their latest recording on the Wurlitzer Colonial phonograph. The wizard of the piano keys is smiling his approval of the tone and clear reproduction of the tune on the phonograph. (MR)

The Billboard Subscription Rates Upped

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

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

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 85.

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

A high stamp of approval was placed upon folk tunes last week by the Music Educators' National Conference, meeting in Milwaukee. The musician-educators claim that folk tunes have a more spontaneous reaction than classical stuff, and are often just as good musically. They intend to push the playing of folk tunes and records in schools and to encourage the writing and singing of folk music. . . . A pint-sized folk music program has debuted on Station WINS, New York, a half-hour session called *Pop Corn and His Corn Crib Kids*. The participants are youngsters, and the show is heard Fridays, 7:30-8 p.m. . . . Okeh releases to be shipped from Bridgeport April 10 include Bob Atcher on *Don't Let Your Sweet Love Die* and *Honest I Do*, Bob Wills and His Texas Playboys on *I Knew the Moment I Lost You* and *Oh, You Pretty Women*, and Dick Reinhart and His Lone Star Boys on *Midnight Patrol* and *Stop and Fix It*. In addition, there's a special release, Gene Autry coupled on *Deep in the Heart of Texas* and *Keep Rollin' Lazy Loughorns*.

Week's Best Releases

Ernest Tubb (Bluebird B-8966)

My Mother Is Lonely and The Right Train to Heaven

An excellent coupling of ballads done in Tubb's well known and highly effective manner. *Mother*, on the A side, is a "going-back-home" ditty, slow, sweet and tuneful, with Tubb slipping in a couple of yodel sessions. *Train*, on the B side, is a revivalist song-story telling of the reform of a rouser; it has a pleasant melody, but emphasis is on the words. A full and flavorful folk record. Side to place up depends upon local tastes.

Patsy Montana and Her Partners (Decca 6032)

Deep in the Heart of Texas and *I'll Wait for You*

Miss Montana and her crew have a long lead to overcome with the highly popular *Texas* on the A side,

but they may do it, particularly in locations where they're favored. An excellent rendition at a fast and highly catchy clip, with Patsy's flexible, soft and highly appealing vocal work carrying the side, and a final novelty chorus giving it a final lift. Flip-over is a nice—and nicely delivered—ballad with sweet band work and Patsy's excellent vocal. Crew is set for personal appearances, which should help; the disk has real appeal.

Texas Jim Lewis and His Lone Star Cowboys (Decca 6031)

Big Bad Bill and *My Dear Old Mountain Girl*

A terrific coupling by an outstandingly swell crew, with the A side, a highly amusing novelty, almost a certainty for big machine play. Has nice vocalizing, both solo and ensemble, of highly amusing lyrics, and the band backing, including many novelty effects, is outstanding. A sock tag-line also helps. *Mountain Girl*, with well-delivered solo vocal, also displays the excellent work of this crew. Both are good, but the A side shows the greater promise.

Curly Hicks and His Taproom Boys (Bluebird B-8964)

Taproom Stomp and *Twilight Melody*

A strictly instrumental coupling aimed straight at tavern play. *Stomp*, on A side, features nice xylophone licks and consistent rhythm. *Melody* is a bit repetitious, but it's okay for dancing. B-side melody is also less than sensational, but it's a catchy tune taken at a slower tempo, and will probably prove the better dancing side in the majority of locations.

Wade Mainer and Sons of the Mountaineers (Bluebird B-8965)

Anywhere In Home and I Can Tell You the Time

This pair of spirituals, well delivered, makes a pleasant Easter release. Both feature Mainer and the

boys in chorus harmony singing in a fine country manner, with heavy banjo, guitar and mandolin accompaniment. Both are highly appealing spirituals, excellently delivered. A side, *Home*, is given a heavy rhythmic drive, while *Time* gets similar vocal treatment but at a brighter tempo, and is even more attractive as a revival spiritual. Platter is primarily for home consumption, but is eminently okay for spots where spirituals are favored.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"GET YOUR GUN AND COME ALONG": Denver Darling and His Texas Cowhands (Decca 6027)—A new entry in the patriotic sweepstakes, and one that already shows signs of catching on. Rousing, patriotic words are set to a catchy and highly appealing country tune with a familiar ring to it; and both words and music should help to pull the nickels. Given rousing treatment by Denver Darling and his crew.

Letter Box

According to reports from all over the country, Carson Robison's 1942 *Turkey in the Straw*, which was in the "Recommended" slot in this column several weeks ago, is cashing in heavily in all sections. It's even landing high on overall "ten best sellers" lists from the larger cities, displacing current number one disks to do it. . . . Gene Autry is hitting high on the lists everywhere—North, East, South, West and in Canada—out the various localities favor a wide scattering of his records. Among his tunes to be mentioned in one or more spots are *Sweethearts* and *Strangers* (which seems to be favored in Canada and the North generally), *Deep in the Heart of Texas* (the choice in Philadelphia), *Lonely River*, *Tears on My Pillow*, *A Year Ago Tonight*, *God Must Have Loved America* and *Pay Me No Mind*. . . . Canada also likes another version of *Sweethearts* and *Strangers*, that by Bill Boyd, who is a favorite up there anyhow, his *Jitterbug Jive* also going strong. . . . Boyd is also heavily favored in Bridgeport, where his version of *Tell Me Why My Daddy Don't Come Home* tops two of the lists. . . . Another Bridgeport favorite is Bob Atcher, whose recording of *I'm Thinking Tonight of My Blue Eyes* tops several lists from that Connecticut city. . . . A big favorite throughout the country—and it's been one now for several weeks—is Ernest Tubb's version of *Walkin' the Floor Over You*, more particularly in the North and on the West Coast. . . . A couple of other versions of the same tune have also found favor, Bob Atcher's and the Shelton Brothers' recordings both going strong in the Midwest. . . . A couple of other Tubb disks that are taking in shekels, particularly in the South, are *I Ain't Goin' Honky-Tonkin' Any More* and *I Wonder Why You Said Goodbye*. . . . Jimmie Davis is a favorite in Dallas, two of his tunes going strong there—*You'll Be Sorry* and *Pay Me No Mind*. . . . Other Texas locations report heavy plays on *When My Blue Moon Turns to Gold* (Wylie Walker), *Good Night Little Sweetheart* (Bob Wills) and *When the World Has Turned You Down* (Ernest Tubb). . . . In a number of Indiana spots *I'll Never Get Drunk Any More* (Shelton Brothers) and *Precious Jewel* (Dalmore Brothers) are doing well. . . . Out in California a nice part of the play is going to *Klink Klink Another Drink*. . . . Des Moines likes Bob Wills's version of *Bring It* (See FOLK RECORDS on page 65)

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71 Wurlitzer, Counter Mod.	135.50
500 Wurlitzer	180.50
Rockola Imperial 20s	80.50

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Ace Bombers, Like New	100.50
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Tea Stripes	74.50
Merchantmen	70.50
Square Bells	80.50
Yummy Gums, Perf. Cond.	114.50
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Shoot the Chutes	80.50
Buckley DeLuxe Diggers	120.50
Love Testers, Like New	170.50
Drivemobile, Like New	100.50

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Folk Songs at Convention . . .

MILWAUKEE, April 4.—The National Conference of Music Educators, meeting here during the week of March 30, found music teachers from all parts of the country trying to increase the taste of school children for classical music. Young Americans, however, showed a tendency to favor the more peppy popular music. The kids even clamored for "Wabash Cannonball," it is reported.

Many South American musicians were in attendance, and the convention had as its motto "American Unity Thru Music."

Folk songs and Latin music were given much attention during the meeting. Alan Lomax, chief of the archive of American folk songs of the Library of Congress, was present with information about various types of folk songs.

The educators, in co-operation with War Department officials, underlook to make the National Anthem more singable and also to obtain a new song to replace the "Battle Hymn of the Republic."



CHARM MUSIC CABINETS IN FULL PRODUCTION. "It's hurry, hurry, hurry at Charm Music factories," says Ben Boldt, general manager. "Repeat business is heavy and we have not yet been able to sample all distributors who have ordered." (MR)

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by that Sentimental Gentleman of Swing—



TOMMY DORSEY

Names make nickels in the coinograph business—and one of the biggest minters of them all is Tommy Dorsey. Keep his name in lights on your coinograph with this list of his latest nifties:



HITS FROM HIS NEW MOVIE

"The Last Call for Love," coupled with "Poor You" (both from the MGM movie, "Ship, Ahoy"). 27849.

TWO OLD FAVORITES WITH DORSEY APPEAL

"What Is This Thing Called Love?," coupled with "Love Sends a Little Gift of Roses." 27782.

STILL STARRING—DORSEY'S ...

"How About You?" and "Winter Weather." 27749.



KEEP 'EM PLAYING

Any Bonds Today?
Barry Wood—27478

Remember Pearl Harbor*
Sammy Kaye—27738

*Vocal Refrain

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RECORD DISTRIBUTOR**

RECORD BUYING GUIDE--PART 1

Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

● GOING STRONG ●

BLUES IN THE NIGHT... (9th week)	WOODY HERMAN (Woody Herman)... Decca 4030 DINAH SHORE... Bluebird 11436 JIMMIE LUNCEFORD (Ensemble)... Decca 4125 CAB CALLOWAY (Cab Calloway-Palmer Brothers)... Okch 6422
DEEP IN THE HEART OF TEXAS (8th week)	ALVINO REY (Bill Schaffin-Skorts Herfurt)... Bluebird 11391 BING CROSBY (Woody Herman-Muriel Lane)... Decca 4163 HORACE HEIDT (Ensemble)... Columbia 36525
I DON'T WANT TO WALK WITHOUT YOU... (5th week)	HARRY JAMES (Helen Forrest)... Columbia 36478 DINAH SHORE... Bluebird 11423 BING CROSBY... Decca 4184 GUY LOMBARDO (Carmen Lombardo)... Decca 4104
MOONLIGHT COCKTAIL... (4th week)	GLENN MILLER (Ray Eberle-Moderaires)... Bluebird 11401 TOMMY TUCKER (Don Brown-Voices Three)... Okch 6526 HORACE HEIDT (Charles Goodman)... Columbia 36512
A STRING OF PEARLS... (4th week)	GLENN MILLER (No Vocal)... Bluebird 11362 BENNY GOODMAN (No Vocal)... Okch 6590
SOMEBODY ELSE IS TAKING MY PLACE... (3d week)	BENNY GOODMAN (Peggy Lee)... Okch 6497 RUSS MORGAN (Morganaires)... Decca 4098 VAUGHN MONROE (Vaughn Monroe)... Bluebird 11454

● COMING UP ●

A ZOOT SUIT	KAY KYSER (Sully-Trudy-Jack-Max)... Columbia 36517 ANDREWS SISTERS... Decca 4182 BOB CROSBY (Nappy Lamare)... Decca 4169
--------------------------	--

Not much happened in this category during the past seven days, which leaves the five-talk novelty just about where it was last week at this time. Still doesn't seem to be able to get hot enough to move along, but is definitely the strongest of this challenging crop.

MISS YOU	DINAH SHORE... Bluebird 11322 BING CROSBY... Decca 4183 FREDDY MARTIN (Clyde Rogers)... Bluebird 11286
-----------------------	--

Up one notch and beginning to take on threatening proportions is this ballad revival. All three disks listed are doing a fine nickel-pulling job, and there is a good chance that they might actually make a Going Strong number of the thing. Should be given a close watch during next few weeks.

HOW ABOUT YOU?	TOMMY DORSEY (Frank Sinatra)... Victor 27749 EDDY DUCHIN (June Robbins-Johnny Drake)... Columbia 36501
----------------------------	---

Miss You got stronger and *How About You?* just stood still this week, which is why this picture tune dropped down one slot. Numbers don't make Going Strong by standing still, and another week without any more action than this will mean the skids. However, a safe bet is that something positive will happen this time, and it might mean a surge upward, too.

EVERYTHING I LOVE	GLENN MILLER (Ray Eberle)... Bluebird 11365
-------------------------------	---

Began to come apart at the seams this week, but managed to hold its position. From here on the only direction will be down for this ballad, but there is no denying that it did a great job on the boxes.

JERSEY BOUNCE	BENNY GOODMAN (No Vocal)... Okch 6590
----------------------------	---------------------------------------

Looks as if jump instrumental numbers are coming back, what with *String of Pearls* and now this one. Has been around a short while and last week began to show enough late speed to warrant inclusion in Possibilities. That must have been the negled hypo, because here is Benny Goodman in Coming Up with the thing. Incidentally, Goodman's version is backed by his equally successful *String of Pearls*.

SKYLARK	GLENN MILLER (Ray Eberle)... Bluebird 11462 DINAH SHORE... Bluebird 11473 HARRY JAMES (Helen Forrest)... Columbia 36533
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Altho it didn't make much progress and will have to do a whole lot better to stick around here another two weeks, this fine ballad picked up a few spots, and the James version allowed enough life to furnish suspicion that everything may turn out all right after all. Watch it next week.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

I SAID NO! (11th week) On its way out.	ALVINO REY (Yvonne King)... Bluebird 11391 JIMMY DORSEY (Bob Eberly-Helen O'Connell)... Decca 4102
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Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide (discussing Possibilities and the Week's Best Releases) appears on another page in this department.

NEW BLUEBIRD RECORDS

for your Coinograph

by top bandsman



FREDDY MARTIN

The rise of this popular maestro has been sensational. He's got the kind of music the public wants, the kind of rhythm they can relax to in these hard-working times. That's why these Martin records should be turning and earning on your coinograph—now!

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."* (A ballad about the AEF set to a real Irish tune), coupled with "I'll Keep the Lovelight Burning."* B-11503.



HE CO-STAR'S WITH DINAH SHORE!

Dinah Shore and Freddy Martin's band team up in one of the most popular recordings of the day—

"I Look at Heaven" (based on Grieg's Piano Concerto). Coupled with a favorite of the twenties—"I Can't Give You Anything But Love, Baby." B-11487.

FROM THE NEW MARTIN MOVIE

"Heavenly, Isn't It?"*
"When There's a Breeze on Lake Louise."* B-11437.

TWO TOP MONEY-MAKERS

"Miss You."*
"Rose O'Day."* B-11286.

MORE MARTIN "SURE-SHOTS"

"Wherever You Are."*
"What Does a Soldier Dream Of?"* B-11475.

"How Do I Know It's Real?"*
"If You Build a Better Mouse-trap."* B-11453.

*Vocal Refrain

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ONE DOZEN ROSES

DICK JURGENS
and his ORCHESTRA
Okeh 6636

Dick has two new hits in ONE DOZEN ROSES backed by ALWAYS IN MY HEART on Okeh 6636. Jurgens' feet-tappin' arrangements will send the boys and girls back for more.

Order this Dick Jurgens money-maker today! And check Dick's Okeh-Fitch Bandwagon Special of YANKEE DOODLE AIN'T DOODLIN' NOW coupled with SHE'LL ALWAYS REMEMBER—Okeh 6611.

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Manufacturers Hurry To Complete Quotas

Reports in manufacturing circles indicate that most firms have adopted the policy of completing their quota of machines under the final WPB order as soon as possible so that all decks could be cleared for whatever war orders may be obtained. Everybody recognizes the reason for this policy and wishes the manufacturing firms good success in getting war orders as soon as possible. Manufacturers are urging operators to buy repair parts now because the future supply is uncertain.

Eye Trade Reports

The *Billboard* publishes its monthly market survey for March in this issue. These market reports now assume a special importance because big changes are now taking place in the operating field as well as in the manufacturing field. By reading thru these reports it is possible to get an idea of the general picture. A short while ago the chief topic among operators was the supply of machines. Now operators are thinking about the problem of servicing the machines they have on location. The distance in covering routes now looms up as something of much greater concern than ever in the past. Operators are even beginning to talk about co-operative plans for servicing routes. Some associations are taking up the problem and one can never tell what may evolve. One report says that operators are even using maps to see what can be done about meeting the service

problem. Thru it all runs the fact that service and route men are leaving for jobs in big plants. Small operators are also selling out to get jobs in factories. And so the changing scene shifts in the operating field.

Eyes Turn Toward Nation's Capital

With the hearings on the 1942 revenue tax proposals getting under way, the attention of the trade will turn toward Washington for several weeks now. Hearing on the proposals to tax candy and gum 15 per cent is scheduled for April 13 before the House Ways and Means Committee. Cigarette interests will also have a hearing; so will the soft-drink trade. It may happen that the vending machine people will be more concerned with the 1942 bill than other divisions of the trade unless another general coin machine tax bill shows up.

Winchell Gives Cue

Walter Winchell is speaking some powerful words in favor of pinball games. Some weeks ago he wrote in his column that 135 confectionery stores closed in New York City when pinball games were banned. In his column on April 1 the following appeared:

"Candy, drug and other stores are bringing such pressure on city authorities that the pinball machines may be put back in two months."

That is quite a prediction, because the mayor of New York sure went the limit in getting publicity on his pinball crusade.

Sales Tax Talk

A recent bulletin of the Michigan Automatic Merchandisers' Association to its members gives some information on movements in Missouri to secure a repeal of the State retail sales tax. With newspapers generally giving strong publicity support to a national sales tax, the prospects are increasing that Congress may pass such a tax. The vending machine trade will be vitally affected if the federal sales tax passes, as 4 per cent is about the lowest rate suggested. If a national sales tax is passed the movements to repeal State sales taxes will become more important.

Wolff Joins Colors

Nathan Wolff, owner and manager of the Wolff Vending Company, St. Louis, enlisted in the regular army on March 25. He is now stationed at Jefferson Barracks, Mo. Because of his enlistment the firm has been disbanded for the duration. Wolff was one of the organizers of the first coin machine association in St. Louis and was the first president of that organization. He is at present on a 10-day furlough, visiting his friends in St. Louis.

Traveling Arcade Again

A report from Canada says that Frank Hanlon, Halifax, N. S., will be back on the road with the Lynch Shows during the coming season. Hanlon is a veteran in the coin machine trade and he has also been connected with the Lynch carnival since it was started about 12 years ago. Hanlon will have a concession with the show.

A True Coin-o-Story

Just before he left for service with Uncle Sam's armed forces, Jake Nilva, of Mayflower Novelty Company, experienced a rare thrill—talking to a cousin he had never seen who was 6,000 miles away.

Jake's father, Louis Nilva, has a brother, Solomon, in Buenos Aires whom he has not seen in 32 years. Farewells for Jake were being spoken at the Nilva house when the senior Nilva decided he wanted to speak with his brother.

The Nilva brothers had lost all trace of each other since they separated in their Russian home town. Jake told the telephone operator that his uncle lived

in Buenos Aires—he had no other address. In less than an hour the contact was made—and then came the hitch.

Because of wartime regulations the Nilvas, 6,000 miles apart, could speak in only one of four languages—Spanish, English, French or Portuguese. The two brothers knew Russian, German and Yiddish. St. Paul's Nilva spoke English, but his South American brother knew no English but spoke Spanish, which Jake's dad can't comprehend.

Finally, the South American Nilva presented his son, Roberto, who speaks English, and with Jake at this end the two cousins engaged in a long \$30 conversation bringing family histories up to date. Letters are already going forward.

Now in Coast Guard



Here's Jack Coyne, ex-member of Ben Sterling's efficient staff in Mosaic, Pa. Jack enlisted in the Coast Guard recently and cuts a mighty dapper figure in his new uniform, Ben reports.

FOLK RECORDS

(Continued from page 63)

Down in My House. . . Little Rock favorites include *Linda May Polka* (Shelton Brothers) and *No One To Kiss Me Goodnight* (Cliff Bruner). . . *My Little Girl I Love You* (Jimmy Bevard) and *I'm Thinking Tonight of My Blue Eyes* (Louise Massey) are pulling in the nickels in Buffalo. . . Philadelphia is giving a hefty play to *Some Girls Do*, *Some Girls Don't* (Karl and Harty); and *She's a Washout in a Blackout* (Hocster Hot Shots). . . Richmond likes Al Dexter's version of *Meet Me Down in Honky-Tonk Town*.



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WITH THESE
KAY KYSER
HITS



WHO WOULDN'T LOVE YOU
backed by
HOW DO I KNOW IT'S REAL
(Columbia 36526)

THIS TIME
coupled with
SOMEWHERE, SOMETIME
(Columbia 36551)

And here's a Kay Kyser Columbia disc that **BILLBOARD** rates as a great "going strong" possibility.

A ZOOT SUIT
and
WHEN THE ROSES BLOOM AGAIN
(Columbia 36517)

Order These Nickel-Nabbing Hits Today and Profit With Kay Kyser on
COLUMBIA RECORDS

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.

THE LAST CALL FOR LOVE **FREDDY MARTIN** (Clyde Rogers).... Bluebird 11495
A war-flavored ballad with the melody based on the familiar bugle call, *Taps*, it should have no trouble following the path taken several months ago by *Till We Meet Again*. Song is taken from MGM's forthcoming *Ship Ahoy* film with Tommy Dorsey's band, and this should also add impetus to the number for the operators. Many other bands are scheduled for releases on this one, but at this writing Freddy Martin's is the only one released.

SLEEPY LAGOON **HARRY JAMES**..... Columbia 36549
VAUGHN MONROE (Vaughn Monroe)..... Bluebird 11496
TOMMY TUCKER (Don Brown)..... Okeh 6638
TONY MARTIN..... Decca 4250
This slow dreamy ballad is already showing indications of becoming something hot for the coin phonographs, judging from a few scattered mentions in the reports. The air waves are also giving it a ride now, so things should happen very soon. Operators already have a nice batch of disks to choose from on the tune, which has a melody that takes in the necessary elements of hit fodder.

SHHH, IT'S A MILITARY SECRET **GLENN MILLER** (Marion Hutton-Tex Bencke-The Modernaires)..... Bluebird 11493
TERRY SHAND (Terry Shand)..... Decca 4284
The title alone will go a long way toward selling the first plays in the machines on this war novelty. Lyrics are topical and niftily handled by this crew of experts, and Miller's music is right up to par on the peppy melody. With all of this to go on, there surely will be some action on this disk very soon. Operators will not want to get caught napping.

ONE DOZEN ROSES **CONNIE BOSWELL**..... Decca 4280
ART KASSEL (Cloris Hart-Trio)..... Bluebird 11456
DICK JURGENS (Buddy Mereno)..... Okeh 6636
DICK ROBERTSON (Dick Robertson)..... Decca 4294
Worth a repeat from last week's listing because of its definite distinction and catchy one-step melody. A couple of more artists have been added to the release lists this week, both doing a fine job. Song is especially suited for the tavern trade, and any operators who overlook this number for the more romantic ballads flooding the market will be passing up a good magnet for those nickels.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chances 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.

NURSIE, NURSIE **CONNIE BOSWELL**..... Decca 4279
This is one of those flirtatious songs that link the gals in uniform with the lads in military attire. Apart from its timely theme, it's a cute ditty that takes hold on the very first listen. Miss Boswell makes a very attractive nurse in vocal dress. And the way she sells the song, little wonder that the boys are always calling for her. It stacks up as swell music machine material and the fans are likely to be calling for it with the coins.

SOMEBODY ELSE IS TAKING MY PLACE.... **BUNNY BERIGAN** (Kay Little)..... EMI 5019
A strong rhythmic kick is applied to this sentimental song, plenty peppered with Berigan's standout trumpeting and Kay Little cutting in a vocal with lots of lift. The song has already caught its stride in phonograph circles, and since Berigan gives it the rhythmic boot of the others now riding on the tune, he's sure to crash that circle with his version.

ALWAYS IN MY HEART. **JIMMY DORSEY** (Bob Eberly)..... Decca 4277
A gorgeous melody that serves as the title song for the picture of the same name. Dorsey's interpretation gives it all the grandeur the love song calls for. For most of the side, it's the vocal dreaming of Bob Eberly on a song that is tailor-made for his romantic pipes. Of equal quality and also strong for the music machines is the plattermate, *Last Night I Said a Prayer*.

SHHH, IT'S A MILITARY SECRET **GLENN MILLER** (Marion Hutton-Tex Bencke-The Modernaires)..... Bluebird 11493
A cute novelty that adds a timely note to the usual run of love lyrics. Those familiar "three little words" of *Tin Pan Alley—I Love You*—are the military secret in this instance. Moreover, the Miller gang gives it a rhythmic kick that makes it quite a swiny dish. As ever, the song corps packs a neat wallop. It all adds up to a dandy for the music machines.

THIS TIME **KAY KYSER** (Harry Babbitt-Dorothy, Trudy, Jack and Max)..... Columbia 36551
Irving Berlin's newest patriotic song, replete with marching and fighting spirit, is a handy vehicle for Kyser's aggregation. A simulated battle scene sets the stage for the side, with both the band and voices giving it a spirited and sparkling treatment that makes it highly acceptable fare for the phonographs.

ANGELINE **WAYNE KING** (Art Kassel Trio)..... Victor 27837
This rollicking and highly tuneful serenade to "Angeline" has been forging ahead at a slow pace. But in this version it's bound to get an added boost, especially in those parts of the country where the phonographs toasted "Josephine" for weeks and weeks. Wayne King's smooth rhythms and soft harmonies by the borrowed Kassel male trio give the song added charm. It's a happy combination that should keep the coins clicking in the music boxes.

Names in parentheses indicate vocalists. Don't-be-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.

George Parsons, Buckley Buying Agent, Joins Navy

CHICAGO, April 4.—George Parsons, purchasing agent for Buckley Music Systems, Inc., Chicago, has enlisted in the United States Navy. He reported for duty March 31. He has been a member of the Buckley organization for several years and has helped to develop many of the items incorporated in the Buckley Music Systems.

The Parsons family military background dates back to the American Revolution, members having served in four of the country's previous wars.

Parsons's father, P. H. Parsons, vice-president of Buckley, served as a captain in World War I; his grandfather served in the Civil War; his great-grandfather in the Mexican War and his great-great-grandfather in the Revolutionary War. George represents the fifth generation of his family to serve in the armed forces of the United States.



—bringing you
The Sweetest MUSIC
THIS SIDE OF HEAVEN
on these **DECCA** records

4278
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND
backed by **BLESS 'EM ALL**

4155
MANDY IS TWO
backed by **YOU MADE ME LOVE YOU**

On the Air—for Columbia Touch Tones, every Saturday, 8-8:30 P.M., CBS—Coast to Coast
Currently on Theater Tour

EXCLUSIVE MANAGEMENT
MUSIC CORPORATION OF AMERICA
NEW YORK, N.Y. CHICAGO, ILL. PHILADELPHIA, PA. ST. LOUIS, MO. CLEVELAND, OH. PITTSBURGH, PA. BOSTON, MASS. WASHINGTON, D.C.

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

Claude Thornhill's band is the latest to be signed by Hollywood. Thornhill is playing at the Palladium Ballroom there, and Paramount has contracted the band for a forthcoming musical film. . . . "Private Buckaroo" is the tentative title of the next Universal movie featuring the Andrews Sisters. . . . Nick Jerret's band, a relative newcomer which has recently set New York music circles talking, is signed for some test sides with Decca. . . . "Life" magazine is readying an article on what songs the soldier boys are dropping their nickels on. . . . The famous "Marines' Hymn" gets new impetus in the new film, "The Shores of Tripoli." . . . Columbia Record's home office was the victim of an April Fool boomerang last week. After a couple of "phony" calls, including one from a gal who said she could imitate birds and her name was "Fierence Nightingale," a gentleman called and asked for the sales manager. He gave his name as L. Needle, but gal on the switchboard figured it was another gag and would not connect him. Finally he called back and gave his name as "Smith." It was L. Needle, of the E. B. Latham Company, Newark, N. J., distributor for Columbia. . . . Eddie Barefield, clarinet tootler with the Ella Fitzgerald band, will continue with the band after Ella leaves to work as vocalist heading a musical combo called the Three Keys. . . . Connie Haines, who left the Tommy Dorsey vocalizing department recently, is now featured on a Blue Network show titled "Music by Dant." . . . A unit playing the army camps is financed solely from royalties which Bing Crosby receives from the sale of his Decca sides of "Silent Night" and "Adeste Fideles." Over 300,000 of the records were sold last year, with more than \$3,000 in royalties for the crooner. . . . Shep Fields has just completed a musical short for Columbia Pictures. . . . Mitchell Ayres is set to do one for the same outfit.

Release Previews

Shh, It's a Military Secret has been waxed by the Terry Shand orchestra for Decca. . . . Standard label has just recorded the Colonial Orchestra's arrangements of Market Day Walts and Scotch and Soda.

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:

RICHMOND, VA.:

Don't Sit Under the Apple Tree. Glenn Miller.

This peppy patriotic novelty was listed a couple of weeks ago as a "Possibility" in the Record Buying Guide, and now operators here are already reporting it as a corner in the machines. Song is head-and-shoulders above the average patriotic which has been released since Pearl Harbor, so this report from Richmond comes as no surprise.

PHILADELPHIA:

Jersey Bounce. Benny Goodman.

Mentioning this one here as a hot number in the machines is just a prelude to its being listed as a national favorite. The swingy number appears as a clinch to hit the "Going Strong" section of The Billboard's Guide. Goodman's disk is holding away at the moment, but many other bandmen are coming out on it too, so the competition will be greater.

LOS ANGELES:

Be Honest With Me. Horace Heidt.

This Western "twanger" is no doubt on its way to becoming a standard perennial. Operators on the Coast report that it is among the top five in their machines. Heidt has been out here for many weeks now, which of course has something to do with the "revival" of this ditty. At any rate, it's drawing the

nickels, and operators elsewhere might profit by this experience.

SAN FRANCISCO:

How Do I Know It's Real? Kay Kyser. Kate Smith.

A ballad that is struggling to beat out the deluge of competition currently hitting the market. Kyser's and Miss Smith's versions are showing signs of life here, according to the operators of the music machines, so perhaps this is an indication of further success in the near future. Plenty of artists have cut disks of the song, giving the operators plenty to choose from.

NEW YORK:

Dear Mom. Orrin Tucker.

This is the second week in a row that this war ballad has shown up as a territorial favorite. This week maestro Orrin Tucker's version is the one with the blue-ribbon mention. Operators in this metropolis say the disk is getting more and more play on their machines.

FORT WORTH, TEX.:

The Lamplighter's Serenade. Bing Crosby.

Listed as a "Possibility" three weeks ago, this lovely ballad now shows up as a coming favorite here. Crosby's is the version favored, according to the operators. Any Crosby number is sure to get some action on the machines, and this



ALL PANORAM RECEIPTS WENT TO BUY BONDS when the machine was installed in Pittsburgh's City Hall. At the ceremony were Charis Spivak, band leader and Panoram star; Harry Rosenthal, of Banner Specialty, who contributed the Panoram; Hursey Scott, Superintendent of Police; Mayor Cornelius Scully, and Lawrence Woods Jr., Treasury Department Defense Saving Staff, Pittsburgh. (MR)

ballad in particular has the makings of more than just run-of-the-mill stuff.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended April 4 and the week before, ended March 28, see the Music Popularity Chart in the Music Department in this issue.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, April 4.—Demand for used equipment continued strong here with attention centered on arcade machines. With spring nearing the month-old mark, arcades along the beachfronts, near army camps and even in cities are doing good business. Beachfront parks have reported business hundreds of dollars above this time last year.

While the matter of tires is expected sooner or later to put a crimp in service calls, the operators do not seem worried about it at this time. Most of them have good tires that will carry them for thousands of miles. Salesmen and factory representatives are using street cars and busses to make their calls. What solution the Los Angeles area operators will find to the tire problem has not yet come to the fore. Since the area is so large, tire shortage is expected to hit hard when it does. Recent issues of the daily papers have offered suggestions to the coin machine operators in stories printed regarding milk deliveries. Dairies, it is reported, have started swapping customers with a dairy servicing one section. This will mean that dairies will serve a section intensively rather than extensively as has been in some cases in the past. Because of the variance in revenues from locations, it is doubtful whether this plan can be applied to the coin machine field.

The matter of servicing machines in small towns will be a comparatively easy matter. Los Angeles operators who have machines in the small towns are considering employment of servicemen who live in those towns. The man would take care of the machines, but it would mean that he'd be on call for long hours. While no one has yet put this plan into operation, some talk has been given to the formula.

Happel Golfs

William R. Happel, Badger Sales Company, has been spending week-ends in Palm Springs and golfing there. He reported that his last game was played under a temperature of 115. He avows his score was well below that figure, however. . . . Percy Shields has a Wurlitzer Piano on display at his place, and the operators are playing the numbers on Roll 931, with which it is equipped. Most popular tune on the roll is Sweetheart Memories. Shields said that when he acquired the machine it had an 1893 newspaper stuck in the bottom of it. . . . Tex Miller, Blythe, Calif., was in

the city Thursday and visited Percy Shields. He reports that takes are good on games and phonographs in his area. . . . Bob Hotsell, formerly serviceman for Paul Laymon, is now a radio operator on a dive bomber in the Pearl Harbor area. . . . Paul Laymon is an air warden.

Laymons in New Home

Paul and Lucille Laymon have moved into their new home in Pacific Palisades. . . . Nelson Baker, serviceman for the Laymon firm, has applied for a flying cadet's rating and expects to hear from Uncle any day now. . . . Roy Woodward, Los Angeles music operator, paid his weekly visit to the Trojan Novelty Company. . . . Ross Davis is adding more vending machines to his already large battery of them at his Merry-Go-Round in Lincoln Park. . . . Elmer Hanscom has the Penny Arcade on the Patrick Show. . . . Ed Van Atta, Los Angeles music operator, recently purchased a route of 35 phonographs to add to his already large route. . . . Charlie Stark, Lone Pine music operator, was in Los Angeles recently looking over music machines. . . . Fred Gaunt, Trojan Novelty Company, supplied the music machine now being used on the Blind Date broadcast by Frances Scully over the Blue Network. Show goes Coast to Coast soon and the phonograph plays an important part in the program, the audience of which is limited to men in the service. . . . M. C. Bledsoe, Santa Barbara, Calif., was in the city and spent some time talking things over with Paul Laymon. . . . Tom Sullivan, Sullivan-Nolan Advertising Company, Chicago, was in Los Angeles recently. While here he negotiated with Paul Laymon to serve as exclusive distributor for Southern California. . . . Visitors from Bakersfield included J. A. Ewing and Orville Senter, who came down to look over machines.

Bryant Expands Activities

J. Bryant, Glendale music operator, is expanding his operations. . . . Jay Bullock, of Monterey Park, was in Los Angeles this week to look over machines in view of increasing his supply of music machines and games. . . . Bob Crossman, music operator in San Luis Obispo, reports that the soldiers are really going for music and that his takes are good. . . . Jack Lipps, Lipps & Lorenzo, arcade operators near Camp Elliott, reports that he is adding more machines at his spot. Arcade gets plenty of play from soldiers and civilians. . . . Orville Dant, operator of a Penny Arcade near Riverside, is turning the management of the

spot over to Mrs. Dant and is taking a commission in the Tank Corps. . . . Ray Eberts, Los Angeles music operator, is back from the East, where he went to attend the funeral of a relative. . . . Frank Showalter, music machine and game operator in Orange County, paid Los Angeles a visit to see what was what. . . . Al Anderson reports that his arcade in Santa Ana is going like a house afire. Ray guns are proving quite popular with the service men. . . . Bill Hogan says that the music business in the Fresno area is good. . . . Frank Lamb is adding games. . . . Del George was in from San Bernardino. He is a music machine and game operator in that section. . . . Bill Shorey, Inland Amusement Company, reports that counter games are getting good revenue for him. . . . Sammy Ricklin, California Music Company, paid a visit to the West Plea coin row during the week. . . . Arch Riddell, Pasadena music operator, is adding 19 more units to his telephone music set-up. . . . Mae Sanders is having to replant his Victory garden after the birds dive-bombed it. . . . Bert Beutler, Paul Laymon Company, is assisting the Shrimers in their plans for a carnival. . . . Harry Howlings, County Games, took in the Russell Bros. Circus when it played here. . . . Al Berman, Arcade Exchange, has been out of the city on business. . . . L. B. McCreary, K. T. Mape Music Company, is getting his camera ready for summer photos. . . . Walter and Lou Griffey, Tavern Amusement Company, have been making the rounds to hear bands they hear in their business on records in person. They covered Duke Ellington at the Trianon in South Gate and Louis Armstrong at Oesa Matana. . . . Sandra Cook, California Music Company, was the guest of Bob Crosby and his orchestra while they were at the Trianon. . . . Mrs. Mario Castagnaro, Techniprocess and APDI, leaves soon on a business trip east. . . . Benny Hirsch has been signed by R. C. M. Soundies as new production manager to succeed Herman Webber, who resigned. Webber will produce and direct a new series of Soundies for the company.

2 POPULAR HITS!

CONTINENTAL RECORD CO., INC.

"I'LL FIND MY WAY" (F.T.)

"NIGHT-TIME" (F.T.)

Gene Kardos & Orch.

C-3000

1841 BROADWAY, NEW YORK, N.Y.

TOP MUSIC PUBLISHERS 343 W. 67 ST. N.Y.C.

GLENN MILLER (Bluebird 11493)
She'll Always Remember—FT; VC. *SHA, It's a Military Secret*—PT; VC.

One of the cuter novelties to hitch its theme to the times is the *Military Secret* ditty. Miller gives it a rhythmic boot in a bright tempo. Band tees off to a swingy beat and, for the rest of the side, it's Marion Hutton, Tex Beneke and the Modernaires. The A side is a smooth war ballad. Solo trumpet and tenor set the stage for Ray Eberle's singing, assisted by the Modernaires.

A timely military title and theme, yet linking with love lyrics instead of flag-waving, makes "She'll Always Remember" excellent fodder for music machines. Among slow war ballads, "She'll Always Remember" is right up there.

WAYNE KING (Victor 27837)
Angeline—PT; VC. *Until the Stars Fall Down*—W.

Borrowing the male trio from Art Kassel's band, and complementing the voices with his own muted strings, low-register clarinets and muted staccato brass, King pays musical tribute to the tuneful *Angeline*. It's a rollicking lullaby with all the appeal of a *Josephine*, and may even duplicate its success. Plattermate

on the RECORDS

A critical analysis of the latest record release, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recounting.

(CONTINUED FROM PAGE 22)

is typical Wayne King waltz music, soft, slow and smooth. It's a Walter Donaldson melody, and King's silky strands give it added appeal. Strictly for listening. King taking liberties with the tempo thruout.

The search for another "Josephine" can step with "Angeline." She's been around for some time now, but King gives her a setting that will light up the music machines.

FREDDY MARTIN (Bluebird 11495)
The Last Call for Love—FT; VC. *You Can't Hold a Memory in Your Arms*—PT; VC.

Martin couples two new ballads from films. The smooth and highly dance-diverting Martin music gives both full-bodied treatment, both being set in a moderate tempo, and both having equal possibilities of making the hit parade grade. *Call for Love*, with Clyde Rogers for the lyrics, is from Tommy Dorsey's *Ship Ahoy* picture, admittedly built on the familiar "taps" call of the bugler but all the more appealing at this time. Plattermate, with Stuart Wade singing the middle chorus, is from the Andrews Sisters' *What's Cookin'?* film. It's a romantic ballad, with words and music that fall ever-so-easy on the ears.

Both sides stemming from motion pictures, both make appropriate hits when the films reach local theaters. Moreover, both songs hold promise of going further than the screen.

GENE KRUPA (Okeh 6635)
Fightin' Doug MacArthur—FT; VC. *Night of Nights*—PT; VC.

To catch up with shipping, the regular weekly Okeh release is also skipped, and this issue comes up as a special release. The special significance, of course, is the musical tribute showered on the public's favorite general. But instead of accenting march-like color, one aims at striking the fancy of the youngsters. Lyrics are set to the usual riff-type of tune. And that's the way that Krupa hangs it out—strictly a jumper, with Anita O'Day's sultry chanting opening and closing the side. Tempo is slowed down a bit for the *Night of Nights* ballad. However, there's no subduing the driving rhythms. More sympathetic to the song is Johnny Desmond's singing.

Combining live rhythms with patriotic lyrics is the happy combination that makes "Fightin' Doug MacArthur." It's strictly for jitterbug parties, and bound to attract on the strength of the title alone.

ARTIE SHAW (Victor 27838)
To a Broadway Rose—PT. *Deuces Wild*—PT.

Two instrumentals, emphasizing the jazz hot character of Shaw's now-disbanded aggregation. Both are the usual ride arrangements, with the maestro's clarinet for most of the riding. *Broadway Rose* is the average jumper; both the composition and arrangement are products of trombonist Ray Conniff, and it's the latter effort that's most interesting, giving Dave Tough a stop chorus for

his cymbal beats, with the band providing attractive cut-in figures. *Deuces Wild* is an original by swing-arranger Margie Gibson. Calls for a heavier drive and a faster beat. The classical interludes by the strings to set the stage for each chorus make an agreeable contrast.

The habitues at New York's Lindy's will go for "To a Broadway Rose"—but only because of the title. For other phono use, it's the side for Shaw fans among devotees of jump rhythms.

MUGGSY SPANIER (Decca 4271)
Little David Play Your Harp—PT. *Healing Blues*—PT.

This record will probably never make the best seller lists, but in jazz annals it will go down as one of the better records of our times. It's pure and unadulterated jazz played by a band with a deep feeling and understanding for it. It's hot jazz that warms the cockles of every true student's heart. While Muggsy has a large band, the playing of the spiritual on the A side and W. G. Handy's blues of another day on the B side brings back those cherished memories of Red McKenzie, Eddie Condon and all those other "fives" of recording history. The spiritual is played in a lively tempo that takes root in a New Orleans minstrel street parade. The blues, in a more moderate tempo, is played with ease and abandon rarely achieved by swing bands of this day, when instrumentalists are tied down to elaborate but confining arrangements. All the hot horns have their say on these sides, with Muggsy's cornet doing some of its better talking—especially on the blues side.

While popular appeal for these sides is limited, both—and especially "Hesitating Blues"—are dynamite for locations where dance musicians and hot jazz fans congregate.

VAUGHN MONROE (Bluebird 11496)
Sleepy Lagoon—W; VC. *A Fireside Chat*—PT; VC.

If it's in the cards for a three-quarter-time tune to climb the hit parade ladder, *Sleepy Lagoon* is the song that can do it. A tune that blends in mood and music with the tropical moon, it's a new Jack Lawrence version of the older Eric Coates song. Vaughn gives it a top-rate setting in a moderate waltz tempo, his singing selling it all the way. Soft clarinets and muted brasses for a half chorus bridge the maestro's vocals. Pipeover is taken at a more moderate fox-trot beat, with Vaughn singing the second of three choruses. It's a down-to-earth ditty, with the title reference to the old folks at home rather than to the President's radio chats.

"Sleepy Lagoon" is a gorgeous song that bears watching on the part of phono operators. It's equally effective as a waltz here as in the fox-trot versions of others.

HAL MCINTYRE (Victor 27840)
There Are Rivers To Cross—PT; VC. *The Memory of This Dance*—PT; VC.

Two new ballads are backed here by the McIntyre boys. *Rivers To Cross* is another sentimental war ballad, but hardly as tuneful or inspiring as some of the others. More musical appeal is packed by the love ballad on the B side. Maestro gives both smooth and refined treatment, with Carl Denny in good voice for the song story.

"The Memory of This Dance" is getting a big play by radio crews and, if it catches hold, the McIntyre version is a smoothie for phono play.

GINNY SIMMS (Okeh 6618)
Skyark—PT. V. *Ya Lu-Blu*—PT; V.

Miss Simms's entry in the *Skyark* sweepstakes is as distinguished as might be expected, but its chances are dimmed somewhat by a very weak instrumental accompaniment. Vocally, the disk is as good as any on the market, but the assisting musicians are off the beam. As to *Ya Lu-Blu*, credited to three guys named Leven, Hedgren and Iavello, but written by a boy named Mozart, if anything is going to mean success for the song, it will be this Simms version. However, air-plugging on the ditty is very scant. If the Simms gal ever gets a solid mu-

sical crew behind her she'll be all set. Where the Simms name is all that counts, "Skyark" will be a welcome addition to the phono rolls.

PETE BROWN (Decca 8613)
Unlucky Woman—PT; VC. *Mound Bayou*—PT; VC.

Apart from the following saxophonist Pete Brown enjoys with the pure jazz students, major interest in these sides is the blues singing of Helen Humes, ex-Count Basie luminary. Her chanting in this register stacks up with the best of them. For *Unlucky Woman*, a typical race blues, Miss Humes's blues shouting stands out. Band is the usual jump crew, staying in the background thruout, and Miss Humes drops out long enough for Brown to blow a bit of the blues on his saxophone. *Mound Bayou* is more along commercial lines. As the title implies, it's the delta type of ballad, but never rises above average levels. Miss Humes again carries most of the side, with Brown's sax bridging the vocal refrains. Both sides taken in slow tempo.

"Unlucky Woman" is of special interest to operators servicing race locations where low-down blues sides are sought out.

POPULAR ALBUMS

Duchin Plays Cole Porter (Columbia C-87). The title tells the tale. Piano solos, with almost imperceptible rhythm accompaniment, by maestro Eddy Duchin. The combination of Cole Porter's sophisticated melodies with Duchin's superb interpretation makes a package of four platters that cannot be ignored. Album leaves nothing to be desired, even as to song selection, the eight sides including such appetizers as *Night and Day*, *Just One of Those Things*, *What Is This Thing Called Love?*, *Rosalie*, *I've Got You Under My Skin*, *Easy To Love*, *I Get a Kick Out of You* and *Love for Sale*—all from everlasting show scores. Album is a cinch to duplicate the sales success of his initial showcasing of George Gershwin's music.

The Music of Sigmund Romberg (Victor P-115). For a delightful dash of nostalgia, the enchanting melodies of Romberg always strike a responsive chord. And so does this grouping by the Victor Mixed Chorus, directed by Emile Cote. Eight selections are culled from the composer's musical comedy successes, with *The New Moon* score making up half the sides in *Lover, Come Back to Me*; *Stout-Hearted Men*, *Softly*, *As in a Morning Sunrise* and *Waiting for You*. *The Desert Song* is the source for *Romance* and *One Alone*. *Serenade from The Student Prince* and *Will You Remember?* from *Maytime* complete the program. Each side is a vocal gem, and the album affords a session with Romberg that's bound to warm the heart.

Theme Songs (Okeh K-4). This is a packaging of the musical signatures of eight bands on the Okeh label, all previously recorded. Includes Gene Krupa's *Apurkoody*, Frankie Masters' *Scatterbrain*, Tommy Tucker's *I Love You, Les Brown's Evening Star*, Dick Jurgens's *Day Dreams Come True at Night*, Charlie Spivak's *Stardeema*, Count Basie's *One o'Clock Jump* and Cab Calloway's *Minnie the Moocher*. The merchandising possibilities of such an album are many, and it makes a worthy addition to any record collection for those who haven't already stored these sides away.

Songs of the Service (Victor P-117). The Victory Military Band, the spirited singing of the Four Clubmen added, and all under the wand waving of Leonard Joy, the label's recording chief, are responsible for a most timely album. Taken in stride with a military beat, it's eight songs identified with the various branches of the armed forces. *The Marine's Hymn* and the artillery's *The Gaissons Go Rolling Along* were recently coupled for a single release. Other sides include *Anchor Aweigh*, Coast Guard's *Semper Paratus*, Coast Artillery's *Crash On! Artillery*; *Song of the Signal Corps*, *The Army Air Corps*, *Song of the Army Engineer*, *The Infantry-Kings of the Highway* and *Sabre and Spurs*. A welcome addition to the recorded store of military and marching music.

Ellington's Favorite Records Are His Own

PHILADELPHIA, April 4.—When Duke Ellington's orchestra appeared at the Earl's Theater last week he wasn't taking any chances when the Central Y. M. C. A. requested the maestro to name his 20 favorite records so that they could be featured at the Milk Bar. He complied with the request by naming 20 of his own recorded compositions.

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CATCH THE NEW

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BREATHLESS

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★

Personal Management—Jack Philbin
 Direction—GENERAL AMUSEMENT CORP.



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Think About "Rio Rita"

The new Abbott and Costello film, *Rio Rita* (MGM), a remake of the picture of the same name of many years ago, will have a lot of tunes worth putting in music machines. *Rio Rita*, the title song that so many still remember, can be had from Decca (Ted Flo Rito) and Victor (Richard Crooks). *The Ranger Song* has at least two versions out: Decca Band (Decca) and Victor Light Opera Company (Victor).

Long Before You Came Along and *The Shadow Song* are the two other songs featured in the new film.

Watch T. Dorsey Disks

Another MGM film, *Ship Ahoy*, featuring Tommy Dorsey's band, Eleanor Powell and Red Skelton, will be released soon and its tunes should certainly be worth a spot in music machines.

Among them are *Poor You*, cut by Tommy Dorsey (Victor) and Dick Jurgens (Okeh); *Last Call for Love*, disked by Tommy Dorsey and Freddy Martin (both Victor), and *I'll Take Tallulah* (T. Dorsey).

Try Some Waltzes

MGM is having considerable success releasing *The Great Waltz* to movie theaters everywhere, and this might be a tip to music machine operators that a few more waltzes might be okay for the machines.

Line Up Some Martins

Freddy Martin's disks are pretty hot almost everywhere, and operators should watch for his versions of *Oh, the City of It All* and *Here* (Bluebird). Both tunes are featured in the new 20th Century-Fox film, *My Gal Sal* (which features Rita Hayworth and Victor Mature).

Andrews Sisters Prepare

The Andrews Sisters are back in Hollywood to make two more films for Universal. Their first, which co-features Harry James band, and their second, with Abbott and Costello, will each include at least four new Andrews Sisters' tunes. The tunes are being selected now. Their first film has been tentatively titled *Private Buckeroos* and will be about a music store.

Watch This Column

Music machine operators should watch this column for tips on songs and artists worth spotting in their machines.

Don't forget that there are 17,000 movie houses in the United States drawing an average of 85,000,000 patrons a week. When a good musical film is released it plays a good proportion of these

theaters and automatically guarantees a seeing-and-listening audience of millions for the songs featured in the film. This tremendous plug, augmented by the usual radio plugging campaign that accompanies film songs, makes every film song worth serious consideration for music machines.

This column will help you weed out the best film tunes and give you an idea of those tunes with the greatest exploitation backing. This information, plus your own knowledge of the value of the various recording artists for your locations, should make it fairly simple for you to pick the right film songs for your machines.

See Your Local Exhibitors

Don't be timid about contacting movie houses near your locations and asking the theater managers for suggestions on tying up their musical films with your music machines. The local film distributors' exchange will probably also be glad to co-operate with you. Or, if you wish, write direct to the Exploitation Manager of each film company, in New York, for information on publicity and promotion tie-ups.

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

The best news to hit the street in quite a while came along early last week. The New York City license commission began issuing licenses for Genco's Play Ball. The fee is \$80 a year, or if paid in quarterly installments, \$15 per quarter. Play Ball was okayed by the police department some weeks ago, and Bert Lans, of Seaboard Sales, has been rushed to capacity trying to take care of his operators.

Pinochle Grass Widower

John Buffa, the current pinochle champ among the local operators, cannot get any competition. Operators have barred him from their games, claiming that he spends all his spare time studying new stratagems.

Counter Games Click

Irving Mitchell has been so rushed shipping out counter games that he had

to pitch in with his shipping clerk last week in order to get the games rolling out. Mitch reports the games are popular everywhere. By the way, Mitch is a member of the Auxiliary Police of Rockville Center—enrolled for the duration.

True Story

Nat Cohn took the week-end off and went up to the mountains with his family, leaving Parkoff in charge of operations. Parky claims the Seeburg telephone music machine recently was responsible for apprehending three hold-up men in a tavern. The mike was open and the girl heard the command of the thieves to "stick 'em up." She notified the police and the radio cars came along so fast the crooks didn't have a chance.

Wachtel's First Flight

If you want a good old-fashioned belly laugh ask "Bip" Glassgold, sales manager of Arthur H. DuGrenier, Inc., to describe in detail the yellow-green pallor on Perry (De Perri Advertising) Wachtel's face as he boarded an airplane for the first time on his recent flight to Haverhill, Mass., to confer with Blanche Bouchard, DuGrenier treasurer.

Here and There

Willie (Little Napoleon) Blatt was on 16th Avenue doing a little buying.

Miss A. M. Strong, of G. V. Corporation, has been away from her desk for some weeks now due to illness. She is on her way to recovery and will be back at the helm next week.

Fred Halparn, Scientific Machine Corporation executive, still celebrating monthly birthdays of his lovely twin daughters, who are already learning to say "daddy."

Corner Caps Hit

The new corner caps which Acme Sales Company placed on the market some weeks ago have clicked with music machine operators. Orders and repeats are coming in strong, according to Sam Sacks, president of the firm. What is most gratifying, he reports, is that the firm has enough material on hand to continue to supply these corner caps indefinitely.

Vacationist Returns

Dave Margolin, Manhattan Distributing Company, has just returned from a short vacation at Hot Springs, where he claims he had a wonderful time.

Coming and Going

Phil Bogin, of Bogin Sales Company, parts and supplies house, left for a sales trip thru Florida, Louisiana and Texas. Phil says he will take orders for used equipment.

Leo Willens, U-Need-a-Pak executive, busily engaged communicating between New York and Washington on defense business.

Lou Cantor, of Louis H. Cantor Company, distributor for National Cigarette Machines in the East, returned Friday from an extended business trip throughout his territory. Lou claims he had an extremely successful trip. Walter Strauss, cig machine distrib from Boston, came in to see Lou on his return.

Murray Wiener, U-Need-a-Pak sales manager, is on another of his flying trips to Cleveland, St. Louis and the South.

Hymie Rosenberg is contemplating taking a trip to the Midwest.

Soldier Boy

Bob Leshin, son of Murray Leshin, comptroller for International Mutoscope Reel Company, Inc., and formerly with Byrde, Richard & Pound, now in the U. S. Signal Corps, stationed at Fort Dix, N. J.

EXTENSION SPEAKERS FOR INCREASED PROFITS

SELLING OUT due to difficulty in obtaining materials... we are making drastic reductions. NOTE PRICES on these beautiful all wood two tone walnut cabinets. Equipped with either 8" or 10" genuine UTAH permanent magnet speaker units. Volume control optional; operates off any automatic phonograph. Increase your collections 50%. Every spot needs one or more of these speakers.

Special Operator's Price
\$6.95 with 8" UTAH speaker
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Cabinet 13 1/2 x 12 1/2 x 7 1/2

SEND NO MONEY Just tell us how many you want, no deposit, no delay, immediate shipment, C. O. D.

In lots of 3 or more. **10% DISCOUNT** SAVE MONEY.

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318 Pieces **PHONOGRAPHS** 318 Pieces

WURLITZERS

850s \$410.00
750s \$350.00
800s \$310.00
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9800 \$410.00
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STANDARDS \$155.00

Terms: 1/3 Deposit With Order, Balance C. O. D.

Ohio Specialty Company
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1 TO 12, 23 EA. - 13 TO 99, 23 EA. - 100 UP, 20C EA.
MIRACLE POINT
Sell good music
It costs no more!
Miracle Point Needles
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WANTED
20 Seeburg Wireless WALL-O-MATICS
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ROUTE OR ARCADE
Wanted in Whole or Part
Only letters giving full information and which can be supported by proof will be considered. BOX 332, The Billboard, 1564 Broadway, N. Y. C.



MAYFLOWER DISTRIBUTING COMPANY REPORTS that its display of Wurlitzer's 1942 offerings stirred much interest in the Buffalo area. Snapped recently at Mayflower's swank showrooms were Ray Peterson (flower in buttonhole) showing Wurlitzer's new Selective Speakers and the Victory Model 950 Phonograph to music merchants (left to right) R. V. McCabe, R. J. Anderson, H. Stuger, Mrs. L. Clare, Louis Clare and I. Stroczyński. (MR)

WANTED TO BUY \$100,000.00 USED ROCK-OLA PHONOGRAPHS
IMMEDIATE ACTION—BEST PRICES CASH
W. C. DEATON Galion, Ohio



HOME RUN
(Tax Free)
The New Outstanding Ball Gun Vender—with the fascinating amusement feature that **BATS THE BALL THRU THE AIR.** 1 Home Run (with 25 lb. carton Ball Gum) — includes winners) complete only . . . \$24.50.
Terms: 1/3 Certified Deposit. Balance C. O. D.
VICTOR VENDING CORP.
5711 W. Grand Ave., CHICAGO

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Status Quo on Cig Prices, Says OPA After Study

Declares investigation of cost factors shows prices are fair and equitable—sales running 20 per cent higher than last year—cost increase moderate

WASHINGTON, April 4.—An exhaustive investigation of cost factors in the cigarette industry has led the Office of Price Administration to conclude that established ceiling prices are fair and equitable. Consequently, current prices will be continued, it was announced here March 23. Cigarette manufacturers who averaged 5.5 per cent on invested capital before taxes are now averaging over 21 per cent, the study by officials of OPA disclosed, and because industry sales are now running 20 per cent above margins will not be greatly impaired despite moderate increases in costs.

American Tobacco Finding

Contention of the American Tobacco Company last December that higher price for its Lucky Strike cigarettes was justified because costs had advanced more than 50 cents per thousand was not substantiated by the OPA report. OPA stated that on the basis of established accounting practices of the industry, the cost of tobacco per thousand standard cigarettes at the present time is from 8 cents to 14 cents above the average 1941 cost of each company investigated, including American Tobacco Company, while other costs have risen at an aggregate of 4 cents per thousand.

In revealing results of its investigation into cigarette costs, the OPA announced that an amendment to the cigarette schedule, No. 62, had been issued. This allows manufacturers to revise any temporary sales promotion programs and to adjust prices in the event that the federal tax on cigarettes should be raised.

Manufacturers will be allowed to continue, discontinue, decrease or increase existing "drop" shipments, free deals and coupon practices or values. "Drop" shipments and free deals, it was explained, are methods by which manufacturers temporarily boost sales in a particular locality by giving a bonus in goods of the same or different character. Coupon practices are methods by which manufacturers grant price reductions to consumers. Thus manufacturers, under provisions of the amendment, will not be held to any temporary promotion schemes which may have been in effect on the date December 30, 1941, when price schedule No. 62 was issued.

Companies Covered

Should federal revenue taxes on cigarettes be increased from the existing rate of \$3.25 per thousand cigarettes, the amount of such increase may be added to the maximum delivered price for cigarettes after deductions of trade and cash discounts, the amendment further stipulated.

The costs and profits study covered accounts of eight companies producing approximately 95 per cent of all cigarettes made in the United States in 1941. The study disclosed that manufacturers' 1941 profit margins averaged 55 cents to 60 cents per thousand on standard price cigarettes; and that while current cost of producing and selling these products is from 10 cents to 15 cents

per thousand above the average cost last year, more than half of these higher costs will be offset by the considerably greater volume of sales. It was concluded: "The cigarette industry will continue to make very substantial profits."

Imposed on December 10

OPA's ceiling over manufacturers' prices for cigarettes was imposed on December 30, 1941, to cancel out an increase of from \$6.53 to \$7.10 per thousand, less customary discounts, announced by American Tobacco Company on its Lucky Strike brand. The price advance was banned by Administrator Henderson, who felt that the price raise would be followed by other manufacturers, resulting in an advance at the retail level.

While OPA's investigation was going on, the original schedule was amended to adjust the ceiling for 10-cent brands. On February 27, 1942, Henderson announced that on the basis of the investigation the December 26 prices set in the schedule were fair and equitable and would continue in effect.

Standard-priced cigarettes, such as Camel, Chesterfield, Lucky Strike, Raleigh and Old Gold, sell at \$6.53 per thousand at the manufacturers' level. Others, such as Philip Morris, Spud, Imperial and Pall Mall, normally sell at \$6.85 per thousand. However, allowances made in States imposing cigarette taxes reduces the actual price in most cases to \$6.53. These two classes comprise about 90 per cent of all cigarettes sold in the United States. "Economy" cigarettes, such as Avalon, Sensation, Marvel (the so-called 10-cent brands), have a manufacturer's delivery price of \$5.15 per thousand, while "king size" economy cigarettes (Wings, Beech-Nut, etc.) sell at \$5.30 per thousand. Practically all sales are made at trade discounts of 10 per cent and the cash discount of 2 per cent off on the above prices.

Candy Venders, Movie Houses Go Together

BALTIMORE, April 4.—Two ABC candy venders have been installed in the recently opened Bostyn movie theater by the Baltimore division of the Berio Vending Company. Firm's local manager is Harry Goldberg. The firm is also planning installation of candy venders in a new movie house now under construction at the housing project in the vicinity of the Glenn L. Martin Company, aircraft manufacturers.

Confectionery and Chocolate Products

Price rise accounted for a large share of the January gain of more than 30 per cent for confectionery and chocolate products. The average value per pound for January, 1942, was 18.7 cents, a rise of nearly 3 cents per pound from January, 1941. This average value remained the same as that recorded in the preceding month, whereas a decline had occurred between these months in the preceding three years.

Poundage of confectionery and competitive chocolate products sold by 101 manufacturers rose only 11 per cent from the same month a year ago. Compared with the spread of 18 per cent for poundage sales in December, 1941, over December, 1940, this 11 per cent gain indicates a leveling off in sales gains.

Chocolate Products Lead

Manufacturers of chocolate products competitive with confectionery led in dollar sales, with an increase of 39 per cent over January a year ago. Manufacturer-retailers reported a gain of 36 per cent, while sales of "other manufacturers" were 39 per cent above January, 1941. The latter two gains represent expansions over the margins shown for preceding months.

Collections on accounts receivable during January for 108 firms reporting this item amounted to 133 per cent of outstandings at January 1, 1942. This is a slight decrease from the ratio of 137 reported from January, 1941, and the usual seasonal decline from the December, 1941, figure of 149. Reflecting recent sales expansions, accounts receivable were 29 per cent greater on January 1, 1942, than at the same date in 1941.

Sales of \$27,997,000 were reported by the manufacturers participating in this study, which is conducted by the Bureau of the Census with the co-operation of the National Confectioners' Association. No adjustments have been made for seasonal or price fluctuations.

Rebuilt by Operators
FOR OPERATORS

6 COL. U-NEED-A-PAK "E" CIGARETTE MACHINES

- Reconditioned and Re-finished Like New!
- Slug Proof and Fool Proof!
- 15c and 20c Coin Combinations!
- Capacity . . . 168 Packs!
- Complete with Floor Stand!

\$31.75
1/3 Dep. Bal. C. O. D. F.O.B. N. Y.
Write for Complete Catalog!

UNIVERSAL VENDING SALES CORP.
175-15 Jamaica Ave., Jamaica, N. Y.

VENDORS, ATTENTION

200 \$15.00 Each

Stand \$2.50 Extra
5 Cols. 1 1/2" —

WIN Sell in Lots of 50.

Name of Machine "Variety Shop." Beautiful Black and Chrome Finish, Like New, Vends All Nuts and Bulk Candies.

MORRISON 2048 Fairmount Ave. PHILADELPHIA, PA.

GOOD NEWS FOR OPERATORS

A new discovery! A new product for your vending machines! It's crispy, crunchy, healthy and delicious; test locations prove that it will be a great success; it's a fast seller and very profitable. Write for details!

VICTOR VENDING CORP.
5711 Grand Ave. Chicago, Ill.

LUSTRE BALL GUM DOUBLE POLISH

All sizes—5—150—170—180—195
Spotted-Striped-Marquisin

GUM PRODUCTS, INC.
804 Main St., Cambridge, Mass.

THIS WEEK'S BARGAIN

TAX FREE SKILL GAMES

NEW

PIKES PEAK \$20.00
SCOOTER 15.00
ELECTRIC SHOCKER 13.00
KICKER & CATCHER 27.50

USED

A. B. T. POOL TABLE \$12.50
A. B. T. MODEL "F" 17.50
CRIBS GROSS 7.50
BINGO 8.50
HOLE-IN-ONE, Gum Vender 10.00
BASEBALL, Gum Vender 10.00

1/2 cash with order, balance C. O. D. Write for complete bargain list of excellent merchandise and amusement machines!

I. L. MITCHELL & CO.
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1141 DE KALB AVE., B'KLYN, N.Y.

The Billboard Subscription Rates Upped

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

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

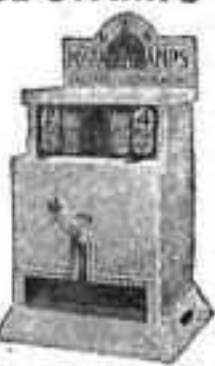
A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of The Billboard to less than 6 1/2 cents a copy. A convenient order form is printed on page 55.

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Save time—avoid loss. Enjoy the many advantages of self-service postage stamp accommodation—and make a profit besides.

NATIONAL POSTAGE SERVICE

It furnished in six models, selling direct from government rolls. Meets the requirements of every merchant. Write for complete details.



NORTHWESTERN, Morris, Ill.

ADDITIONAL INCOME

5 Lb. "SILVER KING," \$7.95 10 at \$7.50

FREE! View - 2 - Scope of "Pep Show" only \$24.50 each, 10 pennies from meat players, 1¢ per photograph, 10 pictures.

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CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Col. Cigarette Machines with Floor Stand, \$32.50. As illustrated. Capacity, 170 packs. Slug proof. 15c or 20c models. Reconditioned like new. Terms: 1/3 with order, balance C. O. D. Write for complete catalog of cigarets and 5c candy bar machines.

D. ROBBINS & CO.
503 W. 41st ST. NEW YORK CITY

Soft Drinks May Improve

Coca-Cola firm in report says supply may open up later

ATLANTA, April 4.—Beverage vander operators are finding that demands for their machines are increasing rapidly. Locations want the automatic dispensers for several reasons: They relieve already curtailed help for other duties, are sanitary, save the usual cleaning up, they take up little space, are quickly refilled and serviced. Defense plants are another important factor in the growth of beverage vander locations. But getting soft drinks for the machines has become a worrisome thing to the operators.

Soft drink bottlers have curtailed deliveries and rumors have spread that this situation will become tighter and tighter. It probably will for a while, but it is expected that after the first adjustment to the sugar rationing is made all around, the soft drink situation will straighten out and the shortage, if any, will be very slight during the coming summer.

The Coca-Cola Company says that while its sale volume, like other companies in the soft drink industry, shows some contraction by reason of the sugar rationing, belief is that so far this year the company's volume has not been substantially reduced from a year ago. This would reflect the expanding sales to the armed services on which sugar rationing does not apply.

Volume Up, Earnings Down

However, despite well maintained volume, expectations are that for the March quarter Coca-Cola may show a material reduction in earnings as compared with the March, 1941, quarter when surplus available for the common stock was \$5,944,784, or \$1.48 a share on 4,000,000 common shares.

The anticipated reduction in March, 1942, quarter earnings will reflect the fact that because of a general upward trend in sales during the latter portion of last year the company geared itself for 1942 on a continuance of this expanding volume. The advent of sugar rationing on industrial users coming early in 1942 found the company planned and ready to take care of increased sales. Naturally, since sugar rationing went into effect Coca-Cola, like other soft drink manufacturers, has had to gear down operations, which will probably be reflected in first quarter results.

Defense Plants Ready Market

The gathering of large bodies of men and women in war production plants and in the training centers of the armed services provides a ready-made market for the company. This grouping together of large masses of people makes selling these centers a less costly operation, and since sugar restrictions do not apply to sales to the armed services, volume from these sources serves to offset in some measure the natural decline in civilian sales due to sugar rationing.

The company is well taken care of in its supply of ingredients necessary to the production of its product.

The trade believes that there is an adequate supply of sugar, but points out that the main problem is getting it to the East, where the situation is acute.

Liquor Trade Not To Blame on Sugar

NEW YORK, April 4.—Frank Kane, wine and spirits editor for *The New York Journal of Commerce*, defended the alcoholic beverage industry in a recent editorial. He said there had been much misunderstanding about the use of sugar to make alcohol by the liquor industry. He said that the dry forces had put out a lot of propaganda accusing distillers of using sugar to make alcohol, when actually to make alcohol from sugar is a very expensive process. Alcohol is made from blackstrap molasses, he said, a product that is left after sugar is obtained. He declared that the liquor industry is in no way responsible for the present sugar shortage. Later reports have indicated that liquor distillers plan to make alcohol from corn products.

VENDER SUPPLY NOTES

The House Ways and Means Committee will hold a hearing on the proposed 15 per cent excise tax on candy and chewing gum on Monday, April 13. It is understood that the tax committee of the National Confectioners' Association will present the industry's case against the enactment of the impost.

WPE ordered continuance of sugar deliveries to industrial users at 80 per cent of 1941 consumption and required that refiners restrict deliveries of refined domestic cane sugar to certain areas adjacent to their refineries in a move to prevent further depletion of stocks in the East. Best-sugar processors were ordered to set aside for 60 days 15 per cent of existing stock and 15 per cent of future monthly production of refined sugar for disposal by the Director of Industry Operations.

Officials of the Brown & Williamson Tobacco Corporation, maker of Raleighs, Cools, Wings and Avalon cigarettes, agreed recently to take their radio show, *Captain Flag and Sergeant Quirt*, off the air for the duration. The program drew criticism as none too complimentary to the marines. The firm has approved a substitute show and is retaining full rights to the show pulled, which it expects to return to the air after the war.

War and related activity are largely responsible for increased domestic consumption. In times of large national income, such as the present, tobacco purchases climb for the simple reason that more people have more money to spend on smoking products. This includes industrial workers, business men and women, men in the armed forces—every classification, in fact.

Analyzing the factors and starting with the encouraging one of domestic consumption, it seems safe to predict that cigarette smokers will consume several billion more cigarettes than the record-breaking consumption of 206 billion in 1941, which was the best year in more than a decade.

Manufacturers continue to take up available spot supplies of cocoa aggressively thru the medium of exchanging their future contracts with dealers for the actual commodity. At the time there is no slackening in the rapid decline in New York warehouse stocks which reflects the sharp falling off in cocoa imports compared with 1941, when the large African crop was moving here. The trade feels that there is some misinterpretation of the new clause in cocoa shipping contracts which permits discharge of the cargo at any port in the United States. Actually the new clause applies only to an emergency where ships might be forced to cover or are ordered to a specific port by the government. Otherwise shippers are bound to deliver cocoa to the original port of destination as booked by the importers.

The unfavorable ruling by the Internal Revenue Department on colored ball gum as commonly used in ball gum venders hits not only the operators but the makers and distributors of colored ball gum that have stocks on hand. The Internal Revenue ruling makes it a "crime" to have different colors of ball gum in a vending machine. The ruling states that a notice that prizes are given is immaterial. If the colored gum is in the machine that makes it a gaming device.

Manufacturers of candy bars are giving more attention for the time being to gathering data on why the 15 per cent excise tax should not be passed than to thinking about what will happen to vending machines if the excise tax does pass. Candy manufacturers know, however, that operators will have a problem if the excise tax passes and they will plan to help the operator.

From a large industrial city comes this report on vending machine supplies: "The soft-drink vending machines are out of merchandise about half the time, which is disappointing to the customers."

Such news items as the following help to explain the sugar shortage: "SUGAR BOAT SUNK NEAR KEY WEST. Havana, April 3.—An American freighter, carrying 30,000 bags of sugar, has been torpedoed and is believed to have been sunk between Key West and Havana in the Florida Straits." Shipping is the main trouble spot.

MARKETS IN BRIEF

NEW YORK, April 2.—Peppermint oil (dollar a pound): Natural, \$6.30 to \$5.50; United States pharmaceutical, \$6 to \$6.10.

NUTS CHICAGO SPOT MARKET PEANUTS

		Cents per lb. in bags
Jumbos	10.00 @ 10.25
Fancies	9.75 @ 10.00
Extra large	14.00 @ 14.50
Medium	14.00 @ 14.25
No. 1 Virginia	13.75 @ 14.00
No. 2 Virginia	12.75 @ 13.00
Southeast		
No. 1 Spanish	13.75 @ 14.00
No. 2 Spanish	12.50 @ 12.75
No. 1 runner	13.25 @ 13.50
No. 2 runner	11.75 @ 12.00
Texas		
No. 1 Spanish

May Limit Peanuts For Confections

Following the United States entry into the war, the Department of Agriculture set high goals for the acreage to be sown this spring in the three oil-producing crops: Peanuts, soybeans and flaxseed. So far, farmers are short of the goals, but apparently intend to make an earnest effort to increase their output of these products. According to report of the Department of Agriculture, the goals will not be reached unless further progress is made before harvesting time. Most important among the oil-yielding crops are soybeans. The government wants a crop increase of 54 per cent over 1941.

How much of the planted area will be harvested for seed and how much will be abandoned or used for hay cannot be foreseen at this time. The percentage harvested for seed, however, has steadily increased in recent years. It appears possible that it will rise again this year.

Peanut Prospects

Less likely is such a favorable result in peanuts for which the government asked an even steeper increase. The goal was set at 3,000,000 acres, 210 per cent of last year's intentions and 255 per cent of the actually harvested acreage, which in 1941 was sharply reduced by unfavorable weather conditions. Planting intentions reported to date reach only 4,150,000 acres. This is a very substantial increase, to be sure, but far short of the goal. The peanut growers may feel that the prices offered for their products are not attractive enough, since they receive substantially less for nuts used for oil than for confectionery nuts, while all the increase in acreage is destined to yield oil.

Some observers, however, suggest that it may become necessary to limit the use of nuts for confectionery purposes below the harvest of 1,600,000 acres in order to have sufficient nuts for oil, if the total falls so far short of the goal. Perhaps the Department of Agriculture can still influence the growers to increase their crop if this possibility is made clear to them. They certainly would not wish to lose their opportunity of selling the maximum of the more profitable confectionery nuts, the argument runs.

Reed Candy Company Vice-President Dies

Funeral services for Thomas J. Payne, 63, were held in Chatham, Va., April 3. Payne, vice-president of the Reed Candy Company, formerly lived in Winnetka, Ill. A year ago he took up his residence at the old Southern estate established by his great-grandfather, a lieutenant in the Confederate army. He died on March 31 at Rochester, Minn. A past

Need New Type Candy

Candy manufacturer says new recipes may be needed as war goes on

BROOKLYN, April 4.—New candy formulas will have to be originated to meet wartime needs and to cope with the problem of curtailment, said Charles D. Haug, president of the Mason, An & Magenheimer Confectionery Manufacturing Company, Brooklyn, in a recent talk before the Candy Executives' Club. Haug and James A. King, the latter of the Nutomoline Company, New York, reviewed replacement materials and offered suggestions for the adjustment of formulas to conform to available materials.

Candy Ingredients on Critical List

Beginning with the curtailment of sugar supplies, Haug listed the various products used in the manufacture of candy that are on the critical list. He also outlined products that can be used to replace those that are either no longer available or the supply of which is dangerously limited.

Of the nut products used, supplies of pecans and peanuts are ample, altho prices are high, Haug said. California almonds and walnuts are replacing the imported varieties. Imported supplies of coconut from the Philippines have ceased, Haug pointed out. A limited supply is coming from Ceylon. The same condition is true in some degree of Brazil nuts, pistachio nuts and cashews.

Haug also touched upon the possibility of a curtailment of the supply of milk, a product that is widely used in candy making. Fruits, he said, are still available and for this reason he urged that more of them be used in the manufacture of candy. He also recommended the inclusion of grains, such as wheat, corn and bran, in some forms of candy. He said that there was no apparent shortage in the supplies of gelatine, pectin, egg albumen and lecithin. He pointed out, however, that the availability of some fats and oils presents a problem. Instead of coconut oil and African palm oil, he urged manufacturers to investigate the use of dairy butter, peanut butter, soy oil, corn oil, cottonseed oil and peanut oil. Flavors, he said, are still available.

16 Sweetening Agents

King dealt primarily with placements for sugar and offered practical formulas to illustrate his point. Sample candies created and produced in the Nutomoline laboratories were distributed at the meeting. King listed 16 different varieties of sweetening agents and explained how these can be used. The sugar agents listed follow: 1, Maple sugar; 2, maple syrup; 3, honey; 4, plastic invert sugar; 5, plastic invert sugar syrup (open kettle molasses); 6, redners' syrup; 7, sorghum sugar; 8, corn syrup; 9, corn sugar (dextrose); 10, maltose and malt syrups; 11, lactose (milk sugar); 12, whey; 13, concentrated fruit juice syrup; 14, concentrated pineapple juice syrup; 15, apple juice concentrated syrup, and 16, sweet potato syrup.

president and director of the National Confectioners' Association, he was identified with the candy business for more than 30 years. Surviving are his widow, Grace; son, William A., and daughter, Mrs. George Van Horn Moseley.

COMMON SENSE . . .
 to give more value
 . . . the BEST way . . .
 use **PAN'S HARD SHELL CANDIES**
 WRITE FOR LATEST PRICE LIST
PAN CONFECTIONS
 345 W. ERIE ST., CHICAGO, ILL.

TRADE HAS HECTIC MARCH

WPG Orders, Ball Gum Ruling, Lent, Income Taxes, Spotty Play Highlights of Month

CHICAGO, April 4.—News from Washington overshadowed all other events in the coin machine trade during March. Long-expected shut-down orders from the War Production Board finally came in mid-month. On March 16 WPB ordered manufacturers of phonos, scales and pin games to stop production on May 1. WPB set a 37½ per cent quota for the intervening six weeks. Next day order cutting off the making of practically all vending machines as of April 30 was proclaimed. A 50 per cent quota was set for the remainder of the production period. Distributors and operators took the news graciously. They had been expecting it for some time. With the expectation fulfilled, thoughts were

turned as to how best to keep present equipment in operation for the duration. Prices skyrocketed on new equipment still available. Distributors, in some sections, began stocking games of all kinds and vintage. Wonderment about the future availability of parts and supplies set in because the WPB order prohibits their manufacture after the April 30 and May 1 deadlines. Industry leaders were quick to point out that WPB's usual procedure in dealing with other industries has been to first curtail all manufacturing and then to issue orders permitting the manufacture of replacement parts. This procedure has already been followed in the radio, electrical washing machine and other fields.

Distributors and jobbers in these and other similar fields recently were granted permission to obtain spare parts and supplies and given specific instructions by WPB as to how much repair work they could do. Undoubtedly, similar orders will be issued soon to cover the coin machine trade.

Nickel Bill

The much-discussed bill for changing the metal content of the nickel finally passed both chambers and was signed by the President on March 28. Bill sets new standards at 45 per cent silver and 45 per cent copper, allowing the mint a 10 per cent flexibility in fixing other metal content. Mint has 60 days from date of FDR's signing to make up its mind. Coinmen regarded the bill as favorable since it will not entail making any radical changes or adjustments of coin chutes.

More Rulings

Two rulings of importance emanated from the Internal Revenue Department during the month. No. 1, issued on March 18, hit the ball gum venders squarely between the eyes. It countermanded previous ruling by placing ball gum machines offering prizes for certain colored balls in the \$50 tax class whether or not the machine carried stickers or signs offering prizes. Ruling No. 2 clarified somewhat the muddled cabaret tax as it affects phono locations. (Complete details on first music machines page this issue.) Office of Price Administration, after due investigation of the cigarette manufacturers' profit sheets, decided cig prices will stay as is.

Most radiant shaft of hope that beamed out of Washington during the month was the important step taken by the government toward subletting war contracts to small manufacturing firms. Most coin machine manufacturers were already doing some war work; some were 100 per centers. All were planning to switch over their entire facilities to the war effort as soon as final coin machine quotas were filled.

Operating Front

The operating picture during March was spotty. Lent and income taxes cut heavily into receipts in some areas. In others this customary drop was more than made up by spending resulting from bulging defense industry pay rolls. On the whole, play on games was only fair but better than February; music machines continued to get good play, and venders chalked up further gains, especially in defense plants.

Each branch, however, had its headaches. Legal troubles buffeted pin game operators in some Eastern States. Music operators were champing over the inability to get sufficient supplies of hit records as fast as they needed them. Vender operators faced rising prices, slower deliveries, diminishing supplies and smaller profit margins. Pinch was especially tight in beverage vender field, where rationing of sirup means venders are empty almost as much as they are in action. Supplies of candy bars were adequate, but deliveries slower and prices due to rise. Some operators were planning to up bar prices to 7 cents, to cut down on peanut proportions still further, to concentrate heavier on cig venders as a result of OPA decree freezing cig retail prices.

Arcade operators, anticipating a banner season, were refurbishing equipment, preparing to open weeks earlier than usual. West Coast season already was going full blast.

Steps to meet the tire and possible gasoline rationing programs were foremost in operator minds. Groups in Philadelphia and Los Angeles

were mulling over plans to set up central service stations both to conserve rubber and to counteract the ever-growing shortage of skilled servicemen.

Legal Front

On the legal front, decision by the Superior Court of Pennsylvania against free-play games had widespread repercussions thruout the State. Even tho the court specifically found fault with only those free-play games which had a mechanism to remove the accumulated free plays from the board, various crusading officials seized upon the decision as a means to ban all games with or without take-off buttons. Cities where games were licensed and dumping needed taxes into the coffers protested; some decided removal of take-off mechanism would make games legal. Operators were in a dither due to lack of uniform enforcement of the court's ruling.

In Iowa the Supreme Court heard two important free-play cases. Decision is expected in April on both. In Milwaukee the long-awaited decision on the vending ordinance was decided in favor of the operators. City, however, planned to appeal.

Seven hundred people attended a public hearing on proposed pin game ordinance in Milwaukee. Mayor opposed ordinance, however, and it never came to a vote.

News items in the New York press forecast an early return of games to the city due to pressure of location owners who sorely miss the revenue from games. Operators and distributors hoped, with fingers crossed, that the predictions would prove correct.

CMI

Coin Machine Industries held its annual election meeting during the month. Decided to carry on for the duration. Dave Gottlieb was re-elected president for third term.

Phonos Prove To Be Blackout Aid

ST. JOHN, N. B., April 4.—Pinball games are increasing in popularity on Cape Breton Island and the demand for coin machine entertainment has hit a new high. Record war prosperity is prevailing in the soft coal and steel industries.

Phono music has become a blackout morale asset. During the test darkenings the phonos, with all lights off, are being used to while away the time in restaurants, lunchrooms, diners, stores.

THEY'LL GO FAST! SO STOCK UP NOW!

Manufacturers of Coin Operated Equipment Must Cease Manufacturing May 1st. Fortunately We Have a Large Stock of Used Equipment. This Used Equipment will Undoubtedly SELL FAST. WE DO NOT EXPECT TO REPLACE THIS STOCK, WE ADVISE YOU TO PROTECT YOUR OPERATING BUSINESS IN THE FUTURE BY BUYING NOW!

SEEBURG	ROCKOLAB	WURLITZERS	EXTRA EQUIPMENT
12 Rec. A, B or C. \$ 48.50	12 Record \$ 25.50	P-12 \$44.50	Twin Twelve Wurlitzer in Steel Cabinet with Speaker \$119.50
Model H Multi-selector 79.50	Imperial 20 69.00	P-12 in Illum. Cab. 59.50	24 Wire Selectomatics for Seeburgs 15.00
20 Record Rex 100.00	Imperial 20, illuminated Cabinet 89.00	610 58.50	24 Wire Selectomatics for Wurlitzers 15.00
Royal 119.50	1939 Table Model & Stand 79.50	Counter Model 61 39.50	Rockola Diskating Wall Boxes 20.00
Gum or Gaudin 150.50	Menarch 99.00		Twin Twelve Rockola in Steel Cabinet with Speaker 100.50
Royal in Plaza 189.50	1939 Deluxe 189.00		
Crown 179.50	1939 Deluxe with Adaptor & 4 Keeney Boxes 249.50		
Mayfair, with Keeney Adaptor, 1 Speaker & 4 Keeney Boxes 300.00			
R. C. Envoy 315.50			
Motor E.S.R.C. 339.50			
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Free Play Games—All in Perfect Shape. Will Trade for Hockeys, Submarines, Batting Practice or Keeney Guns.

One \$12.00 Game Free for Each One Hundred Dollars Purchased; \$200, 2 Free; \$300, 3 Free, Etc.

<p>\$12.00</p> <p>MASCOTS BALLY SUPREMES HOME RUNS OCEAN PARKS MAJOR 1940 ON DECKS BALLY BEAUTYS YACHT CLUBS FOX HUNTS SCORE CARDS GLAMOURS JOLLYS CROSS LINES THREE SCORES ROXY MR. CHIPS BIG SHOW GOTT, BOWLING POLO BIG LEAGUE AIRPORT SCORE CHAMPS BANGS SUPER SIX LUCKY LEAD-OFF SPORTY CONQUEST 8TH INNINGS O'BOYS SKY LINES DRUM MAJORS NIPPY TRIUMPH WIRE</p>	<p>\$59.50</p> <p>3 for \$150.00</p> <p>2 VICTORIES 2 HOME RUNS 3 KNOCK OUTS 2 BIG PARADES 2 VENUS 2 JUNGLE 2 BORCO 1 BOLAWAY 1 FIVE & TEN 2 ZIG ZAG 2 STAR ATTRACTIONS</p> <p>\$49.50</p> <p>3 for \$125.00</p> <p>2 SHOW BOATS 2 SNAPPY '41 2 MAJOR '41 1 SEA HAWK 1 AIR FORCE 1 BELLE HOP 1 WOW 1 SOUTH PAW 2 HI-HATS 2 SEVEN-UPS 2 A.B.C. BOWLINGS 1 GUN CLUB 1 TWIN SIX 1 MIAMI BEACH 2 HI-DIVES 1 SKY BLAZER 1 DOUBLE PLAY 1 TRAILWAYS</p>	<p>2 for \$49.50</p> <p>2 DOUBLE PLAYS 1 STONER UNP 2 SPORT PARADES 1 ALL AMERICAN 2 ZOMBIES 2 HOROSCOPES 2 DO-RE-MIS 2 FOUR ROBES 2 FOUR DIAMONDS 2 BAKER ATTACKS</p> <p>3 for \$49.50</p> <p>3 BALLY PLA-BALLS 2 SCORE-A-LINES 2 LEADERS 2 BROADCAST 2 MYSTICS 1 DIXIE 1 METRO 1 PYLON 2 SPEED DEMONS 1 SARA SUZY 2 BAND WAGONS 2 DUDE RANCHES 1 SCHOOL DAYS 1 TOWER 1 STAR 1 SILVER SKATES 1 STRATOLINER 1 SUN BEAM 2 VELVETS 2 ALL AMERICANS</p>
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TERMS: ONE-THIRD DEPOSIT, BALANCE C. O. D.

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Attention .. \$19.50 Argentine .. 42.50 ABC Bowler 39.50 All Amer. .. 17.50 Big Parade .. 69.50 Bisco 52.50 Bolaway 44.50 Capt. Kidd. 42.50 Crestline .. 17.50 Champs ... 39.50 Duplex 22.00 Double Play 29.50 Flicker 19.50 Four Reels .. 27.50 4 Diamonds. 37.50 Gun Club ... 42.50 Home Run .. 29.50 (New) 69.50 Hi Nat 32.50 Horseshoe .. 39.50 Jungle 52.50 Leader 17.50 League Leader 19.50 Line Up ... 17.50 Major '41 ... 32.50	Monitor 59.50 Mustangs, Tex. 59.50 Metro 19.50 Play Ball ... 19.50 Power House 12.50 Rotation ... 15.00 Red, White & Blue ... 19.50 Sky Blazer .. 42.50 South Paw ... 34.50 Slugger 25.00 Sky Ray ... 24.50 Seven Up ... 21.50 Star Astrac. 37.50 Stratoliner .. 20.50 Stars 20.50 Silver Banters 29.50 Sea Hawk ... 29.50 Snappy 44.50 Ten Spot ... 39.50 Twin Six ... 37.50 Yippee 69.50 Victory 79.50 Venus 59.50 Wildfire ... 32.50 Zig Zag 37.50
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Free Play Coins, for all make games \$1.00 Ea.
 Relay Coins, for all make games .. .35 Ea.
 Set of 4 Legs for any make games, 1.00 per Set

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hotel lobbies, roadside stands, etc. Originally the blackouts were for only 10 and 15 minutes, but they have been lengthened to a half hour and hour. Possibility is that time may be extended to two hours. The automatic music aids in keeping people off the streets and thus helps enforce air-raid precautions now prevailing thru the maritime provinces. The value of the phone in achieving these objectives is being realized not only by the authorities but by the general public.

Pinball Ban Raises Music Competition

BUFFALO, April 4.—The coin machine industry here is naturally experiencing a great many changes due to priorities, curtailments, stoppage of coin machine manufacture and the like, but aside from drop of sales, the business continues to thrive. Collections on locations are pleasing, except in the pin game field, which has suffered greatly in the last months. Vending operations continue strong, especially in industrial locations.

The pinball situation continues unfavorable following the failure of operators to get a permanent injunction protecting their games. Several operators left games on location in order to arrange a test case. The test case has been set for a hearing on April 9, at which time five operators will come before the City Court. One of the machines in-

voled in the test is a hockey game. Until a favorable decision or a favorable turn in affairs comes to the aid of games operators, the market for pinball games is very dull.

Novelty amusement machines, such as targets, bowling, etc., are doing well and are said to get increased play because there are no pinball games running.

In the music field the biggest topic is the stoppage of the manufacture of phonos. Distributors for phono manufacturers are most concerned, especially those that do not have operating routes. The majority of districts here have routes. Those that do not say their only salvation now is in operating. Operators and distributors have an increasing problem in getting help due to the many important defense plants here. Tire shortage is also being felt, and operators are beginning to use maps to plan their servicing; locations are said to be co-operating to help cut down service calls. The ban on pinball is causing greater competition in the music field. Music operators report they cannot get records in quantity when they want them. A new move to form a music association has been reported.

Vending still proves to be the most up and coming item on the market, aside from music. There is a definite place and need for beverage, ice cream, candy and cigarette vendors in the defense factories, which can accommodate just about all the equipment the operators have got. Only important vendor still being manufactured is milk vendor, which is being brought in here by a leading vending firm on the rag of 20 new machines each month. For obvious reasons number of units out on location hasn't increased much for vending firms, but volume of biz done on each machine is way above that of a few months back.

Increase in candy, nut and other food product prices is affecting the vending business some, but most large firms have managed to stock up for the next few weeks on anything not immediately perishable. Penny vending is hurt most of all by price increases, as profits per unit were small anyhow. There is plenty of spending money in the Queen City and surrounding territory because of huge industrial plants. Hoarding shortage is bad, but that helps hotel and restaurant biz.

lessly, but games on location are continuing to yield returns. Municipal taxes on pinball games may be a saving factor in view of the present newspaper crusade against the machines.

Music operators express the opinion that new records coming thru do not hold up as well as formerly, but they are glad to get any good recordings.

Industrial pay rolls continue high and are supplemented by heavy defense construction in this region.

Distributors Report Good March Biz

MINNEAPOLIS, April 4.—With general business conditions indicating a rising market, the coin machine industry, for the present at least, is continuing in this trend.

Faced with a complete shutdown of manufacturers, distributors are acquiring as much used equipment as they can possibly get. These used machines are being rebuilt, given a fresh coat of paint and are now in heavy demand. The call is for all types of machines, from pinballs to phonographs.

Operators, too, are taking their old machines out of storage, repairing them and placing them on location. Operators look forward to good collections and better business for the coming months.

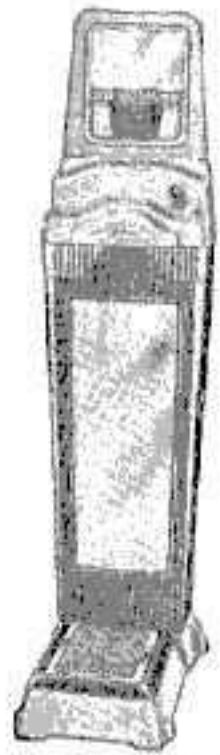
New merchandise, the scarce, is still obtainable. While the new machines are not selling as rapidly as they have in the past because of the increase in cost, enough new equipment is being moved to satisfy the distributors for the time being.

March has been a good month for all distributors in this locality. They have moved equipment at a steady pace. Accessories, too, are enjoying a strong demand at present.

Collections for March were a little off, but this is understandable because of the Lenten season and because of the fact that federal and State income taxes were due this month.

April prospects look bright. Arcade specialists look ahead to a good season. Arcade merchandise is being sold at an

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BEST BUYS! IN AUTOMATICS

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- 5 1¢ Javelin Silver Chats 94.50
- 1 Jennings 5¢ Silver Chief, Klugepat 114.50
- 2 Mills 5¢ Gold O. T. Balls, Like New 89.50
- 3 Mills 10¢ and 15¢ Blue Fronts 177.50
- 1 Four Balls, 3 5¢ and 1 25¢ Chats 486.50
- 8 Mills 5¢ Blue Fronts, Club Handle 89.50
- 3 1¢ West Pockets, Motor, B. & G. 28.50
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- 1 Evans 3¢ Lucky Lacer 159.50
- 4 Mills F. P. Jumbo Patents, New Head 99.50
- 1 Mills Jumbo Patents, Cash, New Head 99.50
- 4 Jennings Good Looks 34.50
- 2 Passes Room, Brown Cabinet 59.50
- 10 Price Blue Front Counters, 5-10-25¢ 48.50
- 5 Jennings Caps-Rolls, 5¢ & 10¢ Play 69.50
- 3 Kamey Razor Balls 249.50
- 2 Passes Super Red Arrow 195.00
- 2 Baker's Passers, Like New, J.P. 295.00
- 1 Kamey Ky. Club, 7 Coin 38.50
- 1 Sky Fighter 169.50
- 1 Seaburg Chicken Sam 59.50

- 2 Evans Ten Strikes 5 56.50
- 2 Gottlieb Skoo-Ball-ettes 99.50
- 1 Wurlitzer 600, Marbletop 158.50
- 1 Gottlieb Skoo-Ball, Marbletop 149.50
- 2 Royal Seaburgs, Marbletop 159.50
- 1 Mills Throne of Music, Marbletop 129.50

If what you want is not listed, write us your needs.
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STERLING NOVELTY CO.
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Music Gains Even When Games Drop

PHOENIX, Ariz., April 4.—Lent and income tax season combined to throw some phases of the coin machine business off balance here in March, altho some machines continued to hold their own.

Hardest hit by the dual influence was the pinball trade which dropped considerably in March. One representative operator reported his business down about 50 per cent during the month.

Merchandise machine operators generally reported business as "about normal" and some noted a little advance over February.

Continuing its revival from a post-Christmas slump that endured for a month or so, the music machine business for March was somewhat better than in February, apparently not hurt by the month's unfavorable factors.

Altho operators and distributors said there was "nothing spectacular" about the March gain, they added that it seemed a continuation of a gradual improvement.

Music machine men reported that a shortage of repair parts is beginning to be felt in this area, altho there is still no dearth of equipment. Thus far, they added, there has been no curtailment in the record supply. Primary credit for keeping coin machine business at fair levels in this locality continues to go to the winter tourist trade and soldier and defense workers' pay rolls.

Pay Rolls Offset Adverse Trends

HARRISBURG, Pa., April 4.—For the first time in several months operators here generally agree that business is on the upswing. Reports from individual operators have it as "very good" to "up a triple" when compared with February.

A Pennsylvania Superior Court decision, ruling recording devices on pinball machines to be illegal, hit all pinball games temporarily. It seems, however, that money switched over to music machines, as most optimistic reports are from music operators.

The daily press in this area has been hammering the pinball industry merc-

CENTRAL OHIO QUALITY BUYS CONSOLE BARGAINS

- 15 Bally BIG TOPS, F.P. \$ 97.50
- 15 Mills JUMBO PARADE, F.P. 97.50
- 25 Kamey SUPER BELLS, Comb. F.P. 159.50
- 10 Bally HIGH HANDS, Comb. F.P. 139.50
- 2 Passer REELS, Brand-New Comb. 279.50
- Bally Royal Flush, Cash P.O. 69.50
- States Bell, 5¢ Play 79.50

- Kamey 1935 Track Times \$ 95.50
- Kamey 1938 Kentucky Chats 89.50
- Evans Lucky Lacer, Like New 135.00
- Baker's Passer, J.P. Chk. Sep., 750000r. 295.00
- 1940 Soratoma 99.50
- Groeteken Super King 89.50
- Cherish-Horpe 5¢-10¢ Comb. 119.50

ARCADE EQUIPMENT

- Reckola Ten Pins, 150 Dial, Marbletop Cab. \$ 79.50
- Gene PLAYBALL, New... Write
- Chisholm HOCKEY, New... Write
- Scientific BASEBALL or BASKETBALL Write

SLOTS

- Mills 1¢ Blue and Gold Vest Pockets, New \$30.00
- Mills 5¢ Blue and Gold Vest Pockets, New 54.50
- 60 Mills Blue Fronts, 300,000 to 389,000, A-1 Comb. 89.50

PHONOGRAPHS

- Mills Empress \$195.00
- Mills 1940 Tyrone 145.00
- Reckola Counter Models with Sluads 99.50

- Meteoro Sky Fighters \$179.50
- Kamey Anti-Aircraft, marbletop Cabinet 49.50
- Kamey Anti-Aircraft, Brown Cab., Like New 59.50
- Kamey De Luxe Texas Leaguers 32.50

- 3¢ Mills Blue Fronts, ever 400,000 \$ 89.50
- 5¢ Mills CHROME BELL, Like New 179.50
- Groeteken Columbias, DJ Fruit Root, Like New ... 59.50

- Wurlitzer 412, Marbletop Like Up Grill \$48.50
- Wurlitzer 616, Like Up Grill 69.50



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Immediate Delivery on SKY CHIEF YANKS FOUR AGES KEEP 'EM FLYING

CENTRAL OHIO COIN MACH. EXCHANGE, INC., 491 S. High St., Adams 7949, Columbus, Ohio

WANTED FOR CASH

Chicken Eggs, Rock-Ola World Series, Sky Fighters, Ace Bombers, Air Raiders, Hockeys and everything in Arcade Machines. Write, wire to get quick action!

GIVE BEST CASH PRICE!

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WE ARE REMODELING

the following models games into streamlined versions, with new plastic bumpers and new leather-topped cabinet Power House, Blunder, Big Tom, Mr. Chips, Paces, Drive Make, Home Inn, Commodore, Triumph, Hiver, Bowling Alley, Cadillac, Stars, Leader, O'Boy and Turl. Champs. Write for our price and details.

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VICTOR ROLL-A-PACKS AND MILLS VEST POCKET CHROMES, New and Used, WILL PAY CASH. Also interested in any 1¢ Center Games. Wire or write immediately. BOX #321, The Billboard, 1564 Broadway, New York City

CAB TRIPPE Price Plus Guaranteed Satisfaction

Reconditioned Arcade Equipment

- ABT Medal F Target \$12.50
- ABT Jumbo Hunt 27.50
- Advance Easder, New 12.50
- Advance Viestoscope & Stand 12.50
- Bally Terpede Gun, New 279.50
- Bingo 7.50
- Blow Ball 69.50
- Ball Gun Bowling, 1¢ 4.00
- Chicago Coin Hockey, New 279.50
- David Bumper Bowl, 35.50
- Exhibit Iron Glow, 39.50
- Exhibit Photoscope, Caster, Metal .. 10.00
- Flickers, New 7.50
- Fortune Teller, 1¢, Blue 5 9.50
- Gottlieb Single Gripper 7.50
- High Striker, 1¢ ... 59.50
- International Meteoro, Crum Digger ... 39.50
- International Meteoro, Photomagic, 100,479.00
- Kamey Texas Leaguers, New 52.50
- Kamey Anti Aircraft, Black 49.50
- Official Sweepstake on Base 6.00
- Pacific Baseball ... 39.50
- Penny Photo 19.00
- Pull the Tiger's Tail, 25.50
- Plugs, 1¢ \$12.50
- Pikes Peak, New 24.50
- Pin Ball Games, 1¢ 2.50
- Shipman Select-a-View and Base, New 37.50
- Shipman Select-a-View, Used 25.00
- Star Electro Hoist .. 39.50
- Waltling Hi Boy Scale, Perc. 24.50
- Western Triple Gripper 8.00
- Whit Ball, 1¢ 3.50
- Wine-a-Scout, 1¢ 17.50
- Zoom 17.50
- PIN BALLS, 1¢, \$7.50 Up

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accelerated pace by all distributors. Vending machine operators, having won an initial court victory here in attempting to void the Minneapolis ordinance setting up a tax on vendors, are opening up a little bit in their operations, altho the city of Minneapolis plans to appeal the verdict. What their prospects will be in the way of merchandise is something they can't figure out just yet. They know that candies may become harder to get. For the time being, however, they are doing all they can to garner as much business as they possibly can.

Operators Adjust To New Conditions

BALTIMORE, April 4.—Due to the accelerated war production effort here, business conditions in the Baltimore area during March showed an appreciable gain. This is also indicated by the 40 per cent increase in sales of Baltimore department stores. Gains in other branches of industry further accentuate the forward march in business here. This is all reflected in the coin machine field.

Coin machine distributors, while acknowledging the effects of curtailment on production of coin machines, report their volumes have been holding up in a highly satisfactory manner. Sales of new machines are reported in keeping with limited new machine production.

However, the biggest activity has been in used machines. March sales of several types of used machines have been limited only by availability.

Consoles, one-ball and free-play machines have been in active demand and commanding good prices, according to jobbers' reports. They state their sales in these are limited only by the supply.

Pinballs are reported more or less of a drug on the market. This has resulted from the influx of these machines from the New York and New Jersey areas, where legal action is reported to be forcing many jobbers to transfer their stocks

and activities to the Baltimore market. It is pointed out by some distributors that this pinball situation is expected to be cleared up within the next month or two. They say that prior to the influx of pinballs from the New York and New Jersey areas, pinballs had been commanding a good price.

Music box sales are good, with all new machines available moving as fast as they are delivered. Remote-control units are said to be available in fairly good quantities.

Operators who are entering the armed forces or industrial defense plants are disposing of their music boxes and remote-control units. This development has provided jobbers with musical units to sell.

Collections on music boxes, especially where remote-control units are in operation, are said to be most satisfactory, with gains reported in most instances.

Cigarette machine operation is reported as showing very substantial gains, both in installations and in collections. This is particularly true in defense plants. At some of the largest defense plants operators find it difficult to keep vendors filled.

Candy vendors and nut and gum vendors show fine collection gains for operators. Gains in the number of installations also are reported.

The shortages on candies for candy vendors is becoming quite a problem to operators. Heretofore merchandise could be had within a few hours by merely phoning the order. Now delays are as long as a week, 10 days or two weeks.

Operation of soft-drink vendors has been hit hard by the sugar restrictions and rationing to bottlers. The products of some bottlers are no longer available for vending machines. In other instances, substitutions have been made for those formerly vended.

The War Production Board's orders for stopping production of music boxes and vending machines by May 1 has been very disquieting to distributors and operators. They now must plan to adjust their activities accordingly.

Industrial Areas Beat Bad Weather

NEW ORLEANS, April 4.—March came in and went out like a lion in this area, temperatures being unusually cool throughout the month. While this may have been a factor in reducing patronage at most arcades and downtown locations, play in the vicinity of rapidly expanding industrial sections of the city was persistently upward. Resting on its laurels as a slow but steady growing city during the past half century, New Orleans is suddenly coming into what seems like a wartime boom, and coin machine operators are not being caught at the switch. There are now in operation or about to be put into operation shipyards and aviation building plants which will employ nearly 200,000 people. The influx of labor has been so heavy that the housing problem is becoming serious.

While scarcity of parts is becoming decidedly more pronounced, operators report no scarcity of machines as yet. The efforts of Chicago manufacturers to keep operators in new equipment before war came is springing back to the good fortune of local operators in having plenty of new equipment for the long grind ahead. Most of the new games are going into the vicinity of growing industrial plants on the outskirts of the city.

Report on Rural Areas

In the rural areas of the State, and also in Mississippi, prosperity on farms with advancing cotton, corn and other agricultural products is not working to the advantage of business because there are so many young people migrating to industrial areas. Others are being inducted into the army. Nevertheless, distributing houses are still sending salesmen into the interior and report some good-sized orders of new equipment. This is particularly true in the phonograph field, where Seeburgs and Wurlitzers are still being sold in single or double machine lots to operators in near-by States thru local headquarters. In this connection, sales of disks remain big, altho distributors look for a growing shortage of records in the near future.

Service has not been a serious problem as yet, but operators and special servicemen cannot escape realization that this will become an acute perplexity in the near future since Washington has already made it clear that the industry has no hope of getting tires or trucks for the duration. Several firms are already using motor scooters to advantage, but parts for such equipment will no doubt be just as hard to get in the future. Mention of horse and wagon no longer remains a laughing matter.

Shortage of soft drinks in a community generally considered to have one of the largest per capita consumption records in the nation is hurting vending operations.

The city has never been a big consumer of nuts, and many weeks of annual warm weather limits periods of stability in quality. Cigarette vending sales remain stationary.

Easter Sunday was the opening date for Pontchartrain Beach and regular programs at other lakeside and park areas. The trebling of recreation centers for the army and navy on the lake front and expansion of embarkation facilities here add to the advantage of prospective patronage this late spring and summer. All in all, prospects are rather bright for the Crescent City operator and at Alexandria, La.; Hattiesburg and Biloxi, Miss., where heavy Army and Air Corps concentrations continue.

The general trade indices have been most favorable in March. The government continues to buy lumber and cotton in tremendous quantities, and textile and pine mills are operating 24-hour shifts to keep up with backlogs.

Two New Ordnance Plants Will Help

SPRINGFIELD, Ill., April 4.—Coin machine operators of this Central Illinois community have been affected by rationing orders and priorities, but thru foresight have a small supply of equipment to handle any immediate demands.

The rationing has forced some restrictions on operators, who are reducing the number of calls made to locations and mapping close routing of all facilities.

Installation of new equipment now on hand is being delayed by the operators until the construction of the two ordnance plants, 20 miles east of here,

at Illopolis in Sangamon County. Cigarette machines will probably get a big play in the small community of normally 700 persons.

Soft drink dispensing machines are hard hit by the unavailability of sirup. A local agency has arranged to drop one day of service to bottle machines. Stores are cutting the amount of sirup available, and when sirup is not available for coin machine dispensers the operators here are using a substitute plainly marked on the dispenser.

Blackout Scares No Longer Hurt

LOS ANGELES, April 4.—Attention in the coin machine field in this area has been centered on Penny Arcade equipment during the last month, with jobbers and distributors moving quantities of this equipment. While beach spots are claiming much of the material sold, spots opening in downtown sections and near army camps have been responsible for the spurt in demand.

Music operators report that business is going good for them, with patriotic tunes doing only fair. Pop tunes are the ones getting the nickels. Several installations of remotes were reported.

The blackout scare of several weeks ago seems to have passed over and things are getting back to normal. Jobbers and distributors who sell arcade equipment are mulling the matter of gasoline and tire rations. One salesman for a large concern has decided to move his residence closer to one of the coin rows so that he can walk to his customers. He will still be close enough to return home for his automobile in the event it is needed. Other salesmen are using street cars and buses in making contacts. Some thought has been given to scheduling calls or having men service only some sections, many of the spots within walking distances of their homes. No solution has been announced, but several plans, most of them with merit, are under consideration.

Look Forward to Better Business

CANTON, O., April 4.—With Canton's industrial employment listed at 35,270 at mid-March, compared with 26,960 the same period a year ago, coin machine operators look for improved business. While the ban on games continues within the city, outlying districts, operators say, are doing a thriving business on pinball machines. Phonographs and wall boxes continue to hold up well.

Operators of candy and nut vending machines report sales were higher during the winter months than a year ago but are now experiencing difficulty in getting some items for their machines. Cigarette machines are holding their own despite sale of popular brands by many retailers at 15 cents—machines getting 17 cents. So far there has been no curtailment of service in this territory, altho some firms have lopped off many miles in revamping routes.

Beverage dispensers in the city's major industrial plants continue to gross heavily. Employment is at peak and some plants are working three shifts, seven days a week. There is a shortage

RINGING THE "BELL" FOR VALUE

<p>SNAPPY WEST WIND SHOW BOAT LEGIONNAIRE ABC BOWLER</p>	<p>\$39.50 EACH</p>	<p>GUN CLUB HOROSCOPE SUPER CHUBBIE STAR ATTRACTION BELLE HOP</p>
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OTHER SPECIALS AT PROPORTIONATE SAVINGS TO YOU!

<p>Argentine \$44.50 De Ru Mi 36.50 Captain Kidd 47.50 Zig Zag 37.50 Hi Hat 35.50 Ten Spot 34.50 Champs 48.50 Five-Ten-Twenty 77.50 Jungle 49.50 Mondler 62.00 Boss 54.50 Flicker 17.50</p>	<p>Repeater \$26.50 Target Skill 20.50 Victory 72.50 Sovon Up 24.90 Knockout 72.50 All American 19.50 Big Parade 69.50 Townies 57.50 Venus 61.50 Stars 17.50 Spot-a-Card 62.00</p>	<p>Duxies \$23.50 Vulva 17.50 Miami Beach 32.50 Wildfire 22.50 Four Rows 20.00 Big Chief 17.50 Zambie 17.50 Stratoliner 17.50 Rowaway 44.50 Spot Pool 48.50 Bandwagon 17.50</p>
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BASEBALL SEASON IS HERE! ORDER NOW!

<p>Home Run '42 \$97.50 South Paw 38.50 Speed Ball 28.50</p>	<p>Double Play \$36.50 Majors '41 26.50 Blogger 27.50</p>	<p>League Leader \$22.50 Play Ball 19.00</p>
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N. Y. and N. J. Operators! Cash waiting for your games! Will trade or buy any legal equipment. 1/3 Deposit With Order, Balance C. O. D. PHONE: Biscow 2-9274.

BELL COIN MACHINE EXCHANGE, 641 Hunterdon Street, Newark, N. J.

EXTRA SPECIAL

Ninety-five Mills Free Play Mint Venders. Write for our complete list of thoroughly reconditioned Free Play Games, Free Play Consoles, Counter Games and Slot Machines. We carry the largest stock in the South. Also have all the new Pin Games in stock.

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PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE

* No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY . . . IT'S AMERICA'S BIGGEST OPPORTUNITY!

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INTERNATIONAL MUTOSCOPE REEL CO., Inc.
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SUPER SPECIALS

F. P. UNITS COMP.—RAILS AND LEGS REFINISHED.

<p>1-BALL FREE PLAY 17 BALLY SPORT SPECIAL \$ 89.50 11 BALLY DARK HORSE 114.50 8 BALLY BLUE GRASS 129.50 5-BALL FREE PLAY (State 2nd and 3rd Choice on These)</p>	<p>ABC Bowler \$39.50 Belle Hop 39.50 Big Parade 74.50 Bliss Town 28.50 Bowling Alley 14.50 Cadillac 14.50 Champ 47.50 Dial 17.50 Entry 39.50 Flash 14.50 Flicker 24.50 Formation 19.50 4 Diamonds 34.50 Gun Club 47.50 Hi Hat 37.50 Horoscope 38.50 Jelly 14.50 Jungle 67.50 Lucky 13.50 Lucky Strike 14.50 Major 14.50 Majors '41 34.50 Merry-Go-Round 17.50 Moto 21.50</p>
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<p>Miami Beach \$34.50 New Champ 59.50 Nippy 14.50 Oh Boy 14.50 Pan Amer. 32.50 Play Ball 23.50 Powerhouse 15.00 Roxy 14.50 Sea Hawk 29.50 Sky Ray 29.50 Skyline 22.50 Slogger 29.50 Sporty 14.50 Spot Pool 49.50 Sweets 13.50 Star Attraction 43.50 Super Chubbie 39.50 Ten Spot 32.50 Tex. Mustang 47.50 Three Stars 14.50 Twin Six 37.50 Venus 24.50 Wildfire 39.50 Yacht Club 17.50 Zig Zag 34.50</p>	<p>WRITE FOR LIST OF 1,000 OTHERS.</p>
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SILENT SALES
635 "D" ST., N. W., WASHINGTON, D. C.

here of some soft drinks, dealers making deliveries every other day instead of every day. Milk dispensing machines are proving popular and are taking up the slack caused by the shortage of some popular drinks.

Arcade operators are optimistic over prospects for the summer season, and those operating concessions in amusement parks plan earlier opening this summer. Owners of arcades who make the county fairs believe a better season is ahead than last year, and many of them have replaced penny slots with 2-cent slots in some types of machines.

There has been some demand locally for used equipment, and there have been reports of much new equipment purchased in recent months.

Tire Rationing Cuts Into Routes

SPOKANE, April 4.—Tire rationing has resulted in operators servicing their out-of-town locations less frequently. One operator, with pinballs and music machines in many small towns in the Spokane territory, reports he is servicing his machines every other week instead of weekly. The small towns have been hit harder by the draft than Spokane, he says, because they don't have defense industries. Drop-off in machine play is clearly noticeable in the small towns. Play here generally is reported up a little over February.

Demand for both new and used machines is reported good, but there is a tendency by distributors to buy equipment and not be in a hurry about disposing of it. No shortage of machines is reported yet. Everyone holds high hopes for the future because a big population gain is expected as a result of over \$100,000,000 ticketed to be spent in this area. An air depot, two aluminum plants and a magnesium plant are expected to employ about 20,000 men. A \$31,000,000 naval training base to train 20,000 men has just been announced for near-by Lake Oreille.

Consolidation of Routes Is Trend

PHILADELPHIA, April 4.—The past month has been one of the most trying months in the history of the amusement machine industry here. An adverse court decision has made it necessary for all pinball operators to take their machines from location. While the court decision declared that the "free plays" provided by the machines were illegal, local authorities extended the ban to all machines. In the meantime, however, the operators are preparing legal action, seeking to return the machines on locations with the free-play mechanism removed. Such court action has not been actually filed as yet. The pinball phase of the industry remains at a standstill.

The past month also found the music machine operators facing the emergency brought on by priorities. Fortunately, the majority of operators are not caught short on equipment or supplies. In an effort to conserve the machines and make them last for the duration, operators are using more and more wall

boxes and wired music at their locations. There has been a slight pick-up in collections over February, which was considered a poor month. While the pick-up was heartening, business is still below that of corresponding month last year.

Consolidation of music routes continues. Some operators, especially the small operators, have sold their routes or discontinued them entirely and taken up work in the defense industries. The association meanwhile is working out a plan that will make the servicing of machines a co-operative enterprise, thereby meeting the emergency created by tire and auto rationing and by the lack of servicemen. Fortunately, the emergency has not created a critical situation here and the association has high hopes of having its plan in operation when the situation becomes acute.

Operators who opened up a fertile field last summer in sponsoring amusement machine arcades at the near-by summer resorts are also faced with a heavy problem. Many have already signed leases for this coming season, but with the dim-out at the New Jersey resorts and a possible total blackout looming, coupled by the fact that pinball machines have been curbed in New Jersey as well, the summer outlook is none too promising. Similarly the arcade business here has fallen off considerably last month and many arcades have closed, all as a result of the ban on pinball machines.

The only real bright light this past month has been in the vending machine business. Collections continue to boom, and with March bringing unseasonal warm weather, drink venders have enjoyed high collections for March. Also reporting excellent business are the candy and peanut venders, with more new locations opening up for the candy venders. Another heartening sign has been a slight pick-up in collections for the cigarette venders, increased activity at the tap and tavern locations and at the defense plants accounting for the spirit.

In spite of all the apparent gloom manifest here, the spirit of the operators is still high. All realize that most of these negative factors to be faced are because of the all-out war effort and no one is complaining. Operators have continually expressed faith in the industry and realize that once victory is gained, which is the most important consideration, the industry will again reach the peak it did late last year. Indicative of that high spirit of optimism is the decision on the part of the music machine operators' association not to cancel its annual banquet, which will be held early in May.

Farm Income May Overcome Losses

DES MOINES, April 4.—Iowa coin machine operators, adjusting themselves to rapidly changing conditions, report business stable, with some branches running ahead of previous months.

Most surprising was reports from vending operators who reported general increases on candy and nut machines, altho profits declined because of fast-jumping nut prices.

Phonograph operators reported business about on par with last month, while pinball operations were spotty due largely to the lack of new equipment.

Most far-reaching effect of the war during the month was the loss of operators to the armed services and small operators dropping out of business. The turnover of equipment to other operators was believed partly responsible for increased business.

Also looking rosy to Iowa operators are improved farm conditions which will help out in rural areas. The larger industrial cities in the State continue to report good business conditions, with check transactions and sales tax collections reaching all-time highs.

Important to the pinball operators are several cases before the State Supreme Court which will determine legality of free-play machines. Decision on the cases is expected during April.

Vending operators expect a price ceiling on all nuts to bring about a return of fair prices and make operations more profitable. It was pointed out that prices have increased on some nuts 108 per cent since September 1.

One vending operator reported business slightly ahead of last month and far ahead of March last year. Another operator, returning from a two-day trip thru Northern Iowa, reported the heaviest business for a two-day period during his 11 years in the field.

IMMEDIATE DELIVERY 1000 BRAND NEW MACHINES

Bally Club Bell, Bally High Hand, Bally Long Acres, Chicago Coin Hockey, Keeney's Super Balls, All Models, Gretchen Columbia Bell, Baker's & Pace's Razes, Evans Jackpot Domino, Mills Four Balls, Mills Three Balls, Mills Brown Fronts, Mills O.T., Mills Vest Pockets, Mills Jumbo Parade, Mills Sate Stands

IMMEDIATE DELIVERY BALLY LONG ACRES, Either Console or Table Model—WRITE

Jobbers and Distributors
Write or Wire for Your Quantity Price. All Prices on Both New and Used Machines Are Subject to Change Without Notice.

The Following Machines Are Used and Are Offered Subject to Prior Sale.

FIVE BALL FREE PLAY		1 Mills O.T., Light Cabinet, 50, Like New	\$35.00
4 Bally Spittin'	\$19.50	1 Western Tot	5.00
1 Bally Speed Ball	39.50	2 View-a-Scope 1c Picture Machine, FS.	17.50
1 Chicago Coin Major '41	57.50	CONSOLES	
1 Chicago Coin Sports Parade	42.50	1 Evans '37 Reg. Domino, #2521	\$69.50
1 Chicago Coin Commodore	27.50	1 Evans '38 Reg. Domino, #2655	69.50
1 Exhibit Sun Beam	42.50	1 Evans '39 Reg. Domino, #2971	125.00
2 Keeney Red Cap	27.50	2 Keeney Tripin Entry, #332-589	149.50
2 Keeney Super Six	27.50	2 Keeney '38 Skill Time	117.50
1 Keeney Red Hot	27.50	4 Keeney '38 Kentucky Start Head	125.00
1 Gottlieb Sea Hawk	45.00	1 Mills Jumbo Parade, CP, 3650	69.50
5 Bally Flicker	30.00	2 Mills Squem Bell, CP	69.50
ONE BALL		2 Mills Four Bell, FS, 5c	475.00
1 Mills Owl, Like New	\$125.00	1 Mills Four Bell, SU, #811, 5c	260.00
COUNTER GAMES		1 Mills Three Ball	500.00
30 Gretchen Liberty	\$11.50	5 Mills Free Play Vendors	75.00
7 Gretchen Liberty	11.50	1 Pace Race JP, #0088, 20c Play	239.50
8 Gretchen Yankee	7.50	1 Pace Race Red Arrow, #0182, 20c	239.50
1 Gretchen Ginger	11.50	1 Pace Race JP Red Arrow, #0319, 5c	239.50
1 Doral Cub	6.50	1 Pace Race JP Red Arrow, #0414, 5c	239.50
1 Doral Penny Pack Divider	9.50	1 Pace Race, #5639, 5c	139.00
1 Gottlieb Deluxe Grip Tester, Long Base	14.50	1 Pace Race Jh, 1c Play	28.50

SPECIALS
(Machines Used Testing Locations 15 Days)

10 Keeney Super Balls, 5c Play, Like New	\$229.50	5 Mills Jumbo Parade, CP, Latest Model, Perfect	\$137.50
14 Bally Grand Stands, Perfect	79.50	5 Walling Big Games, CP	99.50
9 Buckley Steel Cabinets, Brand New, for Starting Phonographs	32.50	Gretchen Columbia, Rear Ply	57.50
5 Double Sides, Brand-New-Model Base, Brand New, for Slots	69.50	Gretchen Columbia Jackpot	59.50
50 Mills Sate Stands, Brand New	13.50	10 Check Separator Gift Award Columbia Balls	82.50
5 Mills Feeding Stands, Brand New	9.50	Bally High Hand, FS	189.50
		Evans Jackpot Domino, FS	450.00

NOTICE—WANTED TO BUY

100 Sky Fighters and Air Raiders | 100 Bally Reserves and Mystics
100 Super Balls or Jumbo Parade, F.P. | 50 Mills Three Balls or Four Balls
Give Serial Numbers and Lowest Cash Price, Guaranteed Conditions.

1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and ask to be put on our mailing list. Above prices effective April 11, 1942.

MOSELEY VENDING MACHINE EX., INC.
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Hit that RED BALL!

ANOTHER HARLICH BOARD SENSATION!

New Action! New Appeal! Instead of tickets, jackpot has 1/2 inch colored balls that drop behind window when player punches them out. Red Ball takes top award. Big reverse number tickets. Large G. L. holes with wooden peg. Order Red Ball now and watch your profits climb.

NO. 11654 5c PLAY 1140 HOLES
TAKES IN \$57.00 AV. PAYOUT \$23.19
AVERAGE GROSS PROFIT... \$33.99
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO., CHICAGO, ILLINOIS 1419 W. JACKSON BLVD.

Attention	\$39.50	Dude Ranch	\$32.50	Mr. Chips	\$17.50	Star Attraction	\$52.50
Anabel	24.50	Dixie	31.50	Meire	39.50	Salute	28.50
Argentine	79.50	De-Ro-Mi	69.50	Manicker	94.50	Sun Beam	47.50
ABC Bowler	69.50	Duplex	41.50	Miami Beach	52.50	Seven Up	47.50
Baroque	39.50	Follies	15.50	Pan American	49.50	Sky Blazer	69.50
Big League	14.50	Four Diamonds	54.50	Play Maie	19.50	Sky Way	64.50
Big Chief	37.50	Flicker	39.50	Polo	27.50	Tan Spect	59.50
Boon Town	34.50	Five & Ten	99.50	Power House	22.50	Towers	89.50
Broadway	39.50	Gun Club	72.50	Repeater	29.50	Texas Mustang	72.50
Big Parade	39.50	Gold Star	34.50	Super Charger	14.50	Tugbo	89.50
Bella Hop	22.50	Glamour	24.50	Sporty	14.50	Unit	34.50
Bohemia	22.50	Headliner	14.50	Sporky	29.50	Victory	99.50
Bris Sport	17.50	Hi Hat	59.50	Sky Line	31.50	Wild Fire	47.50
Band Wagon	29.50	Knockout	89.50	Stratoliner	44.50	West Wind	62.50
Clow, F.G.	34.50	League Leader	22.50	Speed Ball	59.50	Wew	34.50
Crossline	34.50	Leader	22.50	Sea Hawk	49.50	Zombie	36.50
Capt. Kidd	74.50	Mascot	17.50	South Paw	64.50	Zig Zag	99.50
Dough Boy	18.50	ARCADE EQUIPMENT		CONSOLES			
		Texas League	\$25.50	2 Cockeyed Circus, with Stands	\$99.50	Baker's Pacers, #7400	\$249.50
		3-Way Grippers	17.50	Sky Fighter	189.50	Baker's Pacers, #5791	209.50
		10 EXHD. Card Vendors, Cards & Stands	32.50	Drive Notile	199.50	Jumbo Parade	99.50
		Speed Bicycle	135.00	Anti-Aircraft	42.50	Big Game (Clock Hd., F.B.)	139.50
		Punching Bag	185.00	Exhibit Diggers	46.50	Pace Saratoga, Dons.	139.50
		Radio Rifles	89.50	Singa Grippers	6.50	Silver Moon, New, P.O.	167.50
		Banzanes	137.50	A.B.T. Guns	18.50	Jumbo Parade, BlueCab.	129.50
		ONE BALLS		Exha. Chinning Mach.	129.50	Super Bell, F.S.	229.50
		Sport Special	\$4.50	Long Shot	\$155.50	Silver Moon, F.P.	139.50
		Record Time	104.50	Blue Grass	159.50	Silver Moon, G.P.	139.50
		Dark Horse	129.50	Mills Owl	87.50	Super Rockfite	\$249.50
		Kentucky	165.00	Mills 1940 1-2-3	84.50	Mills Throne	144.50
		Santa Anita	134.50	One-Third Deposit With Order, Balance C. O. D.			

EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Ave., Chicago, Ill. HUMBOLDT 6288

OLIVE'S SPECIALS FOR THIS WEEK
DON'T OVERLOOK THESE MACHINES. SOLD ON MONEY-BACK GUARANTEE.

FREE PLAYS

10 JUMBO PARADE	\$39.50
21 JUMBO PARADE, Pac. Rebuilt	119.50
1 SILVER MOON TOTALIZER	132.50

PAYOUTS

3 JUMBO PARADE	\$82.50
21 JUMBO PARADE, Pac. Rebuilt	112.50
2 LONGCHAMPS JR.	39.00
4 GOOD LUCK	30.00
4 TRACK TIME, 1938	89.50
1 BAND TAIL, 1938	57.50
1 SUGAR KING, Late Model	62.50
5 TRACK TIME, 1937, Rebuilt	95.00

Each Machine Cleaned and Checked—Ready To Place on Location.
WRITE FOR COMPLETE PRICE LIST OF FREE PLAY PIN GAMES & SLOTS.
Terms: 1/3 Deposit, Balance C. O. D.
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NEW! LEGAL!

Manufacturer offers a limited number of brand-new, deluxe floor-model, LEGAL, tax-free, nickel-operated AMUSEMENT MACHINES. This is a \$100 value. While they last the price is only \$25 each. Write for details!

BOX 285 MINNEAPOLIS, MINN.

MERCHANTS WANT GAMES

Small Stores, Dependent on Pinball for Rent, Protesting N. J. Supreme Court Ruling

Elizabeth, N. J., paper runs series of articles telling how smaller business suffers from ban—bitterness strong on taxation and then confiscation

THE small retail location is an important part of the business life of the United States. Many people do not realize how much the income from a pinball game or other coin-operated amusement device may mean to these small locations. It is a common saying that one pinball game will practically pay the rent of a retail location. As long as small retail locations remain an important part of our business life, the needs of these locations should be carefully considered.

Big newspapers cater to big department stores and big business. In their crusades against pinball games they overlooked the small retail location. According to the U. S. census in 1939, more than 54 per cent of the stores in the country belonged in the small group. The total given in 1939 was 958,972 stores. These stores gave employment to 933,803 proprietors and nearly 400,000 paid employees in addition. There are no statistics available as to how many of these small locations ran amusement games of some kind, but general knowledge would place 75 per cent of them as having coin machines.

The State of New Jersey has recently been subjected to an anti-pinball crusade. The Union County Home News, Elizabeth, N. J., is a small daily newspaper that has the viewpoint of the small merchant. This paper has featured the viewpoint of the small merchant on its front page in several issues. We reprint herewith two of these feature stories in full because of the strong arguments presented in behalf of retail locations:

February 26, 1942

Storekeepers Seek New Pinball Ruling

There is considerable discontent among Elizabeth's small storekeepers over the ruling in the New Jersey Supreme Court that branded pinball playing as a game of chance, thus prompting Prosecutor Abe J. David to order the removal of all the

machines from this city by tonight.

Aroused over the loss of revenue derived from the machines, which they claim were merely a pastime device, many small merchants have vowed to seek a new ruling to upset the court's decision and bring back the popular game.

Only recently the merchants were obliged to pay the federal government a tax of \$7.50 on each machine and were scheduled to pay another tax on them of \$10 in the summer. Moreover, a city

ordinance permitted the establishment of the pinball games here and licensed the machines, netting the city \$4,200 annually.

Hope for Reversed Decision

Several city officials were surprised at the court decision, as they argued that Elizabeth's pinball clientele was not using them for gambling but merely for pastime.

The aroused merchants are contemplating organizing here and pointing out that they do not permit any gambling in their establishments and therefore are entitled to provide entertainment for customers. As one prominent uptown storekeeper declared: "It was a popular game for those waiting for trains and busses. It afforded them amusement. But it seems the only amusement that is ever allowed in the movies and they open at 9 in the morning and run midnight shows."

The feeling is also bitter among those who enjoyed the pinball games for pastime purposes and it would not be unpopular if the court decision were reversed in favor of the pinball games.

March 12, 1942

Small Merchants Worry Landlords

Altho the pinball machine is now considered a thing of the past by virtue of its removal from all parts of the State when the Supreme Court ruled it a gambling device, far-reaching effects of its loss to small storekeepers will be in evidence as early as next month, a survey by *The Union County Home News* has revealed.

It is believed by many of the small merchants that it will be necessary to close their shops because of inability to pay high rents by loss of the pinball income and the other business derived by the presence of the machine in the store.

As one prominent uptown storekeeper said: "The sport attracted many good customers, especially during luncheon hours. They would try a game of skill on the pinball machine and incidentally make other purchases in the store. Many of my customers who enjoyed trying their skill on the bagatelle have been among the missing since the machines were ordered out and naturally my revenue has been decreased on other merchandise. I hope I will be able to pay the rent but doubt it very much. The landlord is going to be the big loser in the long run."

And this same run of gossip greeted *The Home News* reporter on his tour thru-out the city. The storekeepers are vexed beyond words. Some of them merely shake their heads and wonder, while others are loud in their denunciation of the authorities who took license fees and then paid heed to the Supreme Court ruling.

It Hurts—and How!

Bars and saloons are not feeling the effects like soda fountain operators. One of them related a story similar to above when he said: "I sold many soft drinks and coffee while business men enjoyed a half hour or so playing my pinball machines. All of that business has been lost."

In some sections of the State damage suits are threatened because of the officials in various towns confiscating the machines from individual stores and warehouses. In this county, however, no suits of this kind will be forthcoming, as storekeepers were given time and notice to remove their so-called undesirable property.

The Home News survey also revealed that other business establishments are benefiting by the pinball loss to storekeepers, namely, pool rooms and bowling alleys, where the contestants may try their game of skill and, of course, make a little side bet on the outcome. Proprietors, however, discourage all gambling in these establishments. However, the billiard room trade has increased materially.

Trade Papers Are Checked for Data

WASHINGTON, April 4.—The Office of Censorship began on April 1 a system of censoring several hundred trade and technical journals and papers which give data on various trades.

The purpose of this censorship of trade papers is to prevent foreign enemies from getting information on manufacturing industries thru copies of the trade papers that might reach foreign countries.

A list of publications that come under the new ruling has been compiled by the Censorship office. The list ranges from college and university papers to professional and business trade papers. The censors naturally look for the statistics and news of manufacturing firms that have war orders.



PRIZE PIG . . 1080 Holes . . 5¢ per sale . . Slot symbols . . Takes in a juicy \$50.00 . . Total Average Payout \$26.00 . . Total Average Profit, a neat \$28.00 . . THICK DIE-CUT BOARD ON WHEELS!

"Porky" Brings Home The Bacon

SUPERIOR PRODUCTS
14 N. PEORIA ST.
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ARCADE MACHINES WANTED
Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and lowdown.
FRANK SWAN
146-39 60th Ave., Flushing, L. I.

BALLYHOO JUMBO BUMPER FAIRGROUNDS
ROCKET GRANDSTAND SPOTTEM
AIRWAY FLEET HIGH-HAND

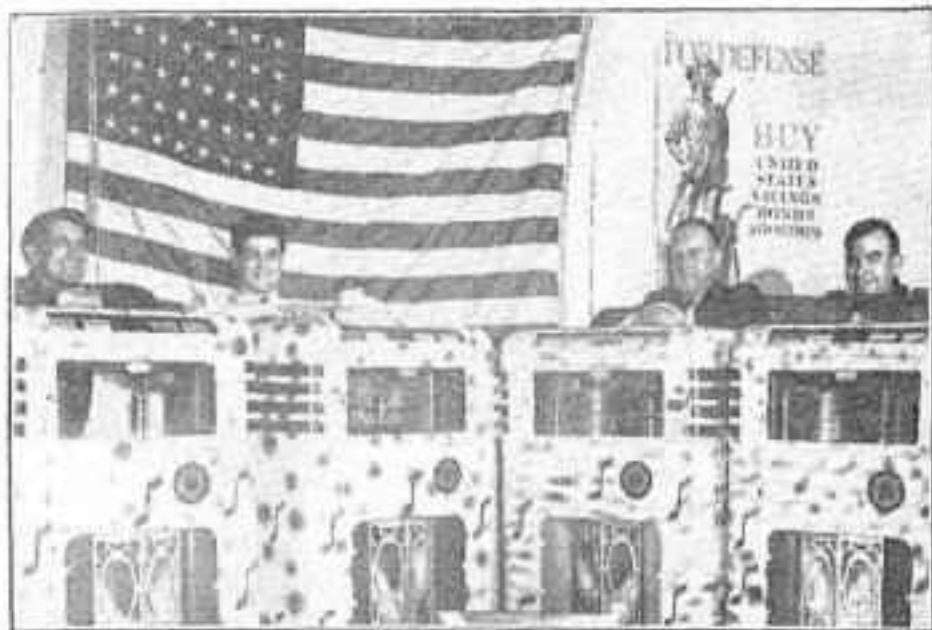
As in the glamorous PAST and the perilous PRESENT the history-making games of the glorious FUTURE will be built by BALLY

RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!
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★ **EVERYONE IS DOING IT!!** ★
REBUILD
Your Old Games Just Like New. Write for our New Price List on Plastic Bumpers. Send for Our 1942 Illustrated Catalogue.
HARRY MARCUS CO. 1035 NO. PULASKI ROAD CHICAGO, ILL.

25 VERY LATE A. B. T.
Model F Targets, blue cabinet, like new, \$25.00 each; 5 Big Game Hunters, \$22.50 each.
IRVIN NOVELTY CO.
125 E. Main St. Danville, Ill.



FOUR OF THE PHONOS finished with a special red, white and blue paint job, presented by James A. Passanau, J. & J. Novelty Company, Detroit, to the USO for use in troop recreation centers in Detroit and vicinity. (DE)

Industrial Jobs Increase in Feb.

WASHINGTON, April 4.—Civil non-agricultural employment as of February 15 totaled 39,042,000, a decrease of 29,000 since mid-January but 2,394,000 over February of last year, Frances Perkins, secretary of labor, has announced.

Substantial employment decreases were reported by retail automobile dealers. On the other hand, the radio and phonograph industry, which is converting its facilities to war production, showed a less than seasonal decline.

"The increase in factory employment of 0.4 per cent from January to February as against the usual seasonal gain of 1.7 per cent, varied the index for all manufacturing to 132.9 per cent of the 1923-'25 average, representing a rise of 12.9 per

cent over the year," Miss Frances Perkins said.

"Factory pay rolls advanced 2.0 per cent in the month period to 176.9 per cent of the 1923-'25 average, and the increase in the year was 39.5 per cent.

"The increase in working hours in many war industries to well above 48 hours a week as well as the expansion of hours in other industries, overtime payments and wage rate increases account for the greater proportionate gains in pay rolls than in employment over the past year.

"Wage rate increases averaging 7.5 per cent and affecting 71,123 factory wage earners, were reported by 317 co-operating establishments between mid-January and mid-February."

McCall Makes Ten Day Business Trip

ST. LOUIS, April 4.—A. McCall, manager of McCall Novelty Company, returned to the city recently after a 10-day trip thru the State of Missouri. He reports he visited practically every city and hamlet in the State. "Business is splendid throughout the State, especially in those sections where defense work is being done and where Army Camps are located," McCall said. "Operators in almost every section of the State report collections far ahead of the usual take."



AL TABAKOF SAYS:

MORE PROFITS FOR YOU!— WITH GLOBE'S LATEST MONEY-MAKING DIE-CUT PROFIT BOARDS

"LUCKY PUSS"

And lucky YOU . . . because this new Globe board is a real nickel grabber. When you see how Puss ups your profits, you'll agree it's the "cat's meow!" Over 30 winners. Slot-machine symbols. Pussy jackpot pays out \$1 to \$15.

1290 Holes — 5c a Play
Takes in \$64.50
Pays out (Average) . . . 28.60
Average Profit \$35.90

FEATURES:

Pussy has moving eyes . . . and . . . a movable tail . . . made of real fur.



Write FOR OUR COMPLETE CATALOG OF MONEY - MAKING BOARDS



GLOBE

PRINTING COMPANY
1023-25-27 RACE ST., PHILADELPHIA, PA.

MILLS 4 BELLS \$300.00

KEYSTONE NOVELTY & MFG. CO.
26th & Huntington Sts., Philadelphia, Pa.
Baltimore Office
631 W. North Ave., Baltimore, Md.

MILLS

THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.
MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

FOR SALE 10 CONVOYS — 15 TEN STRIKES 4 RAPID FIRES—6 ANTI AIRCRAFT GUNS 10 MODEL F TARGETS—MANY OTHERS—ALSO

Keenleyside Sports Kings Grand Nationals Grand Stands Throatsdowns Sport Pages And many other Pay Tables, Consoles, Signs and Free Plays. Immediate Delivery: Fairmont—Lansing—Club Bells—Four Aces—Sky Chief—Keep 'Em Flying. Wire, phone or write for our complete list.

GRAND NATIONAL SALES CO.

2300 ARMITAGE AVENUE (All Phones: Humboldt 3420) CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

FREE PLAY	FREE PLAY	FREE PLAY
1842 Homerun \$ 37.50	Super Six \$14.00	Comrades \$14.00
Delona \$120.00	Variety 14.00	Superman 14.00
Av Circus \$20.00	Ocean Park 14.00	Supercharger 14.00
Knockout 75.00	Korn-a-Ball 14.00	Lucky 14.00
Big Parade 90.00	Red Hot 14.00	Topper 14.00
Jingles 65.00	Yacht Club 17.50	O'Boy 14.00
A.B.C. Bowlers 65.00	Dude Ranch 24.50	Pickem 14.00
Sea Hawk 44.50	Skyline 27.50	Follies 14.00
Four Diamonds 44.50	Crossline 27.50	Punch 14.00
Wild Fire 44.50	Unit 25.00	Vegas 14.00
Stratoliner 27.50	Annel 27.50	Cherim 14.00
Quasam 32.50	Sport Parade 32.50	Siam 14.00

MODERN AUTOMATIC EXCHANGE, INC.

2111 CARNEGIE AVE. CLEVELAND, OHIO

HOLD YOUR GUNS..

A complete "JAP" changeover, consisting of 4 "Jap" cutouts and streamers, each separate and easily attached in two minutes, DOES THE TRICK. THE INCREASE IN COLLECTIONS will "Triple" your "IMMEDIATELY" and as effectively as if you had placed a NEW PIECE of equipment on location. COMPLETE CHANGEOVER for SHOOT THE CHUTES is only \$4.50 each machine. Lots of \$, \$3 each. CHICKEN SAM CHANGEOVER WITH BATTLE SCENE BACKGROUND IN FOUR COLORS WITH "JAP" COVERALL FOR "SAM," \$5.00 COMPLETE. DISTRIBUTORS, WRITE FOR QUANTITY PRICES. Full CASH WITH ORDER.

THE BEVERATOR COMPANY
CAMBRIDGE, OHIO, U. S. A.

HERE ARE THE REAL BUYS!

LAST CALL!!

EVERY GAME EQUIPPED WITH FREE PLAY ATTACHMENT!
ALL GUARANTEED IN A-1 CONDITION—READY TO SHIP!!

A. B. C. Bowler . . . \$39.50	4 Aces \$24.50	Snappy '41 \$39.50
Asahel 17.50	Pea Hunt 15.50	Sky Blazer 37.50
Argentine 95.50	Four Diamonds 27.50	Boots Parade 21.50
Baritone 19.50	Gas Club 39.50	Short Stop 19.50
Bolaway 39.50	Hi-Hat 29.50	Sluggo 27.50
Boss 54.50	Herodome 35.50	Star Attraction 37.50
New Champ 44.50	Jungle 49.50	South Paw 39.50
Greenline 21.50	Lagunette 37.50	Spot Peel 49.50
Captain Kidd 29.50	Miami Beach 32.50	Super Chubbie 59.50
Do Re Mi 32.50	Majors '41 32.50	Tarot Bill 27.50
Dude Ranch 18.50	Parade 19.50	Zip Zag 34.50

1/3 Deposit, Balance O. O. D. Give 2nd and 3rd Choice!

JACK KAY, 61 Parkhurst St., Newark, N. J. ALL PHONES
BI-2-9435

AUTOMATIC PAYOUTS

14 Peet Holes, 5c Play, Latest Models, Like New \$125.00	1 Truck Odds, 5c Play, '30 Brown Cabinet Made \$100.00
5 Lucky Lucres, 5c & 25c Combinations, '41 Models, All With Bronze Heads 239.50	1 Mills Dewey, 5c Play, Excellent Condition 89.50
1 Lucky Lucra, 25c Play, '41 Model, Bronze Head 249.50	1 Mills Dewey, 25c Play, Excellent Condition 89.50
2 Lucky Lucres, 5c Play, '41 Models, Bronze Heads 229.50	1 Cattle Rustlers, 25c Play (NEW), With Stand 99.50
3 Domains, 5c Play, '41 Jackpot Mod., Bronze Heads, Just Like New 229.50	1 Big Top, 5c Play (NEW) 119.50
2 Lucky Stars, 5c Play, '41 Models, Very Little Use 119.50	1 Good Luck, 5c Play 59.50
YOUR LAST CHANCE FOR THIS TYPE MERCHANDISE AT THESE PRICES. 1/3 DEPOSIT WITH ORDER—BALANCE O. O. D.	

SUN SALES, INC. 264 N. E. 79th St. Miami, Fla.

NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

Official orders were issued recently by the War Production Board for stopping the production of phonographs, scales, amusement games and gaming devices and most types of vending machines. This became big news for the industry as official press releases on the subject were sent to newspapers. The stoppage of phonographs, games, etc., is set for May 1 and the order on vending machines specifies April 30. Most coin machine factories have had a 25 per cent production quota for several weeks and the new order on phonos, games and gaming devices permits a quota of 37½ per cent, according to present opinion.

Juna, however. It will have power to move against any industry or any firm that may have excessive inventories of vital materials.

New workers estimated at a minimum of 6,000,000 must be obtained for arms plants before production goals can be achieved, Undersecretary of Commerce Taylor declared in a Chicago address. Ernest Kauder, chief of the WPB automotive branch, favored engaging men from lower classifications to fill the shortage of tool and die workers.

In an address before the National Industrial Advertisers' Association, meeting recently in Chicago, Undersecretary of Commerce Wayne C. Taylor said that advertising by manufacturers was a great aid in furthering the war effort of the nation.

"Many of you are directly contributing to the war effort by the practical information which you are giving to those who use what you manufacture," he said.

Production of office equipment has been stimulated by tremendous increases in government and war industry demand. Increased operating costs, fixed sales prices and smaller margins of profit on war business, however, will probably preclude any significant gains in earnings. Furthermore, in the face of materially heavier taxes for the year, it is expected that profits will probably decline.

However, outlook over the longer term future is for steadiness in output even if production of office equipment is further curtailed, because of ability of the industry to convert machines to armament work without great difficulties. Limitation of production of typewriters may spread into other equipment. In other lines, where critical materials are used, some offset may be found in use of substitutes, as for example, wood for desks in place of steel.

In summing up the war production situation, *The United States News* says that the \$150,000,000,000 arms program now approved is just a starter. The program will be doubled or tripled in the months to come, according to this newspaper. The army will be increased from 2,000,000 to 8,000,000 men. The country is in a tough spot, the editors say, and the people have not yet realized it. The job for the United States is greatly complicated by the long distance to battlefields and the lack of ships.

Unemployment is expected to recede rapidly over the next several months because of seasonal factors and rapidly accelerating war production. Conversion to war production apparently is proceeding at a swifter pace than had been anticipated. Temporary unemployment in civilian plants, as a consequence, is not sufficient to offset the accelerated expansion in pay rolls.

Plane production in the United States has gone up 50 per cent since Pearl Harbor, according to a report by Donald M. Nelson. He warned that the nation is nowhere near its goal and the need is for "more and forever more" of these weapons.

Unemployment during January is estimated at 4,150,000 persons by the National Industrial Conference Board. This figure probably increased moderately during February. With the return of workers to the farms this month and next and increasing expansion of war production operations, the volume of unemployment is likely to be reduced to the point at which practically all able-bodied unemployed persons have been absorbed.

Three industries—washing machine, typewriter and vacuum cleaner—got their orders to convert to war production as soon as possible just a few days before the closing order was issued to the coin machine industry. Reports say there was a lot of discussion inside the WPB as to how soon these industries could be converted to war materials. Appeals have been made that these industries be allowed to continue some production for civilian use.

The Conference Board's estimate of unemployment is based on the assumption that 450,000 new persons enter the labor force each year. As pressure for workers increases, however, additional persons may enter the labor force. Consequently the actual number of persons employed may exceed the estimates of the labor force and so provide a negative unemployment figure.

Organization of an inventory control branch within the WPB is already under way and will be announced soon. The new branch may not get under way until

TAX FREE COUNTER SENSATION!



KICKER and CATCHER

100% LEGAL!

NEW YORK • NEW JERSEY OPERATORS AND DISTRIBUTORS: For **KICKER & CATCHER CONTACT** ISADORE GETLAN 1312 SHERIDAN AVENUE BRONX, NEW YORK Phone: Jerome 8-9251

NO TAX TO OPERATE Penny Play \$29.75 Ea. F. O. B. Chicago

BAKER NOVELTY CO., Inc. 1706 Washington Blvd. CHICAGO

YOUR CHOICE

CONSOLE AND SLOT BARGAINS!!

- 6 Greyhead Tracktimes ... \$34.50 Ea.
- 15 1c Jennings Dukes ... 16.50 Ea.
- 3 Redhead Tracktimes ... 47.50 Ea.
- 2 Pace Saratogas ... 69.50 Ea.
- 2 Greyhead Gallop, Dominos 27.50 Ea.
- 10 5c Mills War Eagles ... 49.50 Ea.
- 1 Favorite ... 22.50
- 1 Dark Horse Console ... 19.50
- 1 Royal Flush ... 65.00
- 1 Club House ... 22.50

WIRE DEPOSIT!!

SEIDEN DISTRIBUTING CO.

1230 BROADWAY ALBANY, N. Y. Phone: 4-2109

WANT TO BUY 1 BALL FREE PLAY GAMES

State condition and lowest Cash Prices in first letter.

SEND FOR OUR LATEST PRICE LIST on Remodeled Machines.

WE BUY, SELL AND EXCHANGE

3147 LEXINGTON ST. ST. LOUIS, MO. THE CALL NOVELTY CO.

WURLITZER SKEEBALLS, \$85.00

Clean—Ready for Location 1/3 Deposit

UNITED COIN MACHINE EXCHANGE 3101-3111 Brooklyn Avenue Detroit, Mich.

SALESBOARDS BASEBALL TALLY CARDS E-Z PICKIN' JAR GAMES TIP GAMES COUPON GAMES

Presenting OUR NEWEST ORIGINAL CREATION **SPIN-N-WIN** COUPON GAMES

SPIN-N-WIN Games are the first absolutely New and sensationally attractive game you have had the opportunity to buy in years!

"GOLD DOLLAR"
Takes in 1200 Coupons @ 5c \$60.00
Total Payout \$31.00
PROFIT (average) \$29.00

"DIVE BOMBER"
Takes in 1026 Coupons @ 5c \$51.30
Total Payouts \$24.24
PROFIT (average) \$27.06

"ROYAL FLUSH"
Takes in 1204 Coupons @ 5c \$60.20
Total Payouts \$29.57
PROFIT (average) \$30.63

FREE LITERATURE! All Salesboard and Former Jar Deal Operators send in Your orders at once.

SIDE VIEW OF SPIN-N-WIN GAMES

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana



THE ILLUMINATED OLD GLORY Singing Picture auxiliary speaker, manufactured by Tri-Way Products Company, Inc., fascinates a New York model with its tone and patriotic appeal. (MR)



THE ANDREWS SISTERS AND BAND LEADER JOHNNY LONG visited the Phonograph Merchants' Association headquarters in Cleveland and posed for a picture with prominent members of the music operators' group.

BERT LANE Says:

This is your **LAST CHANCE** to get back in action now . . . with Genco's

PLAY BALL

it's the 100% LEGAL baseball moneymaker you need! Also NOW DELIVERING GENCO'S latest, greatest and last for the duration—

FOUR ACES

SEABOARD SALES, INC.

618 10th Ave., N. Y. Wisconsin 7-5688

Parts and Service Milwaukee's Pride

MILWAUKEE, April 4 (DR).—Sam London, Milwaukee Coin Machine Company chief, announces that local operators who require parts and service will be well supplied for the duration.

"We have been working at top speed to establish a parts department and repair service second to none," London declared. "We are now fully equipped to handle practically every problem that might come up on the servicing of all types of phonographs, pin games and other coin-operated machines."

"We have added considerably to both space and facilities for taking care of repairs, and the wide experience of our shop men in all phases of service work guarantees exceptionally good results for our customers."

Art Cooley Made S. M. of Panoram

CHICAGO, April 4 (MR).—Mills Novelty Company announces that Art Cooley, formerly Eastern division manager of the coin machine sales department, has been appointed sales manager of the Panoram division. Cooley has been with the company for 20 years.

Maurice Mummert, who has handled sales promotion for Panoram, will continue in his present capacity and also assist Cooley in territory reorganization and departmental routine.

Shelby York, New York; Frank O'Brien, Texas, and J. G. Isenhour, Georgia, continue as district managers of their respective territories. Co-ordinators are Bert Molohan and Bruce Albright.

Comments Made by the Press on WPB Order

In *The Los Angeles Times* (March 21) a staff columnist, Ed Ainsworth, bids farewell to juke boxes on the basis that the government has ordered a stoppage of the manufacture of these machines. Ainsworth indicates he does not like "juke box noise," but otherwise the article is a pleasant comment on music and music boxes. The column is as follows:

A Columnist Cries

AS YOU MIGHT SAY—This war is getting sterner every day. . . . Now the making of juke boxes has been banned, a juke box addict will just have to go visit an insane asylum during a riot to get the same effect. . . . The juke box has been to modern music what the "Three B's"—Bach, Beethoven and Brahms—were to the classics, only now the "Three B's" are Beer, Boogie-Woogie and Bedlam. . . . With juke boxes and slot machines on the outlaw list, a fellow pretty soon will have to have a big evening with a reclaimed phonograph from the Goodwill Industries and a hot game of parchesi. Instead of putting a nickel in the slot to make the music go around and round, the true blue sport from now on will just put another slug in himself and make everything go round and round. . . . We will have to go back to the radio for *Deep in the Heart of Texas* and *Blues in the Night*, the good thing about a radio is that you can cut it off, with a juke box you just have to wait for an earthquake or a Jap bomb to end it all. . . . The juke box has been called the *Chariot of Main Street*, with no cover charge, at any rate it sure has covered a multitude of musical sins.

WARNING!
Get Chicago Coin's All Star
Hockey
NOW
BEFORE IT'S TOO LATE!
Production is limited on the outstanding game of 1942 — so send your order without delay!
BIG PROFITS!
Made to last!
100% Skill!
100% Fun!

CHICAGO COIN MACHINE CO. INC.
1725 W. DIVERSEY CHICAGO

Buy U. S. BONDS and STAMPS!

DAVE SIMON
119 ALLYN STREET HARTFORD, CONN.
PHONE: HARTFORD 2-5400.
(REAR OF OFFICES DIRECTLY IN LINE WITH BOND HOTEL)
NEW YORK OFFICES AND SHOWROOMS AT 599 10TH AVENUE
PHONE: PENN 6-9495
WE WILL BUY LEGAL EQUIPMENT! WRITE—PHONE—WIRE!
EXHIBIT SUPPLY CO. Distributors for J. H. KEENEY & CO.

PROFIT WITH THESE PONSER BUYS
Every Penser game is perfectly renewed! All equipped with F. P. attachment! Pre-checked! Pre-played! Like new! 1/3 deposit with orders, balance C. O. D. Give 2nd and 3rd choice!

Airforce \$44.50	Jungle \$38.50
Star Attraction 49.50	Slipper 47.50
Sky Ray 44.50	Towers 88.50
Majors '41 38.50	Ten Spot 44.50
A. B. O. Bowler 44.50	Glover 57.50
Legionnaire 38.50	Four Diamonds 52.50
Zig Zag 47.50	Spot Pool 62.50
Wild Fire 44.50	Home Run, '42 88.50
Silver Spray 37.50	Four Roses 52.50

JOBBER! DISTRIBUTORS!
Brand-new cartons complete with all films, \$2.15 each.
Will buy Legal Equipment—Please Write or Wire What You Have.

GEORGE PONSER COMPANY 11-15 EAST RUNYON ST., NEWARK, NEW JERSEY

ORDER DIRECT FROM THIS AD
ARCADE EQUIPMENT

1 Texas League \$35.00	10 Backley Del. Diggers \$75.00	4 Ten Strikes \$ 75.00
6 Advance Shockers 12.50	2 Magic Fingers 85.00	4 Tommy Guns, Latest 135.00
1 Holly Grasper 8.50	35 Drop Picture Machines.	4 Super Bombers 185.00
2 Beeburg Razavilla 85.00	Motor Type 39.50	2 Big Game Hunters 19.00
7 Black Anti-Aircraft 48.50	6 Castle Gates 35.00	New Scientific Baseballs 139.50
2 Brown Anti-Aircraft 58.50	8 Visualizers 85.00	New Scientific Baseballs 139.50
2 Air Raiders 135.00	1 Sky Fighter 185.00	10 Chicago Coin Hockey Write
1 Shoot the Chute 88.50	10 New Film Peaks 18.50	New Keeney Submarine Gun Write
1 Chicken Sam 88.00	5 Brand New Photo-matics, Orig. Crates. Write	Genoa Play Ball Write
1 View-a-Scope 15.00	3 Bomper Bowling 45.00	New Mountain Climbers Write
1 World's Series 85.00	1 Bally Alley 35.00	
3 Western Baseballs 75.00		

CONSOLES

4 Jumbo Parades, C.P. \$105.00	1 Royal Draw, 10¢ . . . \$ 85.00
4 Jumbo Parades, F.P. . . . 105.00	8 1938 Tracklines 85.00
2 Fast Times, F.P. 95.50	2 Kentucky Clubs 85.50
1 Pazzo Reels, '41 Mod. 135.00	1 V Model Cigarette 75.00
1 Pazzo Saratoga, '41 135.00	3 Lucky Lugs 195.00
1 Jungle Camp, Csmh. 105.00	4 Square Balls 75.50
2 Super Bell 245.00	1 Sugar King 85.00
2 High Hands 165.00	2 Four Bulls 285.00
1 Royal Flush 135.00	Turfours 20.50
2 Jennings Derby Days 29.50	1 Jennings Multiple 85.00

WE BUY, SELL AND TRADE. WHAT HAVE YOU?
CLEVELAND COIN MACH. EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio, Prospect 6316-7

This Week's Best Buys!

Mills 4 Bell, 4 Nickels, New \$450.00	Mills 4 Bell, 4 Nickels, Used 395.50
Mills 4 Bell, 3 5¢, 1 25¢, New 550.00	Mills 4 Bell, 3 5¢, 1 25¢, Used 509.50
Kenny Super Bell, New 298.50	Rally Club Bell, New 295.00
Waiting Big Game, P. O. 114.50	Mills Jumbo Parade, Late P. O. 114.50
Mills Jumbo Parade, Late P. O. 114.50	Mills Jumbo Parade, Early P. O. 89.50
Mills Jumbo Parade, Early P. O. 89.50	Jennings Fast Time, F. P. 89.50
Jennings S. M. Tot., F. P. 179.50	Jennings S. M. Tot., P. O. 179.50
Pace Saratoga with Rails, P. O. 98.50	Pace Reels, P. O. 79.50
Exhibit Tanford 88.50	Jennings Liberty Bell 34.50
Jennings Derby Day 34.50	Groetchen Super King 69.50
Mills Square Bell 88.50	Rays Track 74.50
Pace Reels 79.50	

PAYABLES & CONSOLES

Turf King, Orig. \$239.50	Seaside 589.50
Turf King, Like New 214.50	Gold Medal 49.50
Jockey Club 194.50	Gold Cup 49.50
Grand Natl. 88.50	Speed Page 48.50
Grand Stand 78.50	Wrest. Seven 58.50
Pass Maker 88.50	Flasher, F.P. 88.50
Thistle-down 88.50	Fairground 34.50
Hawthorne 59.50	Breakneck 29.50

To Avoid Delay Give Second Choice.

1/3 Deposit, Balance C.O.D.

MILWAUKEE COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.

BARGAINS FROM DAVE MARION

Battling Britain, A-1 show \$129.50	10¢ Little Duke 12.50
Drive Mobile \$189.50	10¢ Peep Show 15.50
10¢ Pace Bantam 14.50	3 Exhibit Natarya, brand new 279.00
10 Exhibit Natarya, brand new 279.00	10 Exhibit DeLuxe Grip, A-1, Repainted 14.50
10 Exhibit DeLuxe Grip, A-1, Repainted 14.50	5¢ O.T., latest model, used 10 days 67.50
5¢ O.T., latest model, used 10 days 67.50	Jumbo Parade, cash model 84.50
Jumbo Parade, cash model 84.50	Vest Pockets, reconditioned, repainted \$20.00 Up
Vest Pockets, reconditioned, repainted \$20.00 Up	

Bargain in Every Type—Write.
1/3 Deposit Draft or Money Order.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

10 HIGH HANDS, Original Cartons. \$200.00
20 HIGH HANDS, Like New. 150.00
Send 25% Deposit, Balance C. O. D.

BEN STERLING
Rocky Glen Park SCRANTON, PA.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

Slugs Decreasing Since War Entry

PHILADELPHIA, April 4.—Makers of counterfeit coins and slugs here apparently have turned patriotic since the United States entered the war. Secret-service agents reported a marked decrease in the number of spurious bills and coins in circulation during the past two months. In January alone the amount of counterfeit money seized here was less than \$300, or about half the total confiscated a year ago. Acting Supervisor Frank B. Arnold said he believed the counterfeiters have turned their talents to defense work—for which the local coin machine operators are most grateful.

Paul Laymon New Sullivan-Nolan Rep.

LOS ANGELES, April 4 (DR).—Paul A. Laymon has been named exclusive representative in Southern California for Sullivan-Nolan Advertising Company, a Chicago firm which rejuvenates old games. Laymon has been associated with the coin machine business for years.

"This firm's method of doing a game over," says Laymon, "gives operators the opportunity to always have games that sparkle like new. In the words of a well-known radio show, 'this method is eight ways better,' as all old paint is removed, cabinets are redesigned and refinished, new designs on backglass and playfields are supplied, new names and molding around glass installed, metal parts refinished, into style bumpers added, inserts are tested and reconditioned and the machine tested thruout. Many games are being run thru now.

"The good reputation of the firm is known from Coast to Coast and I am glad to represent it," Laymon added.

Atlas Continues Buying Policy

CHICAGO, April 4.—"In anticipation of the approaching deadline on May 1, when all manufacturing of coin controlled machines will stop, the Atlas Novelty Company is continuing more strongly than ever the policy of buying all types of late equipment," report Eddie and Morris Ginsburg, officials of the Atlas Novelty Company.

"For months we have been stocking up on both new and used equipment. Sales have been good during the past few weeks and our stock is still sufficient to serve customers for many months. "When May 1 arrives Atlas expects to have a stock second to none in size and variety," they report. "Operators can therefore depend upon us for all the machines they will need to keep them operating their business efficiently and profitably for the duration of the war."

YOU MUST MAKE A DECISION NOW!

DAYS ARE LIMITED EITHER YOU PROTECT YOUR FUTURE INCOME *or* YOU'RE OUT OF BUSINESS!

Keeney's

SUPER BELL Console

3-way convertible—free play, cash or check payout. 5c chute. 25c at extra cost. Also available with mint vender at additional cost.

2 WAY SUPER BELL

Convertible—free play, cash or check payout. 5c chutes. 25c chutes at small additional cost.

4 WAY SUPER BELL

Greatest of all consoles, 4 chutes, 4 coin play. 1, 2 or all 3 row appeal. Order yours today.

ALL CONSOLES AVAILABLE WITH SKILL FIELD AT EXTRA COST

Keeney's Sensational

SUBMARINE GUN

Actually shoots ball-bearing bullets in rapid fire action. GET YOURS NOW! Immediate Delivery

J. H. KEENEY & CO. NOT INC.
6630 S. Ashland Ave., Chicago, Ill.

Buy U. S. BONDS and STAMPS!



NEW DIFFERENT EXHIBIT ARCADE MACHINES



RADIOGRAM STATION · THREE WISE OWLS
MAGIC EYE · NAUGHTY PEEKS · RAMASEES
LOVE NESTS · SCREEN TEST · MAGIC HEART
PIKES PEAK BIKE RIDE · SMILING SAM
BAG PUNCHING · CHINNING MACHINE
FIST STRIKER · COCKEYED CIRCUS
KISS-O-METER · THREE WHEELS OF LOVE
THE GREAT WHATSIS · POST CARD VENDERS
FOOT VITALIZER ETC · ETC · ETC · ETC.

ALL PROVEN MONEY MAKERS
(NO LOCATION TAX ON THESE MACHINES)

WRITE · PHONE · WIRE
for BIG ILLUSTRATED CIRCULAR

FREE PLANS FOR A MODERN
(Small—Medium—Large) PENNY ARCADE upon request.

EXHIBIT SUPPLY COMPANY
Leading Penny Arcade Equipment Manufacturer for 40 Years
4222-30 WEST LAKE ST · CHICAGO

40

DIFFERENT POST CARD SERIES for EXHIBIT POPULAR CARD VENDERS Now Ready!

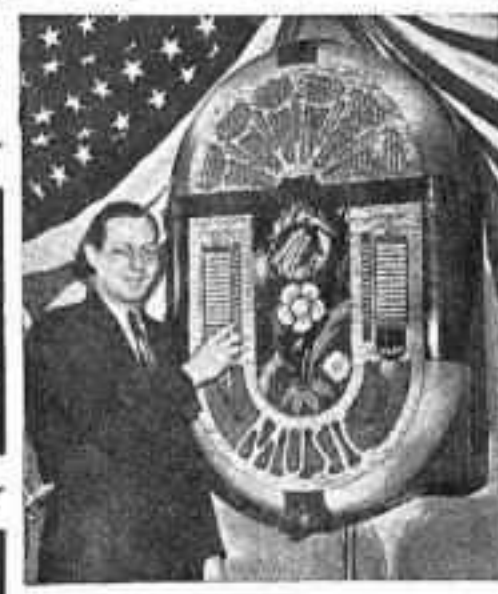
★ OUR APRIL RELEASE . . . ★

LIBERTY

★ FINALE FOR DURATION! ★

D. GOTTLIEB & CO.

1140-50 N. KOSTNER AVE. CHICAGO



BOB CHESTER'S NEWEST VICTOR RECORDING of the hit "No Good" is fast gaining recognition and seems destined to be one of the big numbers of 1942. Here Chester listens to the tune, having selected it on Wurlitzer's new Model 850 De Luxe Selective Speaker. (MR)

FOR SALE

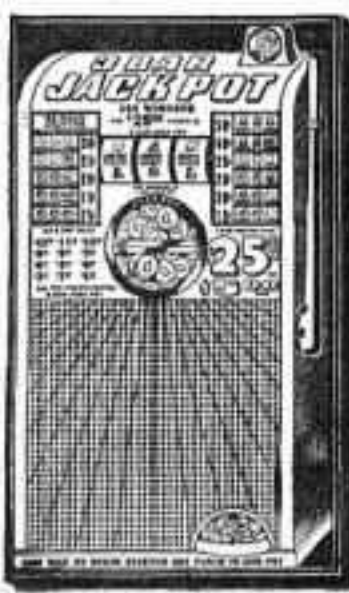
WURLITZER

SKEE BALLS

Perfectly overhauled and refinished. Write for price.

ROSY'S

519 West 47th St. New York City



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$5.40 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack pot at \$4.03
1200 Hole, F-5275, Horses at 5.80
800 Hole, F-5270, Pocket Dice at 2.80
720 Hole, F-5255, Pocket Jack at 2.75
600 Hole, F-5305, Royal at 3.13

CHAS. A. BREWER & SONS
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Report on Small City Trends Shows Effects on Trade

The effects of war conditions on small cities and towns is of great interest to business and also to the coin machine industry. While the larger cities receive the most attention, yet it is well known in the coin machine trade that many very successful operators live in small cities and towns and also have their bases covering the smaller centers of population. As the war continues one of the most interesting facts of business is the changes that are taking place in location, types of small business establishments and the way people trade.

Louis E. Holland, president of the Mid-Central War Resources Board of Kansas City, has recently published an interesting article in a government bulletin on what is taking place in small towns of the central part of the United States. The group, of which Holland is president, is an organization comprised of private firms and is not a government

organization. The report says that towns in the big farming regions of Kansas and Missouri are suffering greatly as a result of the war. Some believe, however, that these small towns with their machine shops and skilled workers can contribute much to the winning of the war if some method can be devised for bringing them into war production.

Trend Toward Ghost Towns

Small towns and cities outside defense centers in Kansas and Missouri are rapidly declining. The trend toward ghost towns is already far advanced and is proceeding at an increasing pace. The Kansas City business organizations sent inquiries to city officials throughout the region it covers. The replies came from the various small cities and are generally uniform in the reports of conditions which they give. All but a few of the officials report that their communities have lost in population. A decrease in population means, of course, that there are fewer customers for coin machines as well as the locations. The reports especially mention that young people have left for the army or for larger cities where they can get better jobs. Many operators have reported that the leaving of young people from their home towns has especially been noticed in the falling off of the patronage of music boxes.

Nearly All Towns Lose

Reports for the State of Kansas for the year ended March 1, 1941, showed losses in population in all but 18 of the 105 counties in the State. It is expected that the losses during the present year will be much greater than in 1941. Most of these reports say that in spite of the leaving of young people business conditions during the past year have been reasonably good. This is said to be due to the fact that farmers have made more money than usual; nevertheless, when business is totaled for these towns and cities outside of the defense areas, the result is that there are many vacancies in both homes and business locations, which means that the total business of the towns has declined.

Business people in the small towns and cities are naturally watching the effect of rationing of tires, cars, trucks, etc., on business in these small cities. All reports say that the rationing of tires, etc., has cut down business generally. The reports say that practically all types of businesses are effected. Many people formerly in the garage or automobile business found it necessary to move to cities where there are defense factories in order to make a living. The decrease in the number of automobiles is also causing skilled mechanics who formerly preferred to live in small towns or suburbs to move nearer to the factories that have war orders. Machine shops in the small towns that formerly employed from one to five people are closing up because their skilled help is going to the larger factories. Even the owners of these small town businesses are leaving for larger cities.

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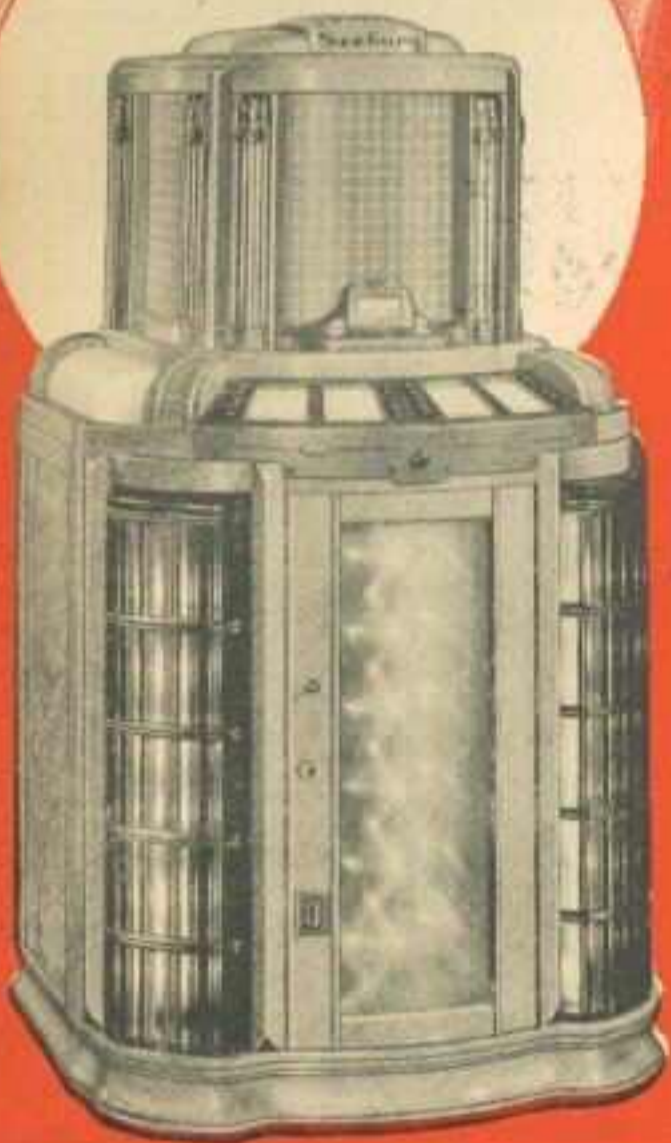
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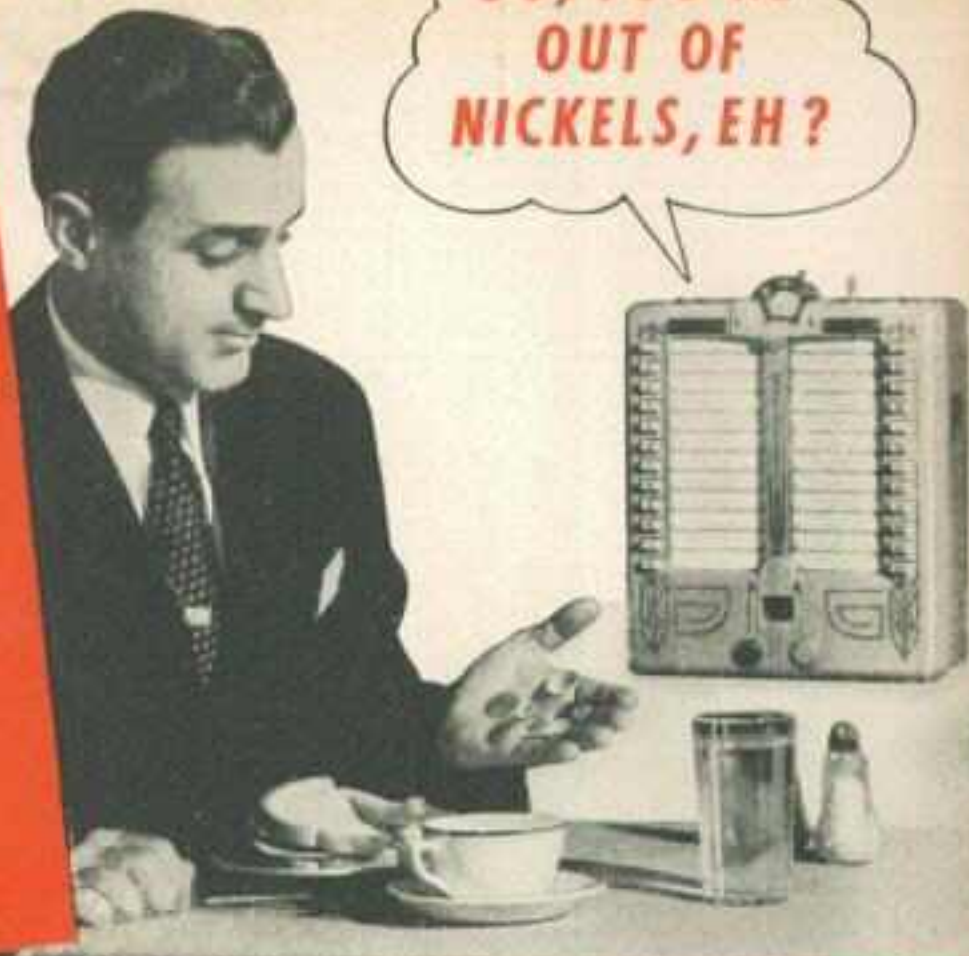


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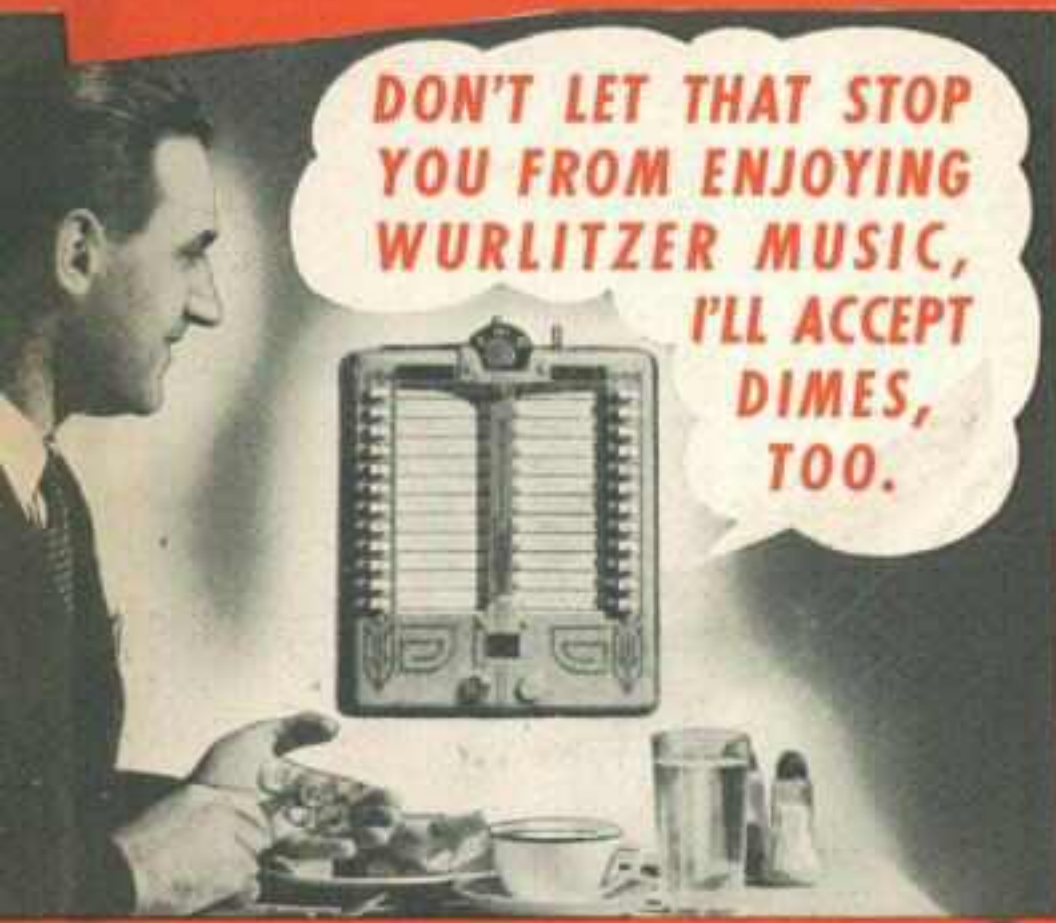
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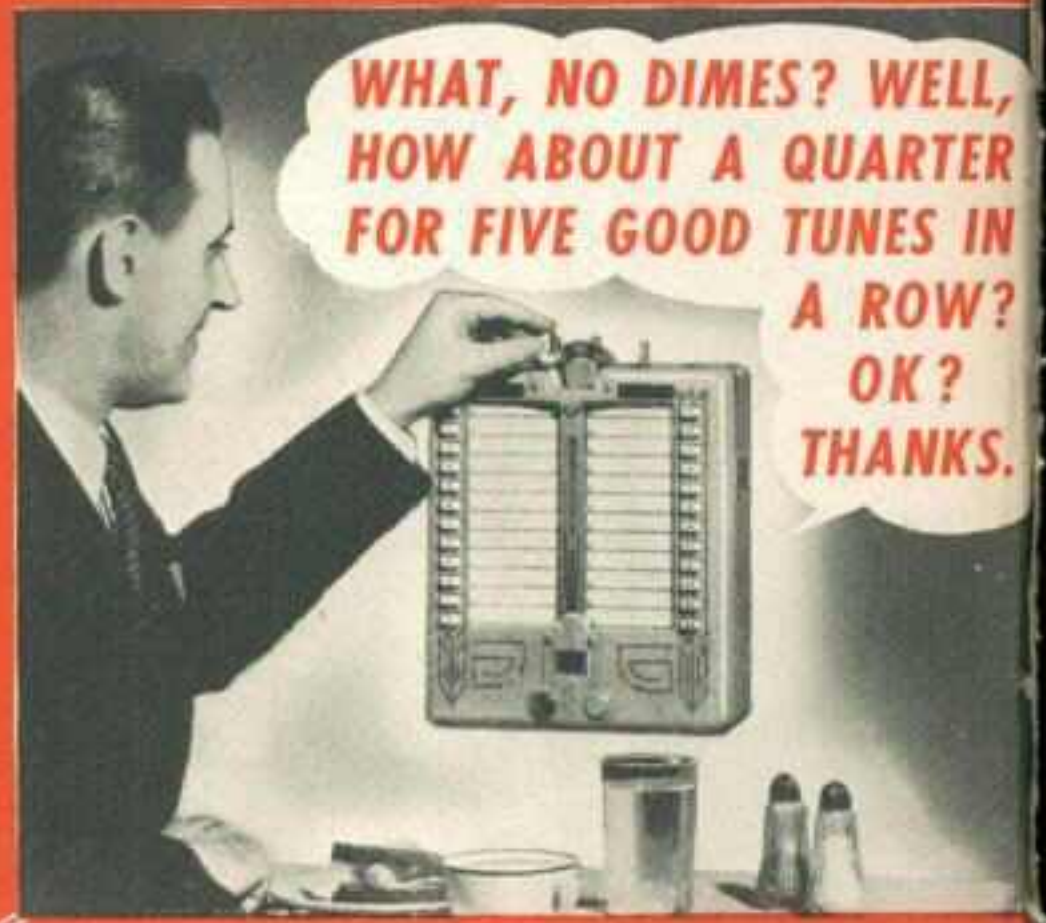
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