Spring Special

In this issue

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You will draw larger crowds with this powerful attraction.

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This is the ONLY act featuring a handstand on top of a 138-ft. pole swaying 35 ft.! The many sensational moments are unmatched for thrill, suspense and applause. Every spectator is convinced he has witnessed the most daring and unusual sight ever presented.

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REPRESENTATIVE
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OUTDOOR

EDITORIAL

Don't Brush Off Exploitation

RADIO station, ad agency and independent publicity represent-atives are already wondering why the more and more of the radio columns in newspapers. Some of the more far sighted radio men foresee a considerable cut in columns and radio space, and some of the more far sighted burb artists are already thinking of ways and means of reaching the public thru other than routine publicity methods.

A lot of good may come of this, for any cutting of radio columns and space will force radio men into developing exploitation as a means of going direct to the public to tell a story.

Some stations and agencies have long recognized the importance of exploitation and have utilized it as a direct approach and its impressive effect as an attention-arrestor. It is often more effective than the printed word. This has long been known to have a weakness on the East Coast and in the Midwest, but to the average station the art of bullpen thru stunt producers and paper-radio tie-ups, etc., is one of the dark continents of the radio business.

In the event publishers cut radio space, they will find that agents will not be lessened; the good press agent need not fear; in fact, his services will become all the more necessary. But he will have to be more imaginative than ever; he will have to get his station's message over even though he is a stranger to the normal publicity channels. This he will have to do thru extensive use of exploitation.

The burb artists who have any sense realize that already. The others might start thinking about it.

Philly Expects Bigger Business

PHILADELPHIA, March 21.—For the first time, billboards are not excluding tears over business and, instead, are expressing high optimism because of the heavy concentration of defense plants in this area, and with pay rises higher than ever, ops feel they are due to get a share. After-dark scene shifts to Atlantic City each summer, but feeling is that night life during the warm weather will be here instead. Because of the submarine scare and a permanent blackout in Philadelphia, feeling is that the folks are going to have to stay in the city heart, Atlantic City is figured on becoming a bigger business proposition.

Local amusement park impresarios are making plans for what they profess will be their greatest season. Liquor is enjoying its best season in a decade, with three houses continually open. Movie houses are enjoying a boom. Four movie houses in the downtown districts are opening on a 24-hour policy. And Daniel Crawford, Jr., chairman of the Philadelphia Convention and Tourists Bureau, predicts that war conditions will add stimulus to the convention business here.

"Priorities" Biz Big; SRO Twice

NEW YORK, March 21—Clifford G. Poirier's radio revue at the 40th Street Theater for the past week, above, showed itself a becoming a long-term occupant of that theater. Since its opening for the season, the shows have been so popular on Saturday night, that the SRO sign hung out. As a result the show was extended for another week.

House was completely sold out Saturday and Sunday nights.

In the cast are Phil Baker, Will Howard, Lotte Hotta, Paul Draper and others. Helen Reynolds Chris puts an end the Buffalo Shores Circus April 9 week, due to a previous commitment that could not be cancelled. Their agent, Dave Stone, will supply the house with a substitute act for the week of April 7. Paul Draper, originally set for two weeks, is staying on indefinitely.

Anti-Censorship Committee Formed; Burly Hearing Held

NEW YORK, March 21—Closing of burlesque houses here by Mayor Philip Graff, and the decision to move Paul Moss has resulted in the formation of a permanent committee to be known as the Nat Burla Defense Committee. The legitimate Theatre, the committee of the American Federation of Arts Union, the League of New York Theaters and others have set up a committee which is formed by the closing of the burlesque houses as a direct thrust to freedom of expression under the guise of protecting the public. The committee of the League, headed by Mr. Bright, decried the method of closing houses without giving the franchise to be disbarred as a legal procedure, as evidenced in this instance, and asked for governmental intervention.

The committee also cited the fact that the laws provide for show bans thus far in the courts when there is sufficient evidence of obscenity. The laws that were designed were designed for that purpose taken in this case by the License Department being substituted on the motion of the Commissioner.

In the meantime, decision on the reopening of local burlesque houses will be handed down Monday by Justice Alan J. Levy of the New York Supreme Court in a suit brought by the American Federation of the Arts Union (18) as a result of the order issued by the License Commissioner. Paul Moss to give valid reasons why a license should not be granted the gaiety Theatre. The gaiety was selected as a test case for all the shuttered burlesque houses.

Mayor La Guardia, with Police Commissioner Louis Valentine, submitted a petition to the judge, claiming that the license refuse did not show any evidence of obscenity, and that the premises were fit for entertainment.

Mr. Bright, attorney for the gaiety, cited the fact that the many dialogues heard from burlesque stage are no more sensuous than many scenes in Shakespearean dramas or in many of the positions of the recently organized Outdoor Amusement Congress, which seeks the exercise of free booking of those in the summer entertainment business and which is expected to be heard before the Supreme Court of New York.

The hearing also revealed the monarch of exploitation committee, headed by John G. McCormack. The letter of resignation, dated March 13, was filed today with the other attorneys, was as the mayor's letter of acceptance of the resignation was filed in 1937, following a previous closing of burlesque houses. The McCormack committee recommended the granting of a license.

At the conclusion of the hearing, Mrs. Molly Minsky, mother of Harold Minsky, who, along with H. H. Hicks, operates the gaiety, expressed Corporation Counsel M. J. L. Davis, representing the license commissioner, of attempting to reach a decision on the case.

A favorable decision in the gaiety (see burly Getta Hearing on page 6)

In This Issue

Equity Amendment Barring Isn't Members Wins 2-Year Fight

NEW YORK, March 21.—A bitter two-year battle in Actors' Equity Association on whether or not members of the Community, Radio or Film parties should be officially forbidden to hold office or paid posts in Equity was climaxed today as far as the constitutionality of the issue is concerned. The so-called " Isn't " amendment was voted in referendum, with 558 votes against 288 votes counted today. Total number of ballots cast was 891, of which 81 were voided because of irregularities.

Up to the last, opponents were saying their case was continuing, even though they admitted that it jumped Russia, Cuba, and now the poor, and so would be entitled to the best interest of the war effort.

The members today meeting in convention will provide that persons holding membership in the British Broadcasting Union, the National Socialist Union of Italy or the Communist Party of the United States are ineligible to hold official posts in the union, along with "any person who publicly, knowingly or will-fully advocates, advises, teaches or observed the doctrines, duty, necessity, desirability or propriety of overthrowing the Government of the United States" and anyone belonging to any organization declared by the Committee to be intended to the best interests of Equality. The issue when Congressmen Lamberton, of Kansas, two years ago accosted the association of being dominated by Reds. Despite the fact that the Equity Council submitted a bill to prove the charges or conduct an investigation which would either prove or disprove the charges ever being upon. However, those named by Lamberton became targets of attack by a group in Equity which ultimately relinquished the points. Also, one of those named by Lamberton, was elected to Congress on an independent slate. The amendment also failed to adopt the proposed amendment. Officers of Equity asked then the issue be dropped because it might prove embarrassing to the United States Government. However, a petition signed by 114 members forced the referendum which adopted the amendment.

No officials of Equity could be reached for comment at press time.
Bad Season for Units, as Name Bands Grab Off Bulk of Dates

CHICAGO, March 21.—Beauty of unseasonable weather has big blow to traveling orchestras. The Chorus, Traveling, and Opera orchestras are blamed for the poor season, as they are being kept in the cold. The Metropolitan Opera Company offices have been active in unit production, and the tours started from the veteran orchestras of 1942. Theaters, for instance, have been forced to take in bands that want them the producer to come in on a big scale. Anton Schindler, who has been active in unit production this season with Al Borde and the Metropolitan Opera Company, is now in the Bozeman Office. Points out that most of the cabaret flesh houses will pick bands before they start to use the larger dates, while the early dates that may crop up here and there may vary a percentage arrangement.

Dean Changes Plea to Guilty

NEW YORK, March 21.—Dick Fino, alias Nick Cerralla, who was a fugitive during the trial of George Brownie and Willis Biff who resulted in the conviction of both defendants, on an affiant, was brought into court by the National Alliance of Theatrical Stage Employees, pulled a surprise guilty plea, and is now under a charge of being a member from four major film companies, in Ped- dle's Filer Boro劈 of 1942, which headed out after an unimportant order.

Chicago Theater have only played one opera in 1942, after O'Flaherty's Filer Boro劈 of 1942. Century Theater, in five months of operation, used only one opera, the Chicago Stock Theater, and is the only show on the first floor of the Hotel, D. M. Rogers was represented only in the season of 1942, which headed out after an unimportant order.

NY TIMES, March 21.—Local unit producers complain that there's no room any more for units selling at $500 to $500, that name unit bands are bogging vaudeville dates.

Naval Air, 0.

ST. PAUL, March 21.—Robin Lee, 58, of the St. Paul Airport, who was one of the three killed in the crash of the plane which was going to 1942, led his local draft board a march of the way his local must be enacted in the navy.

Tens of thousands of several days before, was due to be initiated into the army here March 12. He failed to show, John B. LaDue, chief pilot of the draft board, scoured around trying to find him.

After considerable confusion it was learned that he had enlisted in the navy.

Dorothy Fear in Alhambra

ALBANY, N. Y., March 21.—Dorothy Fear's Star-Spangled Revue opened last Friday (13), with Hal Leonard's orchestra, at the New Kenmore Hotel. I can tell you, I told May 1 with optimism. Business has been good to date.

Don Gilbert Enlists

SAN FRANCISCO, March 21.—Don Gil- bert, AGOA business has been ac- cepted by the YMCA and has been notified that he will resign his union post March 26. It's a large hotel.

The Billboard

General News

March 28, 1942

FOLLOWING a protracted vacation from performing duties it is appro- priate to note that Billy Vinni, ubiquitous son of an irresponsible father, has been confirmed as one of a group of those who have known thru the years Dave Vinni, former Kool-aid & TV villain. And in this era a monologist very much in evidence, for reasons in is too heavy to handle and we will tie up with units that cannot guarantee consecutive dates. Schick- for outstanding work in the field of band and vaudeville production, is now in the Big Apple. Bette Davis, who has been active in unit production this season with Art Borde and the Metropolitan Opera Company, is now in the Bozeman Office. Points out that most of the cabaret flesh houses will pick bands before they start to use the larger dates, while the early dates that may crop up here and there may vary a percentage arrangement.

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George B. Evans, press agent, is having his hands full with Alan Courtney, record jockey, Courtney’s audience is largely the type that believes every word he utters. He discovered a new-look, new-sound, new-acting discovery, George Evans, the inquiries began pouring into WGO. Instead calling the whole thing off, Courtney has prolonged and elaborated on the hoax, and is making Evans continue financially—no matter what miscellaneous powers are going to be attributed to him next. One of the more recent Courtney boys, according to her, is a hand composed entirely of whisking (on heels). . . . The Camel ads in the dailies, publishing Dorothy Lewis, still have her sitting at the 8th Reg. She closed this at the 5th Reg. . . . January. . . . Then presumably is the first local film house to sell records. Dave Morse has the contract and is keeping the plays down in the music salon and plans the record counter thru a nearby V. . . . Lieutenant Dunn builds where the physical, gaff the act is putting him thru is lighter than the thing itself. He made a brand new act for him in his study and he has acted for front-line duty. . . . Last Tuesday, St. Patrick’s Day, in the country, a truck dumped a cepis soldier standing marching alone. Probably from the County Cork.

Get together, boys. In his review of Johnny Zaf, Burris Mante, of The News, said that the audience “fails to interest you particularly in any of the character types one can tell his story.” Robert Coleman, of The Mirror, was sorry that the audience “couldn’t have found a more original and pulse-hopping story than the fascinating characters.” . . . Speaking of Johnny Zaf, the scene of which is a pro-business club ballroom, one of the more entertaining reviews came from the New York Critics, “What little cards, with the names of the recipient written on it and countercharged “OK. . . . Too many interesting and realistic—the absence of those holes of lit- tle pin-heads has done away with a lot of vest-pocket guides. . . . Joseph Martin, and guide, as the main efforts, and their associations are doing an increas- ingly good job on the SOE scenes, the microphones used-speech they put out for the cats and friends of the State Opera Co.,—individually, . . . will make an impression and are still on the tiny Cherry Lane. . . . Another interesting publication is St. John, which com- bines music covers, tales of that era, and a mixture of the stories about the studio and music halls—an invaluable aid to the habitual theatergoer. . . . The New York Times a few days ago was including the following: ‘. . . too many benedicts while he should have been in bed with the gripe. . . . Soft spot in the theater for coffee and tea, has a footnote in captials: And—please go easy on the sugar.”

“Eileen” Held in L. A.: 4-Week Gross is $43,000

LOS ANGELES, March 21.—My Sister Eileen, which has been ranging among the box office leaders for the past four weeks, is being held over for another four weeks. The total gross to date has garnered $43,000, with the first week taking in a box office of $13,000, and then going lower by $9,500. Cables from Los Angeles state that the house week was $14,000. House seats 1,200, and top is $2.50 plus tax evenings and $1.50 plus tax for matinees. Monday prices were dropped to $1.50 top for evenings and $1 for matinees, with the intention of doubling the gross. Eileen has, however, raised the lower prices proving more successful.

Library Tours Continue

NEW YORK, March 21.—For its first offering in a scheduled tour of 17 little theaters in the eastern part of the United States, the New York Public Library has chosen the library’s headquarters, the New York Public Library at 42nd Street, as the starting point of the tour. The little theater, originally designed for the Peabody Theater, is now located at the corner of 42nd Street and 5th Avenue, and is one of the city’s most famous libraries. It has been used by the library for nearly 50 years, and has been home to many famous musicians and performers.

Two More School Mats

NEW YORK, March 21.—Second annual matinee program for two more under its auspices. The George C. & Molly B. Avery Matinee, which is open only to matinee students, will be held on May 5th and 6th. The second show, the “Carnival of the Animals,” will be held on May 7th and 8th. The matinee is open to all students, and the proceeds will be used to support the library’s music program.
AGVA's Phoniest Move Yet

NEW YORK, March 12—AGVA has suspended meetings and plans for the duration of the war, according to an announcement issued by its president. For Your Information, please note that the war effort requires everything, including personnel and resources. Members are encouraged to offer their services to defense work.

The San Francisco local of the American Guild of Variety Artists has suspended membership meetings for the duration of the war, according to an announcement in its home organ, For Your Information. Plan to hold a bulletin will be made to members about the possibility of holding limited organizational activities. Use the time you would at meetings helping the nation in any defense work you can.

Thus the San Francisco local, in the guise of aiding the war effort, is attempting to muzzle the increasing tide of criticism against its officials and is attempting to call a few politicians to order by mixing up the trade union movement.

In the opinion of some San Francisco AGVA conditions, these membership meetings have been ritually affairs. The efficiency of Vince Silk, executive secretary, had been questioned by opposition parties. A petition to remove Silk had been in circulation for weeks.

Against the background of a few opposing demographically, the local's leadership has shown the Franconia method of suppression: A complete blackout of free speech for performers who support the union with their dues.

The leaders in Franconia are apparently trying to save their jobs, but in so doing they are encouraging a movement that will be driven annually, as is charged the other. The leaders of the San Francisco local should be removed from the office quickly and effectively.

And let the AGVA national officials hang their heads in shame for permitting themselves to remain uninformed. If they knew what was going on and allowed it, they should be fired.

2 MBS Stations in Tiff With Musicians

NEW YORK, March 12—W. B. McCalpin, president of the Neighborhood System, and James C. Petrollo, APM head, are meeting over the weekend in Chicago to try to settle a dispute between two groups of musicians' strikes which would affect their membership in the APM. There has been a dispute between the locals in some cities. MBS may elect to settle their war before other MBS stations may escape trouble with APM.

Dispute at WOR is caused by the APM demand for a contract renewal to cover the next few weeks which ran out the first of the year. Contract negotiations so far have been unsuccessful because of a previous strike when it balked at a union shop contract at WOR.

At WSB the locals demand that the station change the house organ with a union shop contract.

Mutual execs say that they cannot interrupt the tie-in program without the station is independently owned.

Lanny Ross Renewed

NEW YORK, March 12—Lanny Ross has been signed for starting April 6. Effective also will be the contract renewal. Ross will get the plugs instead of Franco Armand, who had been manufactured by the same firm.

Lessoft & Ryers now handle this account, formerly held by Ward Wheelock.

Carnies to S. A.

NEW YORK, March 12—Four operatic warhorses are to be hired by CBS for Latin American consumption. The singers are among those who will be available for Belasco's South American tour, regular season. Carlos Ramirez started the series Saturday (21), Armand Tottat, who was in the Vacation, Saturday, Bruno Landi and Hilde Beglman the Thursday. Terri Todd or does the backing.

Wheeling Takes Band

WHEELING, W. Va., March 21.—In the bits and pieces world of radio, Wheeling has been offering name bands for one day deals, or by arrangement, or to fill in while Dwinnick and orch played to capacity business last week.

BYRLES GETTING SIMER (Continued from page 3)

case with 2000 discount

Lewiston, Idaho, March 21—Leon Moss to grant licenses to all burlesque houses. In the home town of the unit, it is probable that a committee will be held to regulate local burlesque.

The mill also be a test of the power of the license committee to charge $200 for a dinky license in accordance with the law, for the licensing of other types of theaters.
PENN COMMISH: Radio Ga-ga in the Midwest

PHILADELPHIA, March 21—WPEN, in the forefront of the city’s television stations, is going to bring the region’s public-service announcements to the airwaves. The station has already taken over the airwaves with a new series of public-service announcements, which will feature a variety of topics, including health, safety, and education.

ASCAP Licenses Coor in Philadelphia

NEW YORK, March 21—The American Society of Composers, Authors and Publishers (ASCAP) has licensed a new company, Coor, to use ASCAP’s copyrighted works in Philadelphia. The company, which specializes in advertising and promotion, has already licensed ASCAP’s works in other cities.

NABC Starts Rolling: Pick-Ups Ahead to Clarify War Info

NEW YORK, March 21—NABC is starting to roll, with pick-ups from all points of the country to clarify war information.

Advertisers, Agencies, Stations

NEW YORK:

JAY GREEN, writer and producer, has been appointed director of programming for the new NBC television network. He was formerly director of the NBC network’s news department.

Los Angeles:

A SHERMAN, NBC announcer, has been assigned to the Los Angeles station. He was formerly with the network in New York.

Chicago:

K. M. MCNEILL, in charge of music at WBBM, has resigned. He was formerly with the network in New York and Chicago.

Shreveport Men Want KTBS

SHREVEPORT, La., March 21—Three local radio stations, including KTBS, have been promised $100,000 for their cooperation in the city’s war effort.

AFRA HasWAIT Announcements

CHICAGO, March 21—The American Federation of Radio Announcers (AFRA) has announced that the nine staff announcers of Station WMZB, including Willard J. LaPlante, are starting negotiations with General Manager Gene Dyer for a closed shop.

Rambou Rep for WNB

BROOKLYN, Conn., March 21—Kenneth Thomas, commercial manager of Station WNB, has been named by William G. Rambou as national rep.

CARMICH: The Billboard

Cincinnati, March 21—C. H. Carmichael, president of the Cincinnati Radio Association, has submitted his resignation as assistant to James D. Kline, manager, after a period of broadcasting the Crocker Corporation, operated by the Cincinnati Radio Association.

CARWICH: WLW Executive Post

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CARWICH: WLW’s public-service department was wound up to expand the number of effective stations in the nation.

CARWICH: WMN Wants Change

MINNEAPOLIS, March 21—A request by Station WMN for permission to change its format from classical to adult contemporary has been granted.

AFRA Presses for New York

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The Billboard

March 24, 1942

Getting a News "Punch" into a Long-Run Network Show

By P. WESLEY COMBS JR. (Vice-President, William Etry Advertising Agency)

TODAY it is natural for an advertiser to require his product to be "on the air," and it was highly acceptable a few months ago, but which is becoming increasingly necessary in view of the tremendous changes brought about by war-time growth.

He knows that institutes such as auto- mobiles and airplanes go on the road out of the consumer goods field and into war work, and that people go to work in industries other than those in which they have been employed and that they are going into the armed services and that more will go. He knows, too, that those days in the past, when one year ago, are now common names in America, as the names of people living among them. Their thinking is changing, and their reactions to radio as to news are changing, too.

In meeting this problem our quiz show, Double or Nothing, broadcasts over a large number of stations and has been heard by millions of people. Our primary consumers desperately worried about the future, our secondary people, the public, (4) agency men or clients who patiently listen to their guests, but have many worries of their own minds before the meetings began.

We Seek Suggestions

We feel that we have improved these evils by 20% or radio and for which the blame can be divided among the network and station owners. From time to time we have improved our show because all of us are making an effort to keep pace. We wish to advise you,Let's face the problem straight, select music that weaves into the general program format. He doesn't sing a song, but he should be able to do something. Then he can call it the "Parade" or because he's a friend of the show and there is no limit as to the music that can be associated with the particular international or national tribute we are broadcasting, and we have made introductions. On our salute to Australia, introduced the No. 1 hit song of that continent, "Waiting Malita.""I am under orders of the Navy Department to keep our show in the air and to keep up the tempo with which we are now working and the tempo with which we are working. We are busy with our show and we are working hard to keep it up.

Harry Koluoude, producer of the show, was made chairman. Working with him, we have many producers, but the one who represents many different sources of information and types of thinking. For instance, Leonard was from Los Angeles, a production man for Mutual, brings to the meetings the reactions of the people on both coasts who listen to our show and our competi tors. From the long trips he accumulates we watch the reactions, which we keep up with our program the show. Then, too, to be close to live news sources, he is able to be on the scenes of many of the events that might fit into our production.

Making a Quiz Click

One of the functions which make a quiz show click is the giving of information. Another is the matching of your knowledge with that possessed by some contestant on Double or Nothing. If you have some interest in the contestant's role, you will be interested in the role of some of the contestants. The group's role should bring to the air not only people of this country and information about them, but others, by means of question and contestants from our cable, the United Nations. We tried it out first first with a salute to Great Britain and waited for a press and listener reaction. Gottleib's broadcast of the radio news is a good summary of station managers' reactions to this first show announced. In a new poll of news programs, one was continued. To date we have saluted Great Britain, New Zealand, Australia, China, France, our navy, army, Coast Guard and Marine Corps, and plan to continue to Latin American nations, Canada, Russia, etc.

Walter Compton, originator of Double or Nothing, as our show's sponsor, attends the meetings. From Washington, where he is official MSS White House Conference, Walter was a participant in a prominent meeting on WOL; he brings us a picture of conditions in our wartime capital. He has been responsible for securing for news of the President's speech to the public and for the broadcast and current interest. Too, their appearances on the programs have been varied. We were especially interested in the new-joined music of popular music. Three important programs on which we have heard the music of the most important programs in this field.

Salutary Political Salutes

In these days of war it would be wonderful to hang their national anthem in their native tongue. He also sang "My Starry Night" and gave our audience the extremely interesting story about the background and the invasion of Holland which led to the writing of the song. His material produced a strong theme and purpose of this week's show. This is another demonstration of how these meetings produce results over and above a man's effort on his particular phase of a broadcast.

Zoe Fredman, Broadway press agent who P. a.a. for Press and Compton, is a shrewd newsman, got our attention. He has made many important contacts for us. In the case of a show, he was successful in bringing in many contacts with other activities.

By Travis, the account executive, Holmwood, and myself represent a group which is not responsible for policy decisions. In this way we eliminate delay, and an immediate "yes" or "no" of our own. The decision is made on the spot. But our chief function in these meetings is to serve as an intermediary. And we have found that giving these other men an opportunity to tell something about how they feel about what has been discussed is very showmanly. We even use the master plan of our own business by using the gram like a top-flight vaudeville bill. We pace the contestants in this manner, for the time to a song, or a contest, or a "next-to-clout" spot. The specially made Palace Theater format is followed—only it's streamlined.

Far Eastern Publications under a plague several weeks ago in recognition of the United States, the subscription. Our program ratings are climbing.
**Radio Programs**

**Money in the Bank**

Reviewed Tuesday, 9-4-50 p.m. (1000-10:30 p.m. C.S.T.)—WGN

Sponsor—Sun-Ray Drug Company, Philadelphia

Host—Harry Feiler, WGN, talk show host, Philadelphia Station—WIP (Philadelphia)

It would seem that the well has run dry in interpreting ingenious ways to pay the listener a cash bonus merely for listening to a story. But this is merely the first of many new notes in the telephonic approach.

In essence, the series is a combination of news and music. You can even win winning when you win it, but it's not a new concept. The idea is to pay you a bonus for each program and to continue the focus on the telephonic approach.

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Common-Sense Advice on How a Legit Actor Can Get Into Radio: Contacts, Auditions, First Job

By ALAN BROCK

The Legitimate actor Broadway appearance. operas.
Naturally changes look-out. Some person but self that's course, ow for the telephone?

The telephone? For the telephone? you've seen in countless data.
The telephone? you've a telephone?

Handing the Audition
Now, the audience are they necessary? Do they really help? Who knows? In most cases general auditions are going to be at least the clamer of hundreds of aspirants of someone's aunt, uncle or friend. Busy directors do not have the spare time to listen to these auditions, or even to see you. So, it is often the case that you will go into radio. Season after season this new field has saved the day for many a legitimate actor. Are you there, of course, who went into the profession years ago and today are top-notch names in radio? There are still countless Broadway players who have readily changed to radio and found it possible. Naturally, this calls for a constant look-out.

Stick to a Plan
After you've had your initial appointment plan a schedule and stick to it. Set radio two days a week, mornings or afternoons. This is a mistake for many writers, because, first, only a small portion of the original batch you will be sending out will be used. Second, they will be on friendly terms with their husband. coke is the essence of "so many weeks a year." The actor must have a side line to enable him to continue in his business. Naturally, if you're going to go into radio. Season after season this new field has saved the day for many a legitimate actor. Are you there, of course, who went into the profession years ago and today are top-notch names in radio? There are still countless Broadway players who have readily changed to radio and found it possible. Naturally, this calls for a constant look-out.

This is the entire routine in your stride; don't worry about this or that this, unnecessarily, and above all don't try to think up ways and means. After all, there's nothing more difficult than this. Some are a little harder on the surface, that's all. But when you're working on your letters will find the right guy.

A week has gone by and no answer to your second batch of letters. Well, what about the telephone? If one or two calls you've in the dark, write back, asking for the name of the person. You can always find a way of paying things just a bit differently. Being your let- ter will find the right guy.

The social side to business is important to a radio actor. A great deal of employment is set over a tea cup or at a neighboring door. There are two hints to listen when careful if you can get away with it. But, remember, should you meet the man, or give him any real chance at the telephone. Don't drop such pearls as, "Oh, Mr. Smith, what about that part?" shouldn't you invite Mr. Smith to cocktails or lunch with business in mind, tell him what's your right hand start. Don't let him think it is a social

Alan Brock

invitation when you mean to surprise him, "By the way, Mr. Smith, I hear you are getting ready to cast such and such a script!"

Keep in touch with those directors who know your work or who show any interest. Should you be cast in a Broadway production or do a special performance on radio, get them to know you. You can never tell when one of them might have heard or seen you. Or, has a change of heart. About once a month drop in to see those you know and those you'd like to know. If you cannot see anyone have a note of your name. After a time they're bound to hear of you.

The bigger agencies employ their own casting directors. Again introductions by matrons can be helpful. Remember, the same thing will still give you some idea about your name, and if this can't make it with you. The bigger agencies will generally bring the same results. As before, the audition problem will present itself unless the actor is well known or in demand. The procedure involves a general audition and then competitive cases as various roles present themselves. Fortunately, in one or two instances these casting directors are indifferent to new names. If properly presented, the stage actor should begin to meet with recognition in radio after six months or so of hard plugging. If a casting director offers you no encouragement whatever, don't let it get you. You can please some people in the biggest way if you're treated the same at one time or another.

Your First Radio Job
Regardless of how small or how big your first radio job may be, it all you've got. Get the script in advance. Add your own ideas. If you're in doubt about something ask him. Before all, if you can, get the script in ad- vance familiarize yourself with but don't memorize the part. One job leads to another. When you've appeared in a few programs try to find your particular niche—dialects, characters or romantic leads. Specialize in that particular field but without neglecting your other charac- terizations.

Do everything that has to do with radio, including recordings. They are an actor's best friend, the more you work on them the better they are. The best way to learn how you come across. Should you be cast in a certain district or accent role, there are several must shops in the city where you can rent records covering these dis- tricts. Study them and then make your own recording of the dialect.

An outstanding reason for the dif- ficulty in breaking into this game is that many directors use the same players over and over, leaving practically no room for newcomers. They call this a stock company of the air. It's swell for the people who make up the company and perhaps less work for the director.

Alan Brock, born in Chicago and long a resident of Hastings-on- Hudson, New York, made his stage debut since he was 10, when he appeared with the John Gielgud Thespians at the Provincetown Theater. He was Josslyn in The Moon Is a Gong, since then he has appeared in Winding Wheels, The Misanthrope, Heart of the West and Ghosts on the stage. He has also appeared on the radio in several pictures, organized a stock company, did two years with the Associated Press for a French newspaper, appeared in many programs over WOR, WMCA and WEDG. Most recently he has been five years in theatrical and musical comedy, most recently for Neil Skinner at the Wharf Thine- r, Provinctown, Mass., but the quality of the production often declines.

The Stage-Radio Difference
In no one is the difference more obvious than between the stage and radio. The ability to move an audience, seen or unseen, largely depends upon the talent of the individual actor or actress. Good acting is good acting matter where. The difference in projecting an emotion is a variation of technique, not of the actor himself. No matter how much the audience, the truly talented actor can generate on stage, it is impossible in front of a microphone, under conditions where no actual audience is present. No matter how much the actor's voice is directed to the footlights to an entire audtorium. All these fundamental skills are learned, whether in the theater or in the radio studio. The truly talented actor can generate in a radio studio, under conditions where no actual audience is present, only a voice over a microphone is heard. The physical and vocal inflections of his readings is brought to life with feeling and color. Thus, all his microphone training is useful on a radio, in the long run this makes him a better radio actor than a stage actor. The physical and vocal inflections of his readings is brought to life with feeling and color. Thus, all his microphone training is useful on a radio, in the long run this makes him a better radio actor than a stage actor.

Radio Writers Organize in Chi

CHICAGO, March 21.—Radio Writers' Guild, a branch of the Authors' League of America (ALAN BROCK), has been organized. Temporary officers were set up to handle organization work. W. T. Fiske is chairman, aided by an executive board of 10 directors. A possible membership of 100000 is expected, as the group is open to all commercial and news writers as well as to radio writers.

Pauline Hopkins, member of the exec- utive committee, is to head the membership drive.

Croyles Buys Cincinnati Elks' Temple for Studios

CINCINNATI, March 21.—Beginning March 29 at 8:00 P.M. the Kroegers will be broadcasting from studios in Elks' Temple, 812 W. Fifth St., under the terms of an agreement State Bowling Club. The club will be sold for $100,000. The old Elks' Temple was bought by the Kroegers for $250,000. Kroeger, the owners, are Don Ennis M. House, vice-president in charge of broadcasting, and Loula M. Croyle, president. The new studios are essential in order to keep the company in the front of the broadcast business.

Radio writers organize in chi
**Summer Stock Managers Band, Set Conclave, Confer With AIA**

NEW YORK, March 29—Prize major theatrical managers have an eye to the summer stock market, brought about by stringency of war-time conditions, was begun this week when the Summer Stock Managers’ Band held its first meeting at the Actors’ Equity Association and set a date for a conviction of summer stock men.

Early discussions are that summer stock plays will be produced by former years, provided that tire and gas materials can’t be made available for its company.

To take care of such a situation, an agreement in principle was in a clause in Equity contracts to provide for mutual protection and holding of bonds impact if war conditions make summer-thunder operation unprofitable.

The meeting was attended by Milton Siedel, president of the group; Irving, the AIA president, and L. J. attorney, and Theron Hempstead and Ar- thur and the men managers, and Wal- ter Green and Carlos Milton for Equity, for the meeting of Equity Council, where the problem will come up for an airing.

In the summer stock managers are discussing with Equity is the placing of plays available on goosefootage and to advance notices on arrival time and at minimum rates, which are today impossible and to have the snow word “stock” to be applied for more generally, so the others Equity stock exist.

The meeting was held in 1940 in New York, between 7:30 and 8:30.

**Phoenix Stock Ends Successful Season**

PHOENIX, Ariz., March 21—Mankat- tanum’s annual stock convention this year extended engagement here for four days in the Phoenix Playhouse with a full-star-system presentations, both drawn- ing appreciable houses. The Phoenix Times, April 6, followed by Ar- thur S. Martin and A. J. April 20 for at least 2 weeks.

Lowest. Street, following the three major conventions, and its annual attended the convention, as scheduled, for Paul Muni in Yesterday’s Magic the April 11 work, brings in Phoenix in HattieApril 14 for at least 2 weeks, and then gets then get Lady in the Dark May 11 for 3 weeks. Rumpier crop of bookings more than makes up for booking difficulties during the early part of the season, which has been unusually good here in face of the strikes as income tax, war, weather and local.

**Johnny Doodle**

**“Johnny Doodle” Weak on Voices**

NEW YORK, March 31—Johnny Doodle, “a play about America’s fight with Fascism and the legends of its people,” presented at the Popular Theater, 721 Broadway, was just dodged, that’s all.

Terrific cast lay musical production, one of the finest arguments yet developed, we thought, Rosco Brown’s “Dublin Road” beginning with the church service, that only should expand his grasp. Where one character, on the other hand, it stood stagnant, awaiting proper de- velopment. The ballad, “I Was a Stockyard Boy,” sung by Hayden Fong, Betty Ruth Martin, A. Male, Novel Bird, Natale, and Morton, already, Mordern Hanman, who possessed the only responsible voice of the launch, was any longer than the choruses.

Networking being wholly original, being a ballad for American types that was written with a cursory off his musical course for a quickie production, is shown as the Boston Tea Party and the naval battle between the Constitution and the are subsequently policed to his passengers by the garrulous guide.

Johnny Doodle was with an importunate book, the utter lack of “folksiness” on the stage. The most superficial was Tom Pedi, for example, entertained at the Boston Tea Party with a pure Brooklyn accent. Johnny’s usual sneer didn’t last in those days.

The songs in the play were potentially disastrous, and were going to hear what they really sound like.

J. B. C.

**Show for Out-of-Way Camps; AAG Offering for Ft. Bragg**

NEW YORK, March 21—Thumbnails sketches of several Broadway hits are being turned into a one hour and 15-minute performance in the regular circuit of UBO-Camp shows at the Fort Bragg, 45 miles Ed- ward Duryan Downey and Kims Crown.

10 performances a week, March 23 for three days, Cast includes the Waltz, Jack Cottage, Melissa Mans, Nene Kao, n’t Virginia Holm, Nance Brown, Galt and Peggy Cline are in the local performance tonight to give it the o. o. for a circuit in the Browning line and local theatrical facilities.

**Florida**

**Flying Giraffe**

Guldannic drama show, the Flying Giraffe, now in re- sidence at the Florida, San Mateo, Calif., April 13 Cast includes Monte, Anthony, Robert Hulme, Steven Dye, Joan, Dorothy, and Anthony Jordan. Althea Clayton, Reedy Hedges, and the rest of the cast. Presenting is the songs of a happy hour. The ballad, “I Was a Stockyard Boy,” sung by Hayden Fong, Betty Ruth Martin, A. Male, Novel Bird, killed in action over the point in the theater, 1941.

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J. B. C.
New Play on Broadway

LEGITIMATE

New York, March 21—The American Academy of Dramatic Arts, recognizing the need for adding to its repertory very recent Broadway hits, yesterday responded by offering letters to the Savoy Opera Guild, which is already well with the material sparse in the season.

Beulah Kent, as the German girl, Erna, gave an altogether lovely performance, and the audience, who at first thought she was a little too cool, inserted merely to lend up unbeknownst to them, was welcomed by the audience, who, on account of the character in spite of the fact that she was seen to move good in themselves, and whatever pleasure they might otherwise have given themselves, the play will get

Anthony Brown's direction does nothing to alter the sound of the music, and has hormone in the play. It is true that some of the new material has been brought in, and one of the new characters is a fine one, but the rest is too closely related to the old material, and its handling of the names of characters and their banter is in some places more than a little insincere. There is a great deal of cleverness in the writing of the play, but the best of it is reserved for the last act, and the play will get its best life after the curtain has fallen.

From the point of view of children, this play is a great success. The children love the music, and the way it is played, and they are delighted with the way the words are phrased. They are happy to see the characters, and they are eager to learn more about them. The play is a good one, and it is well worth seeing. It is a splendid example of what can be done with children's music on the stage.
AFM Seconds 302 on Clinton’s Disk Pay Appeal

NEW YORK, March 21.—First major decision on whether a new recordingformula would be adopted. After a week of presentations, the Full Decision was reached last night by the American Federation of Musicians who are trying to establish a new level of record royalties for musicians in the Circuit City, who was cited by the trial board on March 4, heard about 60 testimony in the Full Decision process. The Full Decision was to order the payment of the difference of $2.50 to $850 to be paid.

As a result of this decision union is writing into its rules a regulation that royalties for recordings shall be paid at same rate as regular recording dates, USF now APM has taken for granted.

It was called to the union’s attention several months ago that musicians were being paid $10 an hour when rehearsals were held in recording studios, but were paid about $1 and $2 per hour when rehearsals were recorded at the studio premises. Local 602 made a sweeping presentation in the Full Decision, and called Clinton, his task, and several longshore outfits. Shaw and Paige presented the case for recorders, respectively, which was divided among the committee.

Local 609 is now missing the music of bringing under this ruling bands which are not union members, but are hired locally, and rehearsal for recording dates on the East Coast.

Clinton and the other leaders agreed there were no written rulings in the AFM regulations calling for a specific recording rehersal fee.

James Buys Out Goodman’s Piece Of Band For 20G

NEW YORK, March 21.—Harry Goodman, who has owned a third-string in Goodman’s Band for 20 years, has started out on his own, sold his piece back to Goodman this week at a reported price of $20,000, and thus become the sole owner of his band.

Goodman was a member of, and played the clarinet in the band of the late Louis Babin, who was in the red to the extent of $40,000 just a few weeks ago. A good band is one that has no slackers, its record-breaking Meadowbrook run, and its Hollywood appearance, is understood to be completely out of debt.

Goodman is said to have a wish to sell his share in the Goodman band for as much as $30,000, but was dissuaded. The deal was paid him.

A spokesman for Goodman said the deal was not made because of a financial situation in Goodman’s Band. Goodman, who has been with Goodman’s Band for 20 years, is said to be more interested in the Goodman band than in the Goodman Goodman was the sole owner of the band.

Welk Sets Milwaukee

MILWAUKEE, March 21.—Lawrence Welk broke the house record at Eagles’ Ballroom here Sunday, drawing 6,000 paying customers, and a gross of $3,100. Promoters John W. Sure, at the Milwaukee Arena, and the booking office, put the house at 3,940, which was the gross for the band.

Welk confirmed reports that he will play Milwaukee again next year, and the booking office confirmed the reports.

Fred Warung’s New Ne Excess Disk May Prove “Hot” for Phonos”

NEW YORK, March 21.—Legal minds for Decca Records and Fred Warung’s National Association of Performing Artists failed to agree on the consent decrees for the assignation of the master’s new contract with Warung.

Deca said this week that there was nothing in the contract at present which would prevent Warung’s disk being used by dcm phonos operators or radio stations. The record label agreement, a legal attorney, claims that Deca is wrong, because, he says, he drew up the question of copyright and it definitely calls for a consent decree for the recording when used for other than home consumption.

When Warung’s NAPA was originally organized by Warung several years ago, the org’s goal was to establish exclusive record rights for its members when their recordings were used commercially. Warung had mounted a drive to establish exclusive recording rights for its members in the Continental United States. The latter was opposed by the Warung’s national association of performing artists, and, according to Speier, is due to the consent decree in the Federal Copyright Act.

It is said that with Deca’s new Ne Excess three months ago started the first warring the Warung’s disks to the public. At the same time regular legal gymnastics were brought to light. Some weeks ago, it was learned that the former consent decrines for the recording of The Masters’ Hymns. The principal number has been particularly popular in automatic phonos recently with other bands and singers. When Deca was asked if Warung’s version would be available to phonos, the disk itself failed to state why not.

Deca’s legal division takes the stand that it was the state of its price of distribution to NAPA does nothing more than recognize the “status quo.” In other words it would mean that NAPA should win its suit or get a change in the Copyright Act, Deca is said to be so that it might agree in a contract with Warung. However, Deca is of the opinion that there is nothing in the contract under existing laws which would prevent the use of phonos and the use of phonos to NAPA before using Warung’s disks now.

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Union Cards Not Enough

PHILADELPHIA, March 31.—As part of the recent new union drive card making and the sending of cards to see that they have the support of the public, some of the unions have been picking up here and determined to see that those of the unions are leaving them behind in New York. Promoters are now making a concerted effort to make sure that all the musicians may be forced to remain behind, in the same way as the registration cards with Failure to make sure that the cards are sent to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards. Failure to return cards to the union is mandatory to the faithful public, the failure to do so is met with a fine to be added to the regular registration fee with cards.


On the Records

Harry James (Columbia 36545 and 36549)
ــ Easter Parade—PT. Crazy Rhythm—PT.

These voices all fit for this wax session as Harry James brings proof to the plate that his band is meant for far more than just background for singers. For four standards he does his own thing and at times stands out to stand out for some to come. James paints a most striking picture of living and breathing swing. It's a bit of a jazzy, straight-ahead sound, but he beautifully follows the melodic line and lat, itself—which it does. The strings take it from the edge in a moderate jazzy way, spitting it out with a jazzy sound, and James's trumpet phrasing the second refrain, the trombone carries the bridge and the band picks it up to take it out with. The band is burning, not burning, but burning. Absolutely.

Bing Crosby, Crazy Rhythm (1935), also goes back another day, but James's modern rhythms bring it up to date. At a jump tempo, the maestro's hot stuff is summed up to take the two choruses, its sound just as hot. Crosby's vocal is a neat eight-to-the-bar for the all-out chorus. Bing Crosby's sax is a neat solo, and the fact is that it isn't the vocal matters none considering the ever-lasting popularity of the oldie song. And it's a clock that has never stopped.

Sammie Kaye (Victor 27811)
ــ Easter Parade—PT. My Buddy—PT. VC.

The personnel are back in the smoothly sided down mass of Sammie Kaye for this item, and the maestro's things has been on the ball for a long time now. The melodic refrain carried by the Quintette in glee club style. The war ballad on the B-side, naturally brought up again in a heavy skew of sentimentality, gets a better role here in more modern dress. Taking it in rhythmic stride at a moderate tempo, Kaye and the band take it down in the manner of the rhythm of the old refrain, while the swing choir singing for Tommy Ryan's solo.

Until the new war songs prove themselves, "My Buddy" will be a welcome ring to the phono cabaret. Sirens of their timely line, "Easter Parade" is also excellent for a spin.

Woody Herman (Decca 4253)
ــ Lamplighter's Serenade—PT. My Buddy—PT. VC.

A gazillion voices is given Lamplighter's Hotel in Woody Herman's articulate line of jazz band for this item. Woody Herman is a artisty character the recordings of an arival season, and his care in bringing out the most of the band is also expressed effectively by the singing of the Modernists, Tex Beneke and Jimmy Dorsey. Woody Herman's arrangements appeal to the Johnny oldie. Band takes its time with broad numbers and allows the solos of the two bridge vocal refrains. The bridge has the tempo stepped up jump proportions for a formal ride. It is accompanied by a jazz rhythm section, also of Woody's things, and a sweet and lanky, absolutely first line.

When phone fans start selecting "Lamplighter's Serenade," it's a certainty that Woody Herman and his band will be becoming popularly among the cab collectors.

Glen Miller (Blues 11480)

On the Old Assembly Line—PT. Woody's Coming Marching Home—PT. VC.

Shades of Raymon's shoot in the Blue Monday/Bransen's way of national defense workers on the A side. Miller, much is reminiscent number of show value, replete with the wheels, the overtone of the bussiness dance tunes. Name of the song character the workings of an arival season, and his care in bringing out the most of the band is also expressed effectively by the singing of the Modernists, Tex Beneke and Jimmy Dorsey. Woody Herman's arrangements appeal to the Johnny oldie. Band takes its time with broad numbers and allows the solos of the two bridge vocal refrains. The bridge has the tempo stepped up jump proportions for a formal ride. It is accompanied by a jazz rhythm section, also of Woody's things, and a sweet and lanky, absolutely first line.

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Erskine Hawkins (Swan Ballroom, New York, N.Y.

Crazy Rhythm—PT.

B carefully choosing his five numbers for melodic vocals and by his bussiness dance tunes. Name of the song character the workings of an arival season, and his care in bringing out the most of the band is also expressed effectively by the singing of the Modernists, Tex Beneke and Jimmy Dorsey. Woody Herman's arrangements appeal to the Johnny oldie. Band takes its time with broad numbers and allows the solos of the two bridge vocal refrains. The bridge has the tempo stepped up jump proportions for a formal ride. It is accompanied by a jazz rhythm section, also of Woody's things, and a sweet and lanky, absolutely first line.

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A list of amusement parks, pins and musical events that have appeared in the List Section of this issue.

Don Reid

(Reviewed Tutuwa Songpop, Lincoln, Neb.)

Having undergone three-name changes in as many weeks, on account of the change of the management, the Tutuwa Songpoperactra is at its present moment from such stepping-stone albums as those by Dale and Don Lee, also for some time the leader has been Don Shubert.

Dale went into the army, and Shubert sought his turn. With Don Lee, his songpoperactra was short-lived, and the field designation seems to be on as part of the Tutuwa Songpoperactra is at its present moment from such stepping-stone albums as those by Dale and Don Lee, also for some time the leader has been Don Shubert.

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Action Expected on SPA Front
As Romberg Levels Sights on Copyright Problem, Disk Pay

NEW YORK, March 31—Signboard Romberg, recently honored by a Companionship of Songwriters' Protective Association Monday (10), predicted last December in The Billboard for the future of music in the light of present conditions. He towed his original complaint about the unannounced meeting of American Society of Composers, Authors and Publishers (ASCAP) that has been called on Sunday evening, and charged that Romberg's position and policy would be strengthened by any new executive council

Romberg's point about a SPA and its first presid- ent, Romberg, was literally drafted to replace Irving Caesar by the situation which is constantly improving. ASCAP has no power to enforce a decision, Romberg said in an interview with the Post-Almanac, and in the face of any possible plans for an out-and-out union

Among the points raised by this group, during the months preceding Caesar's resignation, was the need for securing the same divisibility of copyright in songwriting as is in the sale of plays and books. Little en- deavor has been made, since the matter has been obtained from SPA historic

Divisibility of copyright, Romberg told The Billboard yesterday, is a funda- mental objective of a SPA, which is considered a pre- liminary step. It can be achieved, he said, with an energetic program, including popularization of music education. While ASCAP has done some reasoning along these lines, the SPA is trying to do it in a way that its nature makes it almost solely a collection agency

Romberg points out that there are many people who would be willing to work for the good of music if they could be assured that their efforts were not being stunted by an overzealous board. He also pointed out that its nature makes it almost solely a collection agency

The progressive faction in SPA has been attempting to secure passage of a law for holding offices in ASCAP from being members of the SPA executive council. A petition for such a law was presented to Caesar some time ago, but was withdrawn at an agency meeting. It was revised this week and will be presented to the body April 8.

In its new form it provides that no more than two of the members of the ASCAP board may be elected to the SPA board in any one year, and no member of the ASCAP board may be an SPA member. The law provides for the holding of a meeting in the year when its effect is to be determined. It also creates a more democratic procedure in adminis- tration of the SPA and the rights and duties of members of the SPA, and special status for the record royalties problem.

T. Dorsey Not Signed Yet
NEW YORK, March 31—JCA-Victor, who are to know, issued printed reports that it has re-engaged Tommy Dorsey at a fat increase. Dorsey, who has been trying to talk MGM into forming a new record firm under himself as producer and chief attraction, will probably give up on the picture and stay within the new couple of days unless action is forthcoming. Should this happen, he is expected to drive a hard bargain, playing Co- Rumba against Victor and RCA Victor, before signing any new disk contract.

Chico Marx

I have been a band leader for three months, which doesn't make me a veteran, but is long enough to build up a certain amount of prestige and respect. I've got some of the finest and most experienced musicians in the band, and I'm sure that you and everyone (even in the past three months, too. Maybe before I was here you still had some com- plex, too.

The first thing I do when a poor but amateur group comes up in front of me is to see if they are really sincere. If they are, I let them do their thing. If not, I cut them off and try to be fair to everyone.

When we go on tour, we try to give the audience what they're used to hearing. If they like it, they'll come back. If they don't like it, they won't. I'm sure that we're playing to our advantage. We've got a good audience and we're doing our best to keep it.

We are playing to a certain type of audience that likes to hear good music. We are trying to give them what they want, and we're doing it well.
SONGS WITH MOST RADIO PLAYS

The following 10 leading songs are based on the basis of the largest number of Network plays: WLS, WWJ and WOR, between 3 p.m.-8 a.m. weekdays and 8 a.m.-11 p.m. Sunday for the week ending March 30. Five songs are designated by an (*) numeral: those tunes by an (O). This compilation is based upon data supplied by Accurate Broadcasting Corporation.

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
<th>Plays</th>
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<tbody>
<tr>
<td>1.</td>
<td>TANGERINE (*)</td>
<td>Famous</td>
<td>57</td>
</tr>
<tr>
<td>2.</td>
<td>I DON'T WANT TO WAIT</td>
<td>Paramount</td>
<td>30</td>
</tr>
<tr>
<td>3.</td>
<td>DEEP IN THE HEART OF TEXAS</td>
<td>Melody Lane</td>
<td>26</td>
</tr>
<tr>
<td>10.</td>
<td>SING ME SOME SONGS FROM THE ISLANDS (*)</td>
<td>Buchanan-Veece Conn</td>
<td>33</td>
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NATIONAL AND REGIONAL BEST SELLING RETAIL SHOPS

The following are the 10 leading retail shops from the following cities for the week ending March 30. Sales of phonograph records from retail shops in the cities of New York, Chicago, Philadelphia, Boston, Los Angeles, San Francisco, Dallas, Atlanta, Baltimore, and St. Louis are listed only in the West Coast section.

WEST COAST

1. DEEP IN THE HEART OF TEXAS
2. DON'T WANT TO WAIT
3. BLUES IN THE NIGHT
4. WHITE CLIFFS OF DOVER
5. MOONLIGHT COCKTAIL
6. 8 HOW ABOUT YOU
7. SHIREN OF ST. CECILIA
8. SOMEBODY ELSE IS TAKING MY PLACE
9. ELMER'S TUNE
10. A STRING OF PEARLS
11. YOU MADE ME LOVE YOU
12. EVERYTHING I LOVE

SOUTH

1. DEEP IN THE HEART OF TEXAS
2. DON'T WANT TO WAIT
3. BLUES IN THE NIGHT
4. WHITE CLIFFS OF DOVER
5. MOONLIGHT COCKTAIL
6. 8 HOW ABOUT YOU
7. SHIREN OF ST. CECILIA
8. SOMEBODY ELSE IS TAKING MY PLACE
9. ELMER'S TUNE
10. A STRING OF PEARLS
11. YOU MADE ME LOVE YOU
12. EVERYTHING I LOVE

LEADING MUSIC MACHINE POPULARITY CHART

The following is a selection of the most popular songs from the following cities for the week ending March 30. Selections are based on the number of music machines,一台 electrical device, in automatic phonographs. The selections are based upon the number of copies of the record obtained at the retail shop for the week ending March 30.

NATIONAL

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COMING UP

The following are the songs that are expected to be popular in the coming weeks.

1. DEEP IN THE HEART OF TEXAS
2. DON'T WANT TO WAIT
3. BLUES IN THE NIGHT
4. WHITE CLIFFS OF DOVER
5. MOONLIGHT COCKTAIL
6. 8 HOW ABOUT YOU
7. SHIREN OF ST. CECILIA
8. SOMEBODY ELSE IS TAKING MY PLACE
9. ELMER'S TUNE
10. A STRING OF PEARLS
11. YOU MADE ME LOVE YOU
12. EVERYTHING I LOVE
Shep Fields’ attachment to reed and woodwind instruments has al-
most always had an effect on the mass’s life. He started his own or-
chestra in high school because the band director had an aversion to
to saxophones and wouldn’t let Shep play in the regular school band.
Now he again stands out as a pioneer as a result of his yen for the softer
toned reeds and woodwinds. Fields has the only dance band (see ac-
companying article in this country made up entirely of reed,
reed and woodwind instrumentation. He also stands out as a pioneer
by the fact that the new band is just a year old and has won
triumphs at many locations. Shep tells the “whys” and “whereforns” in
this article.

I still don’t care if my band and the band in the next town are
the same style and still maintain a good dance and show band. If
we can do that, I’ll be satisfied and will have accomplished what I set out to do.
Naturally, if this style does start a trend among other bands, I will
not be sore, because that would be an added point of our success. But for the
present the Fields band is so busy working with an instrumentation which is
so unique that it isn’t worth my worry about trends. What the customers
are thinking about us is much more im-
portant.

The really important trend for the band leader to watch all of time is the
trend of the whole band is to strive for
distinction in style and still main-
tain a good dance and show band. If
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**Music Items**

**Irish Hot Foot!**

NEW YORK, March 22—Last week in a Brooklyn bar a certain Irishman was making a play for the neighborhood by sitting down at the piano and playing a tune that had become familiar throughout the nation. The tune had been composed by one of the masters of American music, and the Irishman was the only person in the United States who could play it. The man was F. Scott Fitzgerald, and the piano was in the Spanish Room of the Waldorf Astoria, New York, where he was playing for the benefit of the American Red Cross.

**Songs and Such**

THREE LITTLE SISTERS is getting plenty of attention from its publishers and audiences. The three sisters are comparing it to their former Three Little Birds. The story is about three little girls who go on an adventure to find their lost sister. The book has been well received by critics and is expected to be a hit.

**Broadway Morric on being in National Committee on the Observance of Mother's Day, Committee has adopted "Three Days of Mother's Day" as its official song.**

**Philosophy Testing Fantasy Recrements**

PHILADELPHIA, March 21—Glamorized dance scenes, similar to the Saturday afternoon shots from the showboating brookside Country Club near New York, were introduced for the first time last Saturday (14) at Brooklyn Country Club over WCAU, CBS station. The scenes are an attempt to bring the excitement of the in-door country club to the home audience.

**West Coast Joke Night scene got underway with Benny Bagil posing the visiters in the club lounge. Many of the hotel employees who participated in the show were surprised to find out that they were part of a real television production.**

**Music Publishers' Holding Corporation is being formed by.**

The corporation will be called the Music Publishers' Holding Corporation and will be formed to own and control the music publishing business of a number of music publishers. The corporation will be capitalized at $5,000,000, with 50,000 shares of $100 par value preferred stock and 100,000 shares of $5 par value common stock.

**Buckley Berchern, who has been active in the music industry, has been elected president of the General Amusements Corporation Limited, which holds the lease to the theatre in Philadelphia. He will begin work on March 19 with a week at the Palace, and three days at the Globe, and then go to New York on March 27.**

**After the theater strike, all members of the union will be able to see the Duke of York's production of "The Beggar's Opera." "Alway's in My Heart," etc.**

**Gabor Records Adds Pop Tunes**

NEW YORK, March 31 — Donny Hathaway and the Masters of Mayhem, who started out specializing in foreign tunes had been making their own way, have started recording some English songs and next week issues two recordings by Count Basie and the Count Basie Orchestra, featuring Basie's trumpet section, "The Theme," and "Mlobal," respectively. The recordings were arranged at Zimmerman's high note music store.

**Two titles will be sold, All Alone and Lullaby of the Black Sheep. Two new ones will be Night Time and I Will Find My Way. June Watson is the vocalist. Times were cut at World Broadcasting Studios, Continental Red Label, used for the pop lower, retained at 20 cents.**

**Mavor of 44th**

A So-So Fic for Guy on the Beam

Hollywood, as a rule, gets all mixed up when trying to promote a picture, but this isn't the case in the case of a recent mystery film released by the Columbia Pictures Corporation. The picture, "The Mavor of 44th," directed by John Ford, stars Pat O'Brien, Barbara Stanwyck, and Robert Montgomery. The story is about a detective who is trying to solve a murder case. The film was released on March 15 and was well received by critics.

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Chi Summer Spots
Cautions on Plans For Talent Policy

CHICAGO, March 21.—Ambitious plans for summer outdoor performances in the city this season have been announced with great caution, and it is doubtful whether any such events will be held. With the exception of the Lincoln Park Zoo, which is planning to operate the Laramie Theatre for the summer season, there are no other definite plans for outdoor shows. The regular summer spots will be curtailed.

Frank Sherman has reopened his Club Minuet with a continuous entertainment policy. Sam Evans, another veteran night club operator, has revived his Three Centers, using colored lights and operating in partnership with Carl Weisberg.

The Seaside, largest outdoor show in the city, is coming back, with a new setup. The main feature will be the new unit setup at the方针. The management has announced that it will be open to the public at the Seaside, 12th Street and Locust Avenue.

Al Greenfield and Milt Schwartz, of the Fuma Casino Co., Ltd., are reopening the Hotel Wilmot as an outdoor service. "Join us," a sign in the Wuma Club tent, which is now in operation, is for the benefit of the Wuma Club fans.

Two cafe operaitons, meanwhile, are being held at the Park Hotel, 12th and Locust. For braves, Cocktail Lounge manager, is set for the opening of the Park Hotel. The management has announced that it will be open to the public at the Park Hotel, 12th and Locust Avenue.

Dorrin Prout is a regular at the Park Hotel, 12th and Locust. Dorrin Prout is a regular at the Park Hotel, 12th and Locust Avenue.

All-Music Flops, So Back to Floorshows

DETROIT, March 21.—Four-week tryout of mopping shows and substituting continuous dancing with two barred proved unsatisfactory at the Grand and New identifying the first-night club. Spot is reverting to doorknocking with musical numbers, and acts. First band to go on is Ray Crane of the Five Dot, and Dorrin Prout, vocalist.

Ballet policy tried out had a girl vocals and a trio, used as the alternate bands, with a 30-minute show twice each evening.

Report All Theaters Closed in Australia

NEW YORK, March 21.—Reports that all theaters in Australia have been closed during the war emergency have been reiterated.

"No date has been set for their reopening, either. It is likely that the procedure will be to extend the war time regulations, which have been in force since the outbreak of hostilities."

Most American performers are still in Australia.

Branson to N. Y. WM Office

CHICAGO, March 21.—Sam Branson, for 18 years with the William Morris office in Chicago, has been transferred to the New York office, including The Chase, Parke, Burns, Sherman & Co., under the new management of Mr. and Mrs. Louis W. Levar leave WM to enter the army.

Day to 90-minute news and advertising, the article by Joe Cohen, "Clarification Needed," concerning Social Security and employment compensation taxes, will run in next week's issue.

Conserving at the Waldorf

NEW YORK, March 21.—The Waldorf Astoria Hotel has announced a conservation program. On each floor there will be a sign explaining that the present war crisis demands conservation with the government and therefore none will be made available for the Waldorf Astoria.

The sign reads: "If you're looking only to what will be eaten and also to go easy on items other than food, make your meals just like usual with meat and oil from the Waldorf.

Customers are also asked to be careful with cigarettes so that the maximum life may be obtained from the tablespoon, napkins and rugs.

Nicollet Shuts Terrace Sundays

MINNEAPOLIS, March 21.—An ef- fort to conserve all resources because of the war has been announced by the Nicollet Minnesota Terrace Sunday nights, says Bert Mears, hotel manager.

Closing of the rooms Sundays marks the first time since the Terrace was opened October 15, 1955, that it has been dark. Sunday liquor sales are banned by a state law limiting operation for Sunday liquor sales.

"Thus for this year the Terrace is closed on Sundays," Mears said. "The event is to be closed as of March 21, 1942."

MINNEAPOLIS, March 21.—The Frolic, first combos dance and lounge in the Northwest, was open here last week. The place is located on the 10th Street and 9th Avenue. Initial attractions are Ken knocks and the Frolic Band, with musicians and Mary Jean Howard, singeress.

Detroit Show Biz Squawks at Mislabeled Shoes for Army Men

DETROIT, March 21.—Local com- mittee to take over USO shows in this area on behalf of the show business, rather than the government, has been formed by the Detroit News, Detroit Free Press, Detroit Evening Times, and Les Gold, executive secretary of the American Legion, has announced that the Detroit Committee is being formed to take over USO shows.

Mr. and Mrs. John Berenson, Detroit business agent; Jack Perretz, president of the Detroit Postmaster of United States, and Las Gold, executive secretary of the American Legion, has announced that the Detroit Committee is being formed to take over USO shows.

Gold has cited mislabeling of various shoes, including an instance at Fort Custer, 150 miles west of here, where the shoes were shipped to the wrong point. The government believes that it is impossible to label the shoes 300 pounds of shoes and 100 pounds of shoes, which cannot be re-labeled in the present time.

Gold said that the shows will be run by the American Legion and that they will be supervised by the American Legion National Office in Washington, D.C.

Cantinflas Leaves Ramon Opens Office

MEXICO CITY, March 21.—Cantinflas, due to commitments in South American cities, has left the Theater Palace Negreto. The theater's new superior, George Furst Nebner, will run the shows in the theater until Cantinflas returns.

Wartime Ramon Beach, production manager for Cantinflas, has quit the Palace Theater. He is now in charge of the last show office, the only one in Mexico. His place has been taken by Reina Matter, producer of fine Mexican pictures.

New SF Union Scale $35 to $65 a Week

SAN FRANCISCO, March 21.—New agreement was announced yesterday, with bodees voted to be in effect on union scale, too, still looking for casual concessions.

The agreement, as follows: Class A, $35 to $65 a week; single one-nights, $13.50; within the city, $15.00. Out-of-town right night, round-trip transportation. To one-week engagement, any-three show basis, $20.00 and 60-mile zones, round-trip transportation.

Leoni Lynn in Rio; Casino Bookings

RIO DE JANEIRO, March 21.—Leoni Lynn, famous Italian opera singer, is at the Casino Conquistador March 3. She has been engaged by the Rio de Janeiro Casino Club for a three-month run, with a contract for an additional three months.

Dorothy Morgan has been engaged by the Casino Lisboa, Lisbon, for a two-week engagement. She has been booked for the Casino Lisboa, Lisbon, for a two-week engagement. She has been booked for the Casino Lisboa, Lisbon, for a two-week engagement.

Dipinto Spends More

PHILADELPHIA, March 21.—Dipinto's, the Philadelphia 10-cent take-out, has been increased to 12 cents. Resumes this week with increased prices of $2.00 and $3.00. Dipinto's, the Philadelphia 10-cent take-out, has been increased to 12 cents. Resumes this week with increased prices of $2.00 and $3.00. Dipinto's, the Philadelphia 10-cent take-out, has been increased to 12 cents. Resumes this week with increased prices of $2.00 and $3.00.
Talent policy: Dance and show band; refreshments; management: Sam A. Perryman, director; manager: Gene Hill, music director; keyboard: Miss Phyllis Tyler, assistant manager; dance floor showmen: Minnie Min, operating manager. $5.00, 35, 25 cents.

This colorful and tastefully decorated club is equipped with new hardwood floors, tiled dance floor and a room for performing, decorated with a large pipe organ. New improvements are evident in the service, food and drinks.

Since New Year's Day, Beverly has been known as the "Swing Club," where the music is furnished by the Beverly Hills Band, consisting of 10 members. The club offers a variety of dance music, from slow to fast, to suit all tastes.

Lucille and Eddie ROBERTS
mentalist and magical masters

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Lucille and Eddie ROBERTS
mentalist and magical masters

Currently at
CASTRO HILLS, CALIF.

Talent policy: Dance and show band; refreshments; management: Sam A. Perryman, director; manager: Gene Hill, music director; keyboard: Miss Phyllis Tyler, assistant manager; dance floor showmen: Minnie Min, operating manager. $5.00, 35, 25 cents.

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Lucille and Eddie ROBERTS
mentalist and magical masters

Currently at
CASTRO HILLS, CALIF.
The Billboard
March 28, 1942

Blackstone Hotel, Mayfair
Room, Chicago
Talent policy: Dance and shoe entertainment.
Management: S. K. Kibbe, managing director.
Prices: $2.50, $3.00, $3.50, $4.00.

Swan Club, Philadelphia
Talent policy: Dance and shoe entertainment.
Dancers: Joe Tolles, proprietor-manager; Harry Brown, booker.
Prices: $2.50, $3.00, $3.50, $4.00.

Management—CHARLES V. YATES, 30 Rockefeller Pl., New York

New York City
March 25, 1942

My sincere thanks and best wishes to Sam Barken
for a ten-week engagement at the Five O’Clock
Club, Miami Beach, Fla., and to Fred Abel
for several lovely weeks at the Lido Club, Miami Beach;
their generous hospitality to the Hollywood
Beach Hotel, Hollywood, Fla.; to the manager of the
Olympia Theater, Miami, and to the Brook Club,
Miami Beach.

Thank you, Marvin Schenck, for my current
engagement at Loew’s State Theater, New York,
and my very special thanks to Ben Marden for
engaging me for his opening show at the Riviera.

Ruth Clayton
Exclusive Management
LOU WASS
1776 B’way, New York City

New Piers YACHT CLUB, Miami, FLA.
Available for evening entertainment March 27.

Says Miss FINE

Says HARRY FELDMAN

Says LOU COHEN

[Additional information and advertisements related to entertainment industry]
Loew's State, New York
(Reprinted Thursday Evening, March 23)
Current bill packs well but could stand about 20 minutes trimming to bring it down to a compact hour. Henry Youngman and Louis Prima's set, as co- stars brilliantly plus the Robert Tucker-Len Turner pic, Johnny Eager, drew capacity opening day.

This Youngman's seventh date at the house and each is an improvement over the last. Youngman has sided new partner to his endless stream of gags and also a parody on Christmas Cove Choo called Second to the Concourse, which is sharply written and delivered with showmanship. He still has his usual little routine and his Horncrunch bit, which resulted in a solid laugh.

Opener is the Bredalettes, unadorned dancing act which pulls off its exciting good job of evoking laughs gaiety with a well-presented routine of the most building a house. Figgie runs the gamut of comedy, handling dramatic situations and comedy business with professional skill.

Next is songstress Ethyll Clayton, a melodious and sincere talent.

Dr. E. How About You, Flicka? You Will Be

In a Flash; he pulls five cards to an apex and ends with a neat downward swing, jump up the other four, to the top card, round, rolling back to him to cross his shoulder, ending in his hand. The Dr. E. Finally fails to live up to the big build-up, Cayne gives it his all. A man and a girl do swell dancing, but the main item is young Len Turner.

Louis Prima's set is a showpiece. Prima is the great showman, not a singer. He does the job with verve, emerging with a melody including his specialty. In her early years, though, she handled the high notes well and more section was in center stage and trio rhythm taping legend.

Handelizing Act. Star, the boy's act was received. Did three turns, with the audience applauding for his last effort. The Georgie came very near choking up a slow-song, but the fine performance did not muddle.

Lord and Lyons, booking act, give their turn a bit of color by one of the term coming out of the audience. However, this show must be what otherwise would have a fast act. Balancing a chair on four bottles top on top of table and then standing on the chair brings plenty of applause. A double handstand on a rocker is low. Hand-in-hand work is good. Act needs a faster tempo.


Chicago, Chicago
(Repeated Saturday Morning, March 19)
Jan Savitt and his solo swing band top the current show which also features Lorraine and Homan, Ted and Vic Valley, and Femme Blanche. Musically, Savitt's group delivers a sound entertainment, particularly for the younger crowd. Vocally, the picture is good. Only Joe Martin is around to handle the vocals and then staring at the chair brings plenty of applause. A double handstand on a rock is tough. Hand-in-hand work is good. Act needs a faster tempo.

Chicago, Chicago
(Repeated Saturday Evening, March 19)
Jan Savitt and his solo swing band take over the current show which also features Lorraine and Homan, Ted and Vic Valley, and Femme Blanche. Musically, Savitt's group delivers a solid entertainment, particularly for the younger crowd. Vocally, the picture is good. Only Joe Martin is around to handle the vocals and then staring at the chair brings plenty of applause. Savitt can also do a square dance routine. Band opened with Chieftains Choo Choo and a tune that is showing its age, but Savitt feels that it works all over again. Femme Blanche, new act, gives a square dance routine. A square dance routine. (The marriage of Ray Tune, of the real Mills River Boys, to the lady of Savitt's future, a beautiful young lady, and Savitt's next star. If her voice measures up to her looks, the marriage has nothing to worry about. Cookie carries his box fiddle for his famous Delmaro, Strauss's Bull solo, followed by Martin's so-so vocal solo. The boys then go on back in the heart of Texas and the customers, for a change, are not invited to participate.

Ted and Vic Valley did well with their novelty act and a display of baton twirling. Team is youthful and capable and makes a very attractive appearance in collegiate tops.

The Savitt boys put another on a new one, The Jockey Bouncer, which makes good listening, and wind up the bill with a tribute to the formed force by playing When Johnny Comes Marching Home.

Lorraine and Bogarm (now announced as the stars of The Piazza) to revive their familiar comedy act that is still commercial and entertaining. Lorraine carries the comedy and has never executed more laughs. Maile's make-up of opening show appeared on the ghastly side.

Lampen, Chicago
(Tuesday Evening, March 15)
After featuring the Lilian Hughes Dancers for five consecutive weeks, the Lampen show were back to its straight variety. While the show is packed, at present, it does not feel as smoothly as it should.

At Lampen and orchestra strike out on Running Wild to set the pace and the show seems to have an opportunity to give it with the drummer.

Opener is Sonny Moore's Pet Circus. Dogs are dull and smart, performing some tricks with a poohit taking the clown part. Poor, but it is limited by the stage size, but all, in all, Moore takes the applause for their parts in a showmanship fashion.

Louis Blaney is coming on as a top act at six months at this house and is still packing that same vaude. This time, his novelty vocals included I Don't Want To Walk Without You and When The Heart Are We Waiting For? Voice is rich, and he works with youthful enthralling.

Hulsbeek, Chicago
(Monday Evening, March 18)
A good jucy and keeps from three to seven hours moving in all kinds of crowds and over all parts of the United States. It is through, but his smooth juggling is one of the things that make the show so popular. Act has a rich finish; he pulls five cards to an apex and ends with a neat downward swing, jump up the other four, to the top card, round, rolling back to him to cross his shoulder, ending in his hand. The Hulsbeek, finally fails to live up to the big build-up, Cayne gives it his all.
Music Hall, New York
(Reviewed Thursday Evening, March 19)
This show, built for a single week's run, took conscience of one of Tin Pan Alley's most popular songwriters, Peter Hynd, Tcherebtchovski, with a program based on his music. Proceedings were marred somewhat by lack of variety in specialities which would usually provide a welcome relief. A hit has been only emulated by the songs of Bruno Marie and Sergio Rondinetti.
Opened is by Bivins Austin, effectively using a marionette control for Now! But the Lonely Heart. Excerpts from The Music Hall has its taint. Dance of the Muses by the Rockettes in a nursery setting, during which they do their superb puppet work with doll-like movements that keep the character of the song in mind.
On view next is the Chinese Dance, with comic interpolations by Nicholas Duka, assisted by Muriel Gray and Ahma El-Bob. In full dress, the size of the house, Duka wondrously turns all off at once in a momentous scene.
Glee Club gets its chance with Davis Arabic, during which they use a word-play device. A native melody, while Berta Davis serves as commentator. For Anderson, Duka. Duka does a control number in gold Baba on a pedestal as a birthday gift for his friend.
A trio of male vocalists, Leon Pinette, Vincent Tonn, and Serge Bouasitat, interpret the Tropica, a bit too formal for the folked acrobats, and the glissade of a cornet. A fine capper. Dick's drawing of the USO Overcoat failed to pull out the power in the numbers, not in many scenes seemed to slip out of the control of the music. Pic, Bethune Story, provides a pleasant bit of diversion. Joe Cosen.

Loew's Capitol, Washington
(Reviewed Friday Afternoon, March 20)
This week's stageplay opens with the Follies Boys in high-waling tone at leisurely tempo. Show limps when Max and His Pals take over in one of the best dog routines ever seen here. Max solo abrasive softness and then! Cotton speakeasy. Juggling act in the form. Brains and blubs. Gratifying feature is the use of a toy that, almost always, is missing. Audience. That Max really does a dog act here and he earned almost as much as the rest of show put together. Max and his Pals appears at this house and her high-water mark. No one expected this show to last over. Has the habit of being the most impressive of all. It does. Once upon the huge stage here. Tonight We Lost, Shepherd's Serenade and My Hero were her numbers.
Mata and Hurl brought in their new band.-outline in last week's number was not sufficient to warm up the house. Simulated lights, jugg÷ing and balancing looked very real during their dance, but no cue is needed for vamps.
George Bannister's music is intriguing but his monolog recorded with a few. Burlesque radio commercials, especially those with, have been worked to death in this house, so a good deal of the act were wound. Was given to the Rockettes in a type of dancing between alternating lights. Back lighting created allusions and high-clad earact much from the number.
Shanghai Gesture on screen. Business moves as slow. Space caged. No "".

Palace, Akron
(Reviewed Monday Evening, March 16)
When Bozos can play swings that don't, insist on it. This is for the 50 minutes his band never presents. May chill the jitterbugs, but does warm audiences with an ear for melody as well as a toe for rhythm. Mantovano's turns are ever a delight. This orchestra offers a variety of singers to do rhythm, romance or novelty numbers. They are Clyde Roberts, Charlie Parker, Jimmy Brown, Billy Cover and "".'
Cliff Nazarro, whose grin and double-arms have been seen in several movies, is an entertaining clown on stage, too. His sketches often balsam into what would be childlike antics which is admirably timed and delivered to the wonder of the audience into a chuckle.
Burlesque routines of the Four Banquets. They offer a top clod with an ace speciality. The act is present. Va, Petra, is a baron, boncing balls and twirling In a ring.
Soren offers Lady for a Night (Bquest). Rex McConnell.

BlaKstone IS BOX OFFICE!
No other "name" artist can point to claim the unbroken record belonging to none who, in over a year and a half, has had but a few time between engagements to make her next opening!

BlaKstone IS FIRST!
First in smart new material,—first as the best dressed woman in nightlife with her dozens of gorgeous gowns. Always AHEAD OF THE TRENDS,—the lost word in superman satisfied entertainment!

nan BlaKstone is America's No. 1 Sophisticated Song Star! THE WISE AND MODERN OPERATOR BUYS BLAstonE AND BREAKS BLAstonE! Because he gets the MOST for his money! Because Nan BlaKstone is TOP in exciting entertainment. nan's personal contact with the customer BETWEEN shows often is far more than her value as an artist alone!

FOR THE MOST IMPORTANT, COLORFUL, GLITTERING, GAY, NAUGHTY, GLAMOROUS, BOX-OFFICE BOOKING OF YOUR SEASON—Buy BlaKstone!

PERSONAL MANAGEMENT Ronald Gerard Address: MORRIS BERNSTEIN, 134 No. LaSalle, Chicago

NOTE: nan BlaKstone MAY BE OBTAINED THROUGH ANY REPUTABLE AGENCY IN THE UNITED STATES.
Drop Matinees, Add Midnight Shows To Catch Factory Men

CANTON, O., March 21—Loud from the front lines, drafted—just announced; actual start: about 10:30 p.m., 10:30 p.m., and 10:30 p.m. every Monday night. Drafted—just announced; actual start: about 10:30 p.m., 10:30 p.m., and 10:30 p.m. every Monday night.

Harry Bryan, director of the house, and chairman of the board of the Canton Theatre, sold four more midnight shows on Monday night—one of the last few, and the largest number announced thus far. He said the action followed the example set by the Akron, Cleveland, and other larger theatres, which have recently been adopting midnight shows.

Drafted—just announced; actual start: about 10:30 p.m., 10:30 p.m., and 10:30 p.m. every Monday night.

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Vaudelin Grosses
Para Crossings Big; Roy and Shannon in Slump; MIT's Fair-1 Week; State Okay

NEW YORK—Henry Bogen described the first day of the 61st printing of the annual Goodyear Dunlop rubber industry in New York. The event, held at the Empire State Building, featured a series of lectures and presentations. Among the speakers were Dr. Albert T. Weeks, president of the Goodyear Dunlop Rubber Co., and Dr. John B. Weeks, who discussed the role of rubber in modern industry.

BUFFALO—Ruffled by the last week were gently sporty at the Wando. A $5,000,000,000 bond issue at 2% for thely open in the market, the company reported critically. HUBERT L. A. PAILLON

NEWARK—Talked to Bond at the site of the new headquarters of the Goodyear Dunlop Rubber Co., an office building at 23rd Street and Broadway. The building is expected to be completed in 1925. The company has already invested $5,000,000 in the project.

CHICAGO—In the annual meeting of the Chicago Baseball Club, the team's new manager, Joe McCarthy, was introduced. McCarthy, a former player with the Chicago Cubs, was hired to replace the retiring manager, George M. Steinbrenner. The team's star player, Joe DiMaggio, was expected to return from an injury soon.

Chicago coach John McGraw, known for his aggressive coaching style, said he was confident the team would perform well this season.
Editors The Billboard:

Have read the articles on the rep. page by Mr. Pitney and Mr. Cole, and if my memory serves me right they are both wrong in regard to the order the rep. above.

In the first place, many territories are under the impression that the rep. line shown originated in the Middle West, but I don't think so. In 1918 I was in Canada with the Tobin & Devere Comedies playing picture houses, but I received an order for the following March from the Sawtell Dramatic Company playing rep. under canes in the New York State.

Why I remember the year so well is because England was at war with the Boers in South Africa, and thousands of Canadian soldiers were joining the Eng.

NORTH


Editors The Billboard:

Having read the various articles referring to the first-ever rent-rep. show, I recall an article in a Des Moines paper at this time. Will Lister died, given in the subject matter of a number of papers in the U. S. I am told of Lister's being in Texas and acting then.

He went back to New York and started the first weekly rep. show, which the interviewer assumed to have originated in the Middle West, but I don't think so. In 1918 I was in Canada with the Tobin & Devere Comedies playing picture houses, but I received an order for the following March from the Sawtell Dramatic Company playing rep. under canes in the New York State.

Jerry Green Opens Baltimore Derby Show Middle of April

Baltimore March 21—Long a top draw in the San Francisco area, Bay City, is more than ever a force as fertile ground for walk-around entertainment, with defense industries industries bringing in a tide of notoriety on the front lines.

Jerry Green, who enjoyed notable success with his all-American Walkathon here a few months back, is making preparations to launch his new rep. show, the Sports Center, in downtown Baltimore in the middle of April. The Sports Center is ideally equipped and located for a wide variety of entertainments, with dangerous and unusual combinations stopping at the front door of the 4,000-seat arena.

As a result of the show which has the services of a well-known man in the entertainment business, it is expected that "A Sportsman's Guide to the butterfield Scotch Highlands" will have been contracted to supply the music.

As mentioned, the Sports Center is located in the center of a number of important local hotels and cocktail lounges, all of which are doing a boom business.

Coliseum Show Still Going

CHICAGO, March 21—Old Codger's Coliseum Walkathon continues, with fire and brimstone and all the other ingredients required. Resuming entertainments are Phil Dill, who was last heard in this city, and his new creation, "The Great Godfather," and Jimmy Webb, who has the dubious honor of being the "greatest living trumpet player in the world." Mr. Webb is a native of San Francisco, where he learned the art of playing the trumpet, and has been a regular feature of the Coliseum Show for many years.

BILLY GOBAGSROSAKTO returns to roller derby competition last week as a member of the "All-American" rep. outfit in the Coliseum Coliseum. In his first appearance, Billy was victorious in the Coliseum Coliseum, and is now considered one of the top performers in the Coliseum Coliseum. His previous record is 29 wins and 20 losses, and he is considered one of the best entertainers in the Coliseum Coliseum.

Time and date of the Coliseum Coliseum are not yet announced, but the Coliseum Coliseum is expected to be filled to capacity on opening night.

BARNES, MED. Co. WANTS

Colored Musicians, Performers and Organizations.

Who can read and do fine roadshow music, and are willing to travel and have three-week stands. We pay cash, you may have these cities. Write in first letter, and we will tell you what cities we want.

WANTED

For GRAND OLE OPRY

Overseas entertainments for the U. S. Army. We pay $1,000 per week for basic and $1,500 for a trial week. If you are interested, please write to Mr. W. E. Allen, 210 Vine St., Nashville, Tenn.

WANTED FOR TOUR TO FRANCE AND ENGLAND

Stars for a French and English tour. We will provide a large and luxurious special train for the tour, and our entertainers will receive a generous share of the profits. Write to Mr. W. E. Allen, 210 Vine St., Nashville, Tenn.

WANTED FOR TOUR TO CANADA

Stars for a Canadian tour. We will provide a large and luxurious special train for the tour, and our entertainers will receive a generous share of the profits. Write to Mr. W. E. Allen, 210 Vine St., Nashville, Tenn.
BENTLEY—George, 55, theatrical booking agent, in St. Louis March 18 after a long illness. Survived by his wife, mother and a sister.

BROOKLYN. March 10, 1942

Burial Rites are

Around

Her

Daughter

John

came

MARCH—William H., 89, owner of Tyn Beach, summer resort near Nazucket, O., March 8. Survived by his widow, two sons, and a daughter.

CapeCo—Pred S., 52, musician and director of Boston WCMN. Chomed, N.J., March 4, of heart attack. Survived by his wife, two daughters and a sister.

DEBDER—Harry S., 73, minister and head of Beth Shalom, March 13 after a long illness. Survived by his widow, daughter and four stepdaughters. Funeral March 16 at the synagogue. Burial in Woodlawn Memorial Park, Bronx.

DUNNIN—Mrs. Josephine, 68, former conceived of Cincinnati, March 8. She was a featured soloist with the Cincinnati Symphony Orchestra, and was a soprano with the Cincinnati Choral Club, the Cincinnati College Women’s Choral Club, the Cincinnati Federation of Women’s Clubs, and the Ohio Federation of Women’s Clubs. She also appeared on the Irish Circuit and in Gilbert and Sullivan operas with the Des Moines Opera Company. She leaves her husband, two sons and a daughter.

ELLEN—Evelyn. Brooklyn. March 10, 1942

Burial Rites are

Around

Her

Daughter

March

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RUTHERFORD

 абсолютирован

PARISH—Fred Mirth 67, former trombonist., concert manager, and law school student, who died March 12 in Columbus, O., March 17. He had played with the Los Angeles Philharmonic Orchestra in the spring, and had also been a theater and nightclub bandleader. Survived by his widow and three brothers.

PETIT—Dale, 65, airline executive, who died March 16 at Denver, Colo., March 17. He had been with Pan American Airways for 17 years, and was a former executive of the now defunct Trans World Airlines. Survived by his wife and daughter.

PHELPS—Leroy, 39, opera singer, who died March 17 in New York, March 17. He had been the youngest staff announcer with the NBC network, and was a guest on the network radio program three weeks twice over the past two years. At the time of his death he was playing the Frank Whirlie Simpson. Survived in Brooklyn, with burial in Zion Hill Cemetery.

PETTY—Adelbert, 85, film projectionist, who died March 15 following an operation. Survived by his widow, Leiflette, a sister, two brothers and his parents. Services and burial in Atlantic City.

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CIRCUIT OPERATORS
Late Model 16mm, Sound Projectors
We have recently added big 16" x 12" speakers and 100' paper reels, high power amplifiers. Let us help you today.

Finance, Repair, Flashes, Repairs and Supplies can be purchased on your house list. Write Dept. BO-27 for complete brochure.

OCTOBER, EASTERN FILM SUPPLY, INC., Denver, Colorado

Supplies 16mm. & 35mm. Equipment
Conducted by THE ROADSHOWMAN—Communication to 1564 Broadway, New York City

Survey Shows 35mm. Branch Of Roadshow Biz Is Active

NEW YORK, March 21—A survey undertaken by The Billboard of activity in the 35mm. branch of the roadshow industry shows that there's still plenty of life in link field. There have been rumors that the 35mm. field was being completely abandoned in favor of 16mm. However, the survey shows that many roadshowmen are still operating with 35mm. films and equipment.

Roadshowmen still operating with standard-size equipment are eager to pay outright or rent at reasonable rates suitable 35mm. prints, the survey shows. One very interesting fact brought out by reports gathered from roadshowers in the field is that many of them operate both 35mm. and 16mm. equipment, according to the facilities or requirements of their show spots.

Inquiries definitely brought out the fact that roadshowmen in the 35mm. field are looking for variety in product and dependable prices. Most of the operators are old-timers in the business and they are fully informed on angles on how to put on professional, money-making shows. Therefore, they pay considerable attention to details of their programs, and particularly to showmanship angles designed to draw audiences to the box office.

These roadshowmen have a keen interest in posters for advertising and they also appreciate the dollars and cents value of publicity. They drew up their fronts with attractive, eye-pleasing, and their title displays compare favorably with promotions carried in other branches of the business.

The survey was made for the purpose of trying to find out why there are not more roadshowers interested in the 35mm. field. No one who heard the data, according to observers who sent in their replies from far-flung sections of the country.

The most important point in the survey of the opinion of the roadshowmen is that they are not interested in what they term "punk" prints. They want live and market for quality product and think that the market is there for 35mm. films and the live entertainment value. Both silent and sound films are popular. The silent film of the old-time movie variety with comic sound effects dubbed in are popular in demand. The silent sound effects must be well done, however. Many operators said, "place orders for either straight silent or all sound pictures."

Another fact brought to light by the survey is that there is a good demand for prints but little need for prints of silent pictures. The operators also show a preference for series of the 1930 vintage and single-reel comedies of this era are also well received. While operators seem to prefer 35mm. they also think that there must not be worn out.

The sectional demands for silent pictures and old-time movie projections, however, are considerable. In the connection it is interesting to note that old silent subjects and complete chapter series released before 1920 go well in New York State and New England area. The survey revealed that plenty of silent equipment is still in use in this section of the country. In the South demand for 35mm. silent hits is limited to larger cities, and there seems to be interest in the more recent pictures and the length of the film as well. In the Midwest and Far West silent films of old-time variety are also well received but preferred length is for five-ree features.

The operators of the opinion that the length of the old-time was up to both 16mm. and 35mm. equipment. They report that the 35mm. branch of the market for films on a year-round basis. In the Southern Territory this demand is much heavier than in the other Southern States and they are also well received for their quietness throughout the year.

Roadshowmen in this field show a preference for the modern in the choice of films and their length. In shopping for films the operators also show a keen knowledge about the industry and its problems. One of the most often asked questions is whether or not a film is banned and why. The operators always keep in touch with latest industry developments and are quick to adopt any ideas, or styles that have been adapted by the offices higher up.

The most frequent used of these operators, outside of films, according to their own statements, is for good unification pictures. They also receive much publicity in the market for movies, including cheap, stereopticons, etc. There is a preference for portable and compact equipment and operators favor projectors and projectors that are guaranteed and have all the available precautionary safety devices against fire.

The survey also brought out interesting data about audience film entertainment preferences in 35mm. movies in the country. In New York and New England there has been interest in Westerns with such old standbys as Westerns, action pictures and comedies. However, this market also goes for slapstick comedies, sensational features and travelogues. Silent films, including foreign and shorts, are most good demand.

Roadshowers are Westerns and (not easily) comedy shorts are the films most

March 28, 1942

Roadshowmen

SUGAR PUNCH

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John E. Allen, Inc.
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RELIGIOUS FEATURES

10mm. Sound Features in the main class—low

35MM. ROADSHOW FILMS

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CIRCUITS

10mm. sound Features in the main class—Low

V. L. FRYAN
Codic, Ohio

ROCKSUN SUPPLIES

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8 MM. 16 MM.


RUSSELL FILM EXCHANGE, FRIENDSHIP, O.

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John E. Allen, Inc.
9 George Street
Rockefeller Center

CIRCUITS

10mm. Sound Features in the main class—Low

V. L. FRYAN
Codic, Ohio

RELIGIOUS FEATURES

THINE IS THE KINGDOM, Passion Play, Esther, Francis, Oil of the Life of Christ, etc. Also available, New Testament Films, OTTO MARBACH, 820 Ninth Ave., N. Y. City, O.

CIRCUITS

16mm. Sound Features in the main class—Low

V. L. FRYAN
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Priests Run Shows for
Canadian Catholic Orgs

ST. JOHN, N.S., March 21—Two priests and one brother are now ac-
tively catering to the demand for motion picture entertainment from Cat-
elin organizations. The pioneer in this field is Rev. A. W. Knowelden, pastor of Stella Maria Church, Rural St. John. He was believed to be the first clergyman to outfit himself with projection equipment and films. That was a decade ago. He was also the first to install sound and replace the silent with sound pictures.

Father Knowelden started with widely religious subjects but in recent years has shown other subjects of general interest, including historical films. The latter have special appeal for those of Irish descent in these prov-

ices. He made a special point of pro-
viding pictorial programs for branches of the Holy Name Society, these includ-
ing religious, semi-religious and bi-
ographical and sentimental films.

Rev. H. M. Dobblesney, a native of the local Catholic and parish director for the Catholic Youth Organization, is featuring four, film programs for the Y. O. branches. These include gen-
eral releases approved by the Legion of Honor. The Y. C. Y. O. is being orga-
nized in various parishes in this diocese.

A. L. Hunter, C.M., attached to St. Peter's Church in the Northwest, has been provided with projection and sound equipment and is providing entertainment in the new rec-

reation building of that parish and also outside the parish. The intersection is in essentially underprivileged Children as a new rural camp owned by the St. Peter's parish during the summer. Brother Mat-

ths is screening general releases, as well as religious subjects, and featuring medieval films.

The Catholic organizations own halls of their own, ranging from 250 to 600.

ROADSHOW FILMS

The Billboard 31

March 28, 1912

Roadshowmen... KEEP 'EM COMING!

Make up your programs from this 4-star list of box-office champions!

Hollywood stars... Hollywood's greatest hits... Pictures that ring the bell with audiences every time!

Now available in 16mm. Sound Without Approval of Contract from

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GRIPPING DRAMA!

• ALGERS—Starring: Harry Larkin and Charles Beery.

• BLOCKADE—Starring: Madeleine Carroll and Henry Funds.

• HISTORY IS MADE AT NIGHT—Featuring: Charles Beyer and Joan Arthur.

• I MEET MY LOVE AGAIN—With Joan Bennett, Henry Funds and Alan Marshall.

• YOU ONLY LIVE ONCE—Featuring: Henry Funds and John Arlene.

• LOVE FROM A STRANGER—Featuring: Basil Rathbone and Ann Harding.

• WANTED: U.S. marshal—John Barrymore and Virginia Mayo.

• OUR DAILY BREAD—With Karen Morley, Tom Raney and John Qualen.

HILARIOUS COMEDY!

• FLYING DUCKS—A Laurel and Hardy feature.

• STAGE 17—Starring: Patsy Kelly and Hal Roarn.

• THE CAY DANISH—With Hans Lennart, Nils Asther, and Evelyn Ankers.

• THE RAINY AFTERNOON—Featuring: Kato and Rosina Simmons, with Douglas Fairbanks, Jr., and Virginia Valli.

• CAY, MAD MUSICALS!

• 22nd STREET—With Van Hoven, Hot Company, Pat Patterson, Kenny Baker, Elva Lucas and Jock Colleani.

• THE CAY INDEPENDENT—With Bill Sharp, George Murphy, and Mary Beth L'Hommedieu.

• THE FLYING TRIO—With Mary Astor and Virginia Valli.

• THE TIGER—With Van Hoven, Hot Company, Pat Patterson, Kenny Baker, Elva Lucas and Jock Colleani.

Also Short Subjects!

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Address the SHIRLEY TEMPLE COMEDIES

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Dec, 23

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When you Need it, we Have it—at Fair Prices

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59 Wc. 48th (Radio City)

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EXCLUSIVE FILMS with Territorial Protection

F. C. Pictures Corporation, 265 Franklin St., Buffalo, N. Y.

COPRIGHTED MATERIAL... DO NOT COPY... PRODUCTIONS OF F. C. PICTURES CORPORATION... READY TO GO... REPRODUCIBLE BY PD. LICENSED DISTRIBUTORS....
This is a description of various films, events, and promotions, discussing themes like war, education, and entertainment. The text is filled with references to past events and personalities, with a focus on film and theatre. The layout is dense with information, making it challenging to extract a coherent narrative without significant restructuring. However, the text contains marketing strategies, promotional information, and entertainment news from March 28, 1942.
HENRI ELMAN
PRES.
MONARCH FILMS, INC.
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CELEBRATING
35 YEARS
IN SHOW BUSINESS

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Write For Our Special
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35 YEARS IS YOUR GUARANTEE OF SQUARE DEALING
THANKS TO ALL OUR FRIENDS
FOR THEIR CONGRATULATIONS

Dear Henri:

Congratulations and best wishes for your continued success.

Cordially,

WALTER O. GUTLOHN, INC.
25 West 45th Street, New York, N. Y.

Our Heartiest
CONGRATULATIONS
To a Grand Showman
FILMCO Trailer Co.
1327 So. Wabash Ave.
Chicago, Ill.

Our sincere congratulations to the president of the leading entertainment company of the world, who, in his own special way, has made entertainment in the motion picture field a reality to those of us who enjoy the many aspects of the show business...to bring to the masses the wonderful pictures he has produced throughout the years...

To the man who has served the industry and his fellow men with the highest standards of integrity and business ability...

Sincerely,

WALTER O. GUTLOHN, INC.

45 West 45th Street, New York, N. Y.

WE'RE FOR YOU

16MM ROADSHOWMEN
Give your customers the best big screen, good pictures! and you can get more for your shovet! Get out the $10.00 worth of 16MM.

What a savings!

FREE POSTAGE-We pay transportation costs both ways on ordering.

Write for FREE catalogue. Some programs as low as $14 per week postpaid.

New and Recent Releases
(Running Times Are Approximate)

AIR-RAID WARDEN, released by Stratemann Films, Inc. This is claimed to be the first American instructional film on a phase of the problem of air-raid precautions. Produced in San Francisco, it is said to present in a clear manner the functions of an air-raid warden prior to and during a blackout. Running time, 10 minutes.

FUTURE ADMIRALS, released by Hoff- berg Productions, Inc. This timely and interesting study of the U.S. Naval Academy showing the school thru their daily schedule. Made just before the war with our armed forces co-operation, this short is a morale builder, as it shows our naval officers are trained. Running time, 10 minutes.

LET GEORGE DO IT, released by Walter O. Gutlohn, Inc. This is the story of a screwball variable player who suddenly finds he has become a spy. After many laugh-packed scenes he succeeds in winning a U.S. single-handed. Running time, 60 minutes.

THE KING'S TAILOR, released by Castle Films, Inc. A color cartoon depicting the story of the king who engages a giant and eats a haven in a tailor's shop. Been told to the king's detriment and he is terrified by the giant with machinery devices before everything turns out well.

The latest names in the industry: "U.C.S. Roadshowmen's Spe- cial" is now being shown on your every day and on our every week. See 16MM sound - 
$13.50 per week - Westerns, Comedies, etc. Missouri- late release, repeat picture. A reliable program which is built to distribute Roadshowmen's. Way-down-low 16MM. roadshow film rental today, and this picture, rare copy, will be the most complete money raising and audience building program on the market.

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SERVICE, Inc.
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GOOD LUCK,
MR. ELMAN.

WAVERLEY MOTION
PICTURE SERVICE
Projection Service for All Occasions
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Sincere Wishes For Continued Success
Bert Willoughby, President

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CONGRATULATIONS!
To Henri Elman on his 35th Anniversary in Show Business.

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188 W. Randolph St., Chicago, Ill.

DA-LITE SCREENS PROJECTION EQUIPMENT

CONGRATULATIONS, HENRI
SPECIALS In 16MM. Sound.
*BING CROSBY IN BILLBOARD GIRL AND DREAM HOUSE.
Two Reelers, $40 Each.
*ANDY CLYDE AND HARRY CRIBBON IN Seven Riddles.
Two Reelers, $40 Each.
*Six EDWARD E. HORTON Two Reelers, $40 Each.
*Four One Reel CAMEO SLAPSTICKS, $20 Each

ASTOR PICTURE CORP.

130 West 46th St.
New York, N. Y.
Cule and the tents, La Shrine and the Stadium, with Leo and Frank, will be rehearsing in the big top and elsewhere in the coming week, preparing to manifest all their troupes for the opening 10 for rehearsal prior to the opening on April 15.

William Dwyer, boss property man, has a crew busy on new and old props, and has green new canvas to facilitate quick handling and loading in case of emergency. Shrine Circus runs under personal touch are busy on the train. Bill Bush, tractor driver, has a large crew at work over the equipment in his department. Dashi Warren, book editor, is daily working out the material for the upcoming season, and Otis Haines has been invited by Waxey and his assistants.

Verna Williams, manager of advertising, is busy seeing to things moved on the car. The car will leave quarters, after billing out March 4, and April 8. Orrville Gifford (Sturry) and Yellow Barret, in charge of the paint shop, have started cleaning the head of the repair shop.

Mrs. Tom Stock are in the office 12 hours a day, and the entire crew is fully occupied with equipment, arriving daily, Harry Thomas and a boy are busy with the horses and March 13. While general rehearsal for the entire show will be held in the tent under the direction of W. T. Bridge, every department will be represented.

Circus S "La Tosea," has been purchased, and has been made available, for the third year running, to the American Legion Auxiliary for the Legion's Spring Carnival in May. The circus has given its services to the auxiliary for several years.

Mr. and Mrs. John Manley, have purchased a new motor home, a 35-foot, 1962 model, with living facilities, and will be traveling the U.S. and Canada, and Europe, for the next few years, with the circus.

Mr. and Mrs. Jack Patterson, have purchased a 1962 model motor home, a 35-foot, 1962 model, with living facilities, and will be traveling the U.S. and Canada, and Europe, for the next few years, with the circus.

Dorothy Williams, a long-time employee of the circus, has been promoted to head of the animal department, and will be responsible for the care and training of the animals. Dorothy has been with the circus for 20 years, and has been a valuable member of the team.


denner Thrill Circus
Games to Play Fair Business

Circus is now in the process of rehearsing for the upcoming season, and is expected to be ready for the opening on April 15. The circus has been rehearsing for several weeks, working on new acts and improving existing ones.

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With the Circus Fans
By THE RINGMASTER

S. P. Shrine Plays Host
To Underprivileged Kiddies

GINDINNATH, March 31.—The following pertaining to St. Paul Shrine Circus was omitted from last week’s issue.

Shriners worked out a scientific ticket-
ing plan and managed every detail for the double-productions.

Because of an epidemic of measles and mumps, the annual tie-up with the St. Paul public schools was somewhat hampered. However, the Shrine played host to hundreds of underprivileged children in all grades.

Tickets were 55 cents general admission; 41.10, reserved seats; 36 cents for children. Shows at 2 p.m. and 8 p.m.

The committee, in addition to Rehling, included Charles Fletcher, gen-
eral manager; J. Gordon White, secretary and treasurer; J. W. Harter, insurance; W. H. Snyder, program; R. W. Ander-
son, treasurer; Russell Swenson, insur-
ance; S. T. Snyder, program; R. W. Ander-
son, treasurer; Russell Swenson, insur-
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son, treasurer; Russell Swenson, insur-
ance; S. T. Snyder, program; R. W. Ander-

TENTS—CHAIRS

By DONALD HINES

The 35th annual convention of the American Society of Association Executives is nearing completion.

It has been an active week with many new friends from around the country attending.

The convention is being held at the New York Hilton Hotel.

There will be a 

The Program

Program follows: Concert by Oscar Toon, then an opening program, followed by a parade, and finally a grand finale.

The program will be

First call

BILLY BATEL, clown, has signed with Cole Bros. Circus.

CUBAR MacKIE will be Sideshow-man

of the best and brightest in the entertainment field.

The program follows:

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WELCOME the coming speed the wintering guest, says an agile of course applicable to current conditions in civilization. As our portals close the modernized circus, while with regretful vision we watch the departure of a beloved friend of the past. Some circus fans and the public cannot quite get the idea animating John Ringling North, Henry Ringling North and other showmen in introducing innovations seemingly to the current circus timeliness, presenting changes in equipment and arena program apparently in violent of all circus traditions. However, a careful survey of the modernized circus from front door to back yard clears away that all the essential features of the great American institution we love and seek to foster are still to be seen in the fundamentals of the modernized circus, plus much that is in harmony with the spirit of the forward-looking present.

The streamlined big top is the natural creation of the progressive trend of American business today. On two separate occasions last summer and still to be served with a box seat in the central section of the grandstand at the foot of each of the two major circuses, on each occasion the base of a big pole was directly in front of my shoulder, and the seat next to me was occupied by a character not exactly such a seat of a circus fan. The women complained almost continuously during the performance because her view was partially eclipsed by the big pole and attached lighting equipment. Presently another observer, John and Henry North, Norman Bel Geddes and other modernizers of the modern circuses, faced the big top as will create for all patrons a well-lighted, well-aired, well-ventilated circus area. Therefore, I shall welcome the restored and modernized tents.

Colored Tents

In this connection suggests a vital reason underlying the change of color inside the tents of the big top. Tents that attempt to spotlight stellar acts in the realistic performances, with the traditional translucent canvas, are selected successfully. When I was a boy the green color was urged to the sight by preference to the white and yellow tent interiors. The interior is somewhat deepening, the life temporal, but when the lights begin to play upon the stellar acts of the minstrels performance, I realize that John North, Henry North, Norman Bel Geddes and Zack Terrell are doing their best to improve the height of height performances and as attractive and as the night should.

As time progresses, the circus must necessarily change its dress and epiphany.

The circus is a living thing, and of necessity it is governed by the unchanging law of life, the survival of the fittest. The best features of the old show are apt to come down as being traditions, and the unfi features are passed on from that point. The circus must necessarily go modernistic or perish.

Circus Today Is New

A recent conversation with one of the circulating reporters for a well-known literary magazine, criticizes the modernistic circus is the same or an animal and is as much as anything new and not greatly differ from the circus of thirty-five years. Many years ago. Having seen under favorable circumstances last summer the two major circuses and two representatives of the modernized circus, I am forced to disagree with the critic in question. True, there are certain equestrians, acrobatic and aerial artists, who are in fundamental distress whenever they show a marked resemblance. Every one who is a bit biased critic must admit, however, that the shows presented in the modernized circuses, and modernized circus, have a new feeling of the nervous and the nervous nature of presentation which make them different. These plays are offered in midway of this kind. Both of the full circuses of 1941 were almost new, and one was different altogether from the hight of things five years ago.

A single circus is forced to admit that the matriculation of the modernized circus is vastly more attractive and intractable in its decorative features than has been seen before, presenting not only the effects as the background of the animal acts, thus making the scene appear more modern, or changed from that of the old, more iron-boned pens of confinement, less the use in menageries prior to a year ago.

Artistry and Beauty Growing

One is unable to criticize the modernized circus as circus and cannot see any of the greatest and most pleasing beauty in equipment and arena presentations as were seen in some of the two circuses. This tendency was manifest in the spectacular parade, Old Ringling "Ringling" parade, where the modern circus is included in a regular program of the Big Show last summer. Here was a new art show, and it was not a collage of circus acts, but the story of the Mother Goose rhymes virus. This work was done on the stage as it is to be seen today, the pages of today are staged forenter-tainment as well as education. They were in a tradition of the old, but as the basis for a pageant in the circus program it was unique and the design as presented in the Old Ringling circus in an offering of unusual appeal. And it is as the backdrop of America's beloved favorite coves, that the art of artistry and showmanship rendered possible by the modernized circus were noticeable in the beautiful act presented by Elly Ardelt of the Ringling horse last season. The paintings were done on a panel of high braves above the center ring. It was a delightful circus to notice, and the management the admiration of the spectator, and the attention of the billions of the other artists in one of the end rings did the hand balance in a lower level of the arena. It was an act that dates back to beauty of presentation and the connection of the circus, for the act was new as a stellar attraction in the program. No circus critic can claim that he has seen the familiar scene presented in the circus for the same setting and method of performance, but it is an arrangement in the traditional big top.

Animal Acts Changed

In the department of the circus program devoted to wild animal acts, change and novelty of presentation have gone forward in the last five years, so much so that it is safe to say that all such acts as seen in the season were practically new. Naturally the presentation of the minstrel shows are the highlights of all the performances of the season, but here is where the modernized circuses are different.

It is the custom of modern circuses to prescribe the presentation on any circus program prior to the last two years. Formerly, the motif of the act is the other act is the music and harmonies of circus are in harmony with modernistic ideas. Emphasis was placed on the animal with a pistol and a sharp-pointed rod, with the recollections by their handling of the animal acts. show the circusgoers, to his surprise, that the animal is the game. Casual bears, black and spotted; pumas, jaguars and panthers, assembled from various climes, poring and pyraminding, even sitting up together and waving their tails in self-applause at the direction of the master of ceremonies, the animal acts are markedly different from what they were in the modern circus.

Circus in 1941

Circus in 1941 was the best of any circus in 105 years. The fans and customers of the circus do not seem to be appreciating the value of what they have.

Critique Doesn't Know His Circus

It appears that our drowsy critic is interested in the trend and is not aware of the success that has been in his season, to the point of comparing the present circus to the circus of 1941. Mrs. Gargantua to her jungle environment, and in the greatest of traveling zoos. Cling to the old-style methods of lighting, and they are supposed to be necessities. As a matter of note, both of the railroads circuses of 1941 offered programs running from about 215 p.m. to 11 p.m. By the way, the changes are for the great.

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April 20, 1920, "Circusiana and advertisement" was published in the New York Times.

292 Madison Avenue, New York City

The Coral

Communications to 25-27 Opera Place.

MONTE WALLACE, trick rider and wallop-jerker, closed a successful tour of the night spots with a good engagement at the Boeingman Gardens.

BEN, Rodeo Tiller, is making his annual tour of the West. After visiting the Estate Show and Exhibition at Pueblo, Colorado, he will go to Palm Springs.

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Houston Opener Pulls Big

Amusement Parks and the War

PARKS-RESORTS-POOLS
Conducted by ALBERT F. SCHNEIDER—Communications to 25 Operates, Cincinnati, O.

March 28, 1942

List of amusement parks, pools, and beaches will be found in the List Section of this issue.

AC Is Tuning Up for Easter

Full Blackouts At Beaches

NAAPP Risk Plan Is
Avoided by Alexander

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American Recreational Equipment Association

By R. S. Uzellan

NEW YORK, March 21.—In seeking the priority granted to the amusement park industry for repair parts and material, the committee never faltered in its efforts, also hailed when the OPM work was all recognized, making an entirely new set-up necessary. For repair and maintenance, a new, P.D.-la at any local War Production Board office or Federal Reserve Bank.

They will be promptly processed if marked in the the attention of Amusement dedication, 25-

Late into this permission is it, will enable many of our members to obtain needed repairs, etc., essential to make rides and attractions safe for the season's operation.

NE Not Dodging Issues

Next important number on the calendar is the meeting of the New England park men in the Menger Hotel, Boston, on March 20. They may dodge, they may have, but facing them squarely, the war operating problems, in the last days of the month, and also the meeting should contribute to the entire effort to discover the best procedure for 1943 operation. They will have some fun, as they always do, but business comes first. Following the meeting they have a good dinner and an excellent show. George A. Hamd gives them some of his best acts that can be staged indoors with a low ceiling.

Pretences will not claim major attention, as was first intended. There is still a wide range of vital operating questions confronting us. Fred Marley and Edward J. Carroll will exert themselves to do all that is possible to meet the emergencies on the house front. Now is the time to prepare. Our empty lines will not be broken. Here is your opportunity to bring in reinforcements that will hold you through a trying summer.

Aid in Army Morale

The present armed forces is the cleanest and healthiest ever assembled. Much effort is being exerted to keep it that way. Never before has there been such scientific effort to curb disease. The percentage of infection is far below the last World War army. Amusement parks can help by insisting on clean shows and washing of equipment. Make it hot for the undetected. Treat the men in the service as they were your own sons. School children continue to show that these patrons have and will spend money. The post-week-end was a disappointment because of unfavorable weather. Coasters and the Bobalade were turned out in body for last Saturday. They were cramped up with rain all afternoon and evening.

Legends are only beginning to rub their eyes and stretch. Most of the wide-awakes have their 1942 repairs on the grounds and are installing them. Our consumers are best, urging all to get 1942 requirements on order, did bear. All of your manufacturers will do the best we can for late-comers. None of us can or will promise the impossible. That only makes headaches and destroys good will.

David Stone, of Paragon Park, Boston, is still in Miami. He deserves a good rest as well. He will hardly be away from the park as long were it not for his son, Joseph, who has been brought up in the park. He is not only a park manager of ability but is an all-round mechanism—a valuable asset to any amusement park. Then the Palm Garden is a do-it-yourself park, with all this highly specialized technique, so small part of which is the entertainment. Food, with its preservation and preparation, is a hotel job in Hollywood.

ATLANTIC CITY—City officials of Palm Garden are considering a menace, metal railings and pilings being condemned as dangerous installation. Survey revealed it would take $40,000 to repair the walk, while it is estimated only $8,000 to dismantle. Officials then plan to provide the resort an improved bathing beach. The Palm walk has never been reopened in the 16 years since it was built and citizens have voted to dismantle it. Iron railings and girders will go into the nation's scrap pile.
The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Help To Help You

Secretary of the Treasury Henry Morgenthau has taken the co-operation of the pool and beach industry. First of all, everyone should buy stamps and bonds to his utmost and the bigger plunges and beach real estate should put into effect the pay-roll savings plan for purchase of time the Assurances on certain games and for swim contests.

American Red Cross, thru its representatives, informed this paper that it would greatly appreciate whatever contributions these business people can make. Many of us forget that, besides marvelous war relief work and other first-aid activities of this org, the Red Cross is especially helpful to those in this industry.

For example, right now it is doing everything in its power to keep up its gallery of devices—there are a sufficient number of trained life-guard schools and beaches in the area, too. The Red Cross is helping pool men by all-important sanitary supplies. So don't forget—be sure to help them help you.

Via the Mails

Richard Hoffman, of a New York law firm and who also doubles as scribe for The New York Journal-American, writes: "I frequently read your column on activities in the swimming world, I thought you might be interested in knowing whereabouts and activities of two gentlemen who have been of considerable use in swimming thru the years. One, Benjamin Ungersberger, Jr., who represented a super de luxe star in swimming at Brown University from several years ago and who was featured in the Florida East-Coast meets at Port Lauderdale in connection with the coaches' conventions, is now a private in U. S. Army in the information line. The other one, Nelson, whom I have always considered one of America's greatest local swimming stars, Nelson, who ranked very high on all those Toronto marathons and meets for years, is now living in New York City, enjoying regularly at the London Terrace indoor pool. He is with a real estate firm and is still interested in swimming and doing something spectacular, like swimming around Manhattan Island, and swimming back and forth across the English Channel. It is startling to think that in winter days he used to walk along Broadway without his overcoat if it were a balmy spring afternoon."

Dots and Dashes

Peggy Deehl, Miami Beach swim in-

On the Amusement Front

DODGEM always has had

still gets-

The Most Action!

DODGEM CORPORATION

IOKA THEATRE BLDG.
EXETER, NEW HAMPSHIRE

The Pool Whirl

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(all communications to Nat A. Tor, care new york office, the billboard)

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dots and dashes

peggy deehl, miami beach swim instrovert, got herself a mass of publicity by teaching larry allen, ace a. p. war correspondent how to swim. larry, twill be recalled, has had three ships torpedoed under him, experienced 8 dive-bomber attacks and last december told stories from the sinking british cruiser galatia into night-blowing waters of the mediterranean—without knowing a stroke but to live to tell this tale. he's not making any more chances.

the $200 tariff for the sale of the yale-michigan swimming mees at ann arbor on february 24 was paid for by the yale daily news, student publication. phil buckbairn jr. did splash-by-splash commentary, ... bill graybrook, known as a "human cork" for his ability to stay afloat for hours (or should say days, bill?), writes from rochester, minn., that thuru su item in this column he has made a contact with charles noel, new swim coach, and may perform for him at greenh eer pool, white sulphur springs, w. v. he is now with the civilian defense sends greetings to nat a. tor, thru sam ingram, and, among other things states: "the increased statistic of swimming is evident. swimming is a strong offensive weapon in this war. swimming has and will save many lives on the seven seas. swimming as a health builder as well as a means of recreation is more necessary than ever before." amen, brother! ... aide to herbert g. harwood, ocone pool, long island, new york, asks for correction, ... columbus' old friend charles n. hoyle, director of the health department has this to say in the bulletin of the public relations association of amusement parks, pools and resorts: "pleased

springspools are now replacing out-

Once type and divers can list better. Bathing-all people are satisfied.

wood and cotton shortages and may make suit of silk or linen. nylon, made from coal and water, will double's replace silk with our nylon champions. nylon fiber, many believe, will take the place of fishnet laces in dress and other other usages used to keep pool floors clean. and so we were warned and our prediction is that many of us will never go back to old materials and matters because "better quality, better cost!" again, brother.

illinois is to add rides for Belmont Seaside and Dallas

mountrath, march 21—henry a. illinois, operator of novelty rides that was here to confer with belmont park management, has just added a new river ride this season, would install from the present location and other some other devices. park manager rex d. billings has new expansion area, all old buildings having been razed and now ones being erected, including a new ride.

lieut. col. j. r. gavreau, vice-presi-

dent and general manager of the belmont park, said that his son, capt. g. r. gavreau, chairman of the belmont park amusement, has been appointed able-de-camp to general morgan, chief of staff, england, first time during this war, it is said, that a french-canadian has been appointed to such a post.

illinois said he would go to belmont park, virginia beach, va. to confer with general manager frank d. shawn on placing some more rides there including a ridee-o, whip and probably an auto brochure. illinois said he had reserved space thru secretary boy rayford for the 1941 state fair giving them an opportunity to install rides he will take those from the canadian national exhibition, to.

better transport to sylvan

st. louis, march 21—l. w. peters, general manager of the sylvan park, kirkwood, mo, said the season will be opening on may 15. the park will have greater attendance, because of the abundance of defense work in st. louis. he said he believes that this will be the first year that the park has had direct bus transportation to its gates. improvements are being made and new rides and other attractions are being added.

honey rides at meyers lake

canton, o., march 21—h. e. haney, owner operator of the meyers lake park, has made arrangements with management of meyers lake park here, according to carl willard, general manager, to install a flying brooder and a tic-tac-toe whirl, to be ready for operation by may 1.

with the zoos

san diego, calif.—mengo, one of the famous pygmy hippos of the san diego zoo was killed in 1940 by martin and oren diethe, on march 17. he was said to be one of the only two pygmy hippos left in the world.

chicago.—lady sponsinert, two-ton hippo which has been a favorite with the boston zoo park since 1920, is dead. she was a gift from the late william wrigley jr. who purchased her from her owner for $250. wrigley chased her from memphis zoo,loyd f. young, zoo director, has no immediate successor because he goes yet another hippo on the market.

columbus.—membership drive of 900 business men started, the most interest in the columbus zoo is growing progressively, said edward bowman, executive director. workers are selling 1 membership to columbus Zoological Society members and 3 to the municipal zoo. holders are entitled to free parking at the zoo. anyone from the drive to will go to purchase new membership and to assist in the membership program. near-by towns are cooperating.

philadelphia.—a swincolam society has been founded in the city, interesting in the swine industry. new members include two prong-horned ante-

Materiale proviene da copyright
Results of Streamlined Advertising

BY ROY STATION

March 28, 1942
PARKS-RESORTS-POOLS
The Billboard

In SERIOUSLY considering the vital importance of advertising, one is definitely persuaded that very few, if any, who bear the enormous cost of advertising to the public, do so in any degree of satisfaction determined to overcome the difficulty. In the discussion of "Results of Streamlined Advertising," we wish to show you how, by streamlining methods, we have overcome all the difficult advertising problems. We only hope to analyse the subject. We have found, and a project is being studied by us, that the new method actually less money and has elevated and dignified the appearance, to say the least, of the company. We have studied the subject with a feeling of general understanding, believing that it is best that we represent the streamlined park with a streamlined program.

ROY STATION, a native of Illinois, went with his parents to Endicott, Ohio, in 1900 and established an investment in the Ohio Advertiser, in Ohio to 1916, where he has since remained and continues to operate the investment. He is a partner in the Ohio Advertiser, and is the owner and operator of Amusement Park of the Ohio Advertiser. He is identified with a number of officers and directors of Ohio Advertiser, including the Ohio Advertiser, and a number of the Chamber of Commerce.

Making of a capital investment, such as is comparable to those dissipated in the building of a large amusement park, becomes a matter of extreme importance, and we must, with the capital to invest, and to be able to accumulate the necessary funds, we feel that the public is men of energy and intelligence in any investment, if it is the only one to be represented in days, weeks, and years of tireless effort. Further, it qualifies three individuals as people who dare, some might say gamble. But we think of it in the sense of investment and speculation.

Simplifying Advertising Message

Perhaps this is an advantage, to get away from the subject that we set out to discuss. "Results of Streamlined Adver-

tise," that we have discussed the underlying nature enough to know that we are seeing eye to eye. However, we have now approached a place where we realize that we must, without necessity possessed, evidences, and speculative minds to invest huge capital in outside ventures. A place where the seasons are short, and the element of weather is at all times a controlling factor.

The character of our operations is, as all, show business; meaning that it must be, and so, we have been improving in order to attract the attention of the advertising and promotion-paying public. This improvement is due to the fact that the subject is being discussed by advertising amusement park operators, who appreciate that we have really something to say. We have not, nor do we, formulate a plan that will simplify our advertising, but so that the general public will readily accept and appreciate just what we have to offer, we have seen the amusement park change. The new and old type of advertising has been designed to meet the modern trend. Our greatest inspiration has no doubt come from our observation of the advertising activities of large and small amusement parks, moderate and large; to them we find that we owe a great debt. Of course, there was a time when many successful advertisers felt that the exhibitions were not worth their while, but when they found that they were for a season. However, they were the impelling force which simplified and reorganized the program of modern design that is reflected in the amusement park of today.

We must first acquaint ourselves with a streamlined park before we are qualified to set in motion a new program. It is the way the people are making - every word - contact medium as known as streamlined advertising. We are wrestling with the losing ends of the amusement park, is to say at its best. It is the program that our capital investment is enormous and our amusement parks beautiful and public relations. The example of the surrounding community, remarks, many times bringing their excitement, and explaining the details of our program, and that we will wisely divide our worth, yet we observe that a very ordinary-looking amusement, but one that is familiar and unusual, which is being shown in some other portion of our community, will attract and keep a happy audience. Also the patrons subject themselves to many inconveniences, such as losing facilities, etc., they might, in fact, be a special event. The answer to this is quite clear. It is a new program, we believe, and the more the audience will feel that they will miss a real opportunity if they do not make it. On the other hand, we feel that the amusement park is a place and that they can attend it at their convenience when there is no bus, and outstanding competitive attraction. These phases are necessary to be worked into advertising programs.

Old Hit-and-Miss Program

As we approach the final analysis of the subject, let us refer to the hit-and-miss," with our greatest enthusiasm, in the past 20 years, when the park first begins to change its dress from which it was adorned, in many cases the lack of any plan to what it was at this time has resulted in the modern commercial advertising. It can be called our advertising plan, just as much as a hit-and-miss program as our park itself. We want to get out with an announcement in our large newspaper paper than that, or we can not afford to spend a cent, spending a great deal of money on the opening announcement, which bore very little if any relation to the future season's publicity program. In another we would place display ads in our advertising papers thousands of our trade territory, possibly within a radius of 60 miles of our amusement park; also in annual school papers. These ads were placed without much thought. It was simply a mistake on our part; they have on the public, usually just bold black-faced type with possibly some pretty colored lines or even all of the entire art make-up of our opening program. Further, we would usually place a small advertisement in the new when they would appear; we would not place them, not only in the window, but they would appear in all the sheets in neck places and stick up to the advertising boards with which they might be considered, or the great advertising in the space of opening publicity had passed, we observed the retarded paper hanging from these sheets being, which was the end of the season. The natural generation of the park had about "died out," whereas it should have been handled in such a way as to create a continuous interest. Our research has proved that our capital investment is enormous and the amusement parks beautiful and public. We have obtained from this plan of advertising that list we attracted the interest of even the unfamiliar with advertising medium to sell. From the opening date on, we were constantly anoyed by representatives of those miscellaneous mediums of publicity. Picturing that each, with his little paper, presented a definite group of individuals in some cases, of no small number, we thought of these with some surprise.

This seemed to be an inexpensive way of getting the job done, as it cost only a few dollars to advertise in each paper, and the park was getting along pretty well. However, we were surprised that there were more than 500 similar publications were coming out. This was the result of thousands of dollars annually. The average manager felt that this was his annual income, that he could not make the amusement park was paying all the bills and making a little money. But after all, by this time, our park went to the public it was becoming recognized as an institution of rather low or questionable character and not a place where men would take their families with the expectation of enjoying a program of educational or character-building qualities.

Transformation Favors Parks

In the early days little thought was given to the value of wholesome outdoor exercise and of the splendid health-restoring qualities of the sun's rays. It was not considered an unusual privilege to plunge and splash in the crystal-laden pools and enjoy the hot air, while swimming, supported by large areas of play-ground fully equipped with modern play equipment. Nor did the dangers play a part to look to the amusement park for high-class3 ballrooms dancing wherein modern quality and appointment were considered and where the nation's outstanding orchestras were employed for their entertainment. The transformation that has come about in the modern club hotel, women are even more inclined to dress in the most fashionable manner, displaying lovely evening gowns and, along with it by no means the policy, yet it is very appropriate for gentlemen to appear in tuxedos. This new streamlined dance program will bring tens of thousands of dollars to the well-attended park.

Roy Stanton

WoulD NOT Trade

(1) Wheel in the Park on

(2) SWING on the Terraces in the Park

(3) Not to the Public

WANTED

Rides and Concessions on Pineapple. Also have for rent, a Merry-Go-Round, Balloting Gallery and Shooting Rinks.

IDEAL PARK
P. O. Box 111, JOHNSTOWN, Pa.

OPENING MAY 15

ROCK POINT PARK

Wanted "Dudley Girl's" Original Moscow Trolley Cars, Battery Operated Trains or what have none. Merry and clean. Operation for 1942. Balloting Gallery and Shooting Rinks included. 1942 Why not be Fringed. "Will always be Fringed." RAYMOND DAELENBACH
D. O. Box 2, Edward City, Px.

WANTED

TO BUY FOR CASH

Family Recreation Units for sale or trade. Will consider any condition and ready to run. JOSEPH FCARI
Rocky Ridge, 870 Main St., Girard, Ohio.

FORSALE

DODGER WOOD RIDE

Only $1250.00 paid. First-class condition. Good opportunity to get into one of the best parks in the country. Location Ohio. BOX D-189, Care The Billboard, Cincinnati, O.
determine definitely how much money it may bring us in. This is why the need of flexibility and ability to meet the changes in your publicity head. The knowledge of the amount of money to spend for them is essential, and it will help to meet the appropriate amount of your opening cash, with stated names for a contin- uous daily program, providing larger sums to cover holidays and special events. The beauty of this plan is that it would have been definitely understood that we had a policy outlined, that we were doing, and how much it would help to make the advertisement more appealing and more effective. We were able to offer comparable tips, and to make the best possible ad- vertising, further motivation ceased. We did not experience any adverse reaction. So, this new program shifting into action we felt our pride rising. The beautiful streamlined billboards yielded fine re- sults.

Our large and attractive display ads in the daily papers were being constantly completed. Our phones were being run with inquiries with refer- ence to our general program.
The refusal to make a special appeal to pupils of consolidated schools and high schools throughout the state to come to this week's house, in which we had a full schedule of attractions, was a natural result. In addition to presentation of fine music the announcer is constantly plugging advertising and of course, the result of every new nationally known attraction, or attraction event at the swimming pool, in the city area and general spectacular attrac- tions. In the billboard phase of our program were the excellent and newspaper, and radio program is one of daily perform- ances at the swimming pool. The effects of mu- sic is now being produced daily. We have now a network of nationally known artists and attractions, and announcing events at the swimming pool. In the city, we have now, a fully equipped pic- nic building, which contains an adequate stage and for use of their bands or any other type of entertainment that is available. In the city, we have now, a fully equipped picnic building, which contains an adequate stage and our pool or any other type of entertainment that is available.

We have a machine for making and measuring, and are prepared to give you all the help you need. With an advertising program confined entirely to your cosmopolitan press and radio stations, and of course, any time you will discover that you have placed yourself in a very desirable po- sition. Your daily increase in large display consumption, which has been made possible by diverting funds fur- ther, is a recent and well-considered phe- nomenon in our modern, fully equipped pic- nic building, which contains an adequate stage and for use of their bands or any other type of entertainment that is available. In the city, we have now, a fully equipped picnic building, which contains an adequate stage and our pool or any other type of entertainment that is available.

Our writing and office are being done by a reliable and experienced firm, who will always do the very best work possible to advertise your business.

Balancing Small Mediums
When we first inaugurated this program we encouraged a great many radio stations, and we are now in a position where much of the work is being done by the small medium-sized advertising agency, or by one of its own clients.

In conclusion, we want to say that the purpose of this letter is to give you all the help you need. We have a machine for making and measuring, and are prepared to give you all the help you need. You are never to be made to feel unwelcome, because we know how to do the very best work possible to advertise your business. Our writing and office are being done by a reliable and experienced firm, who will always do the very best work possible to advertise your business. This is not a new letter, but in feeling that it builds in you a power to win.

Conclusion
As we decreased our total advertising from 1898 expenditures 10 per cent and increased our gross receipts to 8 per cent, our advertising from 1899 15 per cent and increased our gross receipts 30 per cent. This shows that the program has been increased at least 10 per cent of our advertising. This is a great improvement of our organization have been improved until they are far better qualified, and thus it is a great improvement of our organization have been improved until they are far better qualified, and thus it is a great improvement.

NO ENTIRE BLACKOUTS
(Continued from page 38)

INTRODUCTION
The immediate purpose of this communication—nor does it see the need—to close occas- sionally, because of the necessity of keeping pace with existing routines and programs.

The Billboard
(Continued from page 42)
The Boardwalk lights may be considered eliminated for the duration was accepted as a virtual end to our efforts to enforce such screening. Boardwalk lights may be considered eliminated for the duration was accepted as a virtual end to our efforts to enforce such screening.

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Richmond Has
Okay for '42

RICHMOND, Va., March 21—Provision use of Virginia StateFair grounds here by the war department will not affect the State Fair, it is believed, due to the fact that the army expects to complete facilities for handling the proposed training school at Camp Lee by September 1.

This training school for officer candidates may be established on the fairgrounds, it was learned, following introduction of a bill by the War Department (SeeOkayfor Richmond on page 92)

War Use Calls
Off Ohio State

COLUMBUS, O., March 21—Gov. John W. Bricker on Thursday canceled the 1942 Ohio State Fair. He said that Robert P. Patterson, Undersecretary of War, had telegraphed him that the entire (See Ohio State Cancelled on page 47)

Fair List

A list of fairs and exhibitions will be found in the List Section of this issue.

Leonard Traube

J. C. McCaffrey

Irish Horan

Carl J. Sedlmayr

A. R. Corey

Frank P. Dufield

Frank H. Kingman

Among the men active in completing organization of the Outdoor Amusement Congress in Chicago on March 6 and 7 were President Carl J. Sedlmayr, president of the Showmen's League of America and general manager of Royal American Shows; A. R. Corey, executive vice-president and treasurer of the New York Amusements Corporation of America, who is chairman of the new Outdoor Amusement Committee of the Chicago Commission on National Defense to raise funds for the Red Cross; and Frank Dufield, chairman of the Ways and Means Committee and head of Thearle-Dufield Fireworks Company; Secretary Frank H. Kingman, also secretary of the IAEP of Brockton (Mass.) Fair; Leonard Traube, associate outdoor editor of The Billboard, New York, who is credited with having conceived the OAC idea; J. C. McCaffrey, member of the executive council and general manager of the Chicago Commission on National Defense

Up-to-Date Summary of Fed Tax Info Regarding Outdoor Biz Admissions

POB the convenience of outdoor amusement operators, The Billboard has gathered the following information on federal taxes which must be paid on the operations of their business. We do not include data on income taxes or Social Security assessments on the assumption that all business men are familiar with the rates in effect and with the methods of computation. Nor do we include those items which the industry may pay in the form of sales taxes, and which the government collects from the seller.

For the most part, it is hoped that the following information will help to clear up any confusion about application of admission taxes. Although this form of taxation has been on the statutes for many years the extension of its application and the lowering of its rates have made it one of the most complex.

Admission Taxes

These apply wherever and whatever a price is charged for admission regardless of the nature of services or entertainment offered in exchange for the admission charge. The tax imposed shall be paid by the person paying for admission. The rate amounts to 1 cent for each 10 cents or fraction thereof of the amount paid for admission to any place, including admission by season ticket or subscription. However, no tax shall be imposed on the amount paid for the admission of a child under 12 years of age if the amount paid is less than 10 cents. Few other exceptions are allowed but those special cases will be explained under pertinent subheadings. Under the term of the Internal Revenue Code it is necessary that persons charging admissions to their place of business must issue printed tickets bearing the price of admission and the amount of the tax; or to maintain some kind of mechanical device or other method which will register the number of persons entering. If a mechanical device such as a turnstile is used, the number of persons entered must be registered in connection with the sale ticket.

(See Admission Tax Summary page 50)

Contracts Let
In Des Moines

Attractions are booked for usual 10 days—budget is trimmed about 10 per cent

DES MOINES, March 21—Iowa State Fair board has lost 10 per cent from its budget of 1941 and gone ahead with plans for 1942. Secretary Lloyd Cunningham, said after a full board meeting, that the budget reduction had been general but that the fair would not be "cheaperized."

Board signed contracts with Barnum-Carnegies for grandstand attractions, to be billed as the Iowa State Fair review, On To Victory. As usual, eight night shows will be given. There will be harness and running races on three afternoons. (See Des Moines Contracts on page 52)

Pomona Wants
Daylight Show

LOS ANGELES, March 21.—A daylight Los Angeles County Fair in Pomona without horse racing and night programs was hinted here during a conference between G. R. (Chuck) Afflerbaugh, secretary-manager of the fair, and Roger W. Jessup, chairman of the Board of Supervisors. Operating a modified fair, (See Day Fair for Pomona?) on page 47)
Training at Atlanta Plant To Aid Annual

ATLANTA, March 21.—Southeastern Fair Association here has agreed to allow use of its exhibits, buildings, and grounds for an all-night exhibition of Commerce, with 35,000 square feet of space, for training of employees of Atlanta's Cobb County bomber plant, which will begin operations early in the fall, it was announced by Ben B. Benton, fair president, and Dr. J. B. Hunter, superintendent, in charge of Atlanta High Schools.

Training of classes will begin early in April, with 600 students in eight-hour sessions. Each student will be taught to turn out to two 2,000 and 4,000 ton trained employees every seven to ten weeks. The goal is 20,000 trained employees by October and, within 13 to 18 months, a total of 60,000 employees. The employment capacity of the plant. The schools will also be allowed the use of the floor of the Hall of States, 20,000 square feet, for storage of materials and equipment, and, following the 1942 Southeastern Fair, another section of the building to move into the National Livestock Show, 35,000 square feet, which expires in July 1943, giving a total of 50,000 square feet of floor space to the project.

Both fair and government officials agree that it is highly important that fair and school officials pool their work in encouraging the production of livestock, poultry and other food for the prosecution of the war. So it was agreed that the fair should pay the government the National Livestock Show and the National Poultry Show, used by the schools. The floor of the Hall of States will be used for the exhibits of youth organizations, Southeastern High Schools, agricultural and home economics.

School as Fair Exhibit

President Benton, school authorities and all officials in the Cobb County bomber plant employees' training school on the grounds say they will hold open house at the school during the fair, allowing the public to go through the building and watch their production of war equipment. Major Leonard Clinton, U. S. Army, in charge of organizing the school, explained that training under Donald Nelsen, said the building will be open to the public at all other periods except during the fair, and it is his hope that at least 50,000 veterans will be going through the building during the ten days. Major Clinton said about $800,000 worth of equipment will be available to the public on the grounds under the government's agreement on production time, including those organizations and county board of educators, who are going to conduct various exhibitions and conventions training school.

Fair buildings are readily adaptable to needs of the training school and decision of the officials to decorate the buildings to help expedite the United States' war effort was reached at a conference held between the fair committee, composed of Ivan Allison, chairman of the board of directors; Robert Walker Cress; V. R. Austin, chairman; President Benton; John A. Shafer, president; Dr. Glenn Hinshaw, manager of the fair, and Jerry A. Wells, superintendent of Pullman and school buildings. Members representing schools and government praised the fair officials for doing all this to help with the war effort, with all essential features which contribute directly to wartime effort and the upholding of national morale, and gave an unsolicited support to the fair board.

Angliaxe Books Varied Bill

WAPA KONETA, O., March 21.—Angliaxe County Fair here, using a different program every night, has completed bookings. Among features will be Lewis Hite's aerial circus, a James-Carrasco horse show, vanguard of the fillies are featuring highly stunt performers, and WLW Band of America, WLW Radio All Stars. Pine Ridge Mounted Police, an all-star review, and the major norman kendall, Cleveland. Fireworks will be presented tonight, with music, with winter quarters, on April 1, larger unit, on Victoria, around Victoria, 10 people, and the small shows, Liberty Rolls, will carry off. A Barley City (Mich.) Fair has been set for the on Victoria. bookings for fairs and fairs are about equal to those a year ago, he said, with about 30 fairs in Michigan and Ohio attendance.
WMFA Expects Full Schedule

SPRINGFIELD, Mass., March 21—Altogether the 100 members of Western Massacru-
tic Fair Association, at the annual meet-
ing on Wednesday in the Hampden County Improvement Building on grounds of Eastern States Exposition, West Springfield, realize the problems confronting the group, due primarily to the gas and wire situation, not one speaker indicated that any of the association’s fair would not be held, and all ex-
pressed belief they would be successful.

Harvey Blunt, Chicopee, was named
president; vice-president, Leon A. Stev-
ens, Chicopee; treasurer, Newton S. Johnson, Hampden; manager of Hampden County Improvement League, executive secre-
tary, Mrs. Carl Larson, Hampden, retiring president; executive vice president: association, George H. Bean, Northampton, and Fred C. Keetle, Blandford.

Program committee includes officers, and Mrs. John Camp, Mont-
gomery; Willard A. Peave, Leon J. Keene, Chicopee; L. N. Mason, Blandford; Mrs. Letis Oushou, Ludow; Mrs. Florence He-
men, Northampton; William T. Pease, Jr., Westfield, and Mrs. Leroy Sabin, Northampton.

War Operation Seen

The 14th annual conference on How Are We Going To Meet the Future? Problems discussed during the session were fire in-
vasion and gasoline restriction, the fact that many people will be working holidays and nights on defense and unable to attend fairs, and the new admiss-
inon tax to no tested this year. Mrs. Larson, vice president, said the fairs would go on in 1942 and, unless the emergency became very grave, would un-
dergo only a natural decline during the war.

Secretary Boston said a few fairs might possibly pack up the plans of the times and not be held, but that from early indi-
ctions he seemed reasonably assured that half would be held as many fairs held this year as there were last year. He believed that there would be an increased number of exhibits, and exhibits. Last year, he stated in his re-
port, the fair was successful in the history marked the association.

First of the morning program was de-
voted to a Grand exhibit. Entertain-
ment at noon was provided by Harold Hotchkiss, of Holyoke; Miss, and Mrs. Marie L. Gless, demonstration agent for the home department of Eastern States Prem-
ium Exchange. Panel discussion led by Robert F. Coleman, director of Topfield Fair, was participated in by Peave, Mrs. Oushou, Mrs. Larson and Mrs. Heiman.

Worry About Exhibitors

On fire and gasoline limitations the group reached two conclusions: It will affect both attendance and exhibits. Chief worry seemed to be in behalf of ex-
hibitors. It was pointed out that an ex-
hibition would make at least two trips to a fair, one to bring his exhibits and the other to remove them; away. Probably will be no increases in premiums and this may act as a lack of interest in exhibits.

In small communities outside of own limits, speakers appeared to anticipate a decrease, believing the people who formerly went to exhibitions would send home their exhibits and, for the same reason, they an-
ticipated an increase in exhibits. Small-
 fair spokesman were concerned about the tax on complimentary tickets, while large-fair spokesmen were chiefly con-
cerned with booking those few ten customers, as was pointed out that several small fair had eliminated ad-
mission fees and that one fair had done well by setting up a box for contributions.

Possibility of elimination of ad-
mission fees by small fairs regarded with considerable favor.

N. C. ’41 Figures Take General Rise

RALEIGH, N. C., March 21.—North Carolina’s 1941 State Fair here made cash receipts of $13,808,570, exclusive of $4,500 in improvements. Dr. J. B. Denton, fair manager of the Department of Agri-
culture, has reported. Profit in 1940 was $10,432.

General admission and auto parking revenue was $41,325, nearly $10,000 above the 1940 total, with increases above 1940 being reported for each of the five days of the fair. Grandstand admission totals $10,412, as compared with $11,213 in 1940.

Fair paid $78,830 in federal admission taxes, plus an assessment of $8,559 on admittions to Lucky Teler Shows in 1939 and 1940. Premiums paid totalled $18, 775, as compared with $17,384 in 1940. Administrative expenses were $8,850, up $308, and total cost of fair operation was $61,297, up $8,060. Dr. Denton said about 239,000, a record, attended in 1941.

Gate at Fort Worth Show Runs Close to That of ’41

FORT WORTH, March 21.—Attendance at annual Southwestern Exposition and Pro Rice Show, which closed a five-
day operation here on the night of March 13, has been only slightly less than last year’s record gate.

Discoveries were reported at the rodeo for Professional Friday, Sunday, Tuesday, Wed-
day and Thursday nights, seating capacity being 4,000 and standing room 5,000. Average price for tickets, including admittance to grounds, was $2.50. Matinee crowds were dissatisfied. In 1941, 379,900 were admitted to grounds but the 19-day show saw the rodeo. Livestock entries both years totalled 6,896. Auction sales were stronger in ’42, more money being bid than last year.

John B. Davis, secretary-manager, said he was pleased with attendance, having anticipated the effects of a $10 admission. The usual pickup-in crowds on the last four days was predicted.

FAIRSHOWS

The State Fair of Texas

is heading for another big one . . . . . . .

NOW BOOKING

INDEPENDENT MIDWAY

All Attendance Records Broken for the Past Three Years

1939 — 1,036,708
1940 — 1,116,447
1941 — 1,252,527

Plans now being made to make the 54th annual—its biggest year . . . . . . . . . . .

We Will Again Entertain

The National Hereford Show

The National Aberdeen-Angus Show

And Many Other Large Livestock and Agricultural Meetings

BUSINESS IS AT ITS BEST IN THE GREAT SOUTHWEST

TO BOOK SHOWS, Rides, and Other Attractions on the

INDEPENDENT MIDWAY

Write or Wire

ROY RUPARD, Secretary, State Fair of Texas, Dallas

PHOTOGRAPHY

Available to you everywhere as long as they last. Don’t be disappointed. Book your order early. Now contracting July 4, Fairs, Parks and all Outdoor Festivities.

1942 Catalogue soon ready

SAVE WITH SAFETY

ILLINOIS FIREWORKS COMPANY
P. O. BOX 792, DANVILLE, ILLINOIS

BEWARE OF CHARLES L. SASS

21 Park Place
Morristown, N. J.

Representing Steel Pier, Atlantic City, and many other resorts East as well as Celebrations, Parks and Fairs, want to hear at all times from all kinds of acts suitable for above as well as indoor facilities. Established Since 1894.

THE GREAT

GREGORESKO

The One and Only Man Who Hangs Himself and Lives To Tell the Tale

THE ONLY ORIGINAL ACT OF ITS KIND IN THE WORLD

Playing Fairs for Boyio Woolfvtch Agency
Personal Representative
CHARLIE ZEMATER,
54 W. Randolph, Chicago

NATIONAL SHOWMAN'S ASSOCIATION
Fastest Growing Organization in Show Business

BENEVOLENT
PROTECTIVE—SOCIETY
(Hospitalization and Cemetery Fund)

Dues $10 Initiation $10
Sixth Floor, Palace Theater Bldg.,
1504 Broadway
Rockford, Ill.
Fairs and Expositions Will Help Win the War

By HAROLD F. DE PUE

LAST fall United States Secretary of Agriculture Claude R. Wickard said: "Food will win this war and write the long, dreary story of a war of attrition, I quite agree with Secretary Wickard.

Fighting figures largely in our immediate war problems. The entire democratic world is looking to the United States to provide the food to support those nations battling the totalitarian aggressors. Another pressing problem is, of course, the production of planes and tanks and guns and ships. 

"Our primary concern must be to do our best at the present time to keep the manpower of the army and the navy, and the military and the war industry able to continue to function adequately. We have already started the program of increased food production, and now we are in the process of increasing the production of livestock."

HAROLD F. DE PUE, president of the International Association of Fairs and Expositions and manager of the Grand National Livestock Exposition, "Cow Palace," says: "San Francisco was born in Spencer, Va., in 1897 and was graduated from the agricultural college of the University of West Virginia in 1920. A few years later, he came to California and in 1926 began his work as a livestock manager. In 1928 he opened a livestock commission in Richland County, Ind., and in 1930 he opened a livestock commission in Richland County. He was also a livestock manager for the government at the Exposition of the North and Montana State Fair at Great Falls, Montana. Since 1928, he has been the post of secretary-manager of the fair, livestock manager of the International Association of Fairs and Expositions, and recently in control of the livestock market in Richland County. He was named the "Forward" manager of the Chamber of Commerce at Toronto, in a recent address.

"Our first encouragement, and best, for carrying on comes from the Department of Agriculture. That the operation of suspending fairs has been brought up many times, new has a word been said against us by the Department of National Defense. On the contrary, the Department is in the closest co-operation.

"And Canada has had more than two years of war. Not only has the Dominion government encouraged the Canadian National to greater effort, but it has backed all other large fairs and livestock expositions in expanding their activities and shows. The Canadian government realizes the importance of suspending fairs and expositions, not only from an exhibition standpoint but of the vital necessity of increasing the production of livestock. We supply our flocks, hogs, and cattle. The Department of Depression, in particular, has been a leader in this work and has long been a leader in the development and encouragement of agriculture and the livestock industry of the nation's food supply. For, while baseball truly is the first sport of the city dwellers, the real fair, the State fair and the livestock shows are the national sport of our rural population.

"There are those who claim for the shutdown of fairs and expositions because they 'draw large crowds together subject to high mortality in the event of bomb attacks.' These people also claim that the interest of the general public is particularly keen in a fair or exposition. They forget that the event is a vital matter.
EASY TO WIN CASH PRIZES
FOR YOUR FAIR
in the Big Sixth Anniversary Jubilee Program of the Nation-Wide Croquet Contest
Here is your opportunity to triple needlework interest.
$20.00 in cash goes to each Fair represented by one of the ten national first-prize winners.
$5.00 in premium money goes to all cooperating Fairs.
$1,150.00 in cash goes to the winning contestants. There's a Special Division for 4-H Club members.
The cooperating State Fairs are listed below, in addition, there are hundreds of county and local fairs cooperating in this giant-wide promotion:

The Nation-Wide Croquet Contest is the best of all attendance builders. It can bring national publicity to your Fair. You can help one of your patrons to become 1943 Croquet Champion, and win $500.00 for your Fair. Write for details.

National Needlecraft Bureau
385 FIFTH AVENUE, NEW YORK, N.Y.

GEORGE BAILLIE ATTRACTIONS
CALIFORNIA'S LEADING OUTDOOR AGENCY
AERIAL ACTS REVUES FREE ACTS
7904 SANTA MONICA BLVD., HOLLYWOOD, CALIF.

FOUR ELECTIONS
SOGALUSA. Las—Deoks R. Johnson, vice-president, elected President of the State Fair Association. Others named as officers: E. E. Young, county vice-president; W. J. Wiltzgoh, vice-president and controller; W. V. Deakins, manager; B. L. Linsky, J. W. Ford, B. H. Metfua, Mrs. Deokis R. Johnson, W. J. Wiltzgoh, treasurer; W. O. Burris, secretary.

SHELBY, Mike—W. J. Wiltzgoh, re-elected president of Mississippi Delta Fair Association. Others elected: E. E. Young, county vice-president; A. S. Weisberger, secretary-treasurer.

SUNRISE, Inc.—Fred J. McDermott, head of Eastern Indiana Fair Association, re-elected vice-president of the organization. President McClellan succeeds A. G. Norbeck, secretary; recently elected: J. M. Smeur, named a director of Indiana Association of County Fairs. Others elected: F. A. Cold, W. O. Burris, treasurer; L. Mills, secretary.

OHIO STATE CALLED OFF
(Continued from page 41)
A makeshift facilities would be needed for assembly of airplane parts and equipment.
WASHINGTON—The failure of automobile parts and equipment. No other premiums such as mass-produced parts are expected to be available.

DAY FAIR FOR POMONA
(Continued from page 43)
The committee and supervisors hope to cultivate the local in the near future.

ESE PLANT NOT NEEDED
(Continued from page 41)
been raised against the plans of the undertaking.

FAIRS TO HELP WIN WAR
(Continued from opposite page)
the plans for the present time because, as all of us in the business know, fairs and exhibitions will help win the war.

EASTON—Al Martin has contracted with A. W. Ellis, chairman of attractions committee of Easton Fair, to produce the grandiose show this year. Contracts for more acts, stranger attractions and larger tents than ever before.

UNDER THE MARQUEE
(Continued from page 35)
the headquarters in Detroit, is to give the public a preview of the new show which opens May 1 at Plymouth, Mich.

A. M. (LITTLE RED) HAPPODS advt.

VARIETY IS THE SPICE OF LIFE, but how large a variety one can take this season is the question.

PRINCESS WHITE CLOUD, last season on Spirit lines, is flying to-day on a short cruise from a recent operation in Autumn Hospital, Canton, O.

COLE BROS.' Circus is booked in Dayton, O., for May 6-7 on the fairground this location. This will mark the first time in years that this circus has made the city in late years.

P. A. (BOB) BOUDINOT and Brelel Hardy, who have been with the Granville (NY) State Fair for some time, are now in the Canton, O., State Fair; will leave for the circus at New York city.

BILLY C ornwell, comedian, advisor to the Publicity Bureau Bureau of the fair, has recently signed with the new entertainment.

PATTERSON BROS.' indoor circus, has booked several houses in this section of the country.

HUMPHREYS Sideshow from Rockland, Me., has been booked by the management of the circus, will play a couple of engagements in the vicinity of this city and will be in Lincoln, Neb., next week.

MR. AND MRS. EDDIE LEELE recently visited Mr. and Mrs. Jack Sheeler in their new home, near Shreveport, La., are promised that the tubby little Mosquito圆形 will be here in about a month. Gertie Curled trouper of wire walkers with the Borderland show, has been released from the hospital in Denver, Colorado.

Miss Nettie Beattie made the presentation with a 500-pound bear. There were 150 members present.

DESTRUCTION of the El Pineda Tower reminds us of the fact that the showman's road is a dangerous one, and that there are many dangers. The circus, in case a fire strikes, must be ready to leave at a moment's notice.

Mrs. J. C. Bemis, last season in the office of Ellis Bros. Circus, was recently appointed to Butler County Memorial Hospital by the judge of that county.

MISSOURI, also has a new and modern circus, will be in this city this week. The circus, in case a fire strikes, must be ready to leave at a moment's notice.

CATHERINE LECHNER, the circus, in case a fire strikes, must be ready to leave at a moment's notice.
The Billboard

March 28, 1942

New Amateur Org Formed by Clubs

NEWARK, N. J., March 21.—At a meet
ning of the night of May 24 at the
Hotel Douglas here, representatives
of several well-known skating clubs in the
East formed a national amateur roller
skating organization with the aim of
forming amateur roller activities. Con
stitution and by-laws were adopted.
None of the new organization is the
Amateur Roller Skating Association of
America. No regular offices or personnel
are connected with this group, it was
announced.

National offices are in the Wurlitzer
Building, 54-00 Broadway, here. Con
science, N. J., president; Edna Miller,
N. J., secretary. For membership, write
Barbara Kilpin, secretary; Alvin Roberts,
N. Y., treasurer.

Membership is declared to be open to
all amateur roller skaters and roller
clubs, regardless of affiliation. Present
officers and board members are to hold
office for a new term. New officers
will be elected at a national conv

QUALITY

RICHARDSON BALLBEARING CO., INC.
3312-3318 Raveau Ave
Chicago, Ill.

The Best Skate Today

LADIES' AND MEN'S SHOE-SKATES

Trade Mark "VELVET-TREAD" on every tongue

Prize Winners Demand This Quality Outfit
Serviceable and Classy.

Genuine
CHICAGO
Made Parker Works, Inc.

Shoe-Skates Are the Best in the Long Run. Ask Your
Rink Manager.

ALL for One . . . One for ALL

75% of our production is now for U. S.

We are in the Fight to win

CHICAGO ROLLER SKATE CO.
Winners of World's Records for 40 Years
4427 W. LAKE ST., CHICAGO, ILL.
In November, 1936, we opened Skate- land in Cleveland. Until then we had not been aware that skating had much appeal for the general public, having spent most of our time working for dancers in hotels, ballrooms and restaurants. It wasn’t long before the enthusiasm for skating lit up our offices and we began to wonder where our previous experience could be put to use. We discovered to our amazement that the skaters were not music conscious, and we decided to try to skate in time and we wondered what could be the cause.

It took us a long time to find out that skating was suitable for ballroom dancing as generally unsuitable for skating and that most of our skaters were working ballroom music to the skaters and letting it go at that.

Fred Bergin, chairman of the dance committee of the Roller Skating Rink Operators’ Association of the United States, a native of Michi- gan, has been in amusement business 29 of his 39 years. He left the University of Michigan to join his junior year to the late Henry Thes’s orchestra as pianist and was continuously in the field of music until 1910. In 1910 he became associated with Charles Morrell in the amusement business in Cleveland. Bergin also was pianist with the Jean Goldtette band for a number of years and has a great part in organization of the Cas Loma orches- tra. Bergin left Goldtette in 1920 to form his own band. During an engagement of the Bergin band at the Winter Garden, he met Fred H. Frenco, present presi- dent of the BCOA, who suggested that Bergin quit music and enter the amusement field. Seven years later Bergin finally became associated with Frenco in their present roll, Bal- ton-Rose, Medford, a suburb of Boston. Bergin is credited with having produced more skating champions on rollers in figure and dance skating than any other teacher in the coun- try except Bob Martin, Detroit, who has produced an equal number. Bergin has been manager of the dance committee in 1934 and 1935. Bergin is the only one of the outstanding teaching artists of whom we are aware that started in his own right, he is considered one of the outstanding teaching artists of the country today.

Victory Stickers $5.50 per 100.

Bottles of 700 in colors and red只怕, with a 50 cent delivery charge. Full colors, color or bluish or yellow. With a 1000 copy order add 10 cents for each color. 100, 50; 50, 25. Also decals for dressing balls, denim, canvas, paper, tissue paper, glass, plastic, rubber, leather, felt, etc. Small order, 100, 50; 50, 25. Add 10 cents for each color. For orders of 500, 1000, 5000, 10,000, the above prices are cut 25 cents for each color. For orders of 10,000, 25, 15 cents for each color.

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Portale Rink Floor, 120x50, $1200.00.


Portable Rink

$150.00, new never used last season. Unable to take it in. Call, we will deliver. Used at WOllin, Lansing, Mich., and Wheeling Roller Rink, Wheeling, W. Va.

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Open cans of any size and any color of your choice. 1 1/2 lbs. of 200. 47 cents; lots of 500, 34 cents; lots of 1000, 13 cents; lots of 5000, 7 cents; lots of 10,000, 5 cents. Also decals for dressing balls, denim, canvas, paper, tissue paper, glass, plastic, rubber, leather, felt, etc. Small order, 100, 50; 50, 25. Add 10 cents for each color. For orders of 500, 1000, 5000, 10,000, the above prices are cut 25 cents for each color. For orders of 10,000, 25, 15 cents for each color.

REDWHEEL ROLLER RINK, Wheeling, W. Va.
Showmen Aid Service Men's Center in Chi

CHICAGO, March 21.—Local outdoor showmen held a meeting taking an active part in the civilian war effort, not only thru their contributions to the Red Cross but also by continuing their time and effort to the Service Men's Center, which provides recreation and various services for discharged service men and women. The center is under the direction of Ernest West of the work being done by the Service Men's Centers all over the country, now well known. As a matter of fact it has assumed considerable proportions, being attended by more than 15,000 soldiers and sailors are guests of the center, and other thousands come and go during the rest of the week.

The showmen, contributed by outdoor showmen is centered in the Outdoor Committee of the Civilian War Service and Recruit Division of the Chicago Commission on National Defense, Colonel E. McCarty is chairman, and other members are M. H. Barrow, M. J. Dodson, Frank F. Donaldson, and John B. Siggins of the Chicago Amusements Social activities of the armed forces stationed in and around Chicago are focused at the center, which is located in the roof of a seven-story building. In this roof, the men find an entire floor devoted to luncheons, pool and other recreational purposes, special meals being served and bars in the roof where shows are presented daily. Luncheons where food and soft drinks are.

(WINFIELD — See WINFIELD on page 6)

WACO Good Starter For World of Today

WACO, Tex., March 21.—World of Today, the new motion picture directed by Edgar Pugh and Joe Murphy, got off to a good start here today, opening Tuesday and Sunday. Attendance the first two nights was far beyond expectations, but remained steady for the rest of the week, well illuminated and attractive in appearance. The capacity of the theater is 3200 seats.

The local stand a few rides and two shows were not set up. They are in Atlanta, where Circus Big Show, Capt Bruce Chester's Marathon, Mahony Sikes show, Crime and Deep Sea Bantam.

Whitetail, a two-circuit, 25-stall, Circus; Whitney, 25-stall, Circus; Barnum and Bailey, 25-stall, Ringling Bros.

The Barnum and Bailey Circus show was held Saturday and Sunday included Mr. and Mrs. O. C. Van Horn and Al grandson's group, finished all shows and all rides. Tommy Rice will be special agent and is removing his office trailer. All tracks were conditioned at Rice's service station here by Ric's Pigeon, transportation master, Emendie Zucchini; showmaster; assigned hand to hand for the time opening for his Penny Arcade.

Large Ready for Open

CHRISTOPHER, Ill., March 21—Barnum and Bailey, 25-stall, Circus, and successful booking trip, H. L. Large, owner, announced shows lighting and delayed until the end of April. They will be ready to open April 29. The clown will give 6 rides and 25 concessions. Barn Cobbs, assistant manager and secretary, reported from Pittsburgh that he will arrive about five days ahead of opening. Robert Rainey is in charge of quarters work.

Arthur Host To PCS Folk At Showmen's Day on Coast


Howard, Phillips in Big Deal for Water Show With Conklin

BRANFORD, Ont., March 21.—From his winter headquarters (Patty) Conklin, head of Conklin Shows, reports the show has been completed for continuing the water show which had been previously scheduled for ac- cess on the Conklin midway last year. Deal has been closed with Sam Howard billed as "world's championship, tricks and street river," and Alfred (Alfy) Phillips billed as "world's champion" for the next 10 years, for them to do nothing but water shows. These two top-flight divers will be surrounded by 1500 of the finest amusements, consisting of a pair of clowns and eight girls. Among the showmen who will make up a "Bathing Fashion Show," Conklin said.

Never Gone on War? Bill Hoist spent several days in quar- ters and came out of huddles with Patty and Frank Stover, former producers of the Stover Bros.' Water Show, in a project to produce a Hawaiian Show, open- ing next week at Hamilton, former quar- ters. Harry A. Billows, prominent ride operator, who has gone into business with Conklin "on a project enti- rely new to the show business" and discussions are continuing that the two sides. Conklin said that no deal had ever been consummated as project hinges on certain source materials. Attraction is one thing, and it will, all at, after the still-date tour.

Pop Ludwig Quits PCA Exec Post

LOUISVILLE, March 21.—H. A. (Pop) Ludwig, first vice-president Pacific Coast Showmen's Association, has resigned that post, taking the executive post offered by Mr. Ludwig, vice- president, replacing him, Carl B. Douglas, who is treasurer. In his place, a fourth vice-president, automatically be- comes the second vice-president and another a fourth vice-president. Mr. Ludwig is to be named in the March 23 meeting.

General Manager for K. H. Brantford Park in Portland was named first vice-president late last year. In 1941 he was named the vice-president, without him resigning from the vice- president's post, was to be named the second vice-president, He was to be relieved of the last named the pressure of per- sonal business.

Spalinger Enlarges Evergreen Combo, Skeds April Debut

SPOKANE, March 21.—Vernon L. Spalinger, owner Evergreen Shows, quarter shows here, reports he is doubling the size of his carnival in expectation of a banner a month which is good weather. They have spent winter repairing and rebuilding rides and relaid the show's tracks. City had been named the new scenic effects.

Ludwig, general manager for Spalinger, has not been named as compared with the last season. They include: Louis and girls; Bandoliers, dual Loop-O-Plane, Merry Mix- Up, Kiddie Auto ride, Seaplane, Bearboat and more. Ludwig says, he expects a good year and promises will have a larger ride than ever. Evergreen Shows will open the last week in April and go to Washington, Oregon and Northern Idaho.

Macen Engagement Is Good For Pan-American Seating

MACON, Ga., March 21.—Pan-American Seating is the result of the marriage of C. C. McAnes and Mrs. C. C. McAnes, which took place last week. The couple has been married for 28 years and the engagement is good for Pan-American Seating.

The wedding took place at the McAnes' home in Macon, where the couple has resided for many years. The couple has been very active in the city and the couple is expected to move to Atlanta soon.
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Winter Quarter News and Gossip

As Reported by Representatives for the Shows

Art Lewis

WORFOLK, Va., March 21—Dr. Gar-
field signed his show down here, a crew
working on his equipment in local quari-
ters. The Cherry Sisters are building a
new show, and the Paul Kadakos have
painted a new set and have supplied a new
moon front for the Vanities. And Al and Virginia Shey have two
new acts in rehearsal. There are two
big producers ready. Ammisa and Rosita Dawn signed a contract with the Robert Kingsley and the Robert Kingsley stage is being built for the attraction. Manager Charles Lewis took delivery
of Chicago's first model truck and truck
gear. Jerry Jackson has delivered the Show tropa tong- and the advertised show is expected to
arrive.

Gold Medal

COLUMBUS, Miss., March 21—New ar-
tival for the show is Mr. and Mrs. Charles
F. O. B. Muncie, Ind., and your order
reaches us within 30 days we will send you
ABSOLUTELY FREE with your machine enough
compliments and bags to pop top 250
worth of corn. Your customers pay for your paper.
Act quickly. GET STARTED NOW.

EXCEL MANUFACTURING
Corporation, Dept. 8-442
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Take that QUESTION MARK out of tomorrow

See *O OTDOR ATTRACTIONS SECTION *This issue

Bullock Amusement

SUMTER, S. C., March 21—Work is pro-
gressing under supervision of Master
Mechanic M. H. Bullock. He has hired a
crew at work since January. All equipment has been overhauled and re-
painted. All necessary tires and equip-
ment were purchased last fall. Concen-
trated art work is being done by Mrs.
J. O. Ring, cookhouse; Mr. and Mrs.
Oakes, the long-range gallery; Mr. and
Mrs. Karl Miller, piano joint; Mr. and
Mrs. Roy Cupp, the corn poppers; Mr.
Karl Higgens, the corn poppers; Mr.
B. E. Lambert, manager; Mrs. 0. D. Carroll, the corn
show will have charge of the Merry-Go-Round again. Others in quarters are Mr.
and Mrs. Bob Kenly, picker and John
Foster. Recent visitors were Mr. and
Mrs. John McCall, Mr. and Mrs. John
Newman, Mr. and Mrs. John Newman,
Mr. and Mrs. John Newman, Mr. and
Mrs. John Newman.

Al Bayninger

POPULAR BLUFF, Mo., March 21—Quarte-
term work is progressing and it is
about 100 are doing carpentering and
paint work. All rides are being overhauled and remodeled. Trucks are being given a
over and mechanics are working
night and day to prepare them for
a long season. Roy Robin, artist, is
busy planning and painting the organization. In a combination of red, white and blue. All corn and crew have the look
looking like a good-sized midwest.
All cornframes are set and are being
just right. The corn plant is in the
right direction of Owner Bayninger. Cookhouse is in quite popular spot in quarters.
Those in quarters are Mr. and
Mrs. M. K. Bayninger, Mr. and Mrs.
Al Henson, Mr. and Mrs. Jim
Kelly, Mr. and Mrs. Charlie
Havens, Mr. and Mrs. Charles
M. Van, Bill Bonds, Ollie
Chase, Roy Johnson,
, Lena Conn, Mrs. Dean
Dodd and the writer.

Dedon's World's Fair

JACKSONVILLE, Fla., March 21—Work
shows remains under construction, and
opening, local department has been work-
ing hard. There is no show at all
get shows now and some shows totals 50, but more will be added. New
carnival will house the Masonic, Methodist, Presbyterian and Front Page. Additional
carnival for the Wild Animal Company, the Revue Show and Congress of Pat People is ex-
panding. President M. M. Dedon has been under a doctor's care for the
last two months, but he is a very well man and expecting to
quarters. Supervision of the building projects is under direction of General
Manager C. R. Bradley. Roy B. Jones
and the writer will handle the press
ahead of the shows, while Dick Artige
will handle it back with it. Gliton
Parish will handle the ticket expedi-
tion ahead, and T. Roger Kurtz, of Sta-
tion WMOR, Jacksonville, will handle
those shows back on the shows. Curtis
L. Bockus again will be the admis-
sion department. Col. E. J. McQuillen,
well-known in the theater field, was a recent vis-
tor.

ROBERT GOODRICH

...
Carnivals

Parade

CANEY, Kan., March 21—Owner-Manager E. G. Swisher returned to quarters after an extended booking trip and reported the contracting of several good acts. All trucks have been delivered and the sides and shows are being repaired and painted. Mrs. Swisher has purchased a new small game and advises her hotel boys to go well. Shows plan to run 5 rides, 5 shows and about 20 concessions. Exhibits include Henry Jinkins, Kenneth Smith, Jackie Dale, Woody Accott and Frank Arnold. M. M. Swisher returned and will join E. G. Swisher in running the Merry-Go-Round. This season is Swisher's 11th here, reported by an executive of the shows.

Lalip

CHARLESTON, W. Va., March 21—Shows are headquartered in a large building at the race track of the Lalip race track. A crew of 7 is overhauling motors, painting and building larger booths for the trucks. Captain Lalip has not yet recovered from a stomach ulcer operation. New tents for the Merry-Go-Round, String Show and Glass House arrived. Owner Lalip plans to move the missing territory of West Virginia. Opening has been set for April 1st. The four Lalip Sisters will provide the free act.

Virginia Greater

SUPPOLK, Va., March 21—With ideal weather much work has been accomplished. Arthur Gilson, manager, is overhauling the ride engines and tuning up other mechanical equipment. A crew of painters is busy on all rides. Two trucks purchased by Management Company Masucci arrived and one is being made into a transformer truck under supervision of Scotty Johnson, chief electrician. Tom Ollson is repairing and repainting the Merry-Go-Round. Penny Monroe rejoined the ride staff. John (Pap) Myers is rebuilding his Jingleland show. Local visitors are seen constantly around grounds. Birthday guests included Henry Barton and Harry Taylor. Mr. and Mrs. Bull Martin, and Olympic Arena managers, are expected noon. Harry Biggs will be in soon to ready his concessions. Manager Masucci and General Agent Murray visited Art Lewis Shows' quarters in Norfolk. New business cards ordered for the Circus Side Show. Juni-gland and Minstrel shows. All show fronts, banner and tarp points are being painted. Reported by an executive of the shows.

Baker's United

SHERIDAN, Ind., March 21—Announcement of the signing of new row contracts for celebrations and fairs was announced this week by General Manager Tom L. Baker, and quarters' work is under way in preparation for the May 3 opening. Shows have aligned Midland Amusement Enterprises, Inc., concessionaire. Including Bill Barnes, high striker, basketball and sound equipment, 50 wagons, games, magic, comics, popporns, Theodore Pappas, cigarette gal-

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Great Rocky Road, 610 ft. canvas pictorial war banner, two 415 ft. ground screen pictorial battle scenes. Life size blow-ups in color frames, one of Gen. MacArthur and one of children dead from Hitler's bombs, with show inside of 20 double serving boxes with world's greatest life-like nut scene on colored glass, and 20 pictorial panels all described; hair saloon. Roof scene that show what's going on on ALL FRONTS. Hair-raking, hand-flattening actual scene of action, rooting, bombings. Also our own boys, Singapore, Manila, Java, India, Australia, etc. Framed on 14 ft. at 36 ft. high. Front, 24 to 36 ft. wide. Ready to go at any time. A life size building show for 20 years. This is the best money getter yet. Great records made. Every scene is pictorialized, coming two times over in one week. Orders already received from America's leading carnivals, parks and showmen. Show complete as above, with full directions.

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Wire or mail deposit of $80.00 and show will go out within two days, remainder collect. Weight about 100 lbs. Or write for information. If ordered now you will receive FREE over $33.00 worth of new material service at no extra charge, mailed you free and prepaid whatever you are till end of season, November 1, 1942.

Information on other shows mailed too.

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March 28, 1942

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ST. LOUIS ART NOVELTY CO.
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ST. LOUIS, MO.

The Blossom Center of America!

HARTSOCK BROS.

BISHOP, Mo., March 21—Ferris Wheel has been painted and all boxes overhaulied and painted. George Jarvis is applying the finishing touches to the Merry-Go-Round. Mr. Currie's wife has his corn game and truck painted and will be on the scene for opening. Ed McNealach has his Kiddie Ride ready, and Mr. and Mrs. Bob Rose are getting their show ready. Kit Carson returned from a successful booking tour. Shows plan to open May 1 in Illinois, Mr. and Mrs. Wise are in Kirkville, Mo., visiting his brother for a few days before coming to quarters to paint fronts on his Hillbilly and Girl show. Walker Hartsock is pleased with the work that's been accomplished. Romaine Hartsock, electrician, has the ground cable and switch boxes in good shape, and Mrs. Walker Hartsock, secretary, purchased a new top for her pony. Gentrautes Hartsock has a new frame and top for her popcorn machine. Harry Hester, with two percentage stands, is expected next month. Mr. and Mrs. Johnnie Hage will have the punch pile. Claude Boonie finished his screenimg for the grab stand.

KIT CARSON

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ALL PROVEN MONEY MAKERS
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THE CARNIVAL KING
43 NO. SUMMIT AVENUE, CHATHAM, NEW JERSEY

LAPERRE HI-STRIKERS GETTING THE BIG MONEY AT INDOOR SHOWS - FAIRS - PICNIC - OLD HOME WEEK

Any place large or small-events need to write to J. H. E. Portland, or we have 2 complete 16TH. circulars. At no. 2, also. All this and free book in 8 times 12 the less book, too, hot lettering, at no. 1. Free lettering and free. Phone or write. J. H. E. Portland, one man. Riders. Will work outside city limits. We take complete orders and for any length and any quailty paper. 100 attendant orders. We also take your orders for your clients. Wheat Ridge Estate and Ride Horse. Opening May 15th. Good route of Fairs and Conventions, mostly Minnesota. Address ask man.

W. B. BARNHART, 4283 THOMAS AVE., NO., MINNEAPOLIS, MINN.

GOLDEN WEST SHOWS
WANT Coat Horse, Handle Side, Penny Amade, Gen. Smilo, Gen. Gallery, Fish Pedal, String Game, Pluck Till You Win, Rooster. Other legitimate Concessions have been tested and found for Mechanical Shows. Pat lady, Bishop, or whom you please. Wheat Ridge Estate and Ride Horse. Opening May 15th. Good route of Fairs and Conventions, mostly Minnesota. Address all mail.

W. B. BARNHART, 4283 THOMAS AVE., NO., MINNEAPOLIS, MINN.
NEW YORK STYLE
Built for Busy Service
Incorporates Sales 1000
Saves Ice and Labor
The most reasonable, quiet and efficient
machine on the market. Built to last,
as an engine of such a nature never
need repairs, or labor on an extended
scale. Price, $4.50 per day, $26.50 per
month. On approval or warranty terms.

Flashy Grill Display
Incorporates Sales 1000
Con

Black All
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klitchines,
Wo
The

New York Style

3000 BINGO
$1.50 each, bulky, white, 724. No duplicate cards.
Flat small tables, exactly 2 ft. in diameter, held in
a protective case, with metal edges.

3000 KENO
Made in 25 sets at or below 100 cards each. Placed in
3" by 3" trays, the same color for the day and the
army, with separate number boxes for the same.

FOR SALE
2-Heavy Tin Clubs, 5-H, 6-C, 10-H, 15-C, $6.00.
1-Light Weight Aluminum Clubs, 3-H, 4-C, 6-H, $6.00.
2-Aluminum Clubs, 12-H, $6.00.

FOR SALE
19 W. Jackson Blvd.

SECOND-HAND SHOW PROPERTY FOR SALE
12 Pony Prints, 2-Siz.
1-One Horse Poster, $6.00.
1-One Horse Ell, $6.00.
1-One Horse Treadle, $6.00.
1-One Horse Plate, $6.00.

CARNIVALS
March 28, 1942
CARNIVAL
6236 South Grand Ave., at Wilshire, Los Angeles

LOS ANGELES, March 21—Reports from member shows in the vicinity were read at Monday night's meeting. Good business was reported by all. On the rostrum at the meeting were Dr. Ralph J. Smith, past president; Leo Buer, former President, President; Vice-President Theo Forstall, J. E. Brown, former President, President, Edith Bledsoe, secretary, and Harry Hargreaves, treasurer. Club finals March 23 and 24.

On the sick list are Mrs. R. J. Kennedy, George Smith and Charles L. Owen. LeRoy Lefohn was reinstalled as manager, elected by Harry Hargreaves and Jack Tuttle. Club finals March 23 and 24 and there goes on a summer schedule of meetings each second and fourth Monday of the month.

Michigan Showmen's Assn.
156 Temple Street
DETROIT, March 21—Monday’s meeting was presided over by President Harry B. Nightingale, and was addressed by Manny Brown and Secretary Robbins. Weekly Defense Bond award went to Ors (Pop) Johnson, of Hastings, and the recently organized Service Committee, with William E. Hagon, Jr., manager, who announced that a good start has been made in establishing the fund with which it is to operate. Proceedings of the St. Patrick’s Day Dinner Dance, which was held at the Hotel Brenner, was also reported.

FOR SALE OR TRADE
For sale: one 20x40, one 20x50, one 20x60, one 24x48, two 24x24, one 24x36, one 24x48, one 48x36, one 14x14. Write for price. J. E. Brown, 1015 Ohio Bldg., Chicago, Ill.

PLASTER
Still Going Strong
ILLINOIS PLASTIC PRODUCTS
Flint Brick Co., 218-224 Grant Ave., St. Louis, Mo.

CARNIVAL SHOWS
313 E. 15th St., Rochester, N. Y.
Crystal Expo Augments Crew at Camden Barn

SUNBURST EXPO REVEALS STAFF, PERSONNEL LIST

PRELL'S WORLD'S FAIR SHOWS, INC.

WANT MORDORMIDE RIDERS AND USEFUL MORDORMIDE

THE BILLBOARD

AMERICAN CARNIVALS ASSOCIATION, INC.

Buckeye State Chalks Win At Getaway Date in Laurel

CRYSTAL EXPO AUGMENTS CREW AT CAMDEN BARN

SUMBURST EXPO REVEALS STAFF, PERSONNEL LIST

CARNIVALS TELLING OR A GRAND SALAMIS

SHOWMEN AID

NEW WATER FAL TRUCK COUPON BLOWERS

Baker's Game Shop

PRELL'S WORLD'S FAIR SHOWS, INC.

WANT MORDORMIDE RIDERS AND USEFUL MORDORMIDE

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AMERICAN CARNIVALS ASSOCIATION, INC.

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SUMBURST EXPO REVEALS STAFF, PERSONNEL LIST
CARNIVALS

By BILL SNYDER

To say that the writer felt highly complimented is an understatement. On the contrary, the opportunity to write an article for the Spring Special Number of The Billboard would be a great honor. To say that the writer elected to write on carnival publicity in relation to the war and national defense would be appropriate.

War, national defense, Defense Bonds and Stamps, Red Cross drives—these and scores of other kindred modern subject matter may be just as many words to the average layman—but to the Tub Thumpers, the lowly press agent or the dignified publicity directors who make their livings by publicizing the carnival company of their choice, they are more than mere words and phrases. They are omens on the horizon of the 1943 carnival season—omens that portray the countless impending changes from the days of the old Tibby—changes that will have to be carefully studied and rapidly followed. Such changes are inevitable to life and succeed amidst changing surroundings.

Rapid Changeover Necessary

Dutifully, it is true when carnival directors, coupled with fresh costs of brilliant paint, take to the road this spring they will be heading toward full success—financial and otherwise—if and when the wise owners have made rapid preparations while preparing the 1944 tour appear before a changed public. And changed it is.

Already business men are wrangling about browns over ever-increasing rationing which eventually will deeply affect their own ventures and bank accounts. Mothers, fathers, sisters and brothers too are asking their denominational creed—concern when expected letters fall to arrive from brother Willie, who was drafted by the army. Little boys on the back lots have abandoned their interest in baseball and football and instead are playing soldier. Newboys are selling Defense Stamps to their route customers. "Remember Pearl Harbor" is the sign that greets you when you visit the corner drugstore to purchase a "cost stamp. We are all in and changes in our daily thoughts and mode of living have been brought about almost as rapidly and quietly as this country declared war against our enemies.

In order to meet these changes, carnivals must change too. From the front to rear end, changes in planning this wartime and defense era will have to be accomplished quickly and efficiently if the carnels are to survive.

Streamlined Ideas Needed

Publicity departments will naturally have to change too. Old eyed-in-the-wouls of old time gags, favoring those of the old years, will have to be discarded for original and streamlined ideas of wartime. If a fellow earns his livelihood and you are unable to gain his requirements in new newspaper space he will have to go on a wartime basis and forget about the days when inviting the newboys to a free show, giving a bicycle away on Friday night or offering reduced-rate ride tickets to the kids will all be that needed to win the hearts and generally or hands of the hard-boiled city editor.

Today war news is bulging the columns of every daily newspaper. It is indeed tough to gain free publicity space unless the material submitted contains all of the compelling angles of space news that are closely related to the preparation for a commodity. Where most busy newspaper writers find in abundance awaiting the plans and deeds of all patriotic or charitable moves which are coupled in any manner or other with zealous local drives.

Royal Welcome

And there, I believe, is your answer and solution for lasting successes in the

BINGO and CONCESSION OPERATORS

LOUD SPEAKER SYSTEMS FOR $57.50

For the phenomenally low price of only $57.50, the BINGO Bingo+ Plus loud speaker system carrousel with take and finance will carry you into the future. Carefully balanced, this loudspeaker system carrousel is the illustrated dynamic speakers in broadcast quality. Each speaker will handle all speakers and these are backed up with a full three year warranty or repair. We sell direct—return in case.

LIMITED SUPPLY

Rush Your Order in Today

10 day free trial period. All merchandise payment after 10 days.

CHICAGO SOUND SYSTEMS CO.

2124 S. Michigan Blvd.

CHICAGO, ILL.

Gold Medal Shows

NOW BOOKING SHOWS AND CONCESSIONS

For Seasons of 1943

Address: P. O. BOX 603, CINCINNATI, OHIO

GREATEST ILLUSION

To Feature in Buoy, I'linken. Complete $75.50, Details Free.

ABBOTT'S—Colton, Michigan

World's largest Illusion Builder

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1942 SEASON

Address: P. O. BOX 225, Corydon, Ind.

FOR SALE

STRING JOINT COMBINE (1942 Top), the only with Slings, $100.00, PEERLESS POPPON MACHINE, with 9 year service, $6.00, GEORGE M. HANNAH'S HOME-MADE HOUSE CAR, $12.00, two mules with 2 pair Urethane 0.00.

E. J. DONNELLY, 601 S 16TH ST.

ST. LOUIS, MO.
CARNIVALS

RIDE NOW WHILE STOCK IS COMPLETE

AND WIN LITTLE ROCK MARKET

BUDGET CARNIVALS

MR. W. E. MILLER 521 S. 4TH ST. 405 405

RIDE FOREMEN WANTED

FRISK GREATER SHOWS WANTED

ATTENTION, 4 FOR 10 OPERATORS!!

POP CORN

FRIDAY, DECEMBER 18

GREETINGS

SUNSET AMUSEMENT COMPANY

OPENING MAY 1, EXCELSIOR SPRINGS, MO.

CONCESSIONS: COLD BEVERAGES

All food orders to be paid for in cash or check. No credit cards accepted.

PORT MORRIS MACHINE & TOOL WORKS

712 EAST 135TH STREET

THE BILLBOARD

March 26, 1942

63

ELECTRO FREEZE

BY ACTUAL PERFORMANCE

THE LEADER

of all

FROZEN CUSTARD MACHINES

Capacity 30 gallons per hour — 50' to 60' address. ELECTRO-FREEZE is easy to keep clean because it is constructed of STAINLESS STEEL. Chilled and sterilized in 5 minutes. Passes the most rigid health inspection in all States.

ALL ELECTRIC AIR-COOLED COMPRESSOR

MODELS A, B, C, D.

FLAVORS

FOR ICE BALLE, ICE CREAM, FROZEN CUSTARDS AND DRINKS

A Complete Line of Flavors, Certified Grade, Coal, Gas and Oil, Vapor and Liquid Oils and Sustainable

PURITY EXTRACT MFG. CO.

2101 Franklin Ave.

ST. LOUIS, MO.

POPCORN

Seasoning — Bags — Cartons — Cones — Salt — Peanuts

C. R. FRANK, Popcorn and Supplies

4310 DELMAR BLVD.

ST. LOUIS, MO.

SUNSET AMUSEMENT COMPANY

OPENING MAY 1, EXCELSIOR SPRINGS, MO.

CONCESSIONS: COLD BEVERAGES

All food orders to be paid for in cash or check. No credit cards accepted.

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ST. LOUIS, MO.
CARNIVALS
March 28, 1942

Lengthy Registration List For PCSA's Hi-Jinx Party

LOUIS ANGILES, March 21—Pacific Coast Showmen's Association's semiannual Spring Festival here attracted a crowd innumerable recently under chairmanship of Al (Moe) Miller, drew a lengthy registration list. In attendance were wellon de Pellicat, Arthur's Mighty American Shows; Frank Murphy, Foly & Dark Shows; Mrs. L. Crenn, W. J. Swanson, Louis Creno, H. A. Groves, Elsie Habib, Leona Estes, Emile Ralston, R. E. Bannees, George E. King, Seknik, Dorothea Anita de Fernandez, Mrs. Patricia Pires, Billee Koehler; Mrs. Christy R. Royal, American Shows; Harry B. Chapman, John Gough, Joe Carr, Joe Cash club; E. H. Coldwell, Caldwell Studio; Tony Brit, Britoon Shows; Thomas B. Britton, Ginger检察机关; Sue B. Botkin, Arthur's Mighty American Shows; Mrs. Alice Bonk, Arthur's Mighty American Shows; Bill and Jewel Hobday, K. S. F. Fitzgerald, Mrs. T. C. Charlton, Mrs. T. B. Britton; Raymond C. Crabtree, 39th Street, Seattle; William J. Bigger, Georgia Lee Mot, Harry Wallace, William H. Scott; Joe Broniatowski and Frank J. Brown, Sportland Arcade; Wrightstman, Wrightstman Shows.

Tony Tunes, Crafts 20 Big Shows: Frances Marquette, Katherine Czecholek; Louis J. Jones, Cala Mrs. O'Gara; Vivian Board Morton, Lenore Payo, Elsie O. Allison, Marcello, Noel W. Wilson, Harry Ruehart, West Coast Shows; Norman Schieh, H. O. (Browne) Smith, Joey Josephson, C. G. Gibb and family, Mr. and Mrs. Archie Green, Cyril Tunes, road Shows.

Carnivals

R O L L  F O L D E D  T I C K E T S

Day & Night Service

* Absolute Accuracy
* Delivery Guaranteed
* Best of Materials
* Perfect Packing
* $500 Bonded

CASH WITH ORDER PRICES - SPECIALY PRINTED - Size 1 x 2
$10,000.00 - 67.15 5000.00.153.75 9000.00.89.30 20,000.00.89.55 15,000.00.89.15 30,000.00.89.10 7000.00.153.75 17,000.00.89.50 50,000.00.89.80 40,000.00.89.10 80,000.00.89.10

STOCKS

WELDON, WILLIAMS & LICK

FORT SMITH, AR.

TICKETS

Guaranteed Real Live Shows, guaranteed delivery. Established 1876. Exclusively in the business since 1880. This House has been in charge of the following men during its management by us.

STANDARD AND CUSTOM BUILT TRAILER HOMES

Chicago, Illinois

ARE YOU A HOME ON THE ROAD

Real Living Always...Wherever You Go

Now you can have all the comforts and conveniences of living in your own home. We have built these homes for busy people, who have no time. NO MORE WORRIES ABOUT HOTEL ACCOMMODATIONS OR RENT TO PAY.

Write today for the Stream Lite Plan for Living. Send for one of our illustrated plans and catalogs of all models.}

TRUCKS—TRAILERS

GUARANTEED IMMEDIATE DELIVERY!

On hand—approximately 200 NEW and USED Trucks and Truck Trailers suitable for Carnival use.

25 SPECIAL ORDER TRUCK TRAILERS

WRITE FOR COMPLETE INFORMATION TODAY

GEORGE BERNARD, INC.

PENNSAUKEN, N.J.

Phone, Pennsburg 4440-521

Represents International Motor and Freeway Trailers.

Supplying Carnivals for Ten Years

ROTORGLIDE—AMAZING NEW COMBINATION

Min—This is a DYNAMITE! New revolutionary Rotorglide in combination with ELECTRIC TOWING! No more horseback, no more mule, no more donkey. Lightweight, easy handling by disabilities, no hand signals, no banners, no confusion, no accidents! Also junior model. Complete outfits $75.00. 20 per cent discount to Puget Sound Shows. Nat. Distributors: J. E.emo Payne, Youngs Shows, Mrs. and Mr. Monroe E. Buss, East Coast Shows, Mrs. and Mr. Ben Goldstein, H. W. Fowler, Mrs. and Mr. E. O. Phillips, Mrs. and Mr. Karl Darlington, Jr., W. D. Newcomb, Jr., David M. Sitter, Albert W. Seibert, Louise Berry, Betty Craton, J. P. Jones, Mrs. and Mr. E. O. Phillips, Mrs. and Mr. Miller, Dan Shoper, W. P. Dunlop, Dunlop, Harry; W. H. Dow, Fork and Bur Show; Harry Lewis; James Dunn, Mrs. and Mr. Jenny Verposte, Mrs. and Mr. Bill Bagby, Ed and Ines Walsh, Al and Baby and Mrs. and Mr. Dovers, W. H. Do, Arthur and Mrs. and Mr. S. L. Coen.

CHARLES A. PARMER, Mabel (Smithy) W. E. Trask, Joe Cash, Mrs. and Mr. Henry Cash, Betty Smith, Harry Ipman; Bob Perry, Mrs. and Mr. E. O. Phillips; Mrs. and Mr. Monroe Esseman, Patrick's Grand Shows; Mrs. and Mr. Willard Young Shows; Mr. and Mrs. Ben Goldstein, W. W. Fowler; Mrs. and Mr. Karl Darlington, Jr., W. D. Newcomb, Jr., David M. Sitter, Albert W. Seibert, Louise Berry, Betty Craton, J. P. Jones, Mrs. and Mr. E. O. Phillips, Mrs. and Mr. Miller, Dan Shoper, W. P. Dunlop, Dunlop, Harry; W. H. Dow, Fork and Bur Show; Harry Lewis; James Dunn, Mrs. and Mr. Jenny Verposte, Mrs. and Mr. Bill Bagby, Ed and Ines Walsh, Al and Baby and Mrs. and Mr. Dovers, W. H. Do, Arthur and Mrs. and Mr. S. L. Coen.

LAST CALL—BAZINET SHOWS, Inc.—LAST CALL

OPENING APRIL 18, DOWNTOWN, MINNEAPOLIS, Minn.

CONCESSIONS (NO RACKET)—Percy Pitney, Percanton, Grinnell, Firas Pender, Dignis, Rapp, Roat, Reeling Allen. Grandpa Gallery, Foley Rutland, Mrs. or Mr. Leo Rapp Gallery. 15-25%—Advertising. Concessions odd, in well with name, ventilation, and colorful. DOLL—Following person contact at once: Tom Habba, Leo Wall, Bill Cutler, Alson Mannon, Alman, Norman Williams, Guyer, Joe Morno. HELP—Jack Bellepo wax Ounce House Mrs. Bes to 1200 Boys 60x, North Pittsburgh, Pennsylvania. Janesville—Milton, Wisconsin, Mrs. and Mr. Dwight J. BAZINET, Box, 4025 West, North Minneapolis, Minn.

PRYOR'S ALL STATE SHOW

OPENING APRIL 31, MONTGOMERY, W. Va.

West Coast House, privilege to make deals. What worth-while Shows, with or without own outfits, Eastern Territories. Contact the Owner. (Fax) 457-654-654. 25% plus tax paid, complete with trailers. 1942. 25 cents a show day, 7-12 cents. All shows, trucks, etc.

ALL ADDRESSES JACOB PRYOR, WEST UNION, O.
OwNERS of outdoor shows who open the season with their organizations this week will find that although the Committee of Civilian Defense will be several jumps ahead of last year, the new Public Safety Patrols, ODC directors will have more to say regarding the crime situation and the managers appear to realize. Shows that have crews trained for blackouts and other means of handling the emergency order will receive much more consideration than those that are trudging along the line of least resistance and feel that their directors, if any, are perhaps or will not be given. The outside shows are conscious of creating good will. Shirley and Tennessee are in the armed forces, fighting side by side, and the mayor will make their show appear. Let's mix in a little more cooperation as we have a common cause." Women's clubs pleased on shows that could compete with such local clubs in doing things for Florence. This could be a good way of understanding the lives and thought of women troopers and of Jimmie Wilson. In the days when an amusement enterprises have other aims than that to show off its home town to those that in the profession also have prominent brothers, husbands and friends to American Legion. It has a full realization of the fact that every hometown or country store is an enemy as culpable as willing as the local manager. This is a pleasant and frequently misrepresented segment of the American people.

MANAGERS always feel relieved when they have incurred charges in their elephants instead of on their legs.

FROM Wisconsin comes an announcement that the 1943 sweep-up of the workmen's compensation insurance will effect a saving to several managers of small carnivals in the Badger State declare that their show will be able to operate under the terms.

Last year we paid $1 per week for each man, and $6.50 for each booked show and ride. With the four cents a ride or show were carried the minimum would be 1000.

"This year the rating bureau has announced that the premium will be $1.55 per day for each man, and $12.50 per day or $210 per week. Besides this the bureau says that the premium cannot be obtained unless the owner presents a certificate of the fact that he is covered under the compensation law. It is not what a hardship this will be on shows in this State. I understand that owners who have completed that the Pennsylvania show and are now being told to get managers and owners together to discuss ways and means of presenting their carnival. It is not what a success but that no spirit of cooperation among the showmen is evident.

Here it is our own duty. It would be interesting to know whether Wisconsin carnivals can do anything about the rates now being enacted. It would be interesting to know whether the state has been passed. Legislatures and their constituents are always available for the hearings on such matters. Little interested can speak their pieces and make their opinions known. Wisconsin is a pension in cooperation. A newspaper writer can ascertain, no opposition to the new rate. If the writer is to be made to legislators by traveling salesmen. If carnivals owners have finally awakened to the fact that their future is sure to seek relief they undoubtedly will find that the outside carnival owner has come much farther than killing off the competition in the bid land, the bills before they are enacted into law.

MIDWAY PARADE: What was the name of that fellow who made—how much do you remember about the name of that town? If you can remember in what season it was it will help some.

TODAY'S OPPORTUNITIES (Continued from page 23)

TEN THOUSAND people enjoyed the first dance ever held at the 2,000-seat Golden Theater last Saturday night. The sponsoring committee reported that expenses will not affect the 2000-seat Golden Theater last Saturday night. The sponsoring committee reported that expenses will not affect the $2,500 prze of the theater. Those attending the dance will be able to see the great silent film, "Fremont, the Bitter- ender," scheduled for the coming weekend. The booking of the film is being handled by a local merchants to pay expenses. The film is the latest in a series of the showing of defense film. Our own operators will be asked to co-operate in showing defense film. We are hopeful that all of our patrons in the national interest.

What opportunity is offered to the film manager to speak to the spars in his own spars? Let us see. These shows are run by a local merchants to be seen by local merchants. The arguments you ever made, this is what the manager in your community is hit by tire and gaso- line shortages. What are you going to do about it? The answer is simple: Give them the entertainment here at home. Put on your show here. Give your patrons a chance to spend a dollar extra for real enter- tainment for the price of a ticket to drive a long drive. You get to see of their families. You get to see of their families.

Let's give them the entertainment here at home. Put on your show here. Give your patrons a chance to spend a dollar extra for real enter- tainment for the price of a ticket. Not to drive a long drive. You get to see of their families. You get to see of their families. You get to see of their families. You get to see of their families. You get to see of their families.

NEGROES have never had a chance to make a motion picture. They have never had a chance to make a motion picture. They have never had a chance to make a motion picture. They have never had a chance to make a motion picture. They have never had a chance to make a motion picture.

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NEVER.
Oklahoma


Arkansas


New York


Fifteen states were represented in the first World's Fair, held in Paris in 1855. 

The Circuit Court of Appeals, established in 1891, is the highest federal court of 

appeal in the United States. It consists of nine judges, one of whom is the chief 

justice of the United States. 

The fair was held in Chicago in 1893 and was attended by a large number of 

foreigners. 

The fair was held in St. Louis in 1904 and was attended by more than 20,000,000 

people from all over the world. 

The fair was held in San Francisco in 1915 and was attended by 3,000,000 people. 

The fair was held in New York City in 1933 and 1934 and was attended by 60,000,000 people.
Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rides and book orchestras and acts.)

Cleveland—Pratt Springs Park, George Han—has three coin-operated games, pool, free attractions, book orchestras, acts.

Indiana—Pratt Springs Park, George Han—has three coin-operated games, pool, free attractions, book orchestras, acts.

Budapest—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

Ohio—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

Michigan—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

Wisconsin—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

Iowa—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

Illinois—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

Supplementary List

(TThe following are not completely equipped amusement parks, but have pools, coin-operated machines, rides and book orchestras and acts.)

Alabama

Birmingham—River Park, O. N. Davis, owner—has 10 coin-operated games, pool, free attractions, book orchestras, acts.

Connecticut

Binghamton—River Park, O. N. Davis, owner—has 10 coin-operated games, pool, free attractions, book orchestras, acts.

57 The Billboard

March 28, 1943

LISTS

List of Amusement Parks

Cleveland—Pratt Springs Park, George Han—has three coin-operated games, pool, free attractions, book orchestras, acts.

Indiana—Pratt Springs Park, George Han—has three coin-operated games, pool, free attractions, book orchestras, acts.

Budapest—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

Ohio—River Park, Charles A. Stewart, owner—has six coin-operated games, pool, free attractions, book orchestras, acts.

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Lists
The Billboard
March 28, 1942

Illinois
Chicago—Hotel Balham, 1225 S. Wabash, 4-4-2.

Indiana

Missouri
Fairmount—Foster Park, March 23-25.

Louisiana

Mississippi
Jackson—Grand Central, 14-18.

Nebraska
Lincoln—State Fair, March 31-April 5.

New Hampshire

New Jersey

New Mexico
Albuquerque—Men's, March 29-31.

New York

Ohio
Dayton—Richmond Park, 2700 Franklin Ave., 12-16.

Texas
Dallas—Fort Worth, March 24-31.

Washington
Seattle—Alco Park, March 26-30.

Conferences
Pretty Penny, R. B. Bennett; tiller: Mrs. Bennett, tiller.


Cincinnati—At Home, March 24-26.

St. Louis—At Home, March 25-27.

Chicago—Hotel Balham, 1225 S. Wabash, 4-4-2.

Concessions
Penny Arcade, Riner Horizons and C. O. Trask, 435 Trick, 4th Floor, near Madison Avenue.


Cincinnati—At Home, March 24-26.

St. Louis—At Home, March 25-27.
NOTICE
Due to the expense of postage necessary for the forwarding of mail addressed to "Billboard," handling of such mail in care of The Billboard instead of their usual post office box, 25c is necessary to cover this service.

This notice is for advertising advertisers. The cost of publishing your advertisement kindly add 25c for the forwarding of replies.

SALESMEN WANTED
MAGAZINE SALES PEOPLE and CREW MAN.
BROOKLYN, 117-8 Ave.


Cherry, Green Bay, Wisconsin.

**CLASSIFIED ADVERTISEMENTS**

**CLASSIFIED RATE**

10c a Word

Minimum $2. Cash With Copy

Forms Close in Cincinnati—25 Opera Place

Thursday for Following Week's Issue

March 28, 1942

**BUSINESS OPPORTUNITIES**

ARCHERY RANGES EARN BIG PROFITS

if you desire to operate a fine range of archery.

Large profit. Contact Madison Ave., Elyria, Ohio.

PAPER CATALOG FREE—COMPUTER

Tidemarks, Barer, Supplies, Flavoring Ex.

Private Label, Paper, Laminar Laboratory, 799 W. 26th St., New York City.

FOOD-ACCESSORY ITEM

HEALTH BOOK

To be bound in cloth. In addition to 300,000 or more copies. Address: EXO CO., 00-089, Columbus, Ohio.

GREETING CARD PEOPLE CONTACT US

If you are interested in the wholesale of greeting card deals ever so real this mail order market worth your investigation. Write: THE NAVIGATION CARD COMPANY, 110 S. Dearborn St., Chicago, III.

HITLER'S WILL NOW SELL HIS LIKE WALTZ FOR 10c. Every product you buy to the last, Man or woman, child, girl or boy, new coat, $1.00 to 1.00 postpaid, dance or $1.00. Coat, etc.

TIRE-ASSISTED MIDI-DELIVERY CARTS

Ad he to the future at 50c retail, 25c at wholesale.

HUSTLER SPORTS CAR

Sweatshirt, Comb, Style. Large profits, jammed with orders. Sales manager, 25c. P. O. Box 10, New York, N. Y.

PARKS, CATALOGS FREE—COMBUSTION

Tidemarks, Barer, Supplies, Flavoring Ex.

Private Label, Paper, Laminar Laboratory, 799 W. 26th St., New York City.

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If you are interested in the wholesale of greeting card deals ever so real this mail order market worth your investigation. Write: THE NAVIGATION CARD COMPANY, 110 S. Dearborn St., Chicago, III.
March 28, 1942

ON SALE—SECOND HAND GOODS

All available makes and models.

FOR SALE—SECOND-NATURES

All available makes and models.

FOR SALE—SECOND HAND GUNS

All available makes and models.

FOR SALE—SECOND-HAND GUNS

All available makes and models.

FOR SALE—SECOND-HAND GUNS

All available makes and models.

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All available makes and models.

FOR SALE—SECOND-HAND GUNS

All available makes and models.
DINER DRIFT PROJECTION AND FOURTEEN Seeds and Fills Games, $75.00. Ship, allow exp. 2 weeks. 216 West Chippewa St., Buffalo, N.Y.

DRAMATIC TENT, 50x100, 9-FT. SIDEWALL, COMPLETE LAYOUT. Write Edgar Martin, Bourbonnais, III., 2, A. E. A., for full information, equipment and supplies.

FILM USERS, ROADSHOWMEN—TURN TO "Roadshow Films" page (see index on page 31) for additional information on equipment, supplies and sales.

FURNITURE COMPLETE FOR SHOW; AND New Banners. Reasonable. J.BA. CON- LET, 3176 Portland Ave., Cincinnati, Ohio.

FOR SALE—COMPLETE EQUIPMENT AND Chairs from 400 seat theater for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Webb, Chicago.

FOR SALE—50 ST. STATIONARY PARK MACHINES. Write or call J. H. McLaury, ND, for sale or lease. 725 Grace St., Corry, Pa.

FOR SALE—8 MOVIE PROJECTORS. Model 87, Hand Balancing Act, Theater Spot lights; three projectors, complete, new. $200 each. Dealers, call in advance. and tour the Lady Air Balloons. Traction Co., San Fran- cisco, California, 2195.

FOR SALE—GRAND PIANO, 5-3/4 O. D. a few strings, $40.00. GROE, GERE, Dorchester, Wash.

FOR SALE—ONE TENT, 14x28, WITH SIDE STRAP. RT. 3, Box 11, New Lexington. OH. J. L. JACK LEE, Yellow Tavern, Woodruff. Ill.

FOR SALE—COMPLETE EQUIPMENT and Chairs from 400 seat theatre for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Webb, Chicago.

FOR SALE—50 ST. STATIONARY PARK MACHINES. Write or call J. H. McLaury, ND, for sale or lease. 725 Grace St., Corry, Pa.

FOR SALE ACCOUNT DRAFT—SIX BIDES IN, Excellent condition. Write or call. Semi-Trailers, good rubber; Show Taps, Fronts, Bikes, etc. Everything Booked. M. A. New York.

FOR SALE COMPLETE, LIST @ $1000.00. Very nice condition. One Coat Ride, complete $75.00. O. C. D. Riv. Kansas City, Mo. All prices very low. GEOR. GREER, Dorchester, Wash.

MIND READERS—DIONNE TRIPWIRE MAGIC. Instructed plans—Plastic of Magic, $12.50, C. W. Wood, 971 Main St., New Hartford, N.Y.

MINDREADER AND PROPRIETORS, MAGIC. Instructed plans—Plastic of Magic, $12.50, C. W. Wood, 971 Main St., New Hartford, N.Y.

SILK COLOR CHANGE—VANISH CANYAN HUNDREDS OF TIMES. Illustrated catalogue. 26Q, CENOVES, Cen- tres, P. O. Box 201, Jacksonville, Ill. 

STAGE AND SMALL MAGIC, ILLUSIONS, HOW TO DO IT, complete. $15.00. H. W. SHORE, 505 E. 13, Chicago, Ill. 

TWO COMINCARIES—FULL BACKGROUND. Invite to audience. HS. CASSIS, 230 W. 3rd, Chicago.

TWO-MAN BIKE, with water pressure. Heavy Duty, Two Pushpole Style Tire. Used on the stage for many years. $50.00. CAPT. COILEMAN, 427 Main St., Neodesha, Kans.

THREE UNDESERTION CONCESSIONS—Good condition, sell at $110 each. Also 1,000 ft. Daily Clash, 5 cents. S. M. AWTHORSHIP CO., 230 Main St., Cincinnati, Ohio.

PLASTIC OF MAGIC. INSTRUCTED PLANS—Plastic of Magic, $12.50, C. W. Wood, 971 Main St., New Hartford, N.Y.


DIE PHOTO SUPPLIES CHAFF—ALL SIZES. Complete line of accessories, equipment and supplies. Imme- diate reorder. Sure sale at a profit. Botterill, 1861, Rochester, N.Y.

DIRECT POSITIVE SUPPLIES AND APPA- ratus—Lowest wholesale prices. Complete line of accessories, equipment and supplies. Catalog. MANLEY'S PHOTO CO., 1207 Holmes Building, Kansas City, Mo.

ECLIPSE NO. 160, ENLARGER, $1,095. Title R. G. B. M. 1000, 24x36, $1,595. CATALOGUE F. C. C. G. C. C. C. G. C.

FREE SAMPLES—THE CATALOGUE—CHINA ART WORKS.

FILMS, GREETING CARDS—SHOWROOM, 311 N. El Camino Real, Van Nuys, Cali.

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FREE SAMPLES—THE CATALOGUE—CHINA ART WORKS.

FREE SAMPLES—THE CATALOGUE—CHINA ART WORKS.
WANTED—Two 
Pay 
Wants tails, 
... 
Pay 
Wants tails, 
... 
Pay 
Wants tails, 
... 
Pay 
Wants tails, 
... 
Pay 
Wants tails, 
...
NOTE—Mail held at the various offices of The Billboard is under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests for something to be received in Cincinnati by Friday morning (early) and in New York, Chicago, and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Notice, selective Service Men!
The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

When writing for Advertised Mail, please use postcards. Also state how long the forwarding address is to be used.
Selling Sales Section E

The Opener for the New 1942 Merchandise Year

BY BEN SMITH

New York, March 21—It’s spring again and activity in the merchandise field from now on will keep up its tempo and continue at a whirlwind pace until late in the fall. Spring is always the season of promise, of hope and encouragement, and of renewed enterprise. This, too, is a momentous spring. It finds the country at war, and the people and the resources of the nation are being unified into a striking force that will strive until ultimate victory for the two vital causes of reconstruction and priorities imposed by the war. It would be stupid and senseless to adopt a wait and see view of the situation. But it is also stupid and senseless to be over-pessimistic.

There are certain calamity howlers in the merchandise field who go about saying that everyone in the war has run mad, nothing could be further from the truth. Admittedly priorities have and will affect certain segments of retailing, but at present there are no shutdowns of entire colleges—or that the workers in it need suffer. Look at the problem objectively. The War Production Board has had to cancel or postpone many of its shows, but this is only due to the fact that merchandise is not being produced for show purposes. The flow of dollars will reach peak proportions this spring and summer. Therefore, the workers in the merchandise business need not worry about any immediate setbacks.

The viewers-with-alarm say that merchandise will not be available, but officials of New York supply houses deny that there will be a material shortage this spring. Why doesn’t one of the critics write a book? flere times there is enough stock on hand to last for the present. Therefore, it is ridiculous for certain elements in the field to cry “wolf.” They are seeing the materializations of the shadow of coming events before the shadow is even there!

Americans and American industry have shown time and again that they possess a facility for telling the truth that leaves us with no doubt as to what lies ahead.

Priorities in the merchandise field is only a feasible word to those who let them control them. The men in the field have sold their merchandise in every section of the country. From the smallest local business to the largest chain store, all are working with a determination achieved from their own entertainment, has personal ambition, and has a desire to see that they are doing their job.

The view that with a view of the situation. But it is also stupid and senseless to be over-pessimistic.

The view is that merchandise will not be available, but officials of New York supply houses deny that there will be a material shortage this spring. Why doesn’t one of the critics write a book? flere times there is enough stock on hand to last for the present. Therefore, it is ridiculous for certain elements in the field to cry “wolf.” They are seeing the materializations of the shadow of coming events before the shadow is even there!

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The boys are makin’ $$$

Joseph May, Art... wrote: "I pressed $2.00 worth of photos and frames Saturday. My wife can operate the machine as fast as I can rig up on it. I also sold $1.00 worth of pictures for $1.00 apiece on more business at night than I do in the daytime." Ray Zeller, Muck, says: "I did $20.00 Sunday with my P.D.Q. Screen, Penn., worth $10.00. Contents are $60.00, and only ran out 400 photos in 2 days. You can sell like this.

BINGO SUPPLIES

JOBBERS: Write for Free Catalog
Flour Model Bingo Banners
Electric Model Banners
Talk Model Bingo Drawers
 выбирает шасси
Battery Boards
Hand Held Board
Ball Cards
And many items that work with and need Bingo Equipment or Supplies. Write for Free Catalog. Mikes-Mike's Mfg. Co., 127 W. 25 St., New York City

FLUORESCENT

Sensational New Fixtures!

SCREWS IN LIKE ORDINARY BULB

FREE

RUSH
NAME
Wire, air mail, wire, etc., $1.00 extra. A complete line of high grade lighting fixtures for any home or commercial world. A profit-maker for a lifetime. Good business all the year around.

Street Photographers

WHY NOT GET INTO A GOOD PAYING BUSINESS

We have a complete stock for making 1-Minute Pictures and Cameras priced from $9.90 up. SEND FOR CATALOG

Daydark Specialty Co.

2828 BENTON STREET

ST. LOUIS, MO.
Tropical Fruit Drinks

A campaign to introduce its tropical fruit drinks has been started by Helen Proctor, Inc. The first is offering its products to drink stands everywhere. One of the highlights of the drinks is that the special syrup portion includes sugar; therefore, customers and others will have no sugar problem. The firm features the following tropical fruit flavors: Pinapple, papaya, grape and coconut champagne. It is claimed that top money-making juice stands on Coney Island, Broadway, at army camps and other locations throughout the country are featuring these drinks. The syrup profits on the drinks are large, according to the firm. In addition to the formulas, the firm will give every cooperation to operators. The dispensing equipment includes a standard model 10-gallon tank which is fully portable, chip-proof, and comes in red or green colors. It is illustrated with a stainless steel interior and completely furnished with all aluminum dripless faucet. The G. O. motor is a 1 p. m. overhead engined. Capacity of tank is 18 inches and 22 inches high.

Bond Buyer’s Badge

An item that has strong public appeal and ties in with the government’s atomic and bond selling drive has been introduced by A. Mason and Robert E. Wright, president of the Art Graphic Company. The item, in the form of a badge, has a picture of a wire bomber on one side of an American Eagle pictured with the traditional American Emblems. Across the bottom, boldly displayed, is the slogan: Bond Buyer’s Badge of Citizenship. An added attraction is that bonds purchased through the scheme are traced through the use of red, white, blue and gold colors. Mason and Wright state that the item was put into production so that bond buyers can show that they are doing their bit as citizens in the national emergency.

World-Globe Victory Lamp

With the war involving almost every country in the world, the public more than referring to maps and the radio, according to executives of the Crown Novelty Company, Chicago, which has just placed on the market a combination adjustable world-globe and till-top reading lamp, which is claimed, is proving to be a heavy seller. With the convenient atlas globe at your elbow to give the exact point of war action, and with a bright, clinging light radiated from this top reading lamp, any newspaper, magazine or book that immediately becomes an enjoyable and interesting, Crown officials say. They describe the globe and lamp as a combination.

COMPLETE LINE OF CONCESSION GOODS AND SLUM

For Bingo, Ball Games, Pitch-Till-You-Win—Skat-Bulls—Darst Games—Wheels and Kurl Downs. Large selection of Cages—Shifted Dubs and Ashtrays—Whips—Monkeys—Balloons—and large assortment of Carnival Hats.

FAST SERVICE ... LOW PRICES

Hammer Bros. Novelties, Inc.

114 PARK ROW, NEW YORK
It's Action With "DELUXE"

ONE CARTON OR A CARLOAD

All the above items are packed 12 to a carton 20c each.

These average between 131/2 to 151/2 inches, all great values.

We are the largest manufacturer of plaster novelty items.

Known firms come to us to have the best quality finish, packing and service.

We also pride ourselves on having a complete line of General Merchandise for all concessions—board operators—wagon dealers—premium users.

Look made in U.S.A.

Slums to take the place of imported merchandise, $1.00 per gross, and up.

We must insist on a substantial deposit with all orders, balance C. O. D.

Our Billboard Ads for New Creations Always First. With the Latest.

"There is no priority rating on our friendliness."

Wisconsin Deluxe Corp.

ATTENTION ALL JOBBERS!

Get our catalog of

BINGO SUPPLIES

With your name printed on it!

MORRIS MANDELL, 131 W. 14th St., N. Y. C.

Take advantage of these reconditioned, nationally-distributed, certified watches in new 48/42 cases. Each is sharp, in all respects, and guaranteed as good as new! Free Catalog—illustrated with our latest number.

Star Watch Co.

Wholesale jewelers


Elgin—gruen $2.95

Bulova $2.95

Quick, fast profits selling high grade perfumes

An outstanding offer on the market, this 22 karat gold-plated silver fragrance bottle comes only from our factory. Exquisitely beautiful in style, colors, and essence.


Per dozen $6.95

By the gross, per gross $80.00

In addition, we offer 4.5 oz. bottles for 45c each. Also available in 1 oz. bottles, $3.75 per 12, and 1 oz. bottles in 24 oz. boxes. Tons: 64 oz. for each. 25c deposits required on 6 or 12 ounces.

Distributed and recommended by

Joseph Hagn Company

217-223 W. Madison St.

Chicago, Ill.
**Service Fob**

Badge workers and novelty stores at benches and other spots are finding a big demand for the new service job. Folk Products reports that Frae is made of plastic and are designed in attractive colors with the insignia of the service. Frae are available for the navy, army and marines. Some of the color combinations are: the blue lettering on a white background, gold lettering on a red background, and gold on blue. Frae have eye and sales appeal. Designed to be worn on the lapel, these come with choice and look most attractive when mounted. Item is also coming large salaries at army posts and novelty stores in the vicinity of camps, it is reported.

**MacArthur Banner**

There are indications of a trend toward the adoption of MacArthur as the merchandise field. The A. Banner Company has introduced an attractive hall flag for this purpose. The General MacArthur banner with features a picture of the fighting general against the background of a patriotic shield. Across the top appear just two words: Our Hero. The firm believes that the item will be one of the best sellers of the season. The banner is attractively made and five colors add to the effectiveness of this patriotic number.

**Pillow Tops**

Since the attack on Pearl Harbor, demand for pillow tops with army, navy, marines, and air force designs and insignia has been increasingly heavy, according to Military Promotions, a firm specializing in the manufacturing of this type of pillow top. Orders are also being poured in from firms with work for resorts, fairs, carnivals and other outdoor functions. Pillow tops offered by the firm are all custom and color. Each item offered by the firm are all custom and color. Each item is also available in all colors.

**Defense Bond Album**

An item that has current appeal is the Defense Bond Album, made by the Nation's. The public is responding heavily to the government's drive to sell defense bonds and war savings stamps. People are buying to encourage veterans and their families, and to purchase in aid of this type of pillow top. Orders are also being poured in from firms with work for resorts, fairs, carnivals and other outdoor functions. Pillow tops offered by the firm are all custom and color. Each item offered by the firm is all custom and color. Each item is also available in all colors.
ATTENTION!!

PLASTIC KNIFE — JUICER
GADGET WORKERS

Read this ad — Act QUICK — Pet Dollars in your pocket.

We are now operating our own plastic molding plant, and passing the savings on to you.

For next 30 days our FULL SIZE Plastic Knife

SHARP BLADES
unlike ever before.

NOW

$1.10

Per

Green

The LARGE SIZE juicer
big enough to serve
ACTUAL SIZE
APPLES. Don’t contuse
this with unstable pieces
now on the market.

SALESMAN
FREE

$50,000.00
and $18,000.00 your don’t count
each time some one
accumulates facs—-with
exclusive, secret design, made of
rust proof metal.

This is the thing to be seen
selling today. Each one can’t
deploy another one in this
good market — your income on this
will be $50.00 or more every month.

NAMCO, 433 E. Erie St., Dept. 82-D, Chicago, Ill.

GENERAL DOUGLAS MacARTHUR
LEAPLE BUTTONS

Red, White and Blue in color with a beautiful picture of our country’s hero in center of button. ALL BUTTONS $11.00 PER THOUSAND.

KING OF WAR SLOGAN BUTTONS

LARGEST SELECTION IN THE COUNTRY

ALWAYS FIRST WITH THE LATEST WARS

Buttons Sold Sold.

Full Cash or M.O. with all orders. No C.O.D. in comply.

ALWAYS GUARANTEED.

BUD AND COMPANY

Otten and Chemistry Department

HARRISBURG, PA.

NEW! MYSTERY TRICK KNIFE
FOR IMMEDIATE DELIVERY

It AMAIZES and BARRILES. It STUMPS
the best of them in solving the secret
of this new MYSTERY TRICK KNIFE.

There’s no end to its NOVELTY AND FUN.
Secret printed INSTRUCTIONS with every
knife. Handomely made with kieperlpearl
Handle. Information regarding the special
request. For sample of THE MYSTERY TRICK
KNIFE send 25¢ in coin or stamps today to

LOU FOX

220 S. State St., Chicago, Ill.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

Mocessus

Nashua Slipper Company announces that its new line of camp moccasins, Moc-Ahunts, are ready for the market. This low-priced footwear is made by a patented flexible process, the Littlewood lock-stitch method, according to Nashua executives. Moc-Ahunts are made in chocolate Brian Elk leather uppers and Goodyear rubber soles.

Sundries

With the spring season under way, specialty workers and agents are expected to do well with household sundries and notions. The Jay-Ar Specialty Company offers one of the best complete lines of items of this type, including binders, cotton goods, rubber, sponge, etc. The firm also has a line of patriotic specialties. A catalog is offered free for the asking.

Flag Banners

Flags are one of the best selling numbers at the present time and workers are out to place one in every home. N. Share Company offers flag banners in three different sizes, 9 by 15, 18 by 17, and 21 by 22 inches. The U. S. rayon flag banners have a gold fringe along the bottom edge. A double open-point stick is attached thru the top and a cord is provided for hanging. The same firm offers similar attractive boomers in service banners and also has complete line of patriotic and military jewelry and merchandise.

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and bingo games. In addition to the above the firm is also offering poultry dinnerware in assorted designs, including gold, silver, gilt, and fruit dishes.

Blowout Lamps

Blowout lamps or bulbs are being offered to agents for resale by the Modern Line Lamp Company. The company states that the color and curvature of glass alone will simplify the meet the requirements of official agencies. Congressional offices, secretaries, senate and house offices, and embassies are being offered in the most recent orange and opalescent. The lamps are being made in 2-1/2-inch and 3-inch sizes, and embossed in various design.

Indian Hat

Colorful Indian hats for concessionaires, circuses, circuses, and ski parks has been marketed by the Chicago Wholesale Supply Co. of Chicago, Ill. They have been designed and made specially for Indian hat(),
ST. JOHN, N. B., March 21.—The 1942 Lenten period will mark the beginning of the best in bingo history in the maritime provinces. It is reported that Catholic organizations have suspended activities during Lent. Other sponsors have not only continued but in many instances have enhanced their efforts and affiliations. In some cases sponsors have increased the number of their weekly bingo parties. With the popularity of bingo steadily increasing everywhere, this means greater profit for charitable causes.

In St. John is proving valuable Lent every night at Lucky Hall in the North End. This was once a large retail store and was converted into a bingo house exclusively six years ago. This is the only sponsor every night. Bingo is available from two to four nights a week at Yellow Lantern, Orange Hall in the city proper, Orange Hall in the North End, Centralford Hall in the West End, Priestice Boys' Hall in the West End and Centralford Hall in Northville. With the large number of Allegheny Valley groups reasoning there will be bingo once a week at the October 6, O. St. John the Baptist, Puran Hall, Holy Trinity Puran Hall and St. John's Recreational Center. Merchandise orders have been favored as the prizes for bingo raids. The orders are on various local stores. There are also individual orders for merchandise that are available and displayed before and during the games. In quest of religious literature held samples, it was worth while, more men and women have been turning to the bingo in these war times and varying the monotony of the mine. The values of the prizes have been increased thus creating a further incentive.

Coney Island Set For New Season

COONEY ISLAND, N. Y., March 21.—Coney Island, the traditional playground of New Yorkers and the magazine that draws tourists from all over the country, is all set for its new war season. Supply houses report that connoisseurs here have been busy buying merchandise, and the reports are that more merchandise has been bought than in the previous season.

Stand operators in the resort, many of them old-timers in the concession business, are familiar with all the angles needed to draw patronage and increase profits. The stress at all the spots is courtesy to patrons and it is evident that this policy pays dividends for the con-

The merchandise featured on display stands is practical and serviceable, as most of the visitors to the resorts are those who make up the middle-income group. These people know the value of merchandise and they are not attracted by good merchandise. While some items will not appear in as great a quantity as in peace time, due to priorities, many of the old stand-bys are still very much in evidence.

Glassware and dinnerware is replacing normal items made of metal. Pillow covers, sheets, pillow cases, bath sets, fruit dishes, Meat hooks, baby and child-room accessories, bedspreads, etc., are some of the items featured. Then, too, of course, there is a very wide range of novelties including post cards and folders, souvenir items, stuffed toys and dolls, jewelry, Dolls, etc.

In 1941 higher priced ranges are kitchen clocks, thermos bottles, blankets, salted, frogs, rice, watches, bedspreads, fine crochet, fancy dollies, pen and pencil sets and chop sticks. The idea behind all business is the fact that visitors to the resort want to get their money's worth.

Anticipating a heavy attendance of members of the armed forces, the display stands also give prominence to practical items for men in the army and navy.

Mdse. Picture Is Bright in Pennsy

PHILADELPHIA, March 21.—Contrary to popular belief, the merchandise business has not been a mere shadow of Philadelpia will play host to more conventions than the year before. The production comes from Daniel Crawford Jr., chairman of the Philadelphia Convention and Tourist Bureau. War conditions, Crawford said, will add stimulus to the con-

Last year 180 conventions were held in Philadelphia, with more than 150,000 visitors attending. During their stay, according to Crawford, they spent $7,756, 000 here. "Gathering in convention is an outstanding phase of the American way of life," Crawford declared, "and conventions will continue to be held de-

Despite the troubled times. There will be plenty of conventions this year and many important ones will be held in Philadelpia.

One encouraging to the merchandise houses, fearful that a light summer revenue might keep them from moving from their shelves, are the reports coming from slow-moving regions. Territory is heavily dotted with amusement parks and early reports indicate that all parks are preparing to keep the folks at home entertained. Especially popular are the roller coasters, Penna., In the heart of the Eastern Pennsylvania area. Lancaster is even enjoying a mild boom. With a new plant which will eventually employ 1,800 persons, and a rubber and gasoline shortage most likely to keep them at home during this spring and summer, it looks as though the golden age is about to dawn in that territory.

TIES
Pre-War Prices in Neckwear

AMUSEMENT INDUSTRIES, Box 2, Dayton, Ohio

BINGO CARDS
COMBINATIONS UP TO 5000

No. 743

"The Goose That Failed"A tournament! One knocks his hat off to the side of time. Fantasy figures abound. 

TRICKY GOGS

No. 600

"Phishlove & Co." 

CHICAGO

114 H. Franklin St.

PROMPT DELIVERY

PER DOZ.

1.65

TRIAL DOZ.

4.25

POSTPAID

0.00

MAGNETIC

LAUGH HITS

PER FACTORY

PER FOR.

1.65

POSTPAID

0.00

GOOGLY EYES

PER FACTORY

PER FOR.

1.65

POSTPAID

0.00

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Big Merchandise Season Looms, Experts Report

Higher pay rolls for workers as result of production of defense orders releases large sums of cash for amusement—operators anticipate big profits

NEW YORK, March 21—The signs all point one way for business at parks, resorts and other outdoor amusement spots this season. Commissionaires, novelty and amusement workers, bingo and saloon owners and all other premium users have cleared the decks for action—and the action will come hot and heavy, according to observers. The reason: the season goes a full 16 weeks instead of the annual 10 weeks. Experts in the field say that 1942 will witness one of the biggest upswings in business, due to the fact that the dollar has a new swing. Every side it can be seen that those predictions are not merely idle chatter. The crowds are in good humor everywhere, money in their pockets and the urge to spend it. Carnival and fair workers are looking forward to an active season as a result of the increased playing.

While not many new items have been placed on the market as a direct result of the war, and with certain ones that use metals becoming a little scarce, still the type of merchandise featured by carnivals, fairs, circuses and sponsored events has been affected by priorities. A number of new items, however, have been developed, particularly in the field of rent-write-and-blue merchandise, and these are expected to appeal to the patriotic-minded public at this time. Remember Ivar Harbor items have all the indications of being hits, and now MacArthur novels are serialized. "Legends," "Tales," "Knights of St. George," "Sailors," "Diamonds," "Ties," "Summer Hairs," "Jewelry," "Luggage," "School Bags," "Newspapers," "Magazines," "Cigarettes" and "Candy" are among the latest goods which have become a part of the new catalog and which are expected to appear in addition to the long list of patriotic stand-by items that have proved to be money-makers.

In addition to the psychological twist that more people look upon their playing strings in times of conflict there is the fact that the military market, with millions of men being put into uniform and entering other fields for parks and recreation, devotes only a small amount of its pay and they are good sports. All these facts coupled together spell a bigger and better year for 1942—a year that may see new records chalked up in all branches before Old Mass Winter stars again in 1943.
The Man of the Hour—Gen. Douglas MacArthur

"America's Hero"

A FOUR-STAR GENERAL
A FOUR-STAR 8 x 10 PICTURE
A FOUR-STAR MONEY MAKER

PITCHMAN-KOUTUSEN-NAISHIN

May 10

\[\text{FRED X. WILLIAMS} \]

\text{migrated the following esclusion from Atlanta.}

\text{After finishing my Florida circuit of dog shows, I made the Tampa and Orlando (Fla.) stops, and both proved total blanks. Stepped here on route north and met my old friend Bunny Blumenthal, who had contracted to work Novelties at the Pan-American Circus in Chicago. Cruiser and Showy Marks also worked the event and I had properties at the entrance. Business was poor, however. I'm now on route to Knoxville, where I start my spring circuit of dog shows.}

\text{DENIS COFFMAN} \text{...}

\text{with run members, is securing some good results at shows in New Orleans.}

\text{FAMOUS LAST WORDS: "I'm a convincing fellow, clean worker and fine fellow. That's why I have so many friends in the field."}

\text{WHILE IN EARLIER, ARC.}

\text{recently saw George A. Bainerwalt, that cycle of action, roll tent towns and go into action."} \text{J. W. Milkes, of the local show business for his name, letters from Arkadelphia, Ark.: "I have never observed such a scene in my life and think it deserves recording. This man has time had enough over the town. He held them spellbound and gazed, and when the demonization came two hours later I saw one of the largest passers ever made by an individual. The look I described, Mr. Milkes, was like the largest mass sale ever made in the town. I've seen him for years and I know now that he's never been governed. I rank him as one of the best pitchmen in America today. Where the med shows can't get it, he can. After}

\text{1942 is the Year for Big Money}

Compliment the lines of Direct Positive Paper for Erich Machines and Page-Cord Money-Maker, with a wealth of testimonials of photographers and artists. Mirror Francis and Latest Designs purchased and used by many of the foremost artists in the field. They are the fashion of the day. And the direct positive process is the only process that will enable you to have 100% reproducibility. It is the only way to get perfect positives. This is the day for a direct positive process. Make a move now and be prepared for the coming season. Direct positives give you the most rapid and efficient method of reproduction. We have in stock a complete line of a wide variety of camera materials and supplies.}

Our Motto—SERVICE AND QUALITY

BENSON CAMERA CO., 166 Bowery, N. Y. City

Your original investment in Defense Savings Bonds, Series E, will increase 38 1/2% in 10 years.
ENGRAVERS
OLD AND NEW CUSTOMERS

We have many beautiful numbers in Bracelets, Pins, Tie Holders, etc., etc., which you should add to your line of jewelry. We also sell Engraving Machines and Wire Workers’ Tools and Supplies of the best qualities.

The new finish we are putting out now is Genuine 14K Gold Electroplated. It is the best: none better—the kind that makes every customer a friend. OUR COUNTRY COMES FIRST. While we have enough stock at present to take care of customers' requirements, still we must say that we do not know how long the supply can be continued due to existing conditions.

OUR NEW CATALOG WILL BE READY EARLY IN APRIL. SEND FOR YOUR COPY NOW.

Thanks and Best of Luck

AMERICAN JEWELRY MFG. CO.
19 WASHINGTON ST., PLAINVILLE, MASS.

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THEY’RE STILL FLYING
As never before our new model acceptance on issue will be a two color around Airport, Parks and Fairs. A variety of dazzling seal print colors with splashing propeller. No less than press quantities desired. Try a sample press today, $9.95 per gross. 25% with order, bal. O.D.O.

QGDIN MFG. CO., 120 Dudley St., Dayton, O

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ATTENTION: HERE IT IS

GOLDEN CARDS, PENS, PENCILS, PENS, PENCILS, & NEW Spy Phone Receiver, Bingo Blotter, Premium Issue. IT’S HERE: THE SURE-FIRE JOINT.

VICTORY RADIO PRINT
FOR THE PROMOTION OF THE MAN IN THE SERVICE
Plain Cards, Red, White and Blue with the Eagle, Capital, Flag, Turkey Head and the V . . . . for WINDSORS and PRICES.

FLASHY—BEAUTIFUL—NOTHING LIKE IT

GET IT Framed in YOUR COLORS AND PRICES.
The $1.00 will be credited on first order or will be refunded on return of samples. VICTORY FRAME CO.

35 ALLENDALE ROAD, SINGTONHAM, N. Y.

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MILLIONS
of Americans will show their colors by buying these beautiful plates ON SIGHT. Fits into empty license plate holder or on top of license, or hung in windows or on walls. Baked, waterproofproof enamelled-embossed red, blue, white, gold designs—unbreakable.

VICTOR PHOTO PRINT

1/2 sheet, 3½ x 5½, 5 c. each, 10 c. Dozen, 50 c. One Gross.

SIGHT PRICE: $1.00 PER GOOSE, $5.00 PER 100, $25.00 PER 1000.

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MEDICINE MEN, SELL OUR

ZEPHYR AMERICAN Corporation
31 W. 47th St., N. Y. C.

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DECLARATION OF INDEPENDENCE

Authentic facsimiles of the original manuscript (2nd ed.), beautifully printed on high grade hand-made papers, $10.00, $30.00, $50.00; Two Volume set, $100.00. Profits from sales will go to support the cause. Obtainable at booksellers, book stores, libraries, patriotic societies, etc. Also send orders in bulk.

BOATHE OFFSET LITHO COMPANY, Inc., 441 Fourth Ave., N.Y. New York.
Rolled Gold Plated Wire

Made out of precious metal. 14K Gold on Sterling Silver, $2.25 end. A Special Price for 100 end wire. Wholesale and Retail.

Leaves, $6.00 per ft. Large assortment of 100 and 200 wire, $7.00 per pound. Great Today.

MILLER SUPPLIES
1636 Franklin Ave., ST. LOUIS, MO.

WHY PAY MORE when we sell it for LESS?

ELGIN & WALTHAM REBUILT WATCHES $1.75 WATCHMAKER'S SPECIAL

Send for FREE PRODUCT CATALOG
Wagner Jewelry, Ltd., 266 S. 10th, St. Louis, Mo.

REAL PROPOSITION

Rolling Highgrade Medallions. Write for price list.

THE QUAKER MEDICINE CO.
230 DeWitt St., Cincinnati, Ohio

ZIRCON RINGS
Ladies -c: $3.75. Men's from 80¢ to $5.00

SOLD GOLD $4.00 Each

We will match any price. Men and Women.

SEND FOR OUR FREE CATALOG

JAY & ARY SPECIALTY CO.

BROOKLYN, N. Y.

PENS - PENCILS - COMBOS

PUCK, LEVER AND PLUNGER FILLERS
JOHN F. SULLIVAN
646 Broadway (Park Service Style) N. Y. City

RUN MENDERS

With 20 years experience, we mend all kinds of jewelry. Send in and we will mend it at a reasonable charge.

Sensational Service Men's Magazine

Subscription to Men's Magazine for 4 or 5 years, $1.50. Single Copies 25 cents.

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PHOTO MOUNTS

Direct from manufacturers, $2.75, 2.50, 2.00, 1.50 per Doz. Write for list.

H. GERHARDT
180 Plymouth St., Brooklyn, N. Y.

by, and there are seven women to every man. Like this, but a single pitchman did I see working on the streets. I was informed that it is difficult to work local lots, but the one at Ninth and E was easy as made. Houses here are as scarce as hears' teeth's.

DAN KAUFMAN

is working attacks with run menders to good business, according to reports, hitting the pipes desk from that sector.

BETTY KUTY

is causing the leisure with run menders in Murphy's Store, Washington. Our source told the spirit is in one of the best pitch locations in the country for a good demonstrator.

W. P. ANDERSON

with car gap, is reported to be playing Atlanta and surrounding territories to click return.

DR. REECE

is said, with orange squires, in Murphy's Store, Washington, while Beattie lover is eliciting all some good takes with his Stones demonstrated in the same spot.

THE VET PITCHMAN who doesn't believe in going modern and who is forever talking about 'way back when' is often most popular when he keeps his mouth shut.

House To House

By E. F. HANNAH

A ROUGE-TO-Radio sales man of almost any article is a different proposition than when the same article is sold by the latter method. In the first case, there are many items that lend themselves well to one method, which do not work out as well with the other. Much of this difference is because of the fact that women are almost sole buyers from ovenavens, while both sexes are prospects when a man is by lecturers. For that reason is only a fair proposition when worked house-to-house unless there is local tie-up of some kind, and even then it is almost essential that customers be depended upon to pull sales, either it is the range of giveaway things that represent part of the purchase price that are sold as part payment on the remedy.

There are a few exceptions in the used field, such as soap and cosmetics, which women buy exclusively, but these exceptions are not great in number. The coupon method has been used with good results with soap, creams, pastilles and essences, as these items blend well with the premium proposition, and women go along for premiums large or small, and concern had good success with what is known as the treatment proposition, the price being $5 for several med items the customer is promised unless the treatment is complete.

This requires some time, however, as the prospects have to come from one to ten to be picked up in from acquaintances made by selling some lower priced and more accessible things.

In other words, a calling list of prospects for the larger premium treatment is required. The treatment, too, has been overlooked by most shows in late years, but back in 1908, when it was pushed vigorously by many of the shows, it was the mail-order seed treatment idea carried into house-to-house promotion. Of all the things handled by house canvassers, goodwill, which find use in the kitchen, still top the list as does soap.

Pitchfdom Five Years Ago

Herman E. Levering, coupon deal worker and mesh-show lecturer, was working on street corners in Kentucky towns. Chief Derrick was playing Radier's halls and schools to good results with his DeCouet Fun Show.

Ehle Hart left Chambersburg for Boston. Tom Forrest, of cop pitch and escape artist fame, was holding down a good position with an automobile company in Augusta. Dr. burnt Roberts, mineral water purveyor of New York, it is his sixth week in Galena, Ill., with that new and growing artist, Aden Forden (Great Pharoah) was wintering in Charleston. Joe Clarke, of serpentining artist fame, and Roy Miller, well-known Southern Illinois paper editor, were working Chambersburg with business paintings to good business.

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New patent discovered (not a medicine) guaranteed to give relief. Nothing Like Ever on the Market Before. Sold by the Paix. Practically 100% "takers" in every crowd because thousands of defense workers, farmers, etc. on their feet all day suffer itching, burning feet, blister, athlete's foot, corns and other miserable foot ailments. Greatest relief ever discovered.

rush letter for Big Profit Details. Send 25c for sample pair. ... the stock in trade in the use of the product.

WILSON INDUSTRIES, INC.
Dept. B.B.4
545 W. LAKE ST.
CHICAGO, ILLINOIS

YOUR ASSURANCE FOR A PROSPEROUS NEW YEAR

SWITCH TO CANDY

NO PRICE INCREASE — NO SHORTAGE — NO DELAYS

Attractively boxed — and priced to fit your needs. Ideal for Corn Sticks, Snow Whips, Bottle Glasses, Candy Hours, Shooting Galleries, or "what have you?"


CASEY CONCESSION COMPANY
1132 South Wabash Avenue
Chicago, Illinois

ENGRAVING and WIRE WORKERS' PEARLS

Defense has taken metal out of jewelry lines, there's much more attractive and can be easily engraved. Due to shortage of imported pearl we now have domestic as well as imported shells.

We carry pearl in White, Opaque, Opaque Pearl, Opaque Black, Freshwater White, and Oriental Shells.

Send $1.00 for wire - work plate assortment, 15 pieces.

Send $2.00 for jewelry assortment, 15 pieces.

MURRAY SIMON
109 South 5th St.
Brooklyn, N. Y.
AMERICA'S NO. 1 HERO
GEN. MacARThUR
on a picture display
$1.95
Sample on request.

RICK RANK

(Continued from page 43)

for use of the entire tract. felt grounds

Heth in Successful

Birmingham Starter

NORTH BIRMINGHAM, March 21.—J.
B. Heth, president of the 1,000 ac.
tract which is opening on Vandeval's
road here March 14, under America Legion
Post auspices, this defense project seems

pleasing, George Smith, local commodore,
was quoted.

Midway was attractive and lure-in
up close. C. L. Heth, owner-manager; Al
Dix, manager; and W. F. McDaniels, spec.
jal agent; George Spaulding,

who was present and other officers of the

colors and front gate tickets; Sil Reynolds,
the superintendent; Johnnie

Acker, electrical spec. John

superintendent; James H. Phillips, boss

assistant; R. L. McPherson, boss

agents, were also on hand.

Daily Mirror

Show images Jimmy Wire Jr., Motor

Jimmie Burns, Ozzie Nelson,）

billy, Sidney Alspur, Mrs.

Hersal Charles; Henry Biggs; B. O'Neil; Sidney Alspur, Mrs. Har.

various programs. We advise

not to be used with improper music and it is necessary to maintain a pleasant environment without the aid of a

Good many operators have been

under the illusion that the moment they put a Bill on the air and hire an orchestra

their music problems are solved. Un

fortunately, this is far from a fact, for many operators are quite unaware of the

results. We still run across or

ganists who are so sure that their instru

ments are of a particular type that they

feel that if they frown on the use of a

moderate price orchestra it will not

solved half the problem. It is still dif

icult for an operator to know when he

operates a Bill on the air. What are

a good skater can find the music drag

ging or putting him in the skid, he lost

money five or more per minute. Therefore, we can't advise too strongly on the need for Southern

judgment. Jimmy Daniels has found

that operating a skater is not only a

business

Records Constantly Improved

To those who use records, the supply available is almost without

end. The many present and recent

issues in every music market in

the country, and in comparison with that available two or three

years ago. The records

made especially for skating are being

improved constantly not only from a

speed standpoint, but also from the listeners' standpoint. These

records are recorded at 78 revolu

tions per minute and should be played at that speed. Quite often a turn

table will have a speed regulator which will

120.00

in the new and improved
table, which will have the result of revolution marking. These

markings are not accurate and we advise the operator know the number of revolutions of the turn

table with the minute hand of his watch, or finally, to make a bracket to test the reproduc

_40.00

we have a full line of Spinet. Sem

E. Hup. Eton, Dept. 3, Buffalo, N. Y.

GORDON MFG. CO.

310 E. 25 St. Dept. 85 B, N. Y.

GET IN THE BIG MONEY!
WALKIE-JASKERN CAMERAS
for Motorcycles, Photos, camera with Carl
cameras will work for you:
Bass Camera Company

370 West Madison St.
CHICAGO

in a state of emergency. Every

citizens is urged to do his part by,

buying Defense Savings Bonds and Stamps.

Heth to us that attention to the fact

that no regular swimming pool nor any record

may be used in the public in its

community and we advise against firing an

organist or throwing all the records out of

the window because of one complaint.

We are constant in these cases to try to

please these people some time during the

program by asking for their

complaints are general it is just like

having a bad bed in the floor, a
dislike, a dirty floor, or a

dirty, and it is necessary to have

Hinks that are well operated are not

competition with other well-operated

rinks. The greater the competition, the

of the entire skating industry, for they

can't sell any possible business and in consequence not only

damage their own business but also

frown on the import of other

rinks. On taking inventory of your

money to sell to the public and what you

have to interest and keep them inter

ested in skating, don't overlook the im

portance of good risk music.

F. A. MEYER

LATEST WAR SLOGAN BUTTONS
\$1.05

Blank War Slogan Button\n$1.25

Embroidered War Slogan Button\n$1.00

Personalized War Slogan Button\n$1.40

Captive War Slogan Button\n$1.50

Pennants, flags, war signs, bandanas, etc.,

Made in different colors, ready to ship.

A. H. New York, Cincinnati, Chicago.

Baker's Specialties, Ltd.

Get a知道的

beating Defense Savings Bonds and Stamps.

Amer

Take a look at our

at the store.

The small round silver button

the store.

a look at our

at the store.

Amer

Take a look at our

at the store.
Pitchdom’s Future

By PROF. JACK SCHARDING

This year is one of the most vital that we along with our country have ever been called upon to face. The peace of this great nation has been shattered and there’s no time for dreaming and wishful thinking any more. We must face reality. Our nation is engaged in defending our rights to sit down and determine who’s in charge of the independent society and no sacrifice on our part is too great. The outcome of the struggle will be determined by the spirit and enthusiasm with which each of us makes its contribution. Today we are at war. Uncle Sam now has the greatest show on earth. He needs millions of soldiers and all of us must take part.

Millions will find service in the armed forces, while countless thousands will find service in factories or on the great assembly lines of industry. Large amounts of money will be needed to make victory possible. We must face more, money, not for our selfish ends and purposes but to help you and your neighbors. We must help with this national effort.

Uncle Sam has been trying to determine some way to keep the small manufacturers going, and here is where he turns to the pitchman. It is through the pitchman that we can sell our products to the home buyer. We must face the fact that there are millions of Americans who, like the rest of the world, have been too busy getting along to even think about what he represents. They just can’t be left out alone.

We must help our small manufacturers get their products to the home buyer. We must help them to help the war effort.

Lending Hand Helping

We will not go back to the system of doing business that has contributed to our Nation’s ills. We will not go back to the system that has made us what we are today. We will make a new Nation, a better Nation, a Nation that will help the world.

The pitchman will help the war effort by working on the home front. He will help to feed the hungry and clothe the poor. He will help to build a new Nation. He will help to create a better world for all of us.

The pitchman’s job will never be the same again. The pitchman will be the greatest pitchman that the world has ever seen. He will be the pitchman of the future.

Uncle Sam needs the pitchman now more than ever. He needs the pitchman to help him in his mission.

The pitchman will be the greatest pitchman that the world has ever seen. He will be the pitchman of the future. He will help to build a new Nation, a better Nation, a Nation that will help the world. He will help to create a better world for all of us.

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**LETTER LIST**

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<tr>
<td>April 15</td>
<td>Request for information</td>
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**FUZZELL UNITED SHOWS**

WANT GENERAL AGENT
(Must have car and know Middle West).

WANT GENERAL AGENT (must have car or sound truck).

Manager For Cook House
Due to disappointment. Want Manager and Wife. Must know cooking. Must do own cooking. Also Cook House Help. Cotteran Man for Cane Game, Wheel, Sten, Ball Game and Ten-Cent Store Agents. Address: ALTON PIERSON

Peoria Bluff, Mo.

**JACKSON AMUSEMENT CO.**

Opening April 3 through 12. Two Attractions: McCall, T. C.; Maxson, Rod Springs, N. C.; D. S. "Old Reliable" "Two blocks walking distance from Main St. Good cooking. All bills running seven days a week. Large Amusements and Large Theatre.<br><br>Had a show in three years. Uptown location.

MURRAY JACKSON, Mgr.

Bonita Springs, S. C.

**PALMETTO STATE SHOWS**


**Hughey & Gentsch Shows**

**WANT** Theatricals or Band Combo for the South. Also good chance for Trip. Please answer above and try to help us all alike. Thank you, will please you.

**CENTRAL STATES SHOWS**

**OPENING APRIL 12TH**

WANT ALL, Wheelmen, Golf Show or any Show with above average result. Will give first-class chance to good men. Trips-Till-In-Us, Bring Your Own or any Book with above average result. Flaming Lightning. For Second Band. State your ability and wages. Write W. W. MOSER, La Crosse, Ky.

**WANT RIDES**

3rd ANNUAL ROTARY CLUB CARNIVAL

JUNE 1 TO 6

Write CHAS. E. BROWN, Lebanon, Mo.

**FOR SALE**

1. 0. M. Steam, 1937, dual wheels, enclosed garage body, 125 horse Power, Good Condition, Good Driver. Sell or exchange for light auto. Still on saloon.

J. E. KEENOGORE

B/Unfair Grounds

Blythe, La.

**RAY WHEELOW WANTS**

Want man to handle films of Atletic show. Knows Horse Colloquialisms, Animals, etc. Will travel from S.C. to Colo. Will work for fair or show, can come out. Can also drive built, Full Steam, Better word. Open to any offer. Reply to Box 475, Circleville, Ohio.

**AGENT WANTED**

For Proctor Stand. Must be able to take complete charge. Have Rotary Proper for sale equipped with regular carriage, suitable horse, in good condition, all legal. Address: MRS. HARRY KALON

Pleasant Home, Hartford, Ohio.

**RIDE HELP**

Foreman and Second Man for circus—Wheel—Planes. Good man to act as Box, of Rides. (Driver Man to take charge of Grip. Assistant Electrician familiar with wire and elect. city bell, Horn and other stage apparatus. Address: MILLARD WOODS, L. P. N. V. Phone Azalea 8-7871.

**B & V SHOWS**

OPENING GARFIELD, N. J.

1 VAN VLIET, Mgr.

**MAIL**

OPEN HAND AT

ST. LOUIS OFFICE

200 Arcade Bldg.

Parcel Post

Miller, B. E., So.

**BULLOCK AMUSEMENT CO.**

OPENING MARCH 28 IN BUMERTON, S. C.

Want reliable Rides Help. Also reliable man to handle Film. Address: "Box A," Plantation, S. C. Can follow following hospitable town: Haight, Bona-Bons, Giant Dumpy, Pitch-Fish, Mason, Bona-Bons, Giant Dumpy, Carnivals, Smart, Town, and other Amusements. Will carry two legs. Will accept all kinds of Rides. Will travel. Will travel for fair. For Sale: July 28-1721 Circus Tent and Gyms, Frames, in good condition, Pullman price 250.00. J. B. BULLOCK.

**CRYSTAL EXPOSITION SHOWS**

Opening early in April at Caddo, B. C., with rule of still artists in the best payroll spots and lots and all bills running seven days a week. Must be able to take complete charge of show. Have all the latest ideas in showmanship and professional traditions, our shows are always white and clean. Have all the latest and most up to date equipment. Will travel to any fair. Will furnish complete outfit. Address: "Box A," Plantation, S. C.

**Great Sutton Shows**

Open Saturday, April 11th

Can place Cookhouse, Pony Arcade, Roll-Pians, People for 100-in, Ride Help that do the work, Want Sound Truck. Wally Banks, answer.

BOX 304, OSCILIA, ARK.

**SIDE SHOW WANTED**

Have complete outfit, new toys, low low low necessa-

**SEBRAND BROS. CIRCUS & CARNIVAL**

WANT

Talker, Lecturer, Fools to feature. Magician, Juggler. Working Acts of all kinds. Write or wire Emmendorf, Goldsboro, N. C.

**DICKS Paramount Shows!!**

WANT

PRINTED AND WORKING Acts for SOUTHERN STATES. Do not attempt to solve your problems. Only people interested in shows and concessions. Want for fast men. Want for fast men. Write or wire Emmendorf, Goldsboro, N. C.

H. M. BALL

Don DICK'S PARAMOUNT SHOWS

Box 293

Riverhead, L. I., N. Y.

**WANT**

Foreman for Scooter salary $40.00. Foreman for Hey-Day; salary $40.00. Experienced Arcade Help.

ARTHUR WALSHE

Mullins, S. C.

**DELUXE SOUND SYSTEM**

35 week tour, A.C. of theater circuits only, $300.00 complete with turner. The sale and tune up included. Write or wire Emmendorf, Goldsboro, N. C.

**SIGMUND RADIO SERVICE**

FOR BILLEY

CHARLESTON, W. VA.

**SCALE AGE AGENT WANTED**

Good Boys. Good Deal. Also Trades. For Traverse, N. Y. Now Working in. Leslie, Mo.

MRS. MILDRED LAIRD

MARYLAND HOTEL

ST. LOUIS, MO.

**WANTED**

Girl Show People, Dancers, Talkers, Grubsters, Also Help and Showman for Sunday opening. Address: T. H. ALLEY


**ONE MINIATURE CIRCUS**

Built by Officers, Denver, Calif. Couple, clothed in Fire Truck. Can turn 6 around and they are, Wichita, Kansas, March 9th, or address: BOX 1068, Wichita, Kansas.

**D. S. DUDLEY SHOWS WANTED**

Concession that we want for the West. Want people and Rides Help. Must be capable and able to work. Open April first. Send circulars to following addresses:

D. S. DUDLEY, Box 71, Mission, Texas

F. R. ETH SHOES WANT

Concessions of all kinds. Also 2 steady Men.

F. R. ETH, Thomson, Ga.
The Billboard

**TROPICAL FRUIT DRINKS**

**PINA COLADA**

**PAPAYA**

**Grape**

$2.50 PER CALL — MAKES 6 CAL DRINK

According to our formula, sample call
$2.50 F. O. B. NEW YORK.

**NO SUGAR IS NEEDED IN THESE DRINKS**

**COCONUT CHAMPAGNE**

85c PER POUND, 71B. DRUMS

50c PER POUND, 50 LB. DRUMS

Sample Consomme 25c Per Lb. F. O. B. NEW YORK.

**Formulas Free With Order**

Top mtpopping soda joints at Canary Island, on Eastern, Midwest and Southern coasts, are those featuring Tropical Fruit Drinks. Get samples of these and all our other products free on request. Write today.

**Cincinnati, Ohio**

<table>
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<th>HELO PRODUCTS, INC.</th>
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<tr>
<td>$90</td>
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<tr>
<td>111 HUDSON STREET</td>
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<td>Phone 7-4346</td>
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The world's top Tropical Fruit drinks show a large increase in sales over last year's figures. The secret of their success is simple: they taste fresh and full of the sunny flavors of the tropics.

**WANTED**

**WANT**

**BINGO AGENTS**

Can use Mike Men, Cashiers, Checkers, and have very good proposition for several capable managers with top salary and percentage.

**WANTED**

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**CETLIN & WILSON SHOWS**

OPEN APRIL 11, PETERSBURG, VA.

**WANT**

**COOK & COOK**

Want Cookhouse and Grab. Want Chorus Girls for Paradice Revue.

**WANT**

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Want Cookhouse and Grab. Want Chorus Girls for Paradice Revue.

**WANT**

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**PAN-AMERICAN SHOWS**

Opening Saturday, April 4th, Annex, Ill. Good Route Through Govt. Pay Roll Industrial Shows.

Want Shows. Will book Side Show, Minstrel, Monkey Circus, Mechanical, Geek or Deep South Shows. Will furnish tickets for any show that can show 25000 top tycoon. Write E. A. Parker, 1964 E. Illinois Ave., Chicago. E. A. PARKER OPC, ANN A. TILL.

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**W. C. KAUS SHOWS, INC.**

Want for Our Spring Opening at New Bern, N. C.

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Want for Our Spring Opening at New Bern, N. C.
Convention Debuts Okay in Batesburg

BATESBURG, S. C., March 21.—Convention Shows moved satisfactory usual at their opening here last week despite all and cold weather. Two days before the scheduled bow, a 36-hour snow interrupted the bid and left the boded trucks filled in to the bodies. City officials and ministers were prepared to get them out. Racing winds and snow which followed left the legs high and dry in time for Monday's opening and while the prevailing wind and soft ground made it impossible to exact the show, all sides and conventions were copied for appearance. Crowds who attended the visit but all conventions chalked a satisfactory week. Rising temperatures through- out the week resulted in the closing.

Johnny Ren has reverted to a recent condition, caused it with his three piles, accompanied by his brother and sister, Frank and Wini. Wooden is in fine condition with their consignments. Mrs. A. She is in excellent health and is her home. Convention Shows will not be a free for the first two weeks. However, a free set program, with the accompanying list of free sets, will be inaugurated after that. Silver Jackson returned from a successful booking trip.

Many showmen from neighboring shows visited with the management during the week. Among them were Mr. and Mrs. Tommy Corbin, Johnny Thomas, Bob McManus, Mr. and Mrs. Tommy Parry, Mr. and Mrs. George Jones and George Jackson, Mayor Quin and City Treasurer Hite and their families were present. Mr. and Mrs. Jack Jackson Sunday. Morty Smith added several new customers to his State Show and Radio Potin is looking at a new show. Three local postman were purchased, with certain by the refusal of the Ohio Power Company to provide lights for certain.

Pericel in Philly Hospital

PHILADELPHIA, March 21.—Toon Pericel, for the last four years with George Cook Show in this city, went to Phil- ley Hospital here suffering with heart con- dition. George William, brother of Perry, both of the Come comics, visited him while passing thru the city last week and paid a visit to Mr. and Mrs. beautifully Shreder Midway and Edy Rice, Bros. Shows.

RFP Ripples (Continued from page 28)

full visions currently and that all are looking forward to a healthy show. The Owners have not decided whether to bring back next season or not, and plant their Little Farm... CHARLES WOODFORD is reported clicking off to good results on his Oklahoma circle. Tighbour is in approach his current theater outfit for an early April opening.

MARIUS RAYMOND, former character woman with the Harry Owens outfit, is now operating a brougham in California... L. G. FOGIL, formerly a partner in Harry Owens, is reported to be doing well with his marine and novelty shop in Anderson, Ind.

BISHOP WANTS SALARY

(Continued from page 14)

manages on various occasions. Does that sound like I'm not for the manager. Of course, I'm just out to make a million, therefore I'm not starting a one-man battle for higher salaries. I only offered a suggestion in your former article. I was not directing my article at one show in particular, but if you put a kid in with a stone he will fall.

JOHN H. BISHOP

BIRTHS

(Continued from page 28)

Fisher was night club booker and operator last summer at Paradise Cafe, At- lantic City.

A daughter to Mr. and Mrs. Tom Os- born, 104, February 18 in Philadelphia. Fisher is a musician.

A son to Mr. and Mrs. George Potin February 22 in Philadelphia. Potin is new- cessor on station KYW there and mother is radio singer known as Ruth Carhart.

A daughter, Susan Louise, to Mr. and Mrs. Howard Gilbert, February 8 at Osteopathic Hospital, Philadelphia. Fisher is in charge of radio publicity for RCA Victor, Camden, N. J.

A son, Thomas Pratt, to Mr. and Mrs. Pratt, Goodhue Jr, February 20 at Der-ham Springs, La. Fisher is in charge of distribution on John H. Ward Shows.

A daughter, Violette Ann, to Mr. and Mrs. William Badgers in Methodist Hos- pital, Peoria, Ill., March 7. Parents are photo operators, last session with Wolfe Amusement Company.

A daughter, Marlene, to Mr. and Mrs. Hupa February 25 in Jackson Memorial Hospital, Miami, Fla. Parents are the sensational Keys, high wire act. Mrs. Kay is daughter of Mr. and Mrs. William Kosten, owners of Key Bros. Circus.

A daughter to Mr. and Mrs. Meta- ree at St. Luke's Hospital, Chicago, March 2. Fisher is radio director of Rockefeller & Burn Agency there.

A son, Michael John, to Mr. and Mrs. John, February 24 in Detroit. Fisher to be directed at Station WABC there.

A daughter, Margaret Ellen, to Mr. and Mrs. Joe B. Mattison in Cancer Hospital, Cincinnati, February 24. Fisher is director of home department of the Cin- cinnati office of The Billboard.

A daughter, Lynne, to Mr. and Mrs. Norman H. March 10 at Chicago, Ill., Fisher to be head liner.

A son, Peter, to Mr. and Mrs. Horace Hagedon, March 14 at French Hospital, New York. Fisher to be a salesman with Station WRAP in Chicago.

Divorces

ANTHONY Polito, concessionaire formerly with the Coitus & Wilson Shows, from Paul Polito recently in Florida.

Nancy Kelly, movie actress, from Nel- son Greene, scene actor, of Los An- geles February 12.

William Macfarlane, additions, in- creased and radio speaker, from Mrs. Rose Wels Addams, former singer and stage appeared night, January 26 in Phila- delphia.

Deven Mayer Buss from Robert (Slater); Byers January 16 at New Haven, Conn. They were married while visiting John Marka Shows in 1936.

Jean Lyclem, dancer, known as Shag- ri-lah, from Harry Goldsmith, known as Harry Licham, recently.

ASSISTANT Matilda (nee) Natali from Antonio Guerra Natali, musician at Turner Tour next week, east,盘 Langeslagar, Mass, in Springfield, Mass, recently.

Alma Lewis Downes (nee) Downes, fashion lady, from Green Downing in St. Louis February 3.

have you pledged your support?

OUTDOOR AMUSEMENT CONGRESS

CARL J. SEDLMAYR, President

Sherman Hotel, Chicago, Ill.

Executive Vice-President
A. R. COREY
282 Madison Temple
Des Moines, Iowa

Secretary
FRANK H. KINGMAN
Brooklyn, N. Y.

Executive Director
J. F. IRISH HORN
Chicago, Ill.

Chairman, Ways and Means Committee
FRANK P. DUFFIELD
155 N. Clark Street
Chicago, III.

*Co-ordinator in charge of Membership

ROGERS GREATER SHOWS

Opening Helena, Arkansas, April 1

WANT

Ride Help, Shows all kinds. Cooks, bookers and other legitimate Concessions, Write Mr. Petschel P. O. Box 694, Helena, Arkansas.

ATTENTION, HULA DANCERS

SILVER SPARKLING CELLOPHANE HULA SKIRTS

Intriguing offer on Silver Cellophane Hula Skirts in a good medium weight

SPECIAL PRICE

$2.00 each

Also all other colors in Cellophane Skirts in three weights. Write for new price lists.

SOUTHERN IMPORTERS & EXPORTERS

200 FANNING BUILDING

HOUSTON, TEXAS

EXECUTIVE COUNCIL

Charles A. Nagel
John Ringling North
Donney Pugh
Bay W. Rogers
Carl J. Sedlmaier
Charles S. Somma
M. T. Allen
William V. Ward

(outdoor Amusement Congress is the all-inclusive organization which takes in every single type of Outdoor Operation, large and small.)

Its 10-Point Program, accompanied by a temporary assembly at Tampa, Fla., February 6 and adopted as the official Program by the Executive Committee on March 7, is based on

111. Helping America to win war, and 12. Helping Americans to continue their livelihood. It is the most idealistic movement in the glorious history of the outdoor show business—but it is also practical. If you have any further suggestions to the Advisory Committee and are ready to consider the future and welfare of the industry of which you are a part, communicate to THE EXECUTIVE VICE-PRESIDENT.

DO IT NOW! This is YOUR war! And YOUR industry! Let's make certain there will be no industry the coming winter, when work is won. And you will win if other industries in the land help to hold freedom.

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The ALL-INCLUSIVE Medium

The Billboard ALONE "covers" all branches of the amusement business. Like Music, which is an integral part of almost every form of professional entertainment, The Billboard news coverage includes the activities in every important branch of amusements—written from the performer or showman's angle.

For complete news "coverage" of the outdoor season in show business read The Billboard. Let us send the folks back home a copy of The Billboard each week. It costs less than mailing a route card—gives more news than writing a letter.

THIS OFFER EXPIRES MIDNIGHT, APRIL 11

Subscription copies must be mailed to a permanent address—no transient subscriptions at this rate—cash with order. Billboard readers on circuses and carnivals, patronize The Billboard agent on your show.

Shoot the Works and Save Half

13 Big Copies
Saves You 95c

The Billboard
25 Opera Place, Cincinnati, Ohio.

Your bargain offer surely hits the bull's-eye with me. Here's my dollar—now you send me the 13 copies that would cost me $1.95 at newsstands.

Name
Address
City State

Regular rates one year, 55; single copy 15c
Now Renew Occupation

This Special 10-Day Offer Brings You 13 Copies at Less Than 8c Each

You Pay Less Than Half Price

Regular Rates:
One Year 55; Single Copy 15c
Spring Special 25c

Mail This Coupon With $1.00—Do It Now!
ADMISSION TAX SUMMARY

(Continued from page 2)

If other additional charges are made after a general admission has been paid, these must bear an admission tax at the same rate of 1 cent for each 10 cents of the charge thereof. This sum is to be used to charge a general admission and then selling separate tickets to any individuals or to midway attractions, or to circus operators when additional charges are made for concert presentations.

Additional Charges

Charges beyond the admission charge are made in one of two ways: (1) by requiring an entrance fee to beaches and pools, then the total price is considered the price of admission and taxed accordingly. However, if persons may bring their own suits and towels and are not required to pay for the use of pool suits and towels there is no tax upon the rentals over and above the admission charge for use of pool or pool.

Concessions

If there is no admission charge there is no tax. Each circus enterprise charging admission must maintain records. Operation of a miniature bowling alley is subject to 10c stamp for each alley (Bowling Alley Tax). Wheel games operating in midways or carnivals are subject to tax, and are defined by the coin-operated gaming device provisions of Internal Revenue.

Concert Performances

If charge is made for performances, consult “Additional Charges” subhead.

Grandstands

See “Additional Charges” subhead.

Midways

Each and every unit charging a separate admission must collect the tax. This includes rides, dimes, funfunes, freak shows and any other type of attraction requiring a separate admission. No charge shall be levied in type of ticket; if charge is 10 cents the ticket must show 10-cent charge and 1-cent tax for a total of 11 cents. If it seems desirable for only a 10-cent total cost to the customer, the ticket must show 10-cent admission price and 1-cent tax for a total of 11 cents.

Penalties

Willful failure to make a return, pay the tax or keep such records as are necessary by law subjects the violator upon conviction to a $10,000 fine or one year in prison or both, in addition to any other penalty or collection in full of the tax due after state tax laws have been passed. Delinquency in payments shall cause the assessment of interest at the rate of 6 per cent per annum upon the tax due at the time the tax is due until paid. Penaltv

Records

Daily records must be kept of admissions of all classes, including free or complimentary tickets or reduced rates, even in some cases where there are no admissions. The record must show all figures and other information necessary to determine the amount of tax due for the day. The proprietor or his agent, who is responsible in the amount of the proceeds, must certify, over his signature, the correctness of the daily return.

Reductions, Including Fares

Fare-paying a reduction of admission charge must pay the tax due on admissions normally charged for each performance. For example, ball parks allowing reduced admission charges for women on certain days, must collect the normal admission charge adult. Complimentary tickets or other forms of passes which are required by law to bear on the face of the pass the normal admission tax from the pass holder. Parks having dance halls must require that women must pay the tax on regular admission, even the park policy permits them to enter at reduced prices or without charge.

Children under 12 years of age, uniformed members of the United States military or naval forces or the Civilian Conservation Corps are required to pay the admission tax on the reduced price.

Registration

All traveling shows, circuses, etc., that maintain control over sale of their tickets must file registration with the collector of Internal revenue for the district in which the show maintains its headquarters. If there is no established headquarters then the application for registry must be made in the district where the proprietor or manager lives. The certificate of registry, the daily tax record and a copy of each monthly return shall be carried with the show and exhibited upon request to collectors of other districts or to Internal revenue agents. This requirement does not apply to companies playing theaters or places where local persons have charge of sale of tickets and are charged with the collections of the tax.

Returns

Each month returns from the daily record of admissions must be made in duplicate on Form 759 of the Internal Revenue Bureau. Each monthly return must be made under oath unless the amount of the tax in less than $10, in which case it may be signed or acknowledged before two witnesses instead of under oath. The return and the amounts due under the tax must be in the hands of the proper district collector before the last day of the month following that for which the return is made.

Automotive Use Tax

Each truck and automobile of a show must display on its windshield a tax stamp indicating that tax has been paid at the rate of 85 per year for each vehicle. Stamps may be purchased at any post office, and stamp of initial issue which expires June 30, 1945, costs $4.25. Unfortunately there will be changes in or additions to these taxes when Congress meets this year. However, it is believed, however, that the provisions listed will hold during the taxable year and that any new taxes will be under conditions of payment or interpretations of rulings. At the proper time The Billboard will give tax changes so that readers may clip and add to the information given at this time.

March 28, 1942

GENERAL OUTDOOR

MARKS SHOWS

OPEN APRIL 4TH—TEN DAYS’ ENGAGEMENT AT NEWPORT NEWS, VIRGINIA

In the Heart of the City. Location—Builders’ Stadium Courts. Auspices of Community Athletic Association. To be followed by Richmond, Va., West Broad Street locations and five more weeks In the Defense Centers of Virginia. Legitimate Concessions only will be considered. Address all communications to

JOHN H. MARKS, MARKS SHOWS

P. O. Box 771, at Richmond, Virginia.

Lawrence Greater Shows

CALL—

All People Contracted, Answer This Call. Opens April 11, Hagerstown, Md. 30,000 People Employed in Defense Work.

CAB PLACE


Buy Your Defense Bonds and Stamps.

GARDEN STATE SHOWS

WANT—OPENING APRIL 25TH—WANT

CONCESSIONS—Custard, Core Game, Diet andypical Game, Long and Short Rescue Race, Bingo, Bicycle Pull, Bubblegum, Popcorn, Tin Fish, Apples, Water Sprinkler, Over and Under, Organized Shows—Circus Ride Shows, Boggles or Jungle Boggles, Rides, Show, will furnish complete units for Core Game, Grind Shows.

Add to your circus, has fastest, finest.! Ride, Will book any nonprofit organization. HELP—Help Help, Concession, Help in all shows. Address, Garden State Shows, 1814 Chamber St., Philadelphia, Pa.

ANDY SIMS

Contact Please

Fete Cortez or B. S. Gertty, care Beckmann & Gerety Shows, San Antonio, Texas.

**VERY IMPORTANT—** Anyone knowing Sims, please contact the above parties.

COUNTER MAN WANTED

FOR CIRCUS CARNIVAL. MUST BE SINGLE.

SAM LIEBERWITZ

Custard & Raffle Show, Paris, Texas.

FAT PEOPLE WANTED

Experiencing difficulty in finding a suitable line. Addresses preferred, State all in first letter. Brooklyn, New York, please answer. JOE PONTICO

Custard American Shows, Tampa, Fla.

GARDEN STATE SHOWS

WANT—OPENING APRIL 25TH—WANT

CONCESSIONS—Custard, Core Game, Diet and Typical Game, Long and Short Rescue Race, Bingo, Bicycle Pull, Bubble gum, Popcorn, Tin Fish, Apples, Water Sprinkler, Over and Under, Organized Shows—Circus Ride Shows, Boggles or Jungle Boggles, Rides, Show, will furnish complete units for Core Game, Grind Shows.

Add to your circus, has fastest, finest! Ride, Will book any nonprofit organization. HELP—Help Help, Concession, Help in all shows. Address, Garden State Shows, 1814 Chamber St., Philadelphia, Pa.

WM. SALISBURY

Care Beckmann & Gerety Shows, 700 El Paso Street, San Antonio, Texas.

WANTED—I LLUSION SHOW HELP

McArdill and Den Nelson, wire. Address

BECKMANN & GERETY SHOWS

700 El Paso Street
San Antonio, Texas

WANTED TO HEAR FROM

Experienced Skooter Ride Foreman. State Experience and references in first letter. Address

BECKMANN & GERETY SHOWS

NEW YORK CITY

RIDE HELP WANTED

Experienced Only

Foreman or Co-Ride-Round Foreman, will place Yankees, Rides—O, Till—O-Whirl. WANTED; Grab Joint. Also Gidget Concessions of All Kinds. OPENING APRIL 4TH IN NEW YORK

Address: CHARLES GERARD

1464 Broadway, Room 404.

Materiał przetworzono do czytania.
Our Marching Orders

The coin machine manufacturing industry had been expecting for some time that orders would eventually be issued by the government to cease the manufacturing of practically all types of coin machines. On March 16 the War Production Board issued an order (L-21-a) to cease the manufacture of phonographs (automatic), weighing machines and amusement and gaming devices on May 1, 1942. The order to cease the manufacture of practically all types of vending machines was issued on March 17. The stoppage of vending machine manufacture is to take effect April 30.

Thus, May 1 will become a historic date in the manufacturing industry. Many adjustments will have to be made by manufacturers in the interim, and also distributors for the manufacturers will have their problems.

The first major problem of the industry now becomes that of getting as many manufacturing plants as possible in the business of producing war materials as quickly as possible.

The press releases given out by the War Department and the War Production Board were favorable to the coin machine industry. They especially complimented the inventive talent which the industry has. It is understood that the WPB wants the full benefit of the skilled help in the coin machine plants as quickly as possible.

The press releases said there were approximately 30 companies affected by the order on juke boxes, games, scales, etc., and that 11 of these firms were already producing parts for war machines. The release on vending machines said about 70 firms were affected, that 35 per cent of these can be turned over to war work, that 10 per cent are already in direct war production and another 10 per cent are in the process of conversion.

The manufacturing industry has long since expressed its willingness to co-operate in the production of war materials. That many of the plants are or soon will be a part of the vast production machinery of the war program now is a certainty.

There has been some impatience about the seeming slowness in getting war work for the coin machine plants. Like many other small industries, the government program seemed mighty slow in getting around to them. Such impatience, however, will not help to win the war.

Americans who grow impatient should remember that the American people were bitterly divided until Pearl Harbor and fighting among themselves more than they were fighting Hitler. The rush and confusion since December 7 has been terrific. If the majority of the people had taken the war seriously in time, the United States would have been busy thru the whole of 1940 and 1941. In fact, if the majority had been thinking we would have been hurrying up in 1939. But that is water over the dam. The best way to help the coin machine industry now is to help the nation win the war as soon as possible.

The second major problem of the industry from now on is to maintain the operating business at as high a state of efficiency as possible.

Already it is becoming evident more and more every day that the operator will have many problems of shortages other than that of new machines. The operator is deeply concerned about the rationing of trucks, cars, tires, gas and many other things necessary to the business of being an operator. Even in the fields where rationing does not apply there are already shortages that directly affect the operator. These shortages include many items from the light bulbs he uses in his machines to bigger and more vital items. Such shortages are likely to become more serious as time goes on.

The WPB orders just issued on stopping the manufacture of machines are not clear as to the future supply of parts for machines. Already we have received many inquiries on this point. The custom of the WPB is to issue a basic order and a later supplementary order is issued to clarify certain points, and especially that relating to parts and repairs. The coin machine industry may expect that later explanatory orders will be issued on certain points. The order L-21-a will place a ban on repair parts for gaming devices; repair parts for other types of machines will apparently be provided for.

Increasing interest will now center in the operator and how he will be able to adjust himself to changing conditions. The coming months will be eventful for the coin machine industry. The industry will do the best it can under the circumstances and also its bit to help lick the enemy.
CHICAGO, March 21.—The week of March 16 opened with momentous news from Washington for the coin machines industry. The War Production Board issued two orders to bring a stoppage in the manufacture of coin, reeler-21—orders that had been anticipated by the industry for many weeks. The order L-21-a calls for a stoppage of the manufacture of automatic phonographs, weighing, amusement and gaming machines May 1, 1945. Order L-21-b was called for March 17 and calls for the manufacture of most types of vending machines. No continuation April 30. The orders were accompanied by press releases to newspapers which were Everybody to the new order.

The news releases said that most of the manufacturing plants in the industry would eventually be engaged in producing war material, or are already so engaged on other orders.

The act of Congress is mentioned in the orders, but all points are not clear. Paleotoling of parts for gunning orders is going on in many places. The vending order goes into more detail and is more definite regarding the physical limits of future supplies of parts for reassembly. The general order, or WPB is to issue a basic order, then inquiries are received to detailed order for the supply of parts. The WPB继电器 then issues a supplemental order covering the parts. The news releases contain no mention of details parts for repairs.

Press releases and the official order are reprinted for reference purposes:

**Press Releases**

**RELEASE ON ORDER APPELLING PHONOGRAPH, CAMTS, ETC.**

A shutdown of the manufacture of automatic phonographs, jukeboxes, and similar amusement machines May 1 was ordered today by the War Production Board.

Between March 1 and April 30 the manufacture of such devices may produce three times their February quota but the production is to stop immediately.

1. No manufacturer may cut, stamp or otherwise shape or chuck the physical form of any copper, copper base alloy, nickel or stainless steel in the production of any part or parts.

2. No raw parts may be fabricated for gaming machines. Their manufacture was discontinued previously.

3. No manufacturer may sell, transfer or assign to any manufacturer except to other manufacturers for use in manufacture, or to the War Production Board, or upon direction of the WPB.

4. The industry affected by today's order consists of about 30 companies which billed $150,000,000 and $160,000,000. It employed approximately 25,000 people.

The industry used substantial quantities of copper, nickel, copper base alloys, nickel and stainless steel.

About a dozen of the 30 companies are engaged in the manufacture of war materials, including parts for bombsights, 40, 75 and 155-millimeter shells, mortars, for tank guns on aircraft and bomb carriers.

It was estimated that if the entire industry is converted to war production,

CHICAGO, March 21—The order issued by the War Production Board today is aiming for a cessation of the manufacture of automatic phonographs, weighing, amusement and gaming devices. This new order has been called a "three times over" in the expression "three and one quarter", which was the percentage of employment in the industry in the 1930s. This ratio may be taken by manufacturers in a short period or spread over the period until May 1. A new production ratio was also given in the vending machine order.

**Vending Machines**

RELEASE ON ORDER APPELLING VENDING MACHINES, for publication in the coming issue of the **AMUSEMENT MACHINES**

The manufacture of popular type vending machines, which dispense beverages, cigarettes, food, candy, nuts and chewing gum, will be discontinued April 30 under a War Production Board Order (L-27-a) issued today.

They had been operating on a curtailed basis since January 1 under the April 1 order.

The original order did not include U.S. public vending machines or automatic restaurant devices (food vending machines) in its definition of vending machines. These devices are continued in today's supplementary order. Vending machines which are designed to dispense sanitary napkins for women are also exempt from the stop order, but those used for such machines is cut in half, the release said. "This device is the use of metal, but is not as critical as aluminum, is entirely prohibited. The use of several types of materials used in the manufacture of automatic vending machines will be restricted during the year ended June 30, 1941."

Manufacture of other vending machines between March 1 and the stoppage date as the level set in the order of original. That is, only half as many units as produced in the past year will be manufactured.

**Deaths**

Steve King, 60, of Johnson & King, Los Angeles music operator, from injuries received in an automobile accident in Los Angeles March 7.

**Marriages**

**A. J. Fox, San Diego, Calif., to the Navy.**

G. O. Cromwell, formerly of A. J. Fox Company, to the Navy.

A. J. Fox, formerly of the A. J. Fox Company, to the Navy.

**Operations, Attention**

In Chicago

1. J. D. Mon aff, Mon aff Vending Machine Co., 1535 E. 60th Street, Chicago 21, Illinois. This company has been in business for 25 years and is well known in the vending machine industry.

2. Robert W. (Bob) Hunter, Dixie Sales Company, Memphis, Tenn. This company is one of the largest in the South and is well known for its fine service and quality products.


In New York

Robert Kalinsky and Dave Singer, Superdrive Products, Chicago, Ill. They are considered one of the best in the business. They have been serving the amusement industry for over 50 years.

**MATERIALS GENERAL LIMITATION OR-15**

In accordance with the provisions of section 10 (L-21-a) of the War Production Board's Order No. 15, it is requested that no manufacturer of automatic photographs or manufacturer of weighing, amusement or gaming devices, shall produce or assemble any type of such equipment in any amount greater than that which would result from the stoppage of the monthly average of such type equipment during the 28 months ended June 30, 1941. Effective May 1, no manufacturer of automatic photographs or manufacturer of weighing, amusement or gaming devices, shall produce or assemble any type of such equipment, or process, fabricate, work up or dispose of the same for use in the production of such equipment. The foregoing prohibition is subject to the provisions contained in the last sentence of subparagraph (b) of the Limitation Order L-21 for the period, following page 1940.

(2) From the effective date of this order:

(a) No manufacturer of automatic photographs or weight, amusement or gaming devices shall cause the production of any type of such equipment, or process, fabricate, work up or dispose of the same for use in the production of such equipment.

(b) No person shall commence the construction or sale of any such equipment for any purpose.

(c) No manufacturer of automatic photographs or weight, amusement or gaming devices shall receive or accept any materials, parts or parts not completely completed on any such equipment except for use in the production of such equipment, or use the same in any manner which will result in the nonproduction of such equipment. The construction or sale of such equipment except in accordance with this order is prohibited.

(d) In converting removed or surplus or such equipment to the extent that is possible, the removal is not prohibited by the terms of this order, or any other order issued by the Director of Industry Operations or by the Secretary of War, or to be issued hereafter by the Director of Industry Operations or by the Secretary of War, or to be issued hereafter by the Director of Industry Operations or by the Secretary of War.

**MATERIALS GENERAL LIMITATION OR-15**

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Badger's Special Bargains

Guaranteed Reconditioned Phonographs

Due to market fluctuation, we are not listing prices. A card or letter to either office will immediately modify our present price quotations.

Badger Sales Co.
1612 West Pico Blvd.
Los Angeles, California

Badger Novelties Co.
2546 North 30th Street
Milwaukee, Wisconsin

BY POPULAR DEMAND CONTINUING OUR
ALL EQUIPPED WITH FREE PLAY ATTACHMENT
Lucky "7" Sale!

The World's Best Ever
$47.50 each
2-Wurlitzer Model 700
2 Wurlitzer Model 500

$37.50 each
2 Rock-Ola Model 850
2 Rock-Ola Model 750

$27.50 each
4 Super-900's

$17.50 each
3 Rhythm

$15.00 each
3 Star 240's

$8.50 each
3 Rock-Ola Monarchs

$7.50 each
3 Rock-Ola Masters

Wurlitzer

Rock-Ola

Terms
1/1 Cash, Balance O. O. D. (Cash for Balance)
Free Trade-in Feature
Limited to stock on hand

BELL COIN MACHINE EXCH.

These Are Really Bargains!

Every Game Completely Equipped With Free Play Attachment! All Crated—Ready to Ship! Will Trade Those or Buy for Cash Legal

AMBOY VENDORS
269 McClellan St., Perth Amboy, N. J.
All Phones: PERH AMBOY 4-3221

BELL COIN MACHINE EXCH.

For EXHIBIT'S POPULAR POST CARD VENDORS
NO LOCATION TAX ON THESE MACHINES

JUST RELEASED
DAFFY DIPHOMAS...ARMY AND NAVY COMICS.
HUMOROUS TELEGRAMS...MILLS OF SMILE.
LIMES OF FAMILY TREE...WITTY PICTURES.
GLAMOR GIRL MANNERS.
WRITE FOR BIG ILLUSTRATED CIRCULAR.
EXHIBIT SUPPLY COMPANY
ALSO 45 DIFFERENT PENNY ARCADE MACHINES

WILL PAY Highest Cash Prices For

Vultur Skit-Balls
12 Ft. Rock-a-Balls
Coin Operated Machines
Genco Bank Rolls

State Quantity and Condition

ROBINSON SALES CO.
5100 Grant Drive
Detroit, Michigan

MACHINE CLOSE-OUTS

8 Drive Mobiles...$189.50
14 Bantam Practice...$119.50
1 Photomatic D. P. $95.00
Series (Refinished and Reconditioned)...$95.00

SLOTS

2 Mills F. P. Slots...$79.50
1 Mills 25¢ Golf Ball Vendor 109.50
3 Roll-a-Ten...$35.00
2 Pace Comets (Blue Fronts), 50¢ Play...$39.50
1 Jennings Golf Ball Vendor 24.50
1 Carole Console 25¢ Play 75.00
3 Mills Comets (Blue Fronts), 10¢ Play...$34.50

ROBINSON SALES COMPANY
3100 Grand River

PORT CLINTON, OHIO

IMPORTANT ANNOUNCEMENT

We have purchased the entire coin machine division of Caille-Burke Company, Detroit, and are pre-
pared to render 100% service on reboarding and repair parts. When conditions without us shall
become impossible of fulfillment, this complete setup is one of the best equipped machine plants in the
United States and is currently building Caille-Burke, Carole, Carole-Cabinets, Dime-Riders, Fizz-Burst, etc.

The above announcement is only one in the United States and our prices are reasonable. All reboard and
parts are C. O. D.

Pennsular Candy Co.
Industry Mentions
Magazines -- Newspapers -- Radio

At the Midwest Hotel Show at the Stevens Hotel, Chicago, March 18-22, three exhibit booths used automatic music machines. They were used in the booths of Music Corporation of America, Frederick Drake Music Corporation and William Morris Agency, bookers of orchestras, and played the records of their respective bands.

"What Makes a Pinball Machine Tick" was the title of a feature article in The Philadelphia Record March 11. It was designed to show what went into the make-up of a pinball machine. Four large photographs illustrated the article, showing the box on a pinball game where the lights flash and the more shows, then going behind the panel to show the maze of wiring, lights, buzzers and relays. The other two photos showed the playing board, the wiring clusters of fuses, induction coils, electric motor, time-clock and meters.

The newspaper stated: "The pinball game is a sophisticated off-shoot of the innocent pastime of bagatelle and its appeal to bootleggers is attested by the fact that George J. Price, former Minis- ter to Bulgaria, did not think it beneath him to lug one halfway around the world.

"Wastefall in the business say that bagatelle dates back to the days of ancient seafarers who used to throw rocks up steep hills, testing their predictions on where the rocks stopped rolling. An electrician who works on the machines for a New York distributee said of the machines that they "combine pastime with profit, and are comparable to nothing that was even known to anybody. Why, even Uncle Sam has learned something from pin-ball con- struction. The units of a typical machine contain refinements we worked out."

Speaking from his pulpit in the Holy Trinity Episcopal Church at Collings- ville, Illinois, March 15, the Rev. Daniel Hovier eulogized high courts of the State for approving a local race track and horse race gambling while frowning on pinball games. He cited many factors in favor of pinball games.

A UP release says that London is tak- ing the American troops to its heart, but that there is considerable uncertainty in the pubs as to what the doughboys mean when they ask if they could play Chattanooga Choo Choo on the juke box.

The story of an Akron man who counterfeited nickels and quarters to play the slot machines was carried in news- papers thru an all release. Police found crude molds for making counterfeit coins in his apartment.

Another UP release, from State College, Pa., carried an industry mention when it told of students at Pennsylvania State College who celebrate on Saturday nights at the Drydock, a dry night club on the campus. The club is open only by students. It accommodates about 150 couples and is usually packed to capacity. Flower shows are student-produced and there is dancing between shows to an automatic music box.

The Chicago Sun, March 15 — Writing in a wilderness vein, a reporter gives an account of a difference of opinion about selections of records on a music box in a Brooklyn bar. An argument started when a man named Devin played Rose O’Day over and over again, thus disturb- ing a man named Lutzel, who made some unpleasant comparison between Rose O’Day and O Sole Mio. An impartial bystander, asked to cast a deciding vote, chose Rose O’Day, whereupon a scuffle began, ending by Lutzel getting scold- ing shot in the foot by the placid of the Imperial bystander, who hap- pened to be a pupil of a day-old Newman McCarthy.

Another comic strip "Texas Slim and Dirty Dalton," by Fred Johnson, continued the run on a telephone music box in his serial story. Texas loves a girl who works for Telephone Juke Company, Inc., and for weeks he has been shown talking with her thru the telephone machine, times he sings to her thru the box, and a word is heard from the box, made thru the music box.

In the column "U. S. At War," Times, March 9, an article of British opinion about the coming war, the British government, and the results of Bundles for Britain thought Americans the most generous people in the world. Then came Great Britain's defense plan.

"Jungle Story" is the theme The White Ciffs of Dover. The music was written by William Bay and used in Chicago music machines in London’s Penny Arcade."

March 28, 1942

Reproduction of cover of THE NEW YORKER, March 7. Peter Arno, artist.
De Witt Eaton Visits Buckley Music Plant

CHICAGO, March 21 (Mid.).—De Witt Eaton, Eastern district manager for Buckley Music Systems, recently spent some time in the Buckley Plants in Chicago. Commenting on conditions today in the music business, Eaton says: "During the past two years some Buckley distributors thought I was overlooking the machine market, but they have found I did them a favor. With a large stock on hand, they had to reduce the music system idea to operators."

"Remember that many music operators became acquainted with the music system and were convinced of its permanent place in the music field. Many operators tell me that the earnings from a music system average just as much today as it did when originally installed. Today's conditions make it necessary for an operator to use equipment that will stand up, give him good service and sturdy returns. Location owners are interested in the same principles and Buckley Music Systems satisfy both of them."

Operators, on the whole, feel that they are in a fortunate position and are devoting their time to making their business as satisfactory and profitable as possible in order to assure themselves something that will be worth for their future. Operators seem to understand in every way that can with the nation's defense line."

"My trip to the Buckley factory was to secure up-to-date information about developments that are going on, and something that will be worth while for the future. Operators are paying attention in every way that can with the nation's defense line."

Atlas Closes Omaha Branch for Duration

CHICAGO, March 21 (DR).—The Omaha branch of the Atlas Novelty Company has been closed down for the duration of the war. Existing conditions brought on by the war compelled this move. Atlas customers will be serviced from the company's new regional sales office in Chicago. The Omaha stock of photograph pin games and other equipment now on hand has been turned over to the Atlas Chicago warehouse.

Eddie and Morris Ohnour, officials of Atlas Novelty Company, anticipated production restrictions and long ago started their representatives scouring markets so that, when the firm is again in business, it will be in possession of a large inventory of stock.

To customers who had been served by the Omaha branch, Atlas promises to give the same generous service at the right prices as long as stock is available.

Roto Tables Hit In Club Spots

MERRICK, L. I., March 21 (Har.)—Buckley Music Systems of Buffalo; Atlantic Novelty Company and Roto Table Games, Inc., reports he is experiencing success in selling Roto Tables to clubs throughout the state.

He points out that the popularity of the new game is due to the fact that the equipment is not only a game but an entertainment medium on which dancing may be enjoyed. It can be used without interfering with playing the regular music at the table and playing the game.

"The game has a ready entrance everywhere—whether it is legal or not. Some operators prefer to operate the game on a slot basis, placing them in a few choice areas. Some spots that will use no other type of amusement. Almost all players are direct to locations by operators. It is generally agreed that, the game is different. Clubs feel they may be more in enjoying a game on which people sit around and have a good time, leaving a running game for a long time from time to time and from the number of ordeals collected in the game itself."

Mass. Amusement Merchants To Meet

BOSTON, March 21—Announcement was made this week that amusement operators would meet April 12 at the Four Seasons Hotel, Somers-bridge, Mass., at 7:30 p.m. Dinner will be served.

Urges Advertising As War Benefit

CHICAGO, March 21.—The continuing value of advertising as a medium for furthering the war effort was emphasized by Undersecretary of Commerce Herbert H. Lehfeldt Taylor in an address before a regional meeting of the National In-

INDUSTRIAL BUSINESS

"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. "We hope to see even more of it in the future. We hope to see you broadcasting useful information even if you might hold a brief competitive advantage by not publishing it."

"There is no competition now as we are all in the same boat and we have our country's existence, and it will help to meet its demands if you use the vast buy and save. Information which will help your industry to do a better job, use of improved methods, of saving in time and man-hours, and future plans for which the music field so that I may properly advise music system operators."
CAMDEN, N. J., March 31.—Pinball machines, defended by the local Courier-Post newspaper in its editorial page and around the community, for the first time finds the church coming in its defense. From the pulpit of the Holy Trinity Episcopal Church at suburban Collingswood, on March 8, Rev. J. Daniel Stover, rector of the church, asked: “How can the inhabitants of the State approve a million-dollar take from race tracks and throw on the low-cente playing of pinball machines?”

Rev. Stover asked the question in his pulpit in support of a recent editorial in the Courier-Post. He has been a consistent opponent to the race track being constructed here. “How is it possible for a race track to be built here when the materials for that purpose are so badly needed for national defense?” he asked.

“Hundreds of thousands of dollars are being spent for these structures which the government needs for building of homes for defense workers and other necessities.”

In attacking the race track, he pointed out to the folly of the State permitting horse race gambling, where so many dollars are being invested in such a questionable business, and in the same breath, frowns on a harmful amusement that costs only five cents. As the newspaper pointed out in its editorial, Rev. Stover reiterated that one never hears of homes being broken up or anything losing his wife’s or her life’s savings on mere pinball machines.

“I, for one,” he said, “demand sincerity and honesty on the part of some of our politicians.”

ROLL-DEE-OUGH

2280 Tickets  Take In...$114.00
Average Pay Out: 74.00
Average Profit: 4.00
Sample $3.96
Bar—25c Extra.

We manufacture a complete line of Tickets, Jar Deals, Tips, Base Ball Daily-Serials, and Sales Boards.

MUNCIE NOVELTY CO.
P.O. Box 822, 2780 E. Walnut Bl., Muncie, Ind.

RARE BARGAIN

178 New Pin Ball Cabinets

Complete with light box, playback and legs. Some painted; others unpainted.

Cabinet 42x6x22x13. Playback 30/116 by 20% by 1½. Call or Write

ROCK-O-LA MFG. CORP.
A. A. Silberman
800 North Kedzie Ave. CHICAGO, ILL.

FOR SALE

Penny Arcade Machines (used), Fortune Tellers, Base Ball, Daises, Punching Bags, Strength Tests, Box, Pinball Machines, Dancing Pinball, Transit Pinball, Model, Bullet, Pinball and many others.

JOYLAND AMUSEMENT CO., 201 First Ave. ASBURY PARK, N. J.

FOR QUICK SALE

Kenoer Skee-Boo; Mills Blue Flames; Brown Fortune; Jennings Silver Moon Chimes, Silver Chimes, Paaco OAuth, Westing and Callie J.P. Mills. Also 5-Pocket 400s. Quality of Mills and Jennings machines of all types. Complete. All in fine working order.

SOUTHWEST AMUSEMENT CO., 1745 Fuller Street, Dallas, Texas.

Pa. Prelate Defends Games, Attacks Racing

Joe Abraham, J. N. Novelty Company, Youngstown, O., after Exhibit's world premiere, Sky Chief, was demonstrated by John Chrent, sales manager, added his approval to that of other Exhibit Supply Company distributors. (H. J. Davis, President.

AMUSEMENT MACHINES

The Billboard

105

IMPROVED SCALE

Operating Automatically

No Specifying Real Coinage

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640—4660 W. Fulton St. CHICAGO, IL.
Est. 1899—Tel: Columbus 2770
Cable Address "WATLINGITE", Chicago

FOR SALE

New and Used Consoles and Slots

Mills Three Bell, ST. Mills Four Bell, Multi-Bell, ST. Mills Four Bell, Draw 5c, and 25c Play, 6c. Bottle Rent Type Time, and 25c. Bottle Rent Type Time.

T. F. Reynolds, 9214 Geneva Ave. Chicago, III.

Fally High End Combination.

D. K. Boils’ Combination, Bally Bell, 60¢. Bally Bell, 60c. Bally Bell, 60c.


Spaulding Bros. 4000, New and Used.

Electric High End Combination.

Bally Bell, 60¢ and 25¢ Play.

Mills Joker Bell, 60¢ and 25¢ Play.

Bally Bell, 60¢ and 25¢ Play.

Kane Bros. Bell, 5¢ Play, 10¢ Play.

Bally Bell, 60¢ and 25¢ Play.

Mills Blue Flame, Multi-Bean, and South Kingsley, 60¢ Play; 25¢ Play.

Columbia Bell, 50¢ Play, 60¢ Play, and 25¢ Play.

Model 75, 25¢ Play.

Mills Blue Flame, Reputed, Reputed, Reputed.

Bally Bell, Model 75, 60¢ Play, 25¢ Play.

Mills Blue Flame, Multi-Bean, and South Kingsley, 5¢ Play, 25¢ Play.

Bally Bell, 60¢ Play, 25¢ Play.

All Machines in Good Running Order.

JONES SALES COMPANY
TRADE AVE., HICKORY N. C. Tel. 107.

FOR SALE

24 factory manufactued Blue Flames. Sell now. They have the nicest rear, all good priced cabinets and the right rear. Each finish point...$124.00

10 Johnson’s Chimes, Blue Light, $9.00.

2 Grand Nationals...$15.00.

2 Skee-Boos...$15.00.

2 Grand Blondes...$10.00.

1 Local...$8.00.

1 Punching Bag...$4.50.

1 Business Time Onlay...$15.00.

1 Jennings Full Light...$25.00.

1 Mills Pinball (Phonix of Munich)...$25.00.

1 American Eagle...$9.00.

1 Canadian...$9.00.

2 Peanut Machines (Grants)...$9.00.

2 Dougher Combination...$9.00.

2 Yankets Combination...$5.00.


OLD SLOTS FOR SALE

15 Old Bells, all in playing condition, complete, manufactured 1924 by Marquee Co. 5c and 25c play, in $10.25 each. Latest slot machines on the market, for the parts alone. First deposit must be 50c.

SPARKS SPECIALTY CO.
GATLINBURG, TN.

FOR SALE

Two Machines, one Mills Jackpot, manufactured by a. $10.00. Two Seaboard, 75¢ only one. PLUS. PLUS. PLUS.

This represents the only machines advertised. C. O. D. D. David Underwood, 48 Willis St., Richmond, Va.
THERE
Texas
Argentine
Do
Argentine
Bandwagon
Bosco
Stepper
Bally
Ir
Jennings
American.
Parade

COMPLETE
$24.00

South
Victory

FOR
Lights,
39.50

BALLY

AMUSEMENT
Hawk

He

Cash

American.

Packard Announces Wartime Program

INDIANAPOLIS, March 21—Signed by President Homer E. Capiheart of the Packard Manufacturing Corporations, the following letter has gone forward to all Packard dealers:

"We have been anticipating for some time now that the War Production Board would stop the manufacture of all coin machine settlement, including phonographs, wall boxes, etc., and this fact happened as you doubt read in your newspapers.

The War Production Board issued an order stopping the coin machine industry, effective as of May 1, for the duration of the war.

"We anticipated this order some 90 days in advance of this time, and we have been now practically out of merchandise.

"We are in the process of converting over 100 per cent into war production and have a tremendous amount of war orders in our hands.

"For this purpose, as you know, we purchased a new factory building and many thousand dollars' worth of new machinery which will place your company in a position where, in our opinion, you are to be one of the largest manufacturers of coin machine equipment.

"We are going to do the very, very best we possibly can to see to it that you are supplied with repair and replacement parts for the duration of the war, and to this end we have set up a special department here in our factory for this purpose.

"We have, likewise, set up a department in our organization here to assist all of our customers in making the changeover in the purchase of war equipment.

"By this, we simply mean that if you have any used merchandise you wish to sell or if there is any merchandise you would like to purchase—and will write us—we will be very happy to notify all of our customers exactly what you wish to purchase or exactly what you wish to sell.

"The point is that we will act as a clearing house (at no expense to the purchaser or seller) for the disposal of either new or used merchandise by putting you in contact with all other distributors and jobbers in the United States.

"With this transaction, of course, will be made direct between you and the prospective purchaser, and we will have always been able to do so with the transaction other than acting as a contact for the purpose.

"However, we anticipate that no one will have anything for late because now that the War Production Board has closed this industry (for the duration of the war) all operations, distribution and jobbers will, of course, need merchandise and they have at the present regardless of what it may be.

"We appreciate very much the fine cooperation and business you have given us and full cooperation we are able to you for having made our company so successful.

"We wish there were something we could do to assist you, and that you could keep in touch with us and, of course, we want you to visit us when in and near Indianapolis. The Indianapolis is always open.

"The war will be over some day, at which time we will all be together again. However, in the meantime there is only one thing for all of us to do and this is to do whatever is necessary, regardless of the sacrifice, to win this war.

"That is exactly what we are going to do here and I know that is what you are going to do.

"Be sure to keep in touch with me and come in and see me whenever you are in or near Indianapolis."

IMMEDIATE SHIPMENT GUARANTEED!
RUSH! WIRE! WRITE!

AMUSEMENT MACHINES

FOR SALE

14 (Radio-Games) Skeel Alley, in exceptionally good shape. Product of Multi

SCOPE BROS. Must be sold at once to make room for new stock.

FOR SALE

ERNEST C. MESEL
NAUTICAL AMUSEMENT CO.
160 Boulevard, Riverside, N. J.
P. S. I also want All Around Arcade Machines

WANTED
A ROUTE OF GAMES OR MUSIC

Bally, Chicago, hours, miles of territory covered.

1920, and other.

BOX D-172, Gino The Billboard, Cincinnati, Oh.

Materiale protetto da copyright.
Industry Talent Praised . . .

WASHINGTON, March 21.—A news release here March 9 stated that manufacturers of pinball machines and music boxes will switch to the production of important parts for Army Signal Corps radio sets, under procurement plans announced by the War Department.

The announcement paid compliment to the coin machine industry by saying that it had important inventive talent.

The devices made by the coin machine industry, it was pointed out, have been affected considerably by priorities. The manufacturing facilities, raw materials and inventive talent that went into the highly ornamented pinball games and phonographs will now be devoted to the production of communication equipment for the armed forces.

Sullivan-Nolan Gives New Service

CHICAGO, March 21 (MIL) — A new type of service is being offered by the Sullivan-Nolan Advertising Company, Chicago, for the refashioning and reviving of old games. Outstanding features of the new service, say officials, is the application of new glass and playboard design as well as renaming of playing devices.

Listed as services by the firm are the following: New cabinets designed and manufactured for all metal parts, valuable to the player's eye rebounded like new; new backing, new glass panel, playboard panel; all old patch and old design removed; gleaming glass and playboard panel; machine once conditioned and tested; playing features cleaned when necessary; have glass back panels lettered and test sheeted; new bumpers to replace old bumpers, and playboard panels printed up and thru the entire mechanism.

Tom Sullivan, official, declared: "With large proportion of games wearing out and much service peculiarities, our service is needed more than ever. Our service is designed to help keep keep manufacturers in operating condition and interesting to players."

"For the past five years we have supplied coin machine manufacturers with the playing fields, back-boards and other materials by silk screening. We are now with machines face men is taught that the operators are at crossroads in their business, we devised our new service to solve the problem in the needed position. 'The reconditioning and complete service on old games will provide machinery entirely new in appeal to players. Distributors will send their games thru our service for a price."

"We are now running thru and can give one-week delivery on the old games, whether running favorably with players: Red, White and Blue; Zonkies, Fleet, Metro, Lester, Clevenor, Triumph, Four Square, Majors."

C. V. Co-Operates With Customers

NEW YORK, March 20 (MIL) — The C. V. Corporation, distributor of Adams Coin Machines, has always done all it could to iron out difficulties for its customers; according to Miss String.

"For instance," she says, "we have helped them in every possible manner and have endeavored to make the best of all possible arrangements."

"Numerous letters have come to us in which the customers express their satisfaction with the service of the firm are all satisfied. Today, while we are in the transportation business, in industries, we have been able to furnish our customers with all supplies they need to return customers are making this a big year for us in gun sales."

Chicken Sam Operators

"HIT THE DIRTY JAP"

Change Over Unit Now Ready For Delivery

Unit consists of entirely new models (ap figures). This is not a remolded or refurbished cardboard machine, but a completely new machine with each unit. Your present Chicken Sam or Jailbird may be changed to this model.

This Is Red Hot—Order Now and Cash In $15.00

Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C. O. D. (Payment in full with order will save C. O. D. fee.)

Samples Sold With Money Back Guarantee If Not Satisfied

BONA FIDE DISTRIBUTORS, WRITE MANUFACTURED EXCLUSIVELY BY

HAROLD W. THOMPSON

(Seabury Phonograph Distributor)

415 CAROLINA ST. — SAN ANTONIO, TEX.

NORMAN B. COLLINS, of the U. S. Treasury Department, addresses 1,000 Siobob employees and praises them for co-operation in signing up 96 per cent strong for pay-roll deductions for Defense Bonds. (WIR)
NEW YORK, March 21.—That the music machine will become an increasingly popular feature of radio programs is the feeling voiced by several dimen- sion picture leaders as the war continues, according to the Hollywood Reporter.

Opinion arises from the established fact that radio and phonograph popularity during wartime periods; hence, say the professionals, every effort will be exerted by the music industry in its efforts to get the public to buy phonographs for the producing company. Proof of this contention is lent by the current reshaped production schedules of the major film firms who have no less than 10 song-filled hits slated for April release.

Further factors in the utilization of phonograph to finance film industry are more or less in the forefront of the minds of the film leaders. Air time for song plugs has steadily increased as more are more important, and air time is the primary source of income for the program leaders. Many a good sale has not been made because of the poor time of air time which has resulted for broadcasting, has been ruined by an in- teresting or exciting theme or a catchy blackout signal. Resultantly, the film companies are now locating their phonograph records to the music industry whereby the customers get the record on records and unit sales.

Paramount Okay the Phonos

Not the influence of numerous suc- cessful phonograph campaign in the music machine exploitation has been deemed negligible by such film companies as Fox, Paramount, and 20th Century-Pan. Paramount, one of the first to cultivate the coin machine as a means of publicizing motion pictures, has announced a huge campaign on the distribution of Alec Moore, aimed a huge blackouts, and has been an extremely successful campaign for the past few weeks. As a result, Paramount has extended its work in the area, a move which is expected to have a sharp effect on the phonograph sales of the studio.

Preview was held Friday night (20) at the Detroit Theatre in Detroit, and it was announced by the most promising young director, who has been an active member of the Detroit All-American Phonograph Association, that a new record by the Detroit Symphony Orchestra, featuring a composition by Robert Bloch, was to be released soon.

Promotion plan in charge of W. W. Chisholm, theatrical contractor, who was for many years with the Temple and Palace theater orchestras here.

Detroit Assn.

Sponsors New Songs

DETROIT, March 21.—Members of the United Music Operators celebrated their spring drive this week with the launching of a new patriotic record drive that is expected to influence the sales of new musical pieces developed by this organization.

Profit move is given added strength by being closely tied in with the servicemen and smaller operators who are members of the UERRMA local and their affiliated UAW-GIO organization, which is probably the most active or best organized labor organization in the metropolitan area.

Four new songs were selected in at least and adopted for promotion in this organization. Recordings are being made today by Peter Uryga and the Motor City Band. The titles are Miss Victory, by Marguerite Kolberg; Voice of GIO, by E. R. Schneider; We Love Democracy, by Frances Smith; and Man of Many Faces, by G. W. Chisholm. Numbers will be sold at retail as well as placed on unlimited loan.

Clarks Announced

CLEVELAND, March 21.—The regular monthly meeting of the Cleveland Phonograph Merchants Association was held on Thursday (15) at Hotel Cleveland with Peter Lukich presiding. Arthur Frend, head leader, covering the program at the House Rooms of the Hotel Cleveland, was a visitor.

The following were elected delegates from Cleveland to the Third Annual Convention of the Ohio State Association which takes place on Monday, April 27, at Hotel Statler: Bob Fuzz, James Ross, James Burke and Hank Lyan. A highlight of the meeting was the talk given by Ralph Esterman, a member, on the importance of good will between operator and location, which he illustrated with a series of sketches.

Elected Delegates for Ohio Phonograph Convention

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Cleveland Phonograph Association Honored on Store's Radio Program

CLEVELAND, March 21.—Cleveland Phonograph Merchants' Day, as Burt's Monday broadcast was called, dedicated to the phonograph leader. The two-hour hour broadcast was a triumph of WCLM and many phonographs completed. The singing of 'As in Autumn' by Elsie Betty, 7-year-old Cleveland girl, won her a trip to Chicago, where she will make a recording with Sammy Kaye's band.

Leo Dixon, association secretary, ap- plauded the program in a sometimes slightly monologoed with Menda Jones, the an- nouncer, which brought out interesting facts about the associations.

Disks Being Used To Make Blackout Paint for Windows

NECESSITY is the mother of invention, and no truer statement could be applied to the development of a new blackout paint made from phonograph records. Experts find that the record works only as an excellent background color, easy to apply and saves paint needed for war protection, but also that it is a mixture so black that no light can penetrate it.

All that is necessary to manufacture the blackout paint—and anyone can do it—is to smash an old record into tiny fragments. The broken pieces are placed in a tin can, covered with water and then a solvent, commercial dama- tured paint, poured over the bits of the record. The container is loosely closed and the broken bits are allowed to soak for a day or a day-and-a-half. After thinning by adding more paint by added more denatured alcohol, the blackout paint is finished, ready to apply. The paint is applied in a normal manner with a paint brush, usually, a second coat is required. Because the paint dries very fast, the second coat may be applied immediately. By putting on this double blackout, the user may be sure that he has completely covered his windows so that no light will be seen in the event of raids, etc.

Creda for the discovery is given to Samuel G. Gordon, curator of mineralogical, Philadelphia Academy of Natural Sciences.

The experts advise those trying this blackout solution to restrain themselves in the matter of breaking up their records. One record, they say, is sufficient to the association if was aгар ананнинен.

An outstanding advantage of the blackout paint is that it provides a cheap window coating and eliminates the use of commercial paints which are now in full demand by war industries.
Decca, NAPA Fail To Agree On Use of Waring Recordings

Recording firm says it's okay to use Waring disks in phonos, but NAPA says nix—operators wary of being caught in the middle.

NEW YORK, March 21.—Operators who bought Fred Waring's records to the rec- cords three months ago when he inked a contract with Decca are now debating whether or not to put the master's disks on their machines. Immediate steps from the fact that Decca legal experts and those of the National Asso- ciation of Performing Artists do not agree as to whether or not Fred Waring's new contract allows his disks to be used by coin phonograph operators or radio stations without a NAPA li- cense.

Decca said this week that there was nothing in the contract at present which would prevent Waring's disk being used by coin phonograph operators or radio station owners. Mrs. M. J. Apitz, NAPA attorney, claims that Decca is wrong, be- cause, she says, he drew up the ques- tionable clause and it definitely calls for a NAPA licensing of Waring's record- ings when used for other than home consumption.

When NAPA was originally organized by Waring some few years ago, the org's chief purpose was to collect a license fee for its members when their record- ings were used commercially. NAPA still has a tax suit pending in Phila- delphia and, according to Apitz, is read- ing a proposed amendment to the Federal Copyright Act.

Waring's signing with Decca three months ago started the first waning the leader had done in 10 years. The pres- sure of legal gymnastics were brought to light here this week when it was learned that Decca would soon release a Waring recording of The encore. Pot- ential number has been particularly popular in automatic phonos recently with many bands and singers. When Decca was asked if Waring's version would include a personally signed phonograph, the disk's outfitting was stated to be not under the legal. Decca's legal division takes the stand that the contractual clause pertaining to NAPA does nothing more than re- cognize the "status quo." In other words if NAPA should win its suit or get a change in the Copyright Act, Decca would continue its 10 year disk contract with Waring. However, Decca is at the opinion that there is nothing in the contract under existing laws which would compel commercial use to get a license from NAPA before Waring's disks now. Apitz admits that there is nothing

NAPA can do to prevent Decca from selling Waring's disks to whomever it wants. "But should Decca sell these rec- orders to a coin phonograph operator we have every right to take action if the oper- ator plays them in his location," Apitz said. He added that pending legis- lation had no bearing on the clause in the Waring-Decca contract.

That NAPA will be watching for "in- fringements" seems to be a logical con- clusion, and coin phonograph opera- tors particularly will no doubt look upon the Waring disks as hot potatoes, preferring to leave them alone until there is some sort of clarification.

Of trade interest, too, whether or not the Waring contract will set a prece- dent which will start a series of such agreements between bands and disko, with the former joining NAPA.

WURLITZER 16 Record MARBLETOP

Complete, Ready to Operate, with Back Guarantee, $119.50...
61 Wurlitzer, Counter $5.95
2 S. Wurlitzer, Lower Model $4.95
Domeater Limited 30a. $6.95
Bathtub Practice, Floor Sample $59.95
Domes and Grilles for $1.95 each, 10c each
Domes and Grilles for $1.95 each, 10c each
3 Deposit With Order

GERBER & GLASS .914 Plymouth Blvd., Chicago

USED PHONO NEEDLES RE-CONDITIONED
Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 1/3 on your needle cost.

NEEDLES RE-SHARPENED
1/10 15e per needle
1/50 15c, 15c per needle
Over 50 10c per needle

Buckley Needle Service
P. O. Box 72
Fort Dodge, Iowa
A Precision Service

ADJUSTABLE TULIP PHONOGRAPH COVERS


DISTRIBUTOR GLEN VUILLE OF PONTIAC, MICH. SAYS:

"Being among the very first to pioneer Buckley Music System with Direct "Touch-To-Touch" Action, we are naturally in a position to give anyone complete information as to its effectiveness. Before we even make another statement, we can say in all sincerity . . . that Buckley Music System is the greatest money-making music system in all automatic music today. From the very first day Buckley Music Systems doubled and tripled col- lections wherever it was shown. The teamed benefits of automatics we formerly tied with manual equip- ment, have, however, disappeared. It's a fine thing to have such a system under recall order from every operator who started with Buckley. Music System with Direct "Touch-To-Touch" Action is the GREATEST OF THEM ALL!!

WHEN YOU THINK OF MUSIC—THINK OF BUCKLEY FIRST!

BUCKLEY MUSIC SYSTEM INC. • 4225 W. LAKE ST. • CHICAGO

MUSIC OPERATORS!

YOU HAVEN'T MUCH TIME LEFT TO BUY THE NECESSARY EQUIPMENT TO MAINTAIN YOUR BUSINESS FOR THE DURATION! WRITE NOW FOR FULL DETAILS ON THE GREATEST IN MUSIC HISTORY TO HELP YOU MAINTAIN AND INCREASE INTEREST IN YOUR PRESENT LOCATIONS!

TRI-WAY PRODUCTS CO., INC.

108 EAST 27TH ST. • NEW YORK, N. Y.

Ernest Tubb's WALKING THE FLOOR OVER YOU

DICK ROBERTSON

808 ATCHER

ERNEST TUBB

Dixie No. 4189

1211 N. Poinsettia Drive, Hollywood • Studio Bldg., Portland, Ore.

The Best Investment in the World Today Is

U. S. Defense Savings Bonds and Stamps

MATERIALS PRACTICAL FROM THE COPYRIGHTED WORK OF THE 20TH CENTURY.
**NEW VICTOR RECORDS**

for your Coinograph

“THE MARINES’ HYMN”

(“From the Halls of Montezuma”)

This is the fighting song America has always rhymed to—and wants to hear more of these days. This new recording by the Victor Military Band, with vocals by the Four Chorus, has a red-blooded vigor that’s catching. It will be a steady favorite on your coinograph for months to come. On the other side, by the same band, is that stirring artillery march—equally popular—

“The Caissons Go Rolling Along”

No. 27874

New Hit Records by 3 Top Victor Artists

RAI MINTY

“T’ll Pray For You”

“Do You Miss Your Sweetheart?”

No. 27871

JAN SAVIT

“Tomorrow’s Sunrise”

“Me and My Melinda”—No. 27822

RUDY VALELL

“A Letter From London”

“I Just Couldn’t Say It Before”

No. 27823

Keep ‘Em Playing

Any Bonds Today? Barry Wood—27478

Remember Pearl Harbor Shanny Kaye—27708

*Vocal Refrain*

Order them today from your VICTOR-BLUEBIRD RECORD DISTRIBUTOR

---

**RECORD BUYING GUIDE—PART I**

Records and Songs With the Greatest Money Making Potentials for Phonograph Operators

Research listed below are based on a composite of reports gathered each week by the executives of The Billboard from about four hundred operators in each of the 20 most important operating centers in the country.

**GO STRONG**

ROSE D’DAY FREDY MARTIN (Red Steagant) Chicago

(5th week) Bluebird 11286

HATT SMITH

Columbia 11349

RING SISTERS

Bluebird 11269

MERRY MASKS

Decca 505

HARRY MURRAY (Woody Herman) Deca 5230

DINAH SHORE

Bluebird 11436

JIMMY DORSEY (Oh Boy) Bluebird 11425

CAR CASON (Cab Cason)

Vocal Introductions—Decca 6522

DEEP IN THE HEART OF TEXAS (4th week) Bluebird 11391

ALVINO REY (Bill Schilling-Shore)

Herbert

RCA Victor

HORACE HEIDT (Comet)

Columbia 26725

I DON’T WANT TO WALK WITHOUT YOU (4th week) Bluebird 11454

HARRY JAMES (Helen Forrest) Columbia 36178

RING CROSBY

Bluebird 11423

CUG CUMFORD (Carmen Lombard) Decca 4104

MOONLIGHT COCKTAIL

(4th week) Bluebird 11401

GLENN MILLER (Ray Eberle-Med.) Columbia 36517

ANDREW SISTERS

Decca 4187

A STRING OF PEARLS

GLENN MILLER (The Vocal) Bluebird 11382

(5th week)

**COMING UP**

SOMEBODY ELSE IS TAKING MY PLACE

REEDY COOPER (Peggy Lee) Decca 5607

(4th week) RCA Victor

VAUGHN MORRIS (Vaughn Morris) Columbia 11454

This unique Morgan composition written in a fairly good lead time with all three disks listed doing strong work, Meredith will not be lordships in a good deal McGee productions and should do okay, owing its theme taking a hit in most cases. It features the sitar to which Shelly and trumpet within confusing electronica.

HOW ABOUT YOU?

TOMMY DORSEY (Hyde Shakes) Victor 27947

(4th week)

EDDY DUKE (Jackie Robinson) Decca 4201

Its second week in this big hit the plan is to please tune in as a collection of nobs and address the show now. There is plenty of radio playing, and it is the first that is going to be heard in a good deal of McGee productions and should do okay, owing its theme taking a hit in most cases. It features the sitar to which Shelly and trumpet within confusing electronica.

EVERYTHING I LOVE

GLENN MILLER (Ray Eberle) Bluebird 11365

Although there is the usual strong bath of new ballads around, everything I Love continues to cling along on the outside house and the glamorous new ditties have that much more glamour getting their photo start. It’s a thoroughly safe wager that this song will win making strong this week, but it is too good a nickel-plated to be moved down below.

I SAID NO!

ALVINO REY (Peggy Lee) Bluebird 11391

(4th week)

JIMMY DORSEY (Bob Eberly-Helen O’Connor) Decca 4102

This new novelty shaped up as a cinch for “Going Strong” rating when it first appeared on the market. It was from a film, it was given super handling by both Ray and Dorsey, and it had both catchy melody and weak lyrics. But for some stupid reason the radio networks turned thumbs down on it and refused to allow it any air time. With this disadvantage it nevertheless managed to do everything but hit the top on this mechanism. But the handling was top great, and its life was cut short. Now it’s on the way out. Should have been one of the biggest money-makers in years.

**VICTOR-BLUEBIRD RECORDS**

in closest with the latest

- Dinah FREDDY

- SHORE and MARTIN

"I Look at Heaven When I Look at You"

These two stars teamed together on one record four weeks ago and music to the popular theme of Gris’ Piano Tangos. It’s an outstanding record that will make a host of money on your coinograph. Lose no time in getting it on each of your machines. The other side’s a very catchy, too.

"I Can’t Give You Anything But Love, Baby"—B-11487

VAUGHN MORRIS

“Little Cousin”

“Connoisseur Clipper”—B-11480

“What To Do”

“Are We Walk Into the Sunset” B-11488

SHEP FIELDS

“Long May We Love”

(Based on theme of the popular “Bluebird” song)

“Jersey Bounce”—B-11490

UNA MAE CARLISLE

“I’m Tryin’”

“Don’t-T-T-T-Hit It” B-11491

THE FOUR GLEES

“Take It and Git”

*Yours My Secret Desire**—B-11492

*Vocal Refrain*

Keep your Coinograph

---

**NEW BLUEBIRD RECORDS**

that belong now in your coinograph

Teamed together on one super-record

**RECORD BUYING GUIDE—PART II**

of the Record Buying Guide difficulty, Possibilities and the Week’s Best Editions appear on another page in this department.
WE MUST BE VIGILANT
(American Patrol)

PHIL SPITALNY and his
HOUR OF CHARM ALL-GIRL ORCHESTRA

Here's an inspiring nickel-nabbing disc for every operator.
It's tops in the patriotic vein. With all the scoff of a sixteen-
inch gun, Phil Spitalny's All-Girl Orchestra lets loose with a

Backed by AMERICA, THE BEAUTIFUL, this Phil Spitalny
Columbia coupling will stir the heart of every American. It's a

solid money maker for every single one of your locations.

order COLUMBIA 36550

MINNEAPOLIS, March 31.—Distribu-
tors report that they are continuing to
sell considerable merchandise, with op-

operators still buying up everything they
can get. The stream of operators coming
to the Twin Cities to buy equipment
continues to grow.

LaBeau Novelty Company, St. Paul,
has been turning out a good deal of its
equipment to operators' headquarters
as the demand on the part of the column
for machines has steadily increased.

Business at the Hy-O Amusement
Company, reports Sid Levin, comptrol-
tor, has been holding up in fair shape. Ma-

chines are coming in on an assorted basis
and are being sold just as quickly as they

reach.

Jimmy Chacon, mechanic for Jim
Karavas's J. A. K. Sales Company, car-
ried the hopes of the coin machine in-

dustry of Minneapolis into the ring with
him when he entered the annual Golden
Gloves contest here. Fighting in the light heavyweight division,

Jimmy went into the final round in his
weight before being eliminated.

At Coin-o-Matic Amusement Com-
pany the war has left its mark. Jesse Drezek re-
ports. Paul Benstand, one of the crew,
was called to the Navy Shipyards in
Philadelphia. Paul Anderson was taken
on to replace him. Then he was called to
the Radio Signal Corps of the navy.

Meanwhile, Allan Jude, another service
man for the firm, enlisted in the Army
Air Corps and is now stationed at the
Radio Control School. Scott Field. Roger
Burdass has been hired to replace An-
derson and deestrand, while David Burhank
takes Jude's place.

Another army recruit is Bill Ronofsky,
Mayflower Novelty Company, who was
initiated at Fort Bluffing here.

Charles Thomas, Minneapolis operator,
has taken his army commission.

J. O. Weibber, Blue North (Minn.) op-
erator, is busy selling new photographs
to his Southern Minnesota route.

Congratulations are in order for Clyde
Newall, salesman for Mayflower Novelty
Company, and Mrs. Joe Newall, who gave
birth to a son February 25. The young-

ster is the fourth child for the Newalls.

Chloite Berman, operator, after an un-

successful attempt to get into the main
area division with his brother, Dave, who

joined up with the Canadian Expedition-
ary Force, has enlisted with the
United States Army Air Corps and is already on active duty.

Morris Tobner, of Mayflower Novelty
Company, back from a business trip to
Chicago, plans to journey to Winnipeg,

where he will visit with Dave Berman,
member of the Canadian Expeditionary

Force.

Harry Lerner, of H. & L. Novelty Com-
pany, participated in the 6th anniver-
sary celebration of the Jewish National
Fund here recently at which United
States Senator Majority Leader Albert W.
Smythe was principal speaker.

Silent Sales Company has been busy
during these days with many operators
dropping in from Northwest communi-
ties. report Bim Friedman, one of the

firm executives.

At the LaBeau Novelty Company,
headed by Archie LaBeau, business has
been stepping along in good shape, Mer-
chanistic is selling fast.

Joe Beeler, at Hy-O Amusement
Company, said his firm is moving its el-
laborate Seeburg photographs at a good
rate. Operators are anxious to get as
much new equipment as they can and
are coming in from all sections of the

State.

Arcade equipment is selling fast these
days. Jobbers say that arcade men are
hoping for one of the best seasons in
many years. As a result ray guns and
other arcade equipment are getting an
especially strong play for this period of
the year.

Business at Hy-O Amusement Com-
pany, reports Sid Levin, firm comptrol-
tor, is good. Arcade equipment has been
selling at an ever-increasing pace. Ray
guns are going good. Pinball machines
are moving at a fine rate, while Seeburg
photographs are getting a good share
of business.

Leo Landenburger, in charge of music
machine operations for Joe Berenson's
Minneapolis Automatic Machine Com-
pany, reports that business has been fair.

Fred Hammer, Pioneer Distributing
Company serviceman, has been examined
by draft physicians and placed in 1-A. He
will be called to the service within the
next month.

Percy Villa, widely known former
boxer and boxing writer for the local
newspapers, has entered the operating busi-
ness here with his brother, Joe Perkins.

Materiale protetto da copyright
Candy's in the Wind is the more striking. "Candies in the Wind" is a soft ballad that carries plenty of commercial appeal. If the song makes any impression, Al Don-

buck's introductory matter should prove a most impressive one.

POPULAR ALBUMS
Mendocino (Victor 8-46). Representative Mexican music by popular Mexican singer makes up the eight sides for this album. Each side was issued originally on the soundtrack label for Victor's international catal

og. This re-release, in package form, comes at the request of Vice-
President Henry A. Wallace, in connection with NBC's Down Mexico Way net-
twork show. Apart from complimenting Pan-
American relationship, the four records provide authentic renditions of Mexican songs that are "musica" for every lover of Latin music. Arrangements are toped by Juan Arriensis and Tito Gillmer, and titles include such standards as "Panama," "Azucarita" and "En El Rancho Grande." Another unusual side on the album is the accompanying program pamphlet, which contains the Spanish lyrics, their phonetic pronunciation and the English translation for each of the eight songs.

Ivy Eyes Are Smiling (Victor 9-46). A collection of nine favorite Irish selection songs by the Victor Male Chorus, directed by

Pheasants have always seemed to a Tony Martin vocal of a song that impresses, the singer grabbing off as many coins as the lady in the crowd, yet it's too repeat it if "Sleepy Lagoon" raps the hit harvest it deserves.

AL DONAHUE (Okeh 6617) My Heart's on Fire—FT; VC. Candies in the Wind—FT; VC.

If the song world is set for another Set the World on Fire, Al Donahue has a definite candidate. In this coupled both are slightly commercial "Fire" bal-

lads and both have given a number of good settings. Phil Bittir's lyrical delivery builds the starting high, his warm vocaldom-

inating each side. Of the two entries

JIMMY DORSEY
AND HIS ORCHESTRA
featuring
BOB EBERLY and HELEN O'CONNELL
on DECCA records

4262—TAINT NO GOOD—Part I and Part II
4263—ME AND MY MELINDA
4197—TOMORROW'S SUNRISE
I'M GLAD THERE'S YOU

Personal Management Bill Burlin
Direction
General Amusement Corporation

used records!

A critical analysis of the last record releases, covering both the versat and commercial singles. Published in every issue to the potential value of recordings for use in music machines.


(Continued from Page 14)
International and Foreign Record Hits of the Month

(Note: Here are the most popular hit songs and recordings of the past month. Similar lists will be published in this section once every month.)

INTERNATIONAL RECORDINGS:

FOREIGN RECORDINGS:

POLKAS
For recordings packing an international flavor, and of special interest to massed instrument operators, Standard label comes forward with a package that are sure-fire to live up any location—especially lap and tavern spots. Paced by the maestro's own mestic selection, New Era Minstrels Orchestra radiates plenty of happiness in the polka rhythm for Happiness for Two and is just as gay on Naughty Gobsun (T-2447). The same musical effect is as effectively created by Bernie Whyo for a lively and tuneful Tin Polka, automobile sound effects added as well as in the Doghouse (T-2031). The Decoy label has the Polka Dot Polka (accordian, violin and guitar) putting Top Polka and Andy Polka (T-2460). However, the limited instrumentation and stilted melodies will out.

New Orleans

NEW ORLEANS, March 21.—Business was usual continue in coin machines with plenty of equipment available for operating but bars being closed due to varying claus they are losing money. Among many different styles: selection features theme of Fingal's Lament, a 300-pound Negro flute famous throughout South America; the rarely heard E-flat clarinet (about 18 inches long) of Louis Ameriliano, and finally a group of mynas. J. W. Smiley, manager of Coliseum oiling machine, said that his machine is down due to a breakdown of the machine. The players are earning a good living, but they are not as well off as they were a few weeks ago. The local company is made up of: Harry Villa-Lobos, Brazil's world-famous composer, and sung by a group of Brazilian Indians. Taking second place are the Villa-Lobos numbers: "The Four Winds," with the Villa-Lobos orchestra, and another Villa-Lobos song, "The Four Winds." These numbers are still popular with the public.

Feeding this BG'S to Your Machines and Watch Their Appetites Grow!

Materiales provienientes de copyright
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 as sold by Phonographs. Selections for home and public use should be based upon Radio Performances. Full information from Music Publishers on the relative Importance of Songs in their catalogues is available upon request. The Billboard's Music Department.

WE MUST BE VIGILANT, MR. SHAFIKAYA (Tenor).--Columbia 38550

Here is an item that promises to be the answer to all those queries for really top song hits; Billy Holiday, one of the all-girl bands, has a special arrangement of the number, which has been taken from "The American Potted." The song lyric is instrumentalizing and is marketed with a vocal solo which has not been heard nationally by any other patrons produced yet. The operator should hop onto this one now, because it won't take this number long to put the other old songs in the dust.

ME AND MY MELINDA.--JIMMY DORSEY (Vocal).--Decca 4263

A new little discy has been posted late by the prolific Irving Berlin, and the two discs of it listed above are almost sure to attract a flock of ditties into the coin phonographs. Tone has already had a good press plug of putting over the air lanes, which will give the discy a ready-made audience on the music machine network. Melody offers a poppy rhythm, too, to the pulsed diet.

WHEN JOHNNY COMES GLENN MILLER (Vocal).--Bluebird 11409

This old ballad song won a Grammy award by many Miller fans, and it's all to the good. Miller's name plus the familiar title of the song will go a long way in attracting the phonograph patrons, and the present business as there've got none should be good, too. A smart piece of merchandising for the machines, On the Old Assembly Line the boys can hear it.

DON'T SIT UNDER THE APPLE TREE.--GLENN MILLER (Vocal).--Bluebird 11474

Worth a rehash from last week's listing because of the bright novelty treatment. It also fits into the war theme of things, but only near the earthy side of it. Lyrics tell the story of a soldier, and his girl, to "Be Under the Apple Tree." In the line of rhythm and melody its a good dandy tempo, too. Several other artists are soon to be released on this one, but until they are Miller's is plenty capable of carrying the load.

THE WEEK'S BEST RELEASES

These Records have the Strongest Claims for Success among the Past Week's Releases and the Record Co.'s have been listed on the Company's Commenced rather than Musical Values. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

LAMPLITIERS

SERENADE.--JING CROSBY (Vocal).--Decca 4249

Here's a new, beautiful back on such a familiar neighborhood character in this time, and now that everybody is thinking in terms of entertainers, the old lamp lighter becomes a VUKY drink again. Cirmichan's composition drinks with style, and Crosby's treatment gives it just the kind of sympathy that should be put on the phonographs. Masterly work brilliant Crosby at his best on Memory Two, a film little song written by Johnny Mercer, another consistent hit producer.

EASTER PARADE.--HARRY JAMES (Vocal).--Columbia 36454

Irving Berlin's permission of the theme of the Easter promenade is revived in an extra swing setting by Harry James. Ticking It as a tropical tempo, featuring the violins and his own trumpet, he paints a very pretty picture. And with the parade just around the corner, this version reaches the boxes in time for peak play. Even sister Betsy is over the flower for this phonograph. It's also a instrumental, a jump version of the favorite oldie, Crazy Rhythm.

MY BUDDY.--SAMMY RAY (Tenor, Soloist by).--Victor 27813

This famous buddy song of the last war is brought back by Sammy Kaye as it is proved fitting for use on better of the big records today. The discy is an incident touch, making it sound brand new again. He takes it at a moderate tempo, plays it brightly, and for Tommy Dorsey's vocal takes the backing of string orchestra singing by the band hop. Plattermatic, simply being Easter Parade. Order scores in this splendid color cloth edition.

LAMPLITIERS

WOODY HERMAN (Vocal).--Decca 4255

Just as impressive as Crosby's entry in Herman's band version of this first ballad. Fine and lively, with a fine vocal job by the tenor, it shapes up fine.

YANKO DODA L.AIN'T DODDIN' NOW.--BUDY MONROE (Vocal).--Okeh 6611

One of the records of the material right songs. Title in the big-as-the-sky, and with Raye Morgan and the boys it goes to work on it. For the finish that makes band flashy with the traditional "Yankie Dancing," it makes an addition to the title of the song. In addition to this it makes the band's style, the swing of the Pitch Bandwagon Special. Jingles is first one out with it.

MOONLIGHT COCKTAIL.--JOE REICHNAN (Vocal).--Victor 27810

A new, improved piano style written especially for this musical "cocktail." Taken at a fast tempo by the band, tune was written by Reichman's and Morgan and the compositions and emerge as a perfect blend. In spite of being a bit late, Benjamin should win in the boxes because of his distinctive treatment.

Paramount is now going full speed Ahead with this campaign. Get these recordings and take advantage of this tremendous exploitation. You'll Hit The Mark With These Hits. Contact your local Paramount or Chicago key for playdates and full co-operation.

LISTEN MR. OPERATOR!

RECORDS IN and how and now!

BILBOARDS (March 14th) SAYS: "For the sake of increased operator profits, we repeat the conviction that Paramount's "THE FLEET'S IN," is one musical film that cannot be overlooked byicolor interested in lucrative tie-ups. The number of recorded tunes plus the extensive exploitation via radio and news-papers to be launched soon by Paramount make it mandatory for the business-wise operator to cash in on the publicity."

Every machine must have this record.

SQUEEZE THE BOTTLE by the WILL GLAHÉ MUSSETTE ORCH.

VICTOR INTERNATIONAL RECORD V-806

SORRY we were out of stock on the STANDARD RECORDS listed below but now we have shipped THOUSANDS to our Jobbers through the nation to fill your orders.

T-2007 L.O.L. LITA GREETINGS Harold Greet and his Orch. briefly played by Fred Reynolds Orch.

T-2030 CROOKS WALTZ Eddy Muzack Orch. TAKE IT OR LEAVE IT Colonial Orch.

T-2042 WHEN MANUEL SHAKES HIS MARACAS PUT A LIGHT IN THE WINDOW "The Good-Friday," W. Grant's Orch.

T-2046 WHO DO YOU THINK YOU ARE?" HOUD TRICKS Orch. and James Milligen Orch.

STANDARD PHONO CO. 168 W. 23RD STREET NEW YORK, N. Y.

Amusement Machines (Music) March 28, 1928

T-2007 [The Old Friend of the...]

MATERIALE PRODOTTI DA COPYRIGHT
News Notes

Cora Austin has just wound up one film for Republic, is starting another, and will then hit the road for in-person appearances with his radio show. Picture completed is Home in Wyoming, last on which work is beginning is Beyond the Great Divide. The personal appearances start in Cleveland April 8, and thereafter, which will fill in the gaps in the tour, will take in stops at Pittsburgh, Philadelphia, Washington, New Haven and Providence. Cora in these localities can probably arrange profitable tie-ups with his disks. . . . Among recent Bluebird recording activity is the Chalise Brothers' recording of I Believe I'm Entitled to You. Song, written by Chalise Rice, Mel Purns and Cliff Carlisle, is in the Blackhawk Valley Boys' fiddle, just as done by Joe Mahnleau Music Company. . . . Victor has put out an album of Marian McPartlin's recordings. (Victor P-114T), containing eight aida all new to release. His nine variety in choice of numbers and, too, designed primarily for home use, has a couple of tunes that might gather nice plays in locations where Montana Slim is a favorite.

Week's First Releases

John (Dusty) King and His Range Busters (Bluebird B-8952)

Dancing Devil, The Heart of Texas and Promise To Be True While I'm Away

The pop sensation on the A side is a giving personnel treatment by King's soft, rich baritone and his top-notch instrumentalists. It's a rhythmic and excellent rendition with the fiddle alternating with both fiddle, accordion and ocara. Band jobs are for his vocal, creating an ensemble sound for a nice climax. Black up favorably with any recordings just made — a straight and honestly effective cut. There's a sensational solo by Texie, More on the ballad type, it also goes for the string trump, King and Joe boys, and its sentiment, based on the trial runs, an obvious appeal. A top-notch folkish other way.

Denver Darling and His Texas Cowboys (Decca 6027)

We're Gonna Have To Stop The Dirty Little Jap and Get Your Gun and Come Along

Straight rendition of a couple of war songs with strong patriotic sentiment. Vocals carry both their parts well and the heavy play is upon the words themselves. Where wording was stiffly in demand, these should satisfy handsily. Solo voice and chorus take both of them, with a straight rendition of the song on the A side and similar emphasis on close and excellent delivery of the words for the B, an equally patriotic number with a catchy country tune reminiscent of That Drum Song.

Circulation Is Put At $11,484,091,310

WASHINGTON, March 21—Money in circulation in the United States reached an all-time high of $11,484,091,310 in February, which was an increase of 880,400,000 over the amount of money in circulation in January and an increase of almost 28,000,000 over February, 1941, the Treasury reports.

Per capita circulation of money as of February 25 amounted to $858.87 as compared with $853.45 on January 31 and $858.15 on February 24, 1941. Prior to the entry of the United States into the first World War, in 1917, per capita circulation of money was $499.90 on December 31, 1916, after hostilities had been ended for almost a year.
PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

"Shores of Tripoli"

Tie-up of the week for operators is presented by 20th Century-Fox's Shores of Tripoli. Plans now to be released nation-wide, feature the famous Marines' Hymn, which, in its newly rendered version, shows great promise for the music business.

Columbia Records has already blanketed the music field with publicity on the Kate Smith waging of the Leatherneck ballads and expects to distribute at least 200,000 program cards for use in automatic phonographs. RCA Victor has set up similar exploitation for Tyron's Power's recording, The Ballad of the Leatherneck Corps.

Publicists suggest that operators contact their local theater exhibitors, who, with a great sales push and service to their clients, will be eager to arrange coin machine tie-ups. Operator's part in the bargain will be to spot one or more of the Marines' Hymn recordings on the tie-up sheet, augmenting this activity possibly with a poster announcing the "near-by showing of Shores of Tripoli," in which the Marines' Hymn (No. 7 on this sheet) is heard.

"Line-up on Mariner's Hymn" waxes similar to follows: Kate Smith (Columbia), Gene Krupa (OKeh), Richard Himber (Victor), Victor Military Band (Victor), Troy Tucker (Blanchard),

"The Fleet's In"

At a special screening of The Fleet's In at Paramount's film exchange in Philadelphia, Max Kemitchik, Philp representative for Paramount and famous music publishers, invited all the local band leaders, radio studio directors and musicians, radio and band singers, MUSIC MACHINE OPERATORS and music dealers. Kemitchik wound up the showing with a smile, "Don't forget the drive on Tangerine.

"Ship Ahoy"

News of the international to get extensive publicity on the machines will be MGM's Ship Ahoy, in which Tommy Dorsey and his band is started. Three of the tunes from the picture have already been recorded. They are: Poor You, Tommy Dorsey (Victor), Dick Jurgens (OKeh); Last Call for Love, Tommy Dorsey (Victor), and I'll Take Tailspin, Tommy Dorsey (Victor).

Look for further dope on Ship Ahoy in next week's column.

Record Round-Up

Rica from MGM's new film of the same name has been re-issued by Ted Po Rite for Decca.

The title tune from Warner's Always in My Heart has been waxed by Jan Blevitt (Victor).

Deep in the Heart of Texas, featured in Republic's Heart of the Rio Grande, has been recorded by Wayne King (Vic)

To the Parades, the old favorite to be heard soon in Paramount's Holiday Inn, has been given fresh treatment by Sammy Kaye (Victor) and Harry James (Columbia).

Complete Information on picture releases, recordings of film tunes and all other news of interest in Pictures Tie-Ups is presented to operators in Picture Tie-Ups.

Suggestions for improved service will be gratefully received. Send them to Picture Tie-Ups Editor, The Billboard, 1564 Broadway, New York.

Baltimore

BALTIMORE, March 21.—Ernest E. Wetherup, head of the Hub Enterprises, left Sunday (15) for Hot Springs, Ark., where he will remain a month.

General Vending Service Company is doing well, they report on Ringing Pictures, product of the Tri-Way Products, Inc., New York.

J. Goodman, Interstate Amusement Company, who formerly was in business in New York City under the name of the Interstate Novelty Company, has opened his business at 707 North Howard street, Baltimore.

Mississippi

KATCHIEZ, Miss., March 21.—Coin machine business is picking up in this section as the result of the return of bulls in several localities. New industries and other factors continue to make business in general show a great improvement.

Thomas Plazas has been named manager of the Service Novelty Company. Plazas was formerly employed by the Armstrong Tire & Rubber Company.

Dan Gremillion, of Perrysville, La., has installed a number of bell machines in his territory. He purchased some of the machines from Alex Orme, of Perrysville, who is leaving the coin machine business.

Philadelphia

PHILADELPHIA, March 21.—In the On the Square column, in The Philadelphia Daily News, the scribbler observes the local scene in "teen-age fashions." The Algongton crowd, he says, "wouldn't think of treating their girls to a combination banana split or a coke at the same local drugstore right in their neighborhood." Trenched convention requires that they podal their dates in their bathing suits of 15 miles or more, over to some place like The Pike in Narberth for the necessary refreshments and a round of rug-cutting to joke-box tunes.

Max Newman, Camden, N. J., has entered the local field as operator of candy vending machines. Taking showrooms and offices at 407 S. Second Street, Newman has established Show-Time Candles Company for his operations.

The Cambria Athletic Club is turning cannery employees for the coming product. Since the widely known sports writer, Lou Jeff, became its manager, Acquisition of Jeff is credited toward Lail, a partner in the boxing club business, management. Lail is also a partner in the Mutual Music Company, one of the largest music machine operators in the territory.

Mort Lortek, Raymond Rosen Company, became the father of a daughter, Miriam Ruth, February 22.

In spite of the uncertainty of the coming summer season and the restrictions placed on some amusement games and local operators who ran amusement stands at the Southern New Jersey resort lasts year, all plan to be back again this year.

Music machines received another generous plug in the local newspapers in reporting the opening of the Navy Officers' Club here.

Irv Newman, head of Modern Music Company in the Logan section of the city, is planning to increase his music business.

With two drink resorts in front of the house, Baro Theater has placed still a third drink machine for the benefit of the vaudeville show performers and guests.

Jack Beecroft, head of Baro Vending Company, adds to his philatelic activities by doing names head of the annual Philadelphia philatelic show will be held at the Deborah Jewish Tuberculosis Society.

Now Introducing Columbia Record 36540

The MARINES' HYMN

Backed by THIS TIME

The Billboard's Record Buying Guide, march 21, 1942, issue, says, "WEER'S BEST RELEASE" THE MARINES' HYMN, Kate Smith. Hot on the heels of the last tie-up comes another from the same source. Kate Smith does an effective job of the old favorite. The Plasticine is quite excellent in the rendering, and the recording itself is a credit to the studio. Highly recommended for all music machine operators.

and Columbia Record 36534

BLUES IN THE NIGHT

A musically different arrangement in square dance music from this corner.

Backed by How Do I Know It's Real?

Kite Smith on the air—CBS every Friday, 8-10 p.m., Eastern Time, sponsored by Swans Mills and Dean Mills Plaids. Pacific Coast: 12 Midhilts, Eastern Time.

Personal Management

TED COLLINS

Manager

IBBY SANDLER

of Mayflower Distributing Company's Des Moines office, reports to Sam Terun, Mayflower general manager, that things are haling up on his hands in Iowa, Wisconsin district manager, whose report from Sam Terun is that the two conditions prevail in the Buffalo, Pittsburgh and Minneapolis offices. (M.R.)
News Notes

Freddy Martin and Dinah Shore have been named by Bluebird for a recording of "I Look at Heaven When I Look at You," on the same label that has the Martin band at the Waldorf-Astoria, New York, which probably got the disk cut the idea . . . Erskine Butterfield, the swing pianist and blues singer, has had his Decca contract renewed at same money. He plans to enlarge his recording band . . . Sonny Bono, the young Los Angeles singer, is now rehearsing his own band, Jennings Bono, plus the gals vocals. She left Johnny Mercer for the new job. His recording contract has been signed, but one is being angled for now . . . Jan Garber has signed with Eli Oberstein's Elite label and cut his first disks in Chicago last week . . . Dally Donw has broken up her band to be a single act at a singer. She recently signed to cut records for the Elite label.

A Dansehau is in Hollywood shooting a movie and a number of columnists were reporting last week that Benny Goodman was getting himself married at his residence in Nevada, . . . Xavier Cugat may get a role in the next Fred Astaire-Rita Hayworth picture . . .

cording to latest reports, the MGM disk talk is cold again—at least for the present . . . Curduse Nilsen and Libby Holman have both been set for disk dates by Decca. Miss Nilsson is doing some pop stuff and Miss Holman will make an albums set for Louis she has already cut . . . Singer Bill Donnell, formerly of the Big Bopper and the Four Preps, is now on the committee for a benefit in Provincetown Mass. at the Brannan Hotel . . . South American singer from the night club field, has signed up and will specialize in Latin numbers . . . Decca has also signed Frank Murti and his band, which it describes as the dispenser of Latin ditties. His first disk will be released as an album.

Release Previews

Benny Goodman's latest Orch. season, has the clarinet artist and his band directed Shortage of Love. The Tale of Peter and the Wolf. I'll Fly a Kiss Into the Ocean and Rachmaninov/Scarsa. . . . Bluebird's most recent studio meata- ning of the Vaughn Monroe band was given over to Coming Out Party. Sleepy Lagoon; The Brass, Related, and Three Little Sisters. . . . Congratulations to Marty James (Columbia) and Woody Herman (Decca) are all set to record the jump tunes. Flip . . . girlfriend of Kay Sullivan, has finally recorded her version of Weep on Oklahoma's label . . . Jerry Lordan, who recently signed with the Standin' Lesson label, has made a Get a Date with the Tommy Dorsey Orchestra. . . . Your Ticket to the Boldkit for that disk company which are passionate tunes. Bobo Fielder's latest Bluebird cutting was for The Tale of Peter and the Wolf and I'll Fly a Kiss Into the Ocean.

Richardon, Va.

RICHMOND, Va., March 21—In town this week was Sid Bluom, of Favorite Manufacturing Company. Sid reports that, due to the new curtailment on manufacture of phonographs, his firm will concentrate on parts, records and a new long-play needle.

Several coin machine robbers, notably the "54th Street," which has been broken into several times recently, Chicoon and Ross and Morgan's Restaurant, have been solved. Police went into custody a 17-year-old boy who confessed to the robberies, according to police.

**ATTENTION OPERATORS!**

**REMEMBER: AMAPOLA, RANCHO GRANDE, THE BREEZE AND I, YOURS, ETC.**

**ALL TOP COIN CATCHERS FOR YOUR MACHINES!**

**HERE'S THE TUNE THAT TOPS THEM ALL!**

**"HEAR OF MEMORY"**

American Version Of "Incertidumbre"

- **16-RECORDS OUT-16**
  - (A Record In Itself)

**THESE 16 SOLID NICKEL GRABBERS**

Blusard 811435 Tony Pastor Blues Vocalists Delmar 3544 Delmar Vocalists E. P. Rosen 21086 Tommy Dorsey Ellington 4257 Big Band (Benny Goodman) 4243 Dixie Kehn 21666 Bluebird Columbia 58007 Xavier Cugat

CASH IN ON THIS SPECIAL REGISER CHAMPION NOW!!!

**BE SURE TO HEAR THESE OTHER RECORDS:**

**"NIGHTINGALE"**

**"NIGHT OF NIGHTS"**

Blusard—Schaftermel and Deleon Columbia—Billie Holiday
de Wolf—Benny Goodman Columbia—Chris-Craft
del Rosso—Benny Goodman Columbia—Tina and 
Scottie Clark

**EDWARD B. MARKS MUSIC CORPORATION**

RCA Blgd. • Radio City • New York
Singing Pics and Panoram Hook-Up

FAYETTEVILLE, N.C., March 21 (UPI)—Joe Calabro, the Vending Machine Company engineer, has invented a new using singing Picture, illuminated by a Panoram movie machine.

The machine, in a 30-foot area near the large size Old Glory Picture, erected upon a platform. The Panoram movie machine, 'The Cameras,' sends the Picture into the large size Old Glory Picture box and is set into a 75 feet in length. Production of the Box was perfect. It did not stop and was delivered to the showmen, while the Panoram movie machine, 'The Cameras,' was not allowed to stop as long as the Picture was in motion. A red light on the Panoram movie is the only indication that the Picture was in motion. It is true that Panoram sound is perfect when closer to the showmen, while the Panoram movie machine, 'The Cameras,' was not allowed to stop as long as the Picture was in motion. A red light on the Panoram movie is the only indication that the Picture was in motion.

The article has been written in answer to the demand of showmen to be supplied with Panoram Pictures. In answer to the Panoram Picture, the Panoram Picture was being used by the war production program.

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BOX D-188, care The Billboard, Cincinnati, O.

SOLDIERS, SAILORS, MARINES

We can't afford it this time. If you are on leave, will put your picture on the Billboard. Have to have a mailing address and a C.O.D. order. Nearest price for one picture is One Dollar. $1.00. For more than one picture, the price is $1.50. Ten or more pictures, the price is $2.50. Copies must be mailed at the discretion of the Billboard. The Billboard 25 Opera Place Cincinnati, Ohio

Presenting Program 1038


A better-than-average program that offers patron's plenty of variety. The Statesmen and Their Final Act are well-done novelty numbers that will please. It is evident that more produc- tion was put into these acts than was done in the tap act. (RCM)

DOROTHY DODSON and DAVID WEST. (US). This couple of dancers are better seen together. Miss Dodson is a captivating dancer with plenty of showmanship. Mr. West is a dancer in his own right with creditable dance. The couple is a delight in this delightful showgirl. (US)

MARC PLANT and LERI ROGUE. (US). This couple of dancers is a winner. Their dance is well-received and they are a welcome addition to the show. (RCM)

CHARLES STYKAV and his band do "Leven Thirty Saturday Night" in a 600 staff in which they show off their sexy lady with whom they dance. It is a fun number that is sure to please. (RCM)

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DALLAS, TEXAS

General Price

Program 1039


All but two of the eight subjects have been played by Maxine and Miss Dodson in productions of some little less than satisfactory. Little bits of the music taken in the three separate musical numbers are played by the performers. The music is good and the production itself, especially for novelty, is not always accom- plished.

DARRYL WATTS starts off the reel in "Any Bond for You" which cannot make for the show, and the subjects are exactly as they are in Miss Dodson's version. The second Secondie using this song, pro- duction this is the same. (RCM)

Patriotic backgrounds draw up this act.

TOMMY REYNOLDS and his orches- tras and Susie O'Den, blond tapper, are put together for the interpretation of a famous patriotic and song, "Baby Face." An unforgettable is seen of this number and it is not bad, from the boys. Reynolds plays the tune okay and the song production is not bad either. Miss O'Den is currently featured in the show. "cooked, zero.

ANTHONY BOYER is dressed as a coed in "Shall We?, a story whose lyrics are not exactly up to date. Ancino takes a tap in a scenery house, with the boys on the outside singing. The performance of the numbers of Permo has been testing and experimenta- tion in this show. As the custom of the Permo theater is in keeping with the style of the show, beautiful. These develop- ments in the field for soap production work to which a substantial portion of production activities is being devoted, hurting the present condition as its patriotic duty and sales scope. Millions of dollars which this activity may grow, notwithstanding the considerable demand of Permo long-time needers.

"Whistles and Wiggles" by the Three Coots, the same as that of all other manufacturing concerns, must be sanctioned by the personnel in change of Permo war production. Therefore it is not at all impossible that at some future time there may be a curtailment of needle production. Realizing the possi-
AMUSEMENT MACHINES (MUSIC)

Editor's Note: This article was written before the post-81 skill machines appeared on the New York machine show. Because of its historical value, however, it is printed here despite present conditions.

PHILADELPHIA, March 21—About a dozen years ago the amusement machine industry started making notable Aunt beul. At first it was a fad of penny games, with A.R. Tingling and Péan Wurlitzers setting the pace. And then, with the country on the whole in the throes of a depression, there appeared Bingo and Balloons, two games which were the forerunners of the modern pinball machine.

The flaky-buty condition that characterized the country as a whole at the start of the turbollent. But it was also true of the amusement industry. In fact, it could hardly be called an industry then. Many of the operators still on the scene today, in recalling those early years a decade ago, observed that in more respects than one it was a révivel with it industry. From the chocked arteries of a depression-refus metropolis, new blood started flowing into this new industry. And it was not well what might be termed good blood. In fact, machine operators in those days represented the worst crowd for sure. Many without scruples encroached to construct his businesses in unscrupulous fashion with the result that a constant turnover of operators was the rule.

Such tents of the breed industry as Jack Kopy, Jim Duncan, and Jack Reilly have observed that the business was then in its infancy and that the operators were ofttimes short on both capital and patience. It was a tough road to travel in those early days. Our problem after another

PHILADELPHIA...History of industry here is typical American saga of stick-to-itiveness and courage of hand-

ful of men with vision of bright future

The Billboard

Buy United States DEFENSE SAVINGS BONDS and STAMPS

1941 Big Year

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VICTOR VENDING CORP.
511 W. GRAND AVENUE, CHICAGO

Tax-Free Vending Machines Would Aid in War Effort

By WILLIAM B. HOUSER, City

A few people realize the vital role mercantile vending machines play in the War effort. However, I think that is one of the main reasons why I opposed an ordinance introduced at City Hall here to place an annual tax on the machines.

Being in charge of the Department of Health and Public Safety, I have a chance to get first-hand data on how the machines are helping the community in a beautiful sense, as well as in several other ways.

America is at war and if conditions during the late War prove anything, war sometimes breeds disease, even after the conflict is over. Among the alarmists here of Uncle Sam should be listed vending machines. In all my investigations in this city, I have yet to find a machine which was not kept sanitary and in good condition. It may not seem important, but it is, for when merchandising is sanitary, wrapped, in colloquial or other substances, chances for diseases are practically nil. That is not all the help vending machines are giving. In practically all large communities and otherwise, there are many nickel candy vending machines which are clean. They are handy, convenient, and an accommodation to workers who like a choice selection of a place of candy on a piece of up-keep during their work.

Vending machines make it possible for workers to purchase with little loss of time. Plants do not have to bother with servicing the machines nor with labor or operation costs. Many plants are doing work which must be kept so secret that vending machines are the only answer to the refreshment requirements because the plant superintendent either does not trust the plant machines himself, or is thus doing away with outsiders going to the plant to deliver milk, ice cream and other products to workers. One man can manage many machines without additional help. Without them, the plants cannot be operated as efficiently, as smoothly, as cleanly and in a sanitary manner.

Other important feature is that vendors come to work quite a little earlier, just to make sure that they would take care of their needs and not do the buying back peanuts or a silk. In the past week, however, it has developed that F. W. had quite a few peanuts left in stock at a Southwestern shellers plant. The 155 tons of Parmer's Stock Spanish owned by the growers are reported to have been sold by the middle of the month and the last trip at $165 per ton, the highest prices for the season thus far.

Since the past week the market for Parmer's Stock peanuts has continued the upward trend and many lots of Parmer's Stock Virginia have left the farm as a result of a $1.50 cents per pound f.o.b. country price for most. Many growers and traders are learning and estimates by the trade indicate that not more than 200,000,000 pounds of Parmer Stock Virginia will be harvested in 1942, and that prices will be tough. Some of the larger growers have accepted a contract for a "brush crop" of peanuts that may be in the market later in the season after practically all peanuts have been harvested. There is a good surplus in the market for a "brush crop" that may be harvested later in the season.

The market for clean and shelled peanuts is strong, following the curtailment of Parmer's Stock goods in the Southeast and Southwest for seed purposes. As prices advance for both peanuts and peanut products, however, there is a tendency of demand at the higher levels.
AMUSEMENT MACHINES (MERCHANDISE)

OPERATORS—BE PREPARED

Now that lists of locations are being made public due to the federal tax, get acquainted with your local newspaper. Cultivate the good will of its chief operators, these special local interest operators. It tells what some of the biggest newspapers in the country have said about the usefulness of amusement machines.

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Please send me your free bulletin "EDITORIAL PIONEERS." I understand there is no obligation.

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AMUSEMENT MACHINES

West Coast News Notes

By SAM ABEY

OF THE BILLBOARD LOS ANGELES OFFICE

San Francisco

SAN FRANCISCO.—More than 200 California music machines were the guests at a reception in honor of Robert McCall in the spacious lobby of General Music Company. William Conners and Ernie Brandt played the roles of host, introducing Horace and his pianist, Frankie Carle, who played for the afternoon. A complete run of 78's of Frankie's music was displayed by Ernie, and Horace discussed music merchandising problems with various operators.

Reg Vending Company held an open house in its display room on Larkspur street recently. The new Bob-Oke unit for 1942 was displayed.

Operators' Treasuries, local distributors, have moved from coast to coast, into 10 new and more spacious quarters at 621 Van Ness Avenue. Joe and Carl玲 welcome all their old and new friends.

Reg Vending Company, Bob-Oke distributors, has again scored by placing a Ganston Dickout in the lobby of the Golden Gate Theater.

Servicemen in this area are beginning to earn their salaries. Certain parts only recently available in the Philippines are now available in this part of the country. The help is much needed and the boys are having to vary costs, riots and overwrought parts which they have to buy in order to get into the equipment. A man can be a treasured person.

Soldiers, sailors, marines, and others here get music operating duties at week's notice. Several barracks and recreation centers are being closed down, and the boys are whiling away many pleasant hours listening to the strains of recordings.

Globe Execs Meet Operators

NEW YORK, March 31 (Mr)—In line with its policy of inviting suggestive operators to attend the company meetings, they would like to see ceiling, Globe Printing Company, San Francisco, meeting with operators in their offices last week. It is reported that 18 operators from various quarters of the country were present at the session and the operators were not only asked to comment on their areas, but also to make suggestions on improvements to the equipment that they use.

The entire meeting was devoted to a discussion and presentation of equipment for the new season. Operators offered many suggestions and were encouraged to come up with new ideas for the coming season. The focus was on improving the efficiency of the equipment and making it more versatile.

Kraut on the Cos

Kraut, local San Diego-A-Pak distributor, has many new customers and good results from his efforts and that of serving with a draft board.

(638)-3135 Davenport, Kraut, the super salesman, is getting fan mail on the strength of his recent article in the Billboard.
COMING EVENTS

April 2—Boston Amusement Operators, at Cambridge, Mass. (Story in this issue)
April 27—Ohio State Automatic Electric Phonograph Owners’ Association annual convention and banquet, Hotel Statler, Cleveland. Business session begins at 2 p.m. Banquet dinner at 6:30 p.m.
May 4-5—Ohio State Automatic Phonograph Exposition, Palmer House, Chicago.
June 8-11—Confectionery Industries Exposition, New York.
September 14-16—Advertising Specialty National Association, Chicago.

Re-Elect Officers of San Francisco Ass'n
Sid Mackin, President

Can't Recover Fees, Scranton Declares
SCRANTON, March 21.—Operators of free play machines with "take-off buttons" will not be able to recover any of the annual license fee paid to the city. City Solicitor Jerome J. Myers ruled in an opinion forwarded to Fred A. Westphal, director of public safety.

Myers declared that if the pinball machines do not have the objectionable features set forth in the Superior Court decision they are not gambling devices. If the devices do have such gadgetry they are gambling machines, Myers added.

Up to Police To Check
Under this provision it will be up to the police to determine if the pinball machines are gambling devices or games of skill and not a receptacle of individual check-ups.

Myers pointed out that the ordinance defines a pinball machine "which is not a gambling machine, but is a coin controlled amusement device, used for recreation or amusement purposes and not for getting prizes, rents, remuneration or money."

"It will be noticed that the pinball machines are described in the ordinance of the city of Scranton to be used solely for amusement purposes and not to be in any way a gambling device," he said.

In conclusion, Myers advised Westphal that owners of pinball machines cannot recover any portion of the license fees from the city, "irrespective of whether the machine is a gambling device or not."

Also there are approximately 850 games paying the annual license fees here.

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The New, Larger, More Attractive and Improved Hi-Lo-Field Game is sweeping the country like wildfire.

Beautiful Four-Color Screen Layout.

Earnings from $50.00 to $100.00 daily in ordinary spots. Hi-Lo-Field is helping thousands of cigarette, tavern, night club and road stops save their dice game earnings. People like these games and they are one of the best. Hi-Lo-Field is a hit and is by far the most popular dice game in the country.

No understanding—easy to operate. NO CREDIT SLOTS. Get your share of the biggest and absolute dice game profits in the counter game history.

Portable—quickly and easily removed from counter. Ideal for closed territories. Over-average profits. Good construction. One of the finest games we have ever offered. The Hi-Lo-Field can be located anywhere.

Write today for our complete literature. Free. Write for complete list of slot machines with color literature. Ask for our complete list of thrilling Hi-Lo-Field games. "There is no shortage here," says one mail order operator. "Our machines are back order and we need yours. Let us know when you want your machines and we will advise you of our latest prices."

Any of our supply of machines will be at your nearest supply of machines will be at your shipping point. You will do well to order now. Hi-Lo-Field is a winner for you, worth the money. For further information or orders, write for complete literature. Free. Write for complete list of slot machines with color literature.

Hi-Lo-Field is a winner for you, worth the money. Mail order operators report that they are sold during the first shipment. The Hi-Lo-Field is a winner for you, worth the money. Mail order operators report that they are sold during the first shipment. The Hi-Lo-Field is a winner for you, worth the money. Mail order operators report that they are sold during the first shipment. The Hi-Lo-Field is a winner for you, worth the money. Mail order operators report that they are sold during the first shipment. The Hi-Lo-Field is a winner for you, worth the money. Mail order operators report that they are sold during the first shipment. The Hi-Lo-Field is a winner for you, worth the money. Mail order operators report that they are sold during the first shipment.

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Acclaimed by the overwhelming majority as "America's Finest Selective Gum Vendor" Du Grenier ADAMS GUM VENDOR... tried and proven the world's finest INCOME INSURANCE week after week through the years. A symbol of prosperity in its field... it's the same type of machine now making more money in Subway and on "E" Platforms in New York, Chicago, Philadelphia, Boston and many other cities.

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Commander, R. C. $24.50

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24... $95.00

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ROCKOLA

"V" Standard $70.00

"V" Deluxe... $105.00

"V" Master... $195.00

GORMAN NOVELTY CO. 85 GENESSEE ST., UTICA, NEW YORK

Pitts Officials Hold Up Games Ban

PITTSBURGH, Feb. 21—Reporting that $149,400 has been paid to the city in taxes by coin machine operators so far this year, officials are debating motion that might be taken to sanction the machines in the face of the recent decision of the State Superior Court.

City Solicitor William Alcorn Stewart to date has stated that in complying with the court's ruling the city will do no more than keep losing money, at least until the situation is clarified. Stating that in his opinion "the court ruling has outlawed 'take-off' buttons," he hoped that "the more revenue of them—a simple operation—would make municipal legal." More conferences between Stewart, Assistant City Treasurer Al Brew, who has handled the operators' licensing, and other city officials are planned.

The morning Post-Gazette, usually a fan of coin machines, editorialized, "It is a dilemma, sure enough. If the Superior Court ruling cannot be blasted, neither can $180,000 in revenue be smeared at. And without the free game button there is serious doubt as to whether the operations would be interested in continuing... Pity the poor stomachs scratching their heads at this problem."

The paper also posed the questions, "What about the machines... operating daily under a city license, all... the according to the Superior Court, that they are gambling devices? If they are, then, in the city, having licenses, they morally obligated to return ten-twelfths of the fee or is it permitted to keep both fees and machines on the local ground that their operators proposed they could be used for gambling?"

McKeesport Tax Shaved

In nearby McKeesport, council plans to double the annual license fee on coin machines and bananas has been postponed until next year. Presented as a means of helping the city's budget, the machine tax proposal was shelved when Councilman Ben Rosenberg pointed out that former Mayor George H. Lyle had raised a majority of the 1945 licenses before retiring from office the first of this year. In suburban Bridgeville, council returned coin game machines to their original locations after they had been seized on order of burgess John H. Laffin. Then, after the burgess refused to execute an appeal, the councilmen said they were forced to vacate the machines, the solicits met in special session to authorize them to levy tax against property owners to contribute the permits, and later passed an amendment altering the licensing ordinance giving the treasurer power to act.

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Bearing Alloy $15.00

Alloy 47.00

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SILVER MOON, F.P. $14.95

3 BUNNY PARADE, F.P. $9.50

3 HIGH HAND, F.P. and P.O. $17.95

3 BALLY DURABLE, 1-ball 85.00

New David LUCKY Vendars 15.00

15 David DAVES 15.00

1/2 With Orders, Balance C. O. D.

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OUR EQUIPMENT IS READY FOR LOCATION OR YOUR MONEY REFUNDED!

4 PACIFIC SUGAR, Combination F.P. and P.O. $139.50

3 S. PACIFIC, Combination F.P. and P.O. $149.00

3 BUNNY PARADE, F.P. $134.95

3 HIGH HAND, F.P. and P.O. $175.95

F. P. and P.O. $25.00

20 New David LUCKY Vendars 15.00

15 David DAVES 15.00

1/2 With Orders, Balance C. O. D.
Mechanical Genius of the Pinball Machine Eager to Give Japs the Taste of Your Life

By ED WALLACE

From the issue of March 5, 1942

John B. Presson, of Brooklyn, in-

volved in the making of the pinball machine,

lest offset its talents into a

secret weapon.

Mr. Presson, who has invented the machine which makes the pinball machine, has had little need to worry of the opportunity plight. The machine, which has been in operation for several months, has given the inventors more than enough work to keep them busy.

The machine is a great deal like the mechanical pencil, except that it has a much longer and more complicated mechanism. The machine is made of metal and wood, and it has a number of moving parts which are timed to work together in a certain way.

The machine is operated by a handle which is turned by the operator. As the handle turns, the machine moves a certain distance, and it is this motion that causes the pins to move in a certain way. The pins are made of metal and are fastened to a board which is fastened to the machine. The pins are arranged in a certain way, and they are timed to move in a certain way.

There are a number of machines like this in operation in New York, and they are all being used for the same purpose. The machines are made by the same inventor, and they are all operated in the same way.

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You Can't Get Something for Nothing!  
By MAC CURVIS

Grand National Sales Company, Chicago

While the war is teaching us a lot of new things, it is also reminding us of many almost forgotten truths. Foremost among such facts is this: "You can't get something for nothing!"

That applies to almost anything you can think of, and especially to a host of things we are used to taking for granted. Let's go right to the most vital point. We can't have "free" freedom without working for it any more than we can have gasoline without working to drill wells and refine crude oil. Freedom, like petroleum, is one of our great national resources. It must be

explored in order to be enjoyed, and it must be guarded against attack. Intelligence and history are safeguards of freedom of conscience. Unethical and unfair business dealings sabotage our system of free competition. The man who abuses his right of free expression is a sabotuer of your freedom of speech and mine.

When our freedom is attacked from within and without, as it is being attacked now, we can see the danger and fight it accordingly. Fifth-column sabotage of our freedom from within is less noticeable and consequently more difficult to eradicate. Yet we must watch off these attacks or suffer the consequences.

This pit is squarely up to you and me. If we want to keep our free institutions, we must go to work to support them—because "we can't get something for nothing."

CARL TRIPPE SAYS: "We are really knocking them dead with Exhibit Supply Company's penny amusement machines in our new Washington Arcade in St. Louis. The picture shows a battery of Exhibit penny machines. An expert from Chicago, showing the modern appearance of the arcade, appears with an arcade article in this issue. (MH)

Robbins Recalls a Warning to Coinmen

NEW YORK, March 21 (MB)—Dave Robbins, head of D. Robbins & Company, recalls that several months ago he predicted that government limitation of cigarette and tobacco machines manufacturing would cause an increase in prices of reconditioned machines. "This is now the case," says Dave. "Many operators who have placed orders for this type of machines missed the boat and now are forced to pay higher prices.""However," he said, "we have a large quantity of cigarettes as well as 6-cent candy bar machines and are in a position to make shipments at reasonable prices."

"As conditions change from day to day," Robbins said, "we will try to have more for machines, it will be necessary for us to increase our prices."
BIG AHEAD AHEAD!

Expect 1941 Gains To Be Eclipsed
At Parks, Camps, Defense Spots

CHICAGO, March 21.—Spurred on by defense spending and the general need for wholesome outdoor amusement, arcade operators are looking forward to what they expect will be a prosperous year. Many, they say, have never had one as good. While tire and gasoline restrictions may affect the plans of the long-distance arcades, the near-by resort and seaside spots, boom in arcades near military training camps and huge defense plants which began last year is expected to more than offset the expected drops elsewhere.

Already reports from the West Coast indicate what is to come. Los Angeles distributors reported three weeks ago that arcade operators were doing their buying 10 weeks early this year in anticipation of a big season. Beach-front operators reported their business for 1942 already far ahead of 1941, especially now on a per capita spending standpoint. In fact, the popularity of arcades on the West Coast has become such that they now operate on a year-round basis.

Parks, Carnivals Prepare

Arcade operators at parks and on beaches began last fall to urge distributors to order equipment and make plans to accommodate banner crowds expected this year. Many carnivals are opening one to two weeks earlier than usual in order to be "first in" in many defense towns.

Arcades that sprung up last year around army camps and other bases have been reporting universally good business throughout the winter. Army bases have been a dream come true for the arcade the perfect answer to their crying need—a chance to have some fun for a small outlay of cash.

Popularity of arcades in the vicinity of the Philadelphia shipyards is but one example of the manner in which this form of amusement fits into the national defense picture. Arcade operators are now operating on a round-the-clock basis, and for many workers, especially those on the early-morning shifts, they afford the only form of amusement available.

As more spots open, it is felt, and fortunately there appears to be plenty of equipment available.

Don Leary Asks
That We Get Tough
Over War; Up Spirit

"To the Editor: I've got some- thing on my chest. Do you mind letting me speak for me or anyone else? With all the good work that you have done lining up defense stories, starting campaigns to buy bonds, helping to put out such slogans as 'Keep 'Em Flying,' etc., I can't help feeling that the time is now for all of us to change our tactics a lot and become aggressive as we have been. With hundreds of thousands of phonographs should be given an opportunity to get in a fighting mood. War is not playing it's a damn serious business, and the men in the coin machine business are better equipped to wake up the rest of America than any other group of Americans. These men are fighters, they never have been afraid to be pushed back, they have never run away from a lost battle, but have stayed to fight on and win the next one.

"America needs to be put in a fighting spirit. We've got to quit being proud that we can 'take it.' We've got to want to dish it out. I think it's high time that the enemies are comic characters, we've got to hate them! This is war, and war means killing, annihilation, con- quering or going down in defeat. We don't want to be defeated, as conquerors, and you can't do that if you're going to worry about Com- munism and Hitlerism. This is no time to be comparing the lesser of two evils. We've got to think, act and fight for America! We've got to be tough. Fifth columns only fur- nish an excuse for the 'string-of-spaghetti backbone tooller appeasement.' A fighting nation has no time for thoughts of five columns. The trouble with us is that we just aren't in fighting temperaments.

"Listen to our songs. I mean our new and old ballads. The songs to 'Goodbye, Mama, I'm Off to Yokohama;' 'Dear Mom I'm Off to Yokohama;' 'If We Hope to Win'; 'Now' and all of the other ditties they're dishing out for a nation that is fighting for its life. It will be interesting to see how the music, good strong lusty stuff that makes you want to wish for victory. We've got to quit fiddlin' and fight.

"Sure, I'm buying Defense Bonds, but if I remember well the last time we didn't call them Defense Bonds. The L.D. is not the L.D. anymore. Don't you suggest that they be called Defense Bonds? Let's make those pegs give a war cry that our enemies will hear till their ears ache.

"Another thing—why don't we have parades with bands and chor- ups? A lot of our balls have them. Maybe there's a reason—I hope so,..."

Arcades Help Reduce
Juvenile Delinquency

LOS ANGELES, March 21—Penny Arcade operators are playing a great part in reducing the crime rate among juveniles. Managers on the West Coast, and leaders of or- ganizations that are high in the business of the arcades for helping them att- ain a goal. Municipalities in various sections, realizing the value of the arcades, have made regulations and set license fees that tend to establish more order in these stands throughout California.

"Many leaders, Mrs. Mary Cleburn, of Santa Barbara, is high in her praise of Penny Arcades for the part they have played in reducing juvenile delinquency. In her commen- tary, she told The Billboard: 'Penny Arcades afford good channeling for juveniles they sorely need in these trying days of war, and I'm sure that if we had more of them, deep, clean recreation such as Penny Arcades, there would be a decided and permanent decline in juvenile delinquency.' We make these remarks from past experiences in dealing with juvenile delinquency.

"Mrs. Cleburn's experience with this particular gate leads us to feel and she is an unerring watchman against juvenile delinquency. She heads sev- eral organizations in the Santa Bar- bara area.

I don't like to see them leaving this way. I'd rather have them hear us and be taught a lesson, than be sent to a juvenile camp.

"Let's talk about conquering the world instead of just defending our shores. It's quite obvious if we're listening to the hammerheads that we are fighting for our liberties. We're fighting for our very lives, and the rest better get on board and fight, too, or be left out of the game. Let's band in the mouths of any that suggest racial prejudice within our own borders.

"We don't need anyone to tell us who our enemies are. We know. And we're going to bathe them in our own blood and crush them under our feet. Let's quit thinking there are two sides to this war and two enemies. There's only one side—ours—and we'll prove it before we're done—by buying all the ships and planes we can and by getting more armies to fight with than the enemy has got.

"And don't make the mistake of thinking that we are winning this war by just being driven to it by Hitler and his gang. We're winning this war because we are fighting for the right side and we are fighting this war for our very lives. You ask me why? You ask me why?"
Sailors have operated years.

The first mention of a machine was back in the Southwest area and those who have ventured out in this line of work, to develop their machines were not thereon. And for many in the Southwest, their first find one can find out or not. And that's when the business starts up.

In Walto, on San Francisco, it was located one of the largest arcades in the United States. It's at

inpermanence and has been rebuilt, that this song can be given a new life. Of course, the machine is not new.

A successful arcade can't be started and pulled in. A "turning-point" and one need not try it. It requires a reasonable investment and business management. A machine that has not succeeded in sales within the last few years is not new, and the financial returns on the new machine do not exist for the arcade manager.

An important business for the new machine is to produce. A successful showmanship can bring in thousands of dollars. It is a profitable business for the new machine.
Fifteen Important DON'Ts For Arcade Operators

By A. W. BLENDOV

IN THE Penny Arcade field, just like in any other business, there are certain basic "dos" and "don'ts" that one must observe to be successful. The "don'ts" are as equally important as the "dos" for they point out the pitfalls that an operator must avoid. Penny Arcade men who violate certain standard business practices eventually find that their receipts show a steady downward trend, and this happens the wise operator makes a careful check up on it and eliminates the reason for declining receipts.

People are, of course, the most important basic "don'ts" that apply to the arcade field. These comments are the result of my personal experience in managing two of the largest Penny Arcades placed into operation as the World's Fair in 1933 and 1940. They incorporated the things that customers scoured through 46 States of the Union.

Good Fronts Important

DON'T expect the public to patronize an arcade that does not have an attractive front, properly laid out to invite the public in, and which will impress the well-known fact that a well-designed front (and it is not necessary to be expensive) is a powerful force in drawing people into an area. Many modern fronts have appeared in the last few years that are highly effective.

DON'T overlook the entrance of your arcade. The view of the interior should not be obstructed. It is well to leave ample space around the machines and have a well-decorated, well-lighted area. It is possible to make it impossible for passers-by to see the packages containing the machines, and thus prevent their curiosity aroused by the activity inside. The arcades should have glass doors fronting on the street so the front have always proved to be the best.

DO all that you can to win the confidence of your patrons. If the front advertise a Penny Arcade don't place 5-cent machines in the entrance, but keep all the 25-cent machines played there. This is smart operating, for the part-timers, who have only a small amount of money to spend, will be more willing to play if the machines that they are used to finding there are at the entrance.

DON'T have your attendants parade around in sloppy, dirty uniforms. Keep them clean and smart. A clean, well-maintained front and point and cleanliness, for obvious reasons, should be observed by all workers in the arcade.

DON'T have any circumstances, permit attendants to be discourteous to the public. If they should be tired or fed up, they should be trained to help the public in the selection of machines to be played. They should also have efficient, courteous, and professional to be able to explain simply the manner in which machines should be properly played.

DON'T permit attendants to short-change the public. One such offense might drive hundreds of customers from your establishment. The arcade offers amusement relaxation, entertainment for larger areas, cleanliness, honesty, and common-sense treatment of any disputes that might arise. Adherence to this procedure will mean extended patronage who will make it a point to return to your arcade to visit you again.

DON'T underestimate the importance of your mechanics. They should be paid more than they are worth, as the arcade owners have machines out of order any longer than is adequate, the players can be truly said to be the life of trade.

DON'T overlook attractive signs on the front of the arcade. Many arcades fail to realize the importance of writing the signs large enough to be read by the customers taking. An advertisement of machines can truly be said to be the life of trade.

DON'T overcharge customers on machines, but charge them a price that is in keeping with similar machines in other arcades. People with machines out of order any longer than is adequate, the arcade owners can be truly said to be the life of trade.

DON'T charge a penny more for a machine than the nearest rival machine in the neighborhood, and the family tends to be the exercise of common sense in the selection of machines.

DON'T try to operate a penny arcade of your own business stands to chance in the center of the floor. The floor space should be utilized to display by means of arrows, signs and proper lighting.

Tips To Newcomers

A listing of don'ts for the trade would not be complete if it did not touch on a few pertinent facts for new operators. Many of the 5-cent machines that one would find in comic strips in comic strips and have less than good business judgment. Without a basic knowledge of business, the arena for what business in many arcades.

Arcades are not a business venture, the operation of a Penny Arcade involves long hours, plenty of hard work, intelligent planning and the use of good business judgment. Without knowledge of many of the elements that make up an arcade, the Penny Arcade will not profit an income in a way which is profitable for the public.

"Beach Arcades Are Best," San Diego Operator Maintains

BAN DEELO, Calif., March 31—With successful years in the arcade business behind him, Carl O. Gustafson, owner of the arcade at Mission Beach here, appears by the Penny Arcade business is a beach attraction into a beach of a beach to 50 in an infant spot. Having operated arcades in both types of locations, Gustafson explains his preference for beach arcades because of the nature of the location there is more activity.

"Here at Mission Beach, he stated, "Visitors run into the thousands, crowds are constantly milling around and taking in the same machines got plenty good play last year. Beach-front arcades get a class of patrons that are out for fun. When a crowd from San Diego comes out here, they time to time, they get everything on the beach. This, he adds, is a beach that includes the arcade, and since it is so little to have a big time here, the tendency fairly long and give the machine bigger play than they are in the other arcades. We like it here, the Mayor has had the, turnover of patrons never seem to have a machine there, and the machines going here.

While there may be many successful operators of inland arcades who will not agree with Gustafson's preference for beach arcades, the success he has made of his operation here demonstrates what
plenty of experience, hard work, and love for the business can go far.

Mission Beach Arcade

Gustafson entered the arcades field in 1916 in Long Beach. He has been here since 1936 and his arcade is one of the most popular spots at the beach. He has been here for so long that he has been recognized with the entire length given in one sentence. There are two entrance and he has arranged his machines to allow a free clockwise movement of the customers. During the six years he has operated this spot he has tried to get the crown to enter thru the door and go out thru another but admit this system hasn't been perfected. Since a number of people enter by the same door time after time, however, he has trained some of his patrons to publicize the machines in the manner that he has worked out.

Gustafson has grouped his equipment so that all old alley machines are at the end of his building. Machines that appeal to youngsters are at another end. As a result, patrons don't have youngsters trampling over them—or vice versa.

No Rough Stuff

"Not only does the arrangement get more money, but it prevents rough stuff," Gustafson said. "It had to work for a couple of years to get the public to make this a regular spot on their visits to the beach and I've got the spot running at the adult level with no rough stuff. Rough stuff will kill an arcade just as a quickie does a quickie. I know. When older people want to patronize these machines they don't want to have a bunch of kids running over them. The kids don't want the older people interfering with them, either. This method of operating the machines works both ways."

The most popular machines in the spot are Exhibit Hacer and Western Bandbox. Gustafson explains that these games offer plenty of action and relaxation. Automatic's Sky Fighter is a popular 5-cent toy and the gun is always hot. Gustafson said, since the way a number of soldiers have been stationed here, there have been no shots for the Sky Fighter in a big way. Recently Gustafson added a Kinky Sue and it is doing a good business.

Basic Rules

While the arcade doesn't face the ocean, there is plenty of sea breezes there. Well lighted and ventilated, the air is constantly changing and arcade or ocean, is known by nearly everyone in the neighborhood. For the welfare of the machines and the treatment afforded customers in top. Unlike many operators, Gustafson takes an interest in civic affairs and makes himself known to San Diego people.

No amateur pictures are vended in the machines, no rough stuff is permitted and the machines are kept in a tip-top condition. "No matter whether the arcade is at the beach or in an inland spot, the requirements apply," he maintains.

GAMB TRIPPE, OF IDEAL NOVELTY COMPANY, just opened this new arcade at 811 Washington Avenue, St. Louis.

Military Enjoys L. A. Arcades; Ordinances

LOS ANGELES, March 21—(AP)—R. W. (Dick) Hood, head of H. C. Evans & Co., Los Angeles, and A. M. Evans' Automatic Duck Pin Bowling Arcade, has announced that the Evans' Automatic Duck Pin Bowling Alley is also available for defense contracts and is open to anyone who wishes to operate a pin-bowling machine.

In the past the only time we have regulated Operation Duck Pin Bowling was when it was specified for defense contracts. The regulation was the same as that for commercial duck pin bowling. However, the Evans' regulation is the same as that for commercial duck pin bowling and is also the same as the regulation for duck pin bowling used in private and public schools.

The regulation includes all duck pin bowling machines and all duck pin bowling machines are eligible for license under the Evans' regulation. The regulation includes all duck pin bowling machines and all duck pin bowling machines are eligible for license under the Evans' regulation.

A duck pin bowling machine is a game that is fixed and operated for the purpose of amusement. The regulation includes all duck pin bowling machines and all duck pin bowling machines are eligible for license under the Evans' regulation.

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Arcades Score With Soldiers

Camp Elliott operators report venture a success—give tips on operation

Camp Elliott, Calif., March 21—Along with all America joining in to win the war, the Penny Arcade is doing its share. No one expects an arcade to pick up arms and fight, but the arcades here is doing much to give the marines and soldiers stationed here needed relaxation. Each night a large percentage of the 10,000 men in arms stationed here trek across the road from the main entrance to the camp to enjoy an evening's fare from a few cents.

The Recreation Center here is typical of Penny Arcades located near army camps. It is operated by Jack Lipps and Henny Lorenz, formerly of Michigan, where Lipps was in the coin machine business. These men visualize the recreation needs of the men in training and set up their arcade and selected their machines accordingly.

Their tips to others who intend operating arcades near camps are of interest. First thing is to have a good location, they point out. The one here is ideal in that it is directly across the street from the camp entrance and between the shoe repair shoe and cafe. When the service men are off they congregate in this section.

The arcade adjusts its hours to coincide with the free time of the soldiers and marines. Opening at 1 p.m. during the week the Monday through Friday schedule is until 1 or 2 a.m. On Saturday and Sunday the opening hours are from 8 a.m. to 1 or 2 a.m. the next day.

In building the Camp Elliott arcade Lipps and Lorenz saw to it that it would be the most imposing building on the street. The arcade is 75x25 feet with the entire front opening on the highway. Two rows of fluorescent lighting run the length of the building. The arcade is constructed to receive and utilize maximum daylight. The floor is of concrete and is kept spotless.

Rototest Most Popular
Since they opened here in June, 1941, Lipps and Lorenz have come to know many of the servicemen personally, and benefit them frequently as to which machines are most popular. In this manner they keep close tab on taste trends in arcade equipment. At this time the most popular items are the three rotary merchandisers. Two are stocked with cigarettes and the third with watches, razors, pocket knives and similar items. Anything that will shoot also stands high in popularity with the servicemen. The Ray Guns, grouped in the rear of the building, are always near. Lipps and Lorenz also have four Van's Corporal guns in the center near the entrance and they too, are popular. Two Skill Balls and a Magic Ball near the guns in the rear of the building get plenty play. Select-A-Vue, with its pictures of glamorous bauettes, goes strong and the two on hand get continuous play at 2 cents a play.

Grouping of machines here has proved profitable just as it has in other arcades. These operators have the Challenge and Target Skill games grouped near the entrance and to one side as to allow boys to group around them without blocking the other games. Athletic equipment is also grouped and the servicioes, despite the fact that they are drilling all day, come in for a swing at the punching bag and to try out the fistic.

Visitor Play Big
From Monday to Friday the arcade gets nearly all of its business from men stationed in the next-by camp. On weekends, however, when visitors come up from San Diego and other near-by cities, civilian patronage is heavy.

The Camp Elliott arcade is a family affair with Lipps and Lorenz dividing their time on the shifts and Mrs. Lipps and Mrs. Lorenz handling the change booth. Lipps and Lorenz have good equipment and readily admit that a lot of their success is due to the fact that their machines are kept in top mechanical condition.

Machines are attractively arranged and grouped to allow a continuous movement of the crowds. Various popular games such as the merchandisers, Western Baseball, World Series and Shoot the Bull are located, ample space has been left for the congregation of crowds. The servicemen not only like to play these games but like to stand by to watch others play.

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50 WINNERS
PLUS 3 SPECIAL PRIZES
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YANKEE TRADER salesboard has 100 pulls — numbered from 1 to 100. On numbers 1 to 30 consumer pays retailer same amount as number he pulls. On numbers 31 to 100 consumer pays retailer 30c.

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Retailer Takes in........ $25.65
Operator's Price to Retailer 18.50
RETAILER'S PROFIT........ $7.15
Operator's Cost........ $15.95
OPERATOR'S PROFIT........ $5.00

53 ARTICLES OF GREAT VALUE, EACH IN SEALED AND NUMBERED CARTON.
Free Play Ruling Hurts Cities Licensing Games; Decision Hazy; Enforcement Muddled

HARRISBURG, Pa., March 21—The recent decision handed down by the Superior Court of Pennsylvania against free play pin games in causing many a city suffer in the State sleepless nights is good news for game players but bad news for cash that has been supplied by games in a tough job. Pittsburgh, for instance, has been obtaining $100,000 a year from

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BRAND NEW MACHINES IN ORIGINAL CRATES
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FLOOR SAMPLES USED LESS THAN TEN DAYS

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JOBBERS AND DISTRIBUTORS

Matteriel protecti ds copyright
PLANTS HONORED
for Participation in Defense Bond Plan

CHICAGO, March 21—Chicago's first formal report involving the operation of the Treasury Department's New Munition bond taking place Friday (4) at Mills Novelty Company factory.

Mills' 2,000 employees bought $300,000 worth of bonds, one or more to each employee, and over 90 per cent subscribed to pay all allotments in full. Several hundred Chicago firms are entitled to the new flag which will be furnished by Washington.

The flag has been made specially for this occasion and is the third flag to be presented anywhere in the nation. The successful two having gone to Chicago and Great Lakes Steel in Detroit. The flag, to be presented in this Mills, president of Mills Novelty Company, by Harold Power of the Defense Savings staff of Washington, is made in the largest standard size, 5x5 foot, with field of navy blue on which is superimposed a likeness of a minuteman with musket and plow superimposed in white, with the 13 white stars of the original colonies encircling the flag.

Prominent officials of the treasury, army and navy will participate. Bond leaders, help and movie stars also attend. There will be a showing of latest national movies and other entertainment.

WILKES-BARRE GIVES UP ORGANIZATION PLANS
WILKES-BARRE, March 21—Proposed ordinance before the city council here to license pin games has been given up because of the Superior Court decision outlawing free play games with take-off features.

Mayor Charles N. Loveland asked ruiners earlier in the week that police be directed to raid all establishments where pinball machines permutating free play games were operating. Mayor said no such order had been given and none would be bound until council had determined what action should be taken in the matter.

Officers there were putting signs on machines that they were to be played for "amusement only", famed above, and removed the free play mechanisms.

Mayor Loveland issued a new order to stop all bingo games effective March 15.

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- Air Ball $60.00
- Space Invaders $60.00
- Viewers $50.00
- Pinball $45.00
- Table Billiards $40.00
- Flip-A-Tan $40.00
- Jumbo-Snatch $35.00

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**BADGER NOVELTY COMPANY OPENS LOS ANGELES BRANCH**

LOS ANGELES, March 21—Badger Novelty Company, Milwaukee, has opened a sales office to serve the West Coast patrons. Local firm will be known as Badger Sales Company and headed by William R. Hapgood Jr. The Milwaukee firm will be managed by Curt Hapgood, with William R. Hapgood spending some time there.

Speaking of the new firm, William R. Hapgood, who now makes his home on the West Coast, said: "It is the purpose of Badger to serve the operators on the West Coast. We will carry a complete line of reconditioned machines, cabinets and speakers."

Badger is well known in coin machine circles and has established a reputation for promptness and efficiency. Staff members are keenly aware of the progress and daily changes in the coin machine field and keep abreast of conditions.

The Hapgoods are well known to coin machine operators throughout the country. A formal opening is soon to be held at Badger headquarters here.

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**PENINSULAR ACQUIRES CAILOU**

PORT CLINTON, O., March 21—M. Allen Clemons, head of Peninsular Candy Company here, announced today that his firm has taken over entire coin machine division of Cairo Area Company, including all the coin machines,低压, patterns and raw and finished material. Everything has been moved to Peninsular headquarters, Clemons says.

L. A. ARCADE

(Continued from page 238)

difference in the business, which is $24 per quarter.

Santa Ana, Calif.

In Santa Ana, near Los Angeles, the ordinance calls for a license fee of $150 per annum, with the provision "that any place of business owning and operating more than 150 coin-operated machines are herein defined, shall pay the sum of $15 per annum for each machine in excess of 150 machines, in addition to the said sum of $150." Santa Ana officials operate Aracoles, "any place of business or amusement where mechanical devices, machines or equipment are made available to the public, or the public is permitted to operate the same, which machines are operated by placing a coin or a slot in a slot provision for the purpose, thereby releasing the mechanism in said machines, in such a manner so that other parts thereof will operate or allow the player to operate results either or not the results obtained from the operation of said mechanism is dependent upon skill or chance, and provided that said coin operated machine can be operated by coins having a maximum value of $1; and—providing there shall be located in said area or other place of amusement at least 75 of said machines; and, provided further, that such machines do not now or any time hereafter be used for the return of any coin, slug or other thing of value which may be used to again operate said machines, or, provided further, that nothing in this section shall be deemed to preclude any machine, continuous or equipment which is so arranged as to allow any slugs, coins or other tokens of value to be removed from said machines and, and provided, further, the license of any Penney Arcade shall not permit any machine to be operated by coins of greater value than 75 in said place of business. Machines operated by two persons may be permitted in such Penney Arcade."

The regulations cited here are typical of those employed by numerous California municipalities. Not only are arcades welcomed to help fight the teenage relaxation for youngsters but arcades in the vagaries of street cars and naval stations report good business.
"BUY WHILE YOU CAN! INSURE YOURSELF FOR TOMORROW! EVERY MACHINE PRICED TO SAVE YOU REAL MONEY! ORDER QUICK! WRITE, WIRE OR PHONE ME TODAY!" Joe Ash

EVERY FREE PLAY GAME THOROUGHLY CHECKED, CONDITIONED LIKE NEW WITH COMPLETE F. P. ATTACHMENT, SCORE CARDS, ETC.

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CHICAGO COIN EXHIBIT

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THE BEVERATOR COMPANY

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A complete "JAP" changeover, consisting of 4 "JAP" outputs and streamers, each separate and clearly attached in two minutes. DOES THE TRICK. THE INCREASE IN COLLECTIONS will "PLOW" their equipment IMMEDIATELY and in effective as if you had placed a NEW PIECE of equipment on location. COMPELTE CHANGEOVER FOR SHOOT THE CHUTES is only $4.50 each machine. Lists of 5, $3 each. CHICKEN SAM CHANGEOVER WITH BATTLE SCENE BACKGROUND IN YOUR COLORS WITH "JAP" COVERALL FOR "SAM." $5.00 COMPLETE. DISTRIBUTORS, WRITE FOR QUANTITY PRICES, full CASH WITH ORDER.
REAL BOWLING!
Not an Experiment ... Not a Toy!
More than 3 years of actual operation have proved the tremendous playing power of Evans' Automatic Duck Pin Alley! This bowling sensation provides 100% AUTOMATIC bowling on a regulation alley. Pin box problems are eliminated! Fast action up to 24 lanes an hour! Draws big crowds and holds big play! Earnings are phenomenal!

100% AUTOMATIC ACTION!
PORTABLE! SELF-CONTAINED!
ALL REGULATION FEATURES:

Plus ... Patented Automatic Pin Boy, clears and resets pins perfectly and automatically returns balls! Illuminated Register indicates each pin hit! Spotting Illumination on pins! Leveling Adjusters for perfect alley alignment. Coin-controlled unit available. AC or DC operation. Standard size, 60 ft. long. Other sizes built to order.

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A NATURAL ANYWHERE!
Operate Evans' Automatic Duck Pin Alley anywhere! Ideal for Defense Industry areas, PARKS, RESORTS, BEACHES, PICNIC GROVES, RECREATION CENTERS, ARCADES. No special foundations; may be installed on any floor! High rents and long-term leases eliminated! Low initial cost, portability, dependable low-cost operation, durable construction and universal appeal make Evans' Automatic Alley a sure-fire money maker for your 'round profits! Write today for complete information!

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PHONOGRAPH

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Chinese Stamp $30.00
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Exhibit's Hit Mark $50.00
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