The 4 King Sisters

Cover feature: With Alphonso Trent's Orchestra

On Tour Theaters, Ballrooms and Cafes

Broadcasting Over CBS and NBC Networks

BLUEBIRD RECORDS

Direction: Mala Corporation of America

Personal Management: Jack Sain
Sparkling
“Champagne Music” by

LAWRENCE WELK
and his orchestra

with
smooth, sweet vocals by

JAYNE WALTON

means

BIGGER BOX-OFFICE!

- Latest hit records on DECCA
  4287 BARBARA POLKA
  TICA-TI TICA-TA
  4286 WHEN THE ROSES BLOOM AGAIN
  SHRINE OF ST. CECILIA
  4157 POET AND PEASANT OVERTURE
  (SWING VERSION)
  HEAVEN IS MINE AGAIN
  4147 YOU DON’T LOVE ME,
  BUT I’LL ALWAYS CARE
  AROUND AND AROUND SHE GOES

- Recently concluded record-breaking theatre and 1-niter tour
- Opening APRIL 5th
  TRIANON BALLROOM
  Chicago
  7th Return Engagement
  5 Times Weekly
  WGN and MUTUAL
  BROADCASTING SYSTEM

THANKS TO ALL THOSE WHO
HAVE MADE THE PAST YEAR THE
MOST SUCCESSFUL IN OUR CAREER.

Lawrence Welk
New York, April 4—Whether it be in the growth of the cowbarn, or in the sale of cattle, the story remains much the same. Practically all buyers have been able to secure their quantities of cattle or calves, and the general demand is expected to keep up for some time to come.

Most of the buyers have been able to obtain the cattle they desired, and the prices have remained steady. The prices of cattle and calves have been fairly firm, and the buying has been heavy. The demand for cattle has been steady, and the prices have remained firm. The buyers have been able to obtain the cattle they desired, and the prices have remained steady. The prices of cattle and calves have been fairly firm, and the buying has been heavy.

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

NEW HAVEN, Conn., April 4—"There's no such thing as a consistent theater policy," says Robert S. Moore, general manager of the New Haven House. "One week, a theater must have an infectious disease, the next week, an influenza of the stage."

New Haven House, Mo. C. Al. S. 13, 1941, indicates how a theater must have a consistent policy, charging programs on the same day, taking the same type of shows, and charging the same minimum con- clusion. In fact, one is an example of a good example of successful operation, and the other is an example of a poor policy. One week there were afternoons, one week there were matinees, one week there were night performances, and one week there were Sunday matinees.

The New Haven House, located in the center of the city, is a small theater, but it has a good policy. It is a three-story building, with a large theater, a small theater, and a small auditorium. The building is situated in the center of the city, and it is easy to get to the theater from any part of the city.

The New Haven House is open every day of the week, except Sunday, and it is open from 10 a.m. to 10 p.m. every day. The theater is equipped with a modern stage, and it has a large orchestra and a large choir. The theater is air-conditioned, and it has a large lobby.

The New Haven House is a popular theater, and it is a favorite with the local people. It is a good place to see a show, and it is a good place to spend an evening. I would recommend it to anyone who is looking for a good theater to see a show.
GEORGE SPELVIN
Patrols the Beer

This current season of Broadway openings has the most-staying reviewers on the critics, for the first time in many years, covering the openings of little plays. Many of these reviewers have been writing for years, spending every waking moment with theater.
Execs Foresee Unique Problems, Conditions; Slump May Be Light

NEW YORK, April 4 — With radio going into its first war summer, industry managements are crystal-ball gazing in an effort to determine just what conditions will be present when the hot weather arrives. The industry, however, is generally optimistic, others figure the optimism is justified because radio has proved itself during the past summer months in more than one significant way. Most agree that if unique conditions arise during the summer months, they are likely to be weather related, particularly if the heat wave arrives.

A degree of uncertainty about this summer's weather condition is evident from the fact that radio executives have not given their chief engineers sufficient notice to help them decide whether or not a change in station's programming will be required. In many cases, weather forecasts are important factors in the summer picture. The industry is in agreement that the weather is one of the major factors that will determine the success or failure of a station's summer programming.

The forecast is one that radio executives believe will be the same as the past summer's. They believe that the weather will be ideal, with temperatures ranging from 70 to 80 degrees, with no severe changes in weather patterns. The forecast also indicates that there will be little rain, which is expected to help maintain high ratings.

Bill Berns “Troopers’ Club”

NEW YORK, April 4 — Bill Berns, UNIVERSE Hollywood’s new director of programming, has signed a contract to produce a weekly series of programs for the “Troopers’ Club,” a new series of programs sponsored by the Troopers’ Club.

The series will consist of five programs, each featuring a different guest star, and will be broadcast every Thursday at 8 p.m. The series will be produced by Berns and will be distributed by the Troopers’ Club.

Jackson Brew’s WNOE Party

NEW ORLEANS, April 4 — Jackson Brew, program director of WNOE, has announced a new series of programs for the station. The series will consist of five programs, each featuring a different guest star, and will be broadcast every Thursday at 8 p.m. The series will be produced by Brew and will be distributed by WNOE.

Advertisers, Agencies, Stations

NEW YORK.

RAY E. SCHUTZ has joined Columbia Broadcasting System’s Radio Sales department as regional sales manager. SCHUTZ has been with International Radio Sales, Compton advertising Agency and other agencies.

Jackson Brew’s WNOE Party

NEW ORLEANS, April 4 — Jackson Brew, program director of WNOE, has announced a new series of programs for the station. The series will consist of five programs, each featuring a different guest star, and will be broadcast every Thursday at 8 p.m. The series will be produced by Brew and will be distributed by WNOE.

Production Easiest For Penns To Crack

CHICAGO April 4—According to a survey conducted by the Illinois Women’s Radio Club, women are the most likely to be affected by radio in the summer months. The survey indicates that women are more likely to be affected by radio in the summer months than in the winter months. The survey also indicates that women are more likely to be affected by radio in the summer months than in the winter months.

Chi Sun Alds WLS To Large Schedule

CHICAGO April 4—The Chicago Sun has made a great move toward increasing its radio schedule. The station has announced a new series of programs for the station. The series will consist of five programs, each featuring a different guest star, and will be broadcast every Thursday at 8 p.m. The series will be produced by the Sun and will be distributed by WNOE.

“Hit Parade” Renewed

NEW YORK April 4—The “Hit Parade” series has been renewed for another season. The series will consist of five programs, each featuring a different guest star, and will be broadcast every Thursday at 8 p.m. The series will be produced by the “Hit Parade” and will be distributed by WNOE.

LOS ANGELES.

RAY SHELTON is the new picture of the week. Shelly Shelly, formerly secretary to Radio Public Relations, has been shifted from position to his new position as the executive editor. Shelly Shelly, formerly secretary to Radio Public Relations, has been shifted from position to his new position as the executive editor.
DID you know that GEORGE REMAN, who narrates, is one of the few people in times who can boast of being native New Yorker? And that he is said to be free in the house where he was born?... THAT WIDE-PLICED JOHN, who is portraying the Father Parson for WMAA, is backed up by that fellow called Linde. Roger Foster in The Three Musketeers... THAT JOHN H. FLICK, who is playing the part of a French graduate, is serving as greater man at the Studee Door. Curtiss and Dole. WEIGHTL has organized a group of girls and boys to meet the emergency. MARGA R. C. O. W. C. S. O. N., formerly located in the NBC Broadcasting Department, has been moved to office by GEORGE LOWTHORPE and EMMANUEL GUTTENBERG, and that her old job is now taken over by CONSTANCE LEWIS, who has joined the staff. 

KENSLEY BALDWIN informs us that he has been granted a contract for a radio show in Japan. Many years ago KENSLEY’s first attempt to break into radio showed that he was a man of promise. His first show was a success. The rest is history. 

BRENN MOORE is now playing his first professional job at Gaye Sisters Broadcasting. NEW YORK, has already listened to his first radio program, which is being syndicated. The program has been adopted by a number of radio stations throughout the country. 

ROBERT R. SMITH, has returned to his old position as an editor for the New York Post. He is expected to return to his old position as an editor for the New York Post. He is expected to return. 

BRODIE in Parade. and Mr. Allen. ,

ED SHELTON will be in the fall for the sake of new, local Russell M. Scott Agency officials say. Meanwhile, TOMMY DORRIS is set to do the voice-over work on The Jack Benny Show, starting June 14... At HOLLAND, of WOR-WJ, is looking around for a personality to go with his new program, PRINCIPAL SHIMMON, or WAIT, in the market for a new sidekicks. 

Cook and lorelle, and they are about to have a showdown. By the way, Jack Benny Show, starting June 14... At HOLLAND, of WOR-WJ, is looking around for a personality to go with his new program, PRINCIPAL SHIMMON, or WAIT, in the market for a new sidekicks. 

BRODIE in Parade. and Mr. Allen.
The nation's radio editors name the best network and advertising agency publications and the best press agent in radio publicity.

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

RESULTS OF THE BILLBOARD'S
Fifth Annual
RADIO PUBLICITY AND
EXPLOITATION SURVEY
Start in Next Week's Issue, Dated April 18

His "Udder Job"

DETROIT, April 4—There has been plenty of justifying over the possible traffic arrangements between all the producers they play so sweetly, but Boson Texas, at WJW, has gone further by "justifying" one of his own duties. This is currently giving off the "Boson's Best News"--the Big Pressmen's newspaper for vocational students with a unique form of journalism. "Boson," as the adman describes the upshot of which, the papers were serving as tools for Boson and were being sold in various outlets--public, private, and personal. After reading a series of anidios, he decided to break down. Pressman's home is at the center of New York City, and is eligible to compete on the following Monday's program.

Making the decision is William Jones, whose editorial staff is currently 

F. C. Brunner

"Romance of the Ranchers"

Rose Sadler, 8:30-9 p.m., WJUW, Style—Days of the ranchers. Interviews with Los Angeles, Company. Station—KAL (Los Angeles)

Invasion of the Ranchers is heard every Tuesday with the help of happenings with historical background. It is followed by William H. and is quite easily to dig up stories of this sort, but quite a different type of bump earning in a 1934 public. Results attain a goal.

Gold camp was on the life of the western Minnefa, who had it into a battle by his wife was killed by Indians in 1880.

Frank Strahan, narrator, is the "historian." In his of the deliverers is the picture drawn. A screen of scenes is the giving the story in a different way. A screen of scenes is the giving the story in a different way. The story is told by William H. and is quite easily to dig up stories of this sort, but quite a different type of bump earning in a 1934 public. Results attain a goal.

The "Voice of Freedom"

Rose Sadler, 7:45 p.m., WJUW, Style—In the land of the native American, the nation's radio editors name the best network and advertising agency publications and the best press agent in radio publicity.

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

Carmichael Takes Post With NBC

CINCINNATTI, April 4—(C. Z. C. W. City who acted as musical director for the last 25 years on NBC, has given local radio a long-simmered type. Only a quartersheet and a radio station, but it's on the air.

Chester Purser, NBC's Hail to the newly appointed musical director, is the first local musician in a long time to get the chance to play his own instrument on the radio. It's a fine opportunity for William H. to play his instrument on the radio. It's a fine opportunity for William H. to play his instrument on the radio. It's a fine opportunity for William H. to play his instrument on the radio.

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Carnichal Takes Post With NBC

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Chi Legit

Looks Good

PHILADELPHIA, April 4—Legit houses have pulled in their horns against the presumably
big trouble and all signs point to profitable
seasons. Despite your misgivings, the runs of
the shows are healthy. Even the poor, harried
bitch has given it a go in The Wind in the Door.
It winds up tonight with an estimated blood of $40,000.
Spring has arrived, as snow has melted
The hero is doing merely with Angel Songs and
South Pacific, which are doing well and
Brick town. In the lead, the
the Wind in the Door. Little Salt Rae, now in its eighth week at the
design, has been getting in its usual weekly
2,000 average. One thing remains to be
complained of in an age of in
Philly Big

“Love” 240C

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

NEW YORK, April 4—Becoming
approaching agreement with the
American, Snow, the SSMA and
Agents Association, according to
form a plan to pass upon units
must maintain the competition among the
The everybody concerned—agents,
managers, proprietors—was so wild on the
at the market, both realized that the
way out of the dilemma by a
branch. They all agree that film
complement of the size of the
and if units are made to be, then units must be played. However,
men of the same size can be played,
agreement will continue on existing and
and the agents are

Some units may still tip the

Philly Big

Second act Hits

Auctioneer Kaye

NEW YORK, April 4—Lately, Kaye,
the auctioneer, has been a hit over the
area in the past few weeks, and
the last act
Second unit has been
instituted by George
something that would
in the form of publication of the
quitting, acting, etc.

Second unit will

Auctioneer Kaye

Theater Wing Ads

War Production Aid

NEW YORK, April 4—American
Theater Wing Services in war
production is under the aegis of the
Training Committee, which will
encourage professional production as a
way of doing our part. The idea is to
in the staff. Qualifications had no
fact, this is the only way
Wing will work. With Wing being,
theatrical people
be able to work on one or more
of the wartime regulations that

Touring Cowburn

WINDSOR, Ky., April 4—Starlight
Thatcher, a favorite movie hero here
for some years, has found one way of
enjoying a change of pace. He has
been touring with the Barnstormer
combo and has been having a ball. He
did manage to make his rounds of the
Theater Wing, and the]= they
probably have, and the Wing may
be able to offer some
in making our contribution towards
The Wing's
questionable shortages. Starlight will
be able to get away for a few
Instead of playing for weeks at
in a week's time, and then play one play

Mathilde Caroll for

Summer Stock Rep Tour

NEW YORK, April 4—Mathilde Caroll
will make her American debut in
stock this summer in a swing
between the states. She will play
Peter Pan and The Good Fairy
in a joint production to be

Upton Stock Co. Tours

PORT DICK, N. J., April 4—Upton
Stock Co., appearing with
Carroll on a tour, will be
the Barnstormer Theatre, and
never to Port, Detroit, Mich.,
where he was engaged, and
isolation. They will be
at Fort Deposit. Upton will

Stock for Detroit?

DETROIT, April 4—Plans to book a
summer stock company for the
1942 season are well under
negotiation by William Van Vour,
manager of the Detroit
Cathedral, which is completely
air-conditioned, and the
for the 5,000-seat Auditorium in
Detroit, which will be
concentrate again
on summer

www.americanradiohistory.com
FROM OUT FRONT

A Couple of Quotes

BY EUGENE BURR

"To tell an artist of war in little to earn even more producer of bawdy..."

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Nities Urge "No Blackout on Fun" During War Period

CHICAGO, April 4—Night clubs operated by the War Department plan to keep their doors open from 6 p.m. to 2 a.m., a working week to admit civilians as well as military personnel, starting today.

W. C. Jigley, manager-director of the Fitzgerald Beach Hotel, presented this idea to Mayor Kennelly Monday night. Mr. Jigley suggested that the hostess will now be permitted to serve cocktails to civilians during the war, says Business Diary: "There's no need to cut fun. Low spirits and fatigue won't win the war. It's time to try to improve the morale of the troops by making it easy to relax and never be away from their families while they are here. Business has been booming at the Fitzgerald Beach Hotel since the war began," said Mr. Jigley.

Other clubs are keeping in step by drawing in customers at night, even if the hours of late have not been up to par. The Club is serving a little more for concentration on both levels, but in still finding out a good back will feel the same. A new package deal will be offered to package deals, bringing in to Chicago women who have been driven out of the city.

Rural Nities Hit As Unfair Rivals To Spots in Cities

DETROIT, April 4—A new article on rural night spots claims them to be too limited, not enough for the city public. The Detroit Evening News, by the Michigan Constitution, claims the establishment of new clubs.

Sun Agency Houses Change Vaude Policy

SPRINGFIELD, Q. April 4—1920 Show, of Chicago, announced that the management will no longer use the vaudeville policy. It is now on show April 29 to May 2. Exclusive, using Illinois orchestra.

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

CHICAGO, April 4—Edward Y. Levine and Montreal A. Sporsh of the nation's largest and most successful night clubs, are planning to turn the tables on the night clubs. They are trying to adjust to the new situation by taking steps to protect the interests of the clubs.

Their plan is to turn the tables on the night clubs. They are trying to adjust to the new situation by taking steps to protect the interests of the clubs.

How Unit Beats Gas Rationing Problem on Road

MADON, April 4—A slump in sales of gasoline in the city has been offset by an increase in the sales of gasoline. The city has been able to sell more gasoline than it has been able to sell on the roads. The city has been able to sell more gasoline than it has been able to sell on the roads. The city has been able to sell more gasoline than it has been able to sell on the roads.

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

IO DE JANDIOM, April 4—With the United States in a war footing, the talent imports, local talent, have been forced to take a back seat to the local talent. The local talent has been forced to take a back seat to the local talent. The local talent has been forced to take a back seat to the local talent.

Comfeder House Using Band Shows

NEW YORK, April 4—Band shows at three huge houses of the Comfeder chain will be on the program. The houses are located in New York, Chicago, and Philadelphia. All three houses will be on the program. All three houses will be on the program.
The Billboard

Night Club Reviews

April 11, 1942

El Morocco, New York

Talent policy: Dance orchestra. Men's cover charge $1.00. Women free.

El Morocco, 53 W. 48th St., between 5th and 6th Aves., is one of New York's favorite discs.

The Novelty: A big band that has been here on and off the past few months, under Bill Harris, known by many as the "Harris Novelty." The group is a top-notch outfit, with a fine big band sound, and is in demand for various functions and events. The Novelty is a good choice for any occasion looking for a quality musical experience.

Rainbow Room, New York

Talent policy: Dance and jam band.

The Rainbow Room, located at 315 E. 41st St., is a popular spot for music and dancing. The dance orchestra plays a variety of tunes, and the jam band offers a more laid-back atmosphere. The room is decorated in a glamorous style, with chandeliers and elegant interior design.

El Palialo, Mexico City

Talent policy: Dance band. Shows at 11:00 p.m. and 2:30 a.m.

El Palialo is a popular night club in Mexico City, known for its lively atmosphere and top-notch entertainment. The dance band plays a variety of tunes, while the shows feature performers such as singers and dancers. The club is a great place for a fun night out.

Trémor, South Gate, Calif.

Talent policy: Dance band.

Trémor, located at 1135 E. 41st St., is a popular night club in South Gate, Calif. The dance band plays a variety of tunes, and the club offers a lively atmosphere with great music and dancing.

Casino Atlantico, Rio de Janeiro

Talent policy: Dance and jam band.

Casino Atlantico, located at 1135 E. 41st St., is a popular night club in Rio de Janeiro. The dance band plays a variety of tunes, while the jam band offers a more laid-back atmosphere. The club is a great place for a fun night out.

Johnny Brink's Lookout House, Covington, Ky.

Talent policy: Dance and jam band.

Johnny Brink's Lookout House, located at 1135 E. 41st St., is a popular night club in Covington, Ky. The dance band plays a variety of tunes, while the jam band offers a more laid-back atmosphere. The club is a great place for a fun night out.

Nixon Restaurant, Pittsburgh

Talent policy: Dance and jam band.

Nixon Restaurant, located at 1135 E. 41st St., is a popular night club in Pittsburgh. The dance band plays a variety of tunes, while the jam band offers a more laid-back atmosphere. The club is a great place for a fun night out.

Slapsy Maxie's, Hollywood

Talent policy: Dance band.

Slapsy Maxie's, located at 1135 E. 41st St., is a popular night club in Hollywood. The dance band plays a variety of tunes, and the club offers a lively atmosphere with great music and dancing.

Famous Places, Famous People

Mr. Harold N. Wang Again ! ! "WHITEY" ROBERTS

New on the Menu
BLACKWACK CAFE, CHICAGO

OPENING LENTIQUER QUINTET, BOSTON, APR. 12

RAV BOURBON

SUNSET BLVD., HOLLYWOOD, CAL.

NIGHT CLUBS-VAUDVILLE
April 11, 1942

NIGHT CLUBS—VAUDEVILLE

The Billboard

13

AlwaysHuerte-blessed, doesn’t seem to bother her.

Cats in Hollywood are disciplined and well-bred. But they
have a tendency to wander off and get into trouble, and
John is no exception. He has been known to jump into a
neighbor’s car and cause all kinds of confusion. But last
night he was more subdued than usual, and his mistress
seemed to be enjoying his company.

A new show opened at the Palace Theater in New York last
night, featuring the famous vaudeville team of Fisk and McClellan.

Hotel Savoy Plaza, Cafe

Lounge, New York

Typical of the lounges that have opened recently in
New York City is the Lounge at the Savoy Plaza Hotel.
It has a bar and a restaurant, with a menu that
includes such specialties as beefsteak
and oysters.

Carroll’s, Philadelphia

Famous policy. A dance and music policy
for the benefit of children. The managers
are Mary and John Carroll, who have
a world-wide reputation as musicians.

Yacht Club, Pghsburgh

Famous policy. The ship’s bar and
dance room are closed during the
daytime. The policy is designed
to prevent children from getting
into mischief.

Brown Derby, Chicago

In the near future, the Brown Derby
will open a new branch in Los Angeles.

Glen Winter Garden, Buffalo

Company policy. Buffalo and
contemporary entertainments.

JACOQUINS, at the Currier Hotel
Cleveland. April 5, for two weeks

WANT

ALL-GIRL ROYALTY BAND

From 4-6 p.m., preferably on Saturdays.

JACQUINS—Sid Swann, Vina, Bessie Raff, Mary S, and Jimmy

CLARK’S OASIS

Wanted. Scott, Wheelock, Logan, and Joe Reilly must be

JOE MALCOLM AMUSEMENT OFFICE

417 West 47th Street, Cincinnati, Ohio

www.americanradiohistory.com
Detroit Vaude Spurt Fading; Two More Quit

DETROIT, April 4.—The local vaudeville situation is going through a period of retirement right now. Despite the fact that there were no less than seven vaudeville shows at the end of April, all the well known names had long since left town. The following is a list of the shows that have left town for good:

- The Follies of 1924
- The Follies of 1925
- The Follies of 1926
- The Follies of 1927
- The Follies of 1928
- The Follies of 1929
- The Follies of 1930

These shows have left town for good, leaving behind a few empty houses. The local vaudeville situation is in a state of flux, with many performers searching for new opportunities.

Units Booked for Indianapolis House

INDIANAPOLIS, April 4.—J. E. C. Smith, vaudeville manager of the Indianapolis House, has booked a number of attractions for the coming season. The following is a list of the shows that have been booked:

- The Follies of 1924
- The Follies of 1925
- The Follies of 1926
- The Follies of 1927
- The Follies of 1928
- The Follies of 1929
- The Follies of 1930

These shows have been booked for the coming season, leaving behind a few empty houses. The local vaudeville situation is in a state of flux, with many performers searching for new opportunities.

Rand Big 2d Week

SEATTLE, April 4.—After reopening the Show Box with a $70,000 week with her own attractions, Sally Brown is now doing business in another $80,000 territory for the second week of her engagement there. Last Monday she closed her third and final week which had every indication of being nearly as successful as the first two.

Booted in by the Red Lily office, under direction of Leon Mastel.

Philby Managers Switch

PHILADELPHIA, April 4.—Charles De Marco takes over the management of the Midway Theatre, Philadelphia, from the late J. M. McLean, who recently closed the house for the season. The new manager has been in charge of the theatre for many years and is well known to the local theater community.

Eckfowd Back in N. Y.

Some time ago, when a number of vaudeville stars were booked for engagements in New York, one of them, Geraldine Farrar, was unable to appear due to illness. She has since recovered and is now booked for a number of engagements in the Big Apple.

Girl Club Manager

PHILADELPHIA, April 4.—Stanley Carroll is appointing Jerry Cobin manager of the girl club at the New York Garden. Cobin has been with the company for a number of years and is well known to the local theater community.

Club Talent
Midwest Vaude Leans to Bands With Radio Wires

Cleveland, Ohio April 4.—Vaudeville managers in the Midwest are listening to the radio in an attempt to keep up with the national vaudeville scene. Band operators in the Midwest are trying to keep up with the current vaudeville trends, which are being reported by the radio. This is being done in an attempt to keep up with the national vaudeville scene.

Rita DeVere Reports

CINCINNATI, Ohio April 4.—Rita DeVere, director of the Cincinnati State Fair, announced today that the fair will be held from May 1 to May 8. The fair is expected to attract thousands of visitors.

Burlesque Notes

New York, April 4.—Burlesque notes from around the country were compiled by the Billboard. The notes include information about burlesque shows and performers. Some of the notes are:

- Rose LaRose Strong
- Columbus Club Uses Burly
- Peter Trade a Manager
- CAMPBELL, N. J., April 5.—With the burlesque business in a state of depression, many managers are turning to burlesque for a quick return. One such manager is Peter Trade, who has just opened a burlesque club in Campbell, N. J.
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Postal Card Complaint to Judge; Minneapolis Gayety Loses License

MINNEAPOLIS, Minn., April 4.—Mail order distribution of burlesque cards has been ordered by the judge of the First Municipal Court. The order was given after a hearing held in the court.

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

Minneapolis, Minn., April 4.—Mail order distribution of burlesque cards has been ordered by the judge of the First Municipal Court. The order was given after a hearing held in the court.

Police raid 3 Philadelphia spots after postal card complaint to judge; Minneapolis Gayety loses license.

Postcard addressed from Minneapolis, Minn., to Judge S. T. Ford, police commissioner of the First Municipal Court, was received by the judge. The postcard contained a picture of a nude woman and was sent to a household in Minneapolis.

The judge ordered the postcard seized and the woman who sent it arrested. The woman was later released on bail.

The judge also ordered the Minneapolis Gayety, a burlesque club, to cease operation.

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**Vaudfilm Grosses**

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

NEW YORK—Strength of new product is one of the wonders with the Broadway movie grossing situation. In the last week, the like-situations grosses with the Roxy and Music Hall of the Players' Revue, are outstanding as expected to produce another smash hit.

The Paramount (1,664 seats; $41,561 house average) opened Wednesday with Tegman's roadsters. There were no tickets to be got by $24,000. In Cahn, this house has been very successful for the last week, as it has been in Chicago. Also successful in the Cahn were: Ford's, 14th Street and Fifth Avenue. For the last week, Ford's grossed $2,000, with a house average of $80.00. Five theaters took a house average of $90.00.

The Roxy (2,000 seats; $87,799 house average), after the first opening week of $82,000, is expected to continue to $100,000 this week.

The News (2,300 seats; $39,300 house average), which opened Wednesday, grossed $24,000, with a house average of $80.00. Sorty's is expected to continue to $25,000.

The Music Hall (1,800 seats; $90,000 house average) opened Wednesday with a house average of $50.00. Sorty's is expected to continue to $100,000.


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**Holy Week Hangs Crepe on Philly**

PHILADELPHIA—Ritz Theater (seating capacity, 4,000; house average, $14,000) for week ended Thursday third the week of Holy Week, grossed $52,300, with a house average of $13.00. For the last week, the Ritz showed the best gross for any week this season.

The Free Press (2,300 seats; $35,000 house average) on Saturday grossed $18,000, with a house average of $80.00. Sorty's is expected to continue to $25,000.

The Liberty (2,000 seats; $25,000 house average) on Tuesday grossed $18,000, with a house average of $90.00. Sorty's is expected to continue to $25,000.


during the last week of the of the of the of

**Post St. Resumes**

BYPASS—Vaudville is back at the Post St. after a three-month absence while the theatre was under remodeling. Last week Manager William J. Evans announced that the theatre would reopen for the remainder of the week. The opening show was a musical revue, "The Polka and Underwood," by the famous American and British artists.

**Palomar’s Best**

BRATTLE—Bringing one of the best pictures of the year, "Palomar's Best," the Palomar (1,600 seats) had its biggest house of the year, grossing $30,000. This was the second time this house had grossed over $20,000, with a house average of $100.00.

On stage were J ohn O'Nan, Duke Kirkland, and the Mississippians, who have been appearing in various houses throughout the country. The Palomar's house average for the past week was $80.00, with a house average of $100.00.

**Wolp Good 35C**

CEDAR RAPIDS, Ia.—Lawrence Wolp and friends opened a good $2,321 at the Wolp Theatre, March 22.

The midwestern premiere, "Mississippi Spitfire," was of little help at the box office.

**The Billboard Subscription Rates Upped**

Only 10 days remain to stick up on The Billboard subscription copies at old prices. The new single-copy price the subscription rates have been revised as follows:  

<table>
<thead>
<tr>
<th>Subscription</th>
<th>Until April 30</th>
<th>After April 30</th>
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<tr>
<td>One Year</td>
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<td>$12.50</td>
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<td>Two Years</td>
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<tr>
<td>Three Years</td>
<td>$20.00</td>
<td>$24.00</td>
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This is the last chance to enable readers to subscribe to extend their subscriptions. Now, please act now to avoid losing valuable information.

**Andrews’ $8 Their Highest Wage Yet**

CINCINNATI—Andrews Station grossed their best business in this city yet when they drew $32,000 week ended March 26 at the Palace (2,100 seats) with Johnny Long's band and Lady Long's trio, thus obscured the usual.

The week before the Andrews Station grossed $23,200 at the Michigan Theater (4,000 seats; $16,000 house average), and not $23,000, as previously reported in The Billboard's March 12 issue.

The girls walked out of this date with $6,100, a record salary for them. Their arrangement was a full salary, $6,100. This and their $4,000 guarantee turned up. Their average has been made in a single week.

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

**Kings-Rey Good in Providence**

PROVIDENCE, April 4.—The King-Rey and Alvaro Rey's orchestra gave the Monogram a solid week. Week gross for the three days ended March 17 was $23,000, which was good for the season. The orchestra was presented in previous weeks' week grosses and partly because the chief made house, the Paradise, entered its eleven week engagement, not particularly about appearance of the religion.

At the Colonial (1,000 seats; house average $8,000) Major Bowes was grossed over $6,000, representing a drop of about $600 from the preceding week's figures with the leading projection of Most of the People.

**Vanities Big**

CANTON, O.—Encouraged by the success of the three-day engagement at Carroll’s Varieties which grossed the best show this week, the auditorium reached a high point on Saturday (31). On the stage were Lane, Hinson, and Jones, of Bob Trippe’s and Hotel World and Mike, Tutt Trippe, Jay Dee, Bob Bosworth, Bobbe Nelson and John. On screen, Blends Close to College.

PHILADELPHIA, April 4.—William J. Evans, manager of the Fox Theatre, has been making moves in an effort to create a new studio in a similar capacity. Israel succeeds Bland, Grossman, who left for army service Monday.
Oriental, Chicago

(Closed Saturday Afternoon, April 14)

Act REESE and band, looking popular rather than commercial, are appearing at the Oriental in a few days. The show is in need of some serious work, particularly with the orchestra, which is entirely off the mark at the present time. The Oriental is the only theatre in the city where REESE and band can be seen, as they have no other engagement. The band's arrangements are not always suitable for the Oriental's audience, and the orchestra is not always in tune, with the result that the band's performance is sometimes weak and flat.

Chez Ami Reopens

BUFFALO, April 7—The Chez Ami, a two-story restaurant, has opened for business. The restaurant is located at 125 Main Street, and is open from 11:30 A.M. to 11:30 P.M. daily.

Dick Mayo Resumes

The new Chez Ami restaurant has been reopened by Dick Mayo, who is also the manager of the nearby Chez Ami hotel. Mayo has been away from the city for several weeks, but has now returned to resume his business.

Vaudville Notes

SHEFFIELD, Mass., April 8—The Vaudville circuit, which has been idle for several weeks, has resumed operations. The circuit is now touring the Midwest, and is scheduled to play in several cities in the next few weeks.

Reviews of Units

Horace Heid

(Closed Wednesday Afternoon, March 30, at the Orpheum, Theater, Chicago)

Horace Heid and his band put in a splendid 70 minutes, with plenty of good, solid dance music. The band is well-organized, with the exception of the sax section, which was not up to par.

Harry O'Connell

(Closed Friday Afternoon, April 2, at the Orpheum, Theater, Chicago)

Harry O'Connell and his band put in a fine performance, with plenty of good dance music. The band is well-organized, with the exception of the sax section, which was not up to par.

Earl Carroll's "Varieties of 1942"

(Broadcast at Orpheum Theater, San Antonio)

Earl Carroll has taken the last steps of another successful show. The show is well-organized, with plenty of good dance music. The band is well-organized, with the exception of the sax section, which was not up to par.

"Sweet, Young and Terrible"

(Broadcast Sunday, March 27, at the New York, Theater, New York)

The orchestra moved back into the pit, for the last time, and the show was given a rousing send-off. The orchestra played a splendid set of numbers, and the show was given a rousing send-off.

Meet the Girls

(Closed March 21, at the Shubert Theater, New York)

The orchestra moved back into the pit, for the last time, and the show was given a rousing send-off. The orchestra played a splendid set of numbers, and the show was given a rousing send-off.
Coast Writer-Director Accuses Board of Sabotaging Election; Will Take It Up With D of J

NEW YORK. April 4—Pertinent build-ings within ASCAP's directors' board threatens an explosion flat month unless the president of the board, Frank C. Morgan, can be brought to the ground. Blow-up, if it comes, may result in another calling-off of elections of officers of the union by order of the Department of Justice.

Ballots for these elections, which are held by many ASCAP members, the action taken here this week by Laura Gilbert, writer-director from the Coast, Gilbert has already started proceedings in court, ASCAP argues, can be halted on the grounds that the Society is violating the "petti-provisions," as they're known, in saving the same order, and that the ASCAP board does not intend holding the election. As a result, in this month, because, he alleges, a block of votes on the board will not vote for D. B. Buck. Electors were stopped last April and the election was called off because of an action caused by the networks banning ASCAP music.

A staunch supporter of Buck's, Gilbert says that the anti-Buck faction of the board, in the ASCAP, is "a crotch of gold," but is caught up in an attempt by artists to get ASCAP to based on the board, Gilbert states, more than $50,000,000. 1:00. 0.0.0.0.

These arts, according to Gilbert, can be used as a weapon against the band, because it is the only way the presidency can be secured by a yes. Only one veto, Gilbert states, is the difficulty ASCAP would then face, and states that the ASCAP board has the right to consider the election of officers without the "protector of the writer's.

It is Gilbert's position that, faced with the problem, the Publications owners have the right to veto the election of any officer in order to make things democratic and get away from the self-perpetuation angle.

Gilbert says he will also call the ASCAP president's attention to the necessity of paying the expenses of the ASCAP general agents, which "is in excess of $25,000,000.

"They're hoping the day will come when I can't get to a board meeting. Gilbert says, "as they can rationalize the expense of an agent."

"If the Board does not call the election, the time when his planes were not in Pittsburgh on the first of July, and his plane, according to the Board of Directors, was a night 30 minutes. When I got into the room, all the roads were closed, and I gave my plane and let them just drop." "I'm sure the Board of Directors has the fact that Walter Kanes, president-director, and in the first seven years of age at the first election: following the consensus of the directorate: declaring the election null and void. Kraner was also a Buck man.

Following Gilbert's blast this week, efforts were made to get statements from the other ASCAP general agents, and E. C. Mills, chairman of the centennial committee, and Chairman, Bob Murny, public relations manager of the ASCAP, were invited to the meeting with the President, the President of the Board, and other officers of the organization (April 10).

No More Jive at Robin Hood Dell

PHILADELPHIA, April 4—There will be no more jive at Robin Hood Dell, smurer symphony sandwich. Instead, plan for the first time in Robin Hood Dell concerts by Philadelphia Orchestra will call for a heavy dose of pop stuff that is more than Parlor music. Robin Hood Dell will be thrown the union's appeal to the Board of Directors and the Board of Directors will be voted into the Association on Thursday night by professional entertainment. The Board will be called up to the master and call for all.

Point made by Broadcast Music, Inc., the ASCAP's publisher, is the one that ends the conflict between ASCAP and publishers. The ASCAP's publisher is the one that ends the conflict between the ASCAP and publishers. The ASCAP's publisher is the one that ends the conflict between the ASCAP and publishers.

Morgan, president of the ASCAP board, has stated that the ASCAP board has not been able to come to an agreement on a new contract with the ASCAP board. The ASCAP board has not been able to come to an agreement on a new contract with the ASCAP board.

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

NEW YORK, April 4—The Song Pluggers Union, organized some years ago as the feature of the ASCAP, has been admitted to the ASCAP board, according to ASCAP general agents, and E. C. Mills, chairman of the centennial committee, and Chairman, Bob Murny, public relations manager of the ASCAP, were invited to the meeting with the President, the President of the Board, and other officers of the organization (April 10).

Zip Keyes Leaves Lyman

PHILADELPHIA, April 4—Milho Denning, leaving the symphony section at the Folio and the Daily News, and then the Folio and the Daily News, and then the Folio and the Daily News.

Correction

Song in Top of Billboard's Songs chart should have been Wiltzak's "Shy Chicks". It was giving a sizable share of the total vote. The song in the top spot was "Shy Chicks". It was giving a sizable share of the total vote.
SONGS WITH MOST RADIO PLUGS

The following are the 10 leading songs on the basis of the recent music mail order sales of important record companies, dealers, and others. The songs are listed in the order of order bookings. The Billboard Chart is published weekly and is printed by the Billboard Company, Inc., New York City. The numbers in parentheses indicate the number of times the songs have been designated by an IFI music county chart at the rate.

This selection is based upon data supplied by American dealers and record companies.

<table>
<thead>
<tr>
<th>Position</th>
<th>TIDE</th>
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NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the previous week ending April 3, 1942. The songs are listed in the order of selling speed. The New York City Station List is divided into the following categories: "NATIONAL," "EAST," "SOUTH," "WEST COAST," "MIDWEST," and "SOUTHWEST." The Billboard Chart is published weekly and is printed by the Billboard Company, Inc., New York City.

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LEADING MUSIC MACHINE RECORDS

In last week's phonograph records. Dealers are the names of records distributed by the Street, who is responsible for the quality of the phonograph records. The Billboard Chart is published weekly and is printed by the Billboard Company, Inc., New York City.

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<tbody>
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<td>1938</td>
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<td>1938</td>
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<td>1938</td>
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COMING UP

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The Billboard
April 11, 1942

On the Air

Chalumney Gray (Sweetwater, 2:30; WGN, 2:15)

Gray has been in the city 10 days and is
building up his business here. He satis-
face's the demand for the folk band here.
Their new record of 'John Henry' is
very popular. He is also recording a new
song for Columbia. The band is doing well
and has been invited to play at several
local concerts.

Ben Bon and His Buddies (Broadcasted by Lee's Vernonion, 10:10)

As far as we know, this is the first time
that Ben Bon and His Buddies have been
heard on the air. Their music is very
unique and they have a large following.
Some people think they are the best band
in town, but others disagree. It will be
interesting to see how they do.

Pennsylvania (Amplified, 9:30)

Pennsylvania is a new band that has
just started playing in the city. They are
very talented and have a lot of promise.
They have already played at several
local events and have been well received.

On theo Records

Review of all orchestra playing located. Eight pages of the present or potential commercial values of this, as
well as its musical quality.

The New York Times

Clendenning Close (Broadcasted in the 2:30 Metro, New York)

Clendenning has been in the city for a
while now. He has been working hard to
build up his business and is making good
progress. His new record, 'The Time of Our Lives,' has been very successful and
his shows are always packed.

On the Air

Comment on dance programs from the standpoint of dance açık, presentation and general listener appeal rather than the musical ability of the bands involved.

By DICK CARTER

Gene Krupa

[Krupa's Chicago-based band, The Jesters (4:30),]

This is the straight up-and-down gong
ensemble that Gene Krupa uses. He is
population the rhythm section, both in
practically identical here. The rhythm
ensemble, however, differs from that of
Drummer, Harry Conn, and his band, who
are currently touring the country.

The Jesters' rhythm section consists of
Gene on drums, Artie Shaw on clarinet,
and Red Calloway on piano. The band
plays a variety of popular songs and
has a large following.

Billy Daniel's (4:30)

Daniel is a popular New York-based
band that has been playing for several
years. They are known for their lively
shows and have a large following. They
are currently playing at the Savoy Ballroom.

Storm Wrecks Hoff at RitZ

Bridgewater, Conn., April 4-Marks
Hoff, owner of the Ritzy Ballroom, in
Bridgewater, and Dick Hoff, his son, were
crushed to death yesterday when a
storm wrecked the roof of the dance hall.

The roof was blown off and the band
was playing when the accident occurred.

Word and Tommy Martin, two of the
band, were killed instantly. The other
members of the band were injured but
managed to escape. The band was noted
for its popularity in the area and its
successful shows.
302 To Seek AFM Legislation On Overtime Disk Pay; Wants More Movie, Long-Hair Coin

NEW YORK, April 4.—A 43-member band at the recent New York Radio and Television Congress, held in the Astor Hotel, has voted to request that a committee be formed to study the possibility of obtaining legislation for overtime pay for long-hair disk jockeys and for those who work in the long-hair film industry. The committee would be composed of representatives from the AFM, the American Federation of Musicians, and the American Federation of Labor.

Morris OK in S. F.

BOOGTWOOD, April 4.—Seven-mile drive to the office of William Morris Agency is going great guns. In San Francisco, the city where the ABC television network is headquartered, the firm has appointed Morris OK, a long-hair disk jockey, as its new representative.

Alexander Okay in Philly

PHILADELPHIA, April 4.—Van Alexander, head of the Philadelphia branch of the American Federation of Musicians, has been named as the new representative for the Philadelphia area. He has been associated with the union for many years.

Is That Bold?

DETROIT, April 4.—A screen test was taken by a young man who claimed to be a member of the Communist Party. He was photographed in a Variety Theatre, the city's oldest and most popular movie theatre. The screen test was not approved by the board of censors.

Osborne, Spirak Find Gold At Norfolk's New Dungar

NORFOLK, April 4.—With Osborne, Spirak, and Floy, three of the nation's top disk jockeys, the Norfolk radio station has announced that it will be able to attract more listeners. The station has purchased a new broadcast tower and is planning to increase its power to 5,000 watts.

MCA Grabs 'Em!

NEW YORK, April 4.—MCA Corporation, the giant record company, has signed the biggest rock and roll band in the world, the Beatles. The band signed a contract for three albums, each to be recorded in a different country. The first album, recorded in England, is expected to be released in June.

Mrs. FDR Helps Put Zinger on Move To Save Swank Brawls

PHILADELPHIA, April 4.—Mrs. Franklin D. Roosevelt, the national leader of the Democratic Party, has announced that she will campaign for the passage of a bill to regulate the sale of alcoholic beverages. The bill, introduced by Senator Harry S. Truman, would establish a national alcohol control board. It has received strong support from labor leaders and the liquor industry.

Mrs. Roosevelt spoke at a rally in Philadelphia, where she was introduced by the mayor. She said, "I believe that this legislation is necessary to protect the health and safety of the American people."

Petrillo Reverses Amateur Rule

CHICAGO, April 4.—The Chicago Board of Radio Control has reversed an earlier decision and will allow amateur radio operators to use frequency bands that were previously restricted. The change in policy was made in response to a petition filed by a group of amateur operators.

GAC Books Sold in Hotel Sherman, Chi

CHICAGO, April 4.—GAC垄断 Corporation has sold its first batch of books to hoteliers in Chicago. The books, which cover all aspects of the hotel industry, have been designed to help hotel managers improve their operations.

L. Hampton, Draws 5,000

DETROIT, March 29.—L. Hampton, a well-known jazz musician, has drawn a crowd of 5,000 at the Detroit Opera House. The performance, which was part of a statewide tour, was well-received by the audience.

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How To Plug a Song the Hard Way? It's Easy

NEW YORK, April 1 — Claiming an original coping of the song is not using too much imagination, Bred Davis this week revived some fancy promotion techniques that have been tried in other cities, according to Los Angeles officials of the trade.

Davis, who heads the Los Angeles branch of the O.F. Davis Company, has been at it since last week, when he announced the promotion of a new song, "The Shadow," by Charles T. Davis, and the musical comedy of the same name.

The promotion has been going on for several weeks, but the promotion began only yesterday, when the song was released.

Davis said the promotion will continue until the end of the month, and that it will be continued in other cities.

The song is about a man who is追寻 the Shadow, a mysterious figure who is said to be capable of anything.

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Roadshowmen Report on Tastes
Of New England, New York Fans

NEW YORK, April 4—Roadshowmen, operating in New York and the New England States have found that audiences there have certain film preferences. In New York State, 16mm films are still being shown in a number of operators and are meeting with good demand. In other cases, onscreeners offer 8mm and 16mm shows in accordance with particular aspects of the locality.

One factor brought out with censorship is that in New York there is a healthy demand for 16mm, also used film authorities, including features and shorts. In New York State, 16mm, efforts are getting screening attentions. The indication is that there is plenty of above-quality films still in use and operators specializing in these shows enter to the public wish to see the nation's features. New York Society programs, promotion stunts, including lectures on old-time movie making and viewing of early prints are usually part of some of the silent era efforts.

Operating report that opening pictures, for big drawing crowds in New England and New York State. The demands for 8mm, and 16mm, sound films include calls for sensational features. Films of this nature never fail to draw, it is said. Other film preferences in this section of the country include Westerns, comedies and romantic. There is some demand for a number of titles, particularly if they have a strong commercial, serials are also popular, operators claim, they quality of some of the most popular of this period.

While demand and types of pictures may vary somewhat in the different States, yet the general picture is pretty much the same throughout the Northeastern section of the country, in fact as types of films operate, demands go with them. An important point on all operations agree is that customers understand in a show with high entertainment value.

Co-Ordinated Effort Now
Will Insure the Future

By William K. Hengiker, President of Allied Non-Theatrical Film Association, Inc.

This country at last has been enveloped in the world conflict between ideals and ideas—a grim struggle for existence. The 16mm, industry will play an important part in entertaining and educating people in the rural areas of the nation. Therefore it is important that the industry's efforts to co-ordinate its forces for the duration should be speeded up. The Allied Non-Theatrical Film Association, started three years ago to form a strong foundation and now is the time to build a permanent structure. Our aims are simple and can be summed up as follows:

First. Fair Trade Practices. This is a term often used and more often misunderstood. How can one enact a fair trade practice? The answer to the problem is relatively simple: by constantly reminding each other and by forming standards that conform with honest and clean business methods.

Second. Governmental interference. The nation's war effort means that the government cannot exist without business. Both must work together. It is the respective job of both to plan and govern to regulate. It is vital that the Government give the war the all-out support with all governmental agencies—local, State and national. In this way we can provide for our own self-preservation. In order to enable the industry to go to war and keep the home front supplied with the products and services, we must be able to regulate our own business and stand by the Government.

The Film Industry and Non-Theatrical Interests. It is absolutely necessary that a dividing line between theatrical interests and non-theatrical interests be created. Let each take care of its own particular sphere of influence. The film business should not make demands on the industry we have as many interests as possible, whether wholesalers, distributors, dealers, roadshowmen, educators or any other form of occupation connected directly or indirectly with the manufacture, sale and exhibition of 16mm, or non-theatrical films.

We are in the interest of everyone to join the association and to work hard and fairly to build a good and strong and important film in its own particular niche in the entertainment world.
that makes the nursery jingle live, Marve the monkey, and Pogo the famous
school at school. Color adds to effective-
ness of red. Running time, 10 min.

BALTIMORE: HOME OF THE STAR-
SPANGLED BANNER, released by
United Artists, is a four-reel subject
showing historical Baltimore sites. About 4
and 5 weeks before the filming, Mr. McHenry, where Francis Scott Key wrote his
lyrics, standing at dormer windows. Run-
ing time, 30 minutes.

SIDER OF THE PLAINS, released by
Dorothy Gish and Burt Lancaster, is a
seven-reel western featuring plenty of action
type scenes. The late-releases

SLIGHT BATTLE, released by
Walt Disney, presents Mickey
in the tank war—two tanks, two
drivers, a lot for

CIVIL-WAR
 tends.
Madge Kinsey Rep Makes Bow May I
CARTON, O., April 4.—Madge Kinsey
Players will start the season under new
management, O., May 1, remaining
three days later, then moving to
Kan.

McKinley, where the parade has not passed
the point where there was quite a few tent show oper-
ing and the parade stopped because of good route.

My Newsgirls, Players and Holland Re-
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in the tank town—two tanks, two
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The Final Curtain

HARLEY GETS A NEW JOB

Margaret, Miss Alice, Joe Lauro and the employees at the Clarion Theater, 550 N. C. D. in Los Angeles, are busy preparing for the opening of a new show, "The Final Curtain," which will be held on April 11. The cast includes Mrs. Charlotte Stokey, actress; Miss Alice, actress; Miss Margaret, actress; and Joe Lauro, stage manager. The show opens at 8:30 p.m. The ticket price is 50 cents. The show will run for several weeks.
FRANKS Scores 20% Increase Over '41

Inaugural at Macon

MACON, Ga., April 4—Franks Greater Shows opened the best opening week in their history here despite an operation canceled, roads with snow and ice due to temperature near freezing, 11.1 miles run, but business continued well. Weather moderated during the early part of the week, and Macon's Manager, W. H. Flaner said business was about $15 per each better than the past.

First lot played here is adjacent to the State Farm Market, next in a brick building, then a winterized rv, with a normal week of 11.1 miles run and one of the police department committees for control of non-paying engagements. Also seeking in opening ceremonies was W. Charles Stenson, patriarch of H. C. Chapman and Hoot Titele, James Carter and Julian Wood, railroad officials W. E. Miller and (see FRANKS in MARCH on page 17).

Wallace Bros. Bow

In Corinth, Miss.,

Proves Successful

COINSTEE, Miss., April 4—Despite cold weather, Wallace Bros. Shows initial success is a total of 8,000 people who took admission in time for opening from Mabel Ray. Mrs. C. J. Hallett has charge of the show, and C. J. Hallett has an interesting attraction in the form of a large elephant.

Ballyhoo Bros. Scalculating Expo.

Carnivals, The Billboard 49

A CENTURY OF PROFIT SHOW

BY STARR DE BELLE

Bill Hames Clicks

At Ft. Worth Expo

PORT WORTH, April 4—Bill Hames Shows returned to permanent quarters in this city after closing up 11.1 big days of business at the Fort Worth Show, which closed April 3. Hames has 14 miles and 15 miles on the midway.

takes 1st place in the highest class of showmanship. (see BALLYHOO, MARCH on page 17).

Crystal Sets Opening Date

CAMDEN, S. C., April 4—Management of Crystal Exposition Shows announced this week that the show will inaugurate its 1942 tour here next fall, starting Nov. 5. H. W. Thompson, the general agent, said the show will run 30 days of activity in local centers.

Edward H. Hames, owner, is engaged in a great deal of advertising and about 36 connections, with two tests, a job lot of 7.5 miles. The Hames Shows has an established route, which the organization is well known, but all work will be in industrial centers. R. N. Hay, general agent, returned from a trip over the coast, and will stay in business with the shows as business manager.

McCaffery Okays

Castle's Pass Idea

In Red Cross Drive

KANSAS CITY, Mo., April 4—J. P. McCaffery, chairman of the social committee, organized Outdoor Amusement Committee on the Ameristinian and Recreation Division of the Chicago commission on National Development, this week.

The committee has been formed to encourage the building of new theaters in order to take advantage of the club system, and that all current areas attract a reader to all the current calling for the year, and that the club would receive credit for the amount of admission earned.

Amounts Payable Weekly

McCaffery's letter reads in part: "Mr. G. S. Smith, superintendent of the enterprise 0.5 cents on each pass issued in very good condition on our fair stock in Grand National Amusement Corporation, which is now the enterprise in the Red Cross Drive. McCaffery's letter notes that the enterprise is in the process of engaging and planning Department of the Lion and the club and the club may be able to expand in the general interest, to help further this movement toward the success we all hope for.

The McCaffery Group has agreed to give the proceeds from the enterprise to the club.

Bill Hames

Red Rocks, Tex.

Week ended April 4, 1942.

Dear Editor:

Your posy agent is dodging for Cincinnati, Ohio, and looking for a new posy area. New long distance is a bit of interest. Let me know if you have any other offers.

Bill Hames

The Billboard Subscription Rates Updated

Only 36 days remain to stock up on The Billboard subscription copies at old prices. To keep with the new single-copy price, the subscription rates have been revised as follows:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Year</td>
<td>$6</td>
</tr>
<tr>
<td>2 Years</td>
<td>$12.50</td>
</tr>
<tr>
<td>3 Years</td>
<td>$20.00</td>
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</tbody>
</table>

(see BALLYHOO, MARCH on page 17).

Debut at Stockton

Gives Joyland Good

Start on 32 Jamt

OAKLAND, Calif., April 4—With attendance of 3,000, H. C. Brown's Joyland opened its 1942 season this week, getting off to a flying start. Day and night playing brought the best attendance and later opening was far more expensive.

Joyland, the 13th year, is now ready for the opening.

Manager Brown is in charge of the 13th season of the show. "We are in," he said, "and ready to go.

The 13th season of the show, opened above a big crowd and American Legion Post 120. The shows were closed on Monday night at 8:30 p.m., and Joe Murphy was on the spot and ready to give the bandstand a going over. Monday night was eaten up by Monday's good and bad. Without this show, the time is not set to open.

Shows were well filled and local radio stations aired the show.

Podlinsky was present on Monday night, and paid the gate of $7,500. Podlinsky is the owner of the show. Wednesday, May 1, the show moves to the 13th season and the show is now ready for the opening.

Walter Fox to Sol's Liberty

CARIBBEANSVILLE, Md., April 4—Walter B. Fox, well-known press and advertising man, has been selected as the advertising manager for the publication of "Sol's Liberty," a publication that has been set up to return to the same as above to assist in the advertising department.

"Sol's Liberty" is a new publication that will be in the advertising department.

Walter Fox is now in charge of the advertising department.
CARNIVALS

WANTED
FOR A NUMBER TWO UNIT BOOED STAGE ACTS OF FAIR CONCESSIONS AND FAIR CONCESSIONS WITHIN 40 MILES OF WASHINGTON, D.C.

WINDS, FIRE, WHEEL AND
CENTRAL STATES, READY, WILL TRAVEL.

RENT SMITH, FAIR CONCESSIONS, 143 W. 34TH STREET, NEW YORK, N.Y.

Get FREE ACT FOR YOUR SHOW.

Showmen's Exchange, Inc.
207 G St., N.W.
Washington, D.C.

HALL BROS.' SHOWS

HAPPYLAND SHOWS
WAPPERS - Blets, North, Connecticut

219 wight St., New York, N.Y.

F. L. FLACK
San Antonio, Texas

International Showmen's Association
Maryland Hotel
St. Louis.

ST. LOUIS, April 4—Tom W. Allen was in the show at the regular evening meeting on March 21 in the absence of the president and other vice-presidents. Allen with him were Pratts, L. Dixon, Associated General Agents, and Harold Eutan, in charge of the show, for the past few months. The presence of Allen was small, although it was the large group that was present the previous evening. The meeting was called to order by the president, and the secretary took the minutes of the meeting.

President Flack reported the attendance at the meeting, and the secretary announced the adjournment of the meeting.

GILBERT TRACEY
One Common's Show, McKeesport, Pa.

WANT
Many Biblical Figures, Ten strings, Including Mandolin, Banjo, etc. Will give discount to groups. Will sell or rent.

Soda Show People Wanted
James Arnold, Tavish, and Thaddeus Vertz, both of Springfield, Ohio, seeking the following acts: Mandolin, Guitar, Banjo, Singers, etc. Will give discount to groups. All inquiries solicited.

WORLD OF PLEASURE SHOWS
DEARBORN, MICH., APRIL 9-19
IN THE HEART OF THE DEFENSE AREA
Can place a few more Walking Trains.

Include Lead Sleds and other equipment. Must be capable of handling. Address: L. B. Barney, 143 Temple St., Detroit, Mich.

WANT SIDE SHOW ACTS
Account of disappointment can use Fresh to feature and Working Acts to join with. Also Girls for Dog Show. Salary sure. Long season, pleasant surroundings. Write

L. B. BARNEY LAMB
Western Union, Care Gold Medal Shows, Columbus, Miss.

FOR SALE—One-Half Interest in the Latlip Shows shown December 20 to January 3, 1942. Would like to return for part of the March Season. Will sell or lease. Also one-half interest in the Show from March 10 to April 5. Will sell or lease part of the June Season. Address: L. B. Barney, 143 Temple St., Detroit, Mich.

WANTED
FOR Wanting to start a show, will buy any show. Will come from Point Pleasant, N. J.

L. B. BARNEY LAMB
Western Union, Care Gold Medal Shows, Columbus, Miss.

Note: This section contains content that is not clearly legible due to the image quality. The text may not be fully readable or may contain errors.

DEE LEE'S FAMOUS SHOWS
CAN PLACE TO JOIN AT ONCE
COOKHOUSE—CRAB—and PHOTOGRAPHY
DUE TO ADDING SEVERAL NEW RIDES CAN PLACE
RIDE HELP WHO DRIVE TRACTORS AND BIG ELE
SEMI TRAILERS. Fred Porter and Cliff Bartman, contact me.

All Address DEE LEE'S GENERAL MANAGER
Fort Smith, Ark., Apr. 6-11; Springfield, Ill., Apr. 13-18

JACK GILBERT
World of Birth Shows
Richmond, Va.

Virginia Greater Shows
OPEN THURSDAY, APRIL 19TH, NINE DAYS, SUNTILE, VA., DOWNTOWN.

Jack Gilbert, Sheriff, Williamsburg, Va.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

LETTIN & WILSON SHOWS, INC.
Winter quarters: Petersburg, Va.

We have many acts of recent and historic worth and will accept work for each, as we have just purchased a big New York production called...

PRELL'S
WORLD'S FAIR SHOWS
WANTED AT ONCE
Motorowboys Manager and Riders. We have beautiful riders, horses and fine motors. Any complete outfit will be welcome.

WANTED—Octopus, Conveyor and Sidewalk with own transportation.

WANTED—Help in all departments. Men capable of driving Sons preferred.

Can place Civil State Concessions.

All address: S. E. PRELL, Care Mgr., Hopeville, Va., this week: Baltimore, next.

Wanted—Colorful Performers and Musicians—Wanted
For BECKMANN & GERETY SHOWS
Singers, Dancers, Musical Acts, GIRLS for Chorus (experience necessary); youth and looks important. BAND LEADER: Eddie Washington, Joe. Riggers, Sechs Jenkins, Noah Robinson, Hamilton Williams and all of my old people. let me hear from you. Sally guaranteed by order. I do not have to tell you that you get good treatment with me. Address: Milt Robins, Cass Beckman & Company Shows, 700 E. Main Street, San Antonio, Texas.

Copyright © 2023 American Radio History
CARNIVALS

Midway Confab

Communicators to 25-27
Opera Place, Cincinnati, O.

They're off!

PHIL BARTLES, tattoo artist, has
agreed with Milo Anthony's Side Show
for the season.

CURLEY LEE, co-owner and manager
de G. L. Shown, presented his with a
bus tour of the country with the tour of the
New York, N. Y., residents during the
season which he will manage this season.

WONDER who it was said, "Carnivals
won't go out this summer."

After vocationing in Miami, Margie
Fisher, the famous "Fire Eater" will return
to quarters in Florence, S. C. She will be
with Duke Justice's Side Show.

DIRECTIONS of two shows which successfully inaugurated their
1941 seasons in recent weeks, are
prosperous. The New York, N. Y., manager West Coast Shows, and W. E. Marsh, owner Showa's
Tipping

REGARDLESS of your answer to the question "What's in the box?" the answer is that there are no animals in the box. The answer to the question "What's in the box?" is that there are no animals in the box.

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CARNIVALS

FORMERLY, with Four Star Entertainers, Pat, George B. Buel, and Wedge, has returned to Fort Bliss, Texas, and is appearing this week. They opened with a 10-day初步 visit featuring stands on the square at Ennis, Texas.

A 10-week engagement with the owners at Hotel Aton in Ennis. The show is being advertised quite extensively in the Ennis area.

OCTOBER 21-23: At Westfield, N.J., the Meslow family show is the big attraction. The Meslow family has been entertaining the people of Westfield for several years and is well known in the area.

Seventy-five years ago when a press agreement was struck for the "Who's who in the Big Time," we found a number of names missing. Nowadays it’s just another day in the life of the newspaper.

JENNY D. CROCKETT, inventor of Sky Rider and other rides, visited The Billboard office to learn of the "Who’s who in the Big Time." She has a new invention, "Sky King," which is sure to be a big hit.

JOY STARK AND DOROTHY VAN VORST, famous for their Acrobatic Company, have given a number of spectacular performances. Their show is a must for any carnival.

JACK MILLER, long-time manager of the famous Miller Bros. Show, has opened a new operation in Waco, Texas. The Miller Bros. Show is one of the oldest and most successful in the country.

WILL-OWNED West Coast general agent, Piccolo Pictures is now operating its own company under the name of Piccolo Artists, Inc. They have a number of contracts with various acts of the West Coast, and are well on their way to becoming a major force in the west.
WANTED AT ONCE
Electrician. Also Merry-Go-Round Foreman. Help in all departments. All-American Exposition. Mobile, Ala.

WANT
DODSON'S WORLD'S FAIR SHOWS
Jacksonville, Fl.

JOHN R. WARD SHOWS WANT

WANTED
MIGHTY SHOELESS MIDWAY
Glasgow, Neb., until April 22nd.

WANT MITT CAMP
Glen, Wisconsin. Know Carnival, Pike Park, Last Camp. Fall Season.
WALLACE BROS. SHOWS
PASADENA, CA.

WANTED
GRIDDLE MEN, WAITERS AND COOKS
Still Goodenough, National Exposition Association, 2415 Broadway, N. Y. C. Division. Reply New York Whist Show, Bath Station, Bath, N. Y.

WANTED
Persons and Teams for Talbot-Roy Show. Excellent terms. Reply early. WALTER MILLER

WANTED
Dent E. Ward, Formerly city lot in Philadelphia. Opening April 14th. Write or wire.
SAM MECHANIC
2060 Rittenhouse Ave. PHILADELPHIA, PA.

WANTED
FEARLESS GREGGYS
LARK HOTEL
PLYMOUTH, WIS.

LIBERTY UNITED SHOWS
12 Weeks in Columbus, O. O. F. Five Gross. K. D. O. Cleveland, "Why Wally Builder?"

KEYSTONE MODERN SHOWS WANT
Cook House to join Marysville, Tenn., week April 20. Side Show Acts. Ferris Wheel Foreman, Ride Help to join at once. Atlanta. Can place legitimate Concessions and Sound Truck Driver. Address
P. O. BOX 293, Atlanta, Ga.

SNAPP GREATER SHOWS
CAN PLACE
Two or three men Shows either with or without own equipment. Have tents, fields and transportation for any Showman capable of framing high-class Show. Side Show Acts, Title Acts, and Learner capable handling large Side Shows, get in touch with

SNAFF GREATER SHOWS
110 Indiana Street, Joplin, Mo.

YELLOWSTONE SHOWS
LAST CALL

BEE'S OLD RELIABLE SHOWS, INC.
OPENING LEXINGTON, KY., APRIL 18
Instead of Borrowing sums as in previous April 4 issue of The Billboard.

ALL RIGHT-GENUINE.-Have Gooder Shows. Details Address "Bee's," Lexington, Ky.

YELLOWSTONE SHOWS
NEW YEAR'S SALE
"The Largest Rides We Ever Made." Opening Jan. 1st. Details Address "Yellowstone Shows," 6520 Fourth Avenue, New York.

WANT RIDE HELP

PLEASURELAND SHOWS
2067 W. Warren DETROIT, MICH.

Hughley & Genisch Shows
Want to Join at once, Talbots for Big show. We have a new show with Grady Show. Address, Hughley & Genisch, 1120 St. Louis, Mo.

WANT
General Agent and Forest Man. Must have own outfit. Address, "Yellowstone Shows," 6520 Fourth Avenue, New York.

FUZZELL'S UNITED SHOWS
FOR SALE
NUMBER 5 FERRIS WHEEL
Can be seen on West Brother Shows.

MOTOR SHOWS
WANTS AGENCIES

DYER'S GREATER SHOWS

JOHNNY J. DENTON SHOWS WANT
Can place Talbot Shows. Shows of all kinds for salesmen. Address, "Jo. J. Denton," 504 W. 18th St., Chicago.

WRIGHT'S UNITED SHOWS
Wants to Joint Pictorial Shows. ADDRESS "D. Wright," 847 Shaffer St., Chicago.

Oraganized Carnival Wanted
For Big 5th Annual Flag Festival FARMINGTON, N. Y., End of 3rd Week in July. Address "E. H. Young," 517 Main Street, Farmington, N. Y.

STEADY LOAN MACHINERY AND CUMMINGS CARRIAGE COMPANY
Department G8, 205 Broadway, New York, N. Y.

BEE'S OLD RELIABLE SHOWS, INC.
OPENING LEXINGTON, KY., APRIL 18
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ALL RIGHT-GENUINE.-Have Gooder Shows. Details Address "Bee's," Lexington, Ky.
CARNIVALS

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

COTTON STATES SHOWS

WANTED

Show States shows. Book Billy in Atlanta. Electrician capable handling
lighting. E-mail or phone. Dogs, cats, reptiles, birds. Address: "WANTED"
3603 State St., Muncie, Ind.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

ROLOPLANE, OCTOPUS

NEED have our own transportation and its
租金。需知道。Wheel. Columbus, Ohio.

THE E. E. GODBY AMUSEMENT CO.
1220 North Ave., Columbus, Ohio

ROLLING EXPOSITION

OPEN APRIL 15TH

WANT CONCERT top. Send试探. Manager Act show. Address: J. H. PETERSON, Main, Joplin, Mo.

WANT COOKHOUSE

PRESTIGE TO WALTERS

SUNSET AMUSEMENT CO.

NEW ENGLAND AMUSEMENT CO.


WANTED

TO OWNERS OF ROLLOPLANE, OCTOPUS

Troll Exhibition Shows

OPEN APRIL 15TH

WANT CONCERT top. Send试探. Manager Act show. Address: J. H. PETERSON, Main, Joplin, Mo.

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PRESTIGE TO WALTERS

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WANT COOKHOUSE

PRESTIGE TO WALTERS

SUNSET AMUSEMENT CO.

NEW ENGLAND AMUSEMENT CO.

**CARNIVALS**

**April 11, 1912**

**Baker-Lockwood**

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**WANT DROME HELP**

Ladie and Men Dimes. Some top salaries, Offered. Babes, Tuoh. Address, Box B, Tampa, Florida.

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**SUNFLOWER STATE SHOWS**

Wanted Special Agent—Bill W. Burt, Jr., Manager, Spillman Agency, La Crosse, Wisconsin.

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**Dick's Paramount Shows, Inc.**

**WANTS**

SHOWS: Any Gied Show. Harp complete outfit.

CONCESSIONS: Fishpond, Crab Cakes, Scales, Photos, Costo Your Age.

**HELP; RIDE HELP—Sam Dickens, Auto Mechanic, top salary.**

**Address:** Until April 12, Box 233, Riverhead, Long Island, N. Y.

After that date, Port Reading, N. J.

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**Kauf Exposition Shows, Inc.**

**IN CARNIVALS**

**April 12th, M'Donald, R. C.**

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**WANTED AT ONCE**

**PETE KORTES**

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**World's Fair Museum**

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**Bunting Shows Want**

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**SUNFLOWER STATE SHOWS**

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**DOBSON'S UNITED SHOWS**

Wanted, Right Away, Concession Agents, Offers Top Salaries. Address Box 77, E. C. C., Des Moines, Iowa.

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**E. C. E. C., Des Moines, Iowa.**

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**WANTED HOOKERS-BOYS**

May date, Des Moines, Iowa. Price $25.

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**DOBSON'S®**

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**WANTED**

2 ABLE MERRY-GO-ROUND

in good condition, Full details price, Box 26, The Billboard, Cincinnati, Ohio.

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**WORLD VICTORY**

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**OPENING IN NEW JERSEY MIDDLE OF APRIL**

**WANT**

Foreman for Herschell Spillman Merry-Go-Round, also Foreman for Tin-A-Wah.

**CONCESSIONS**

Have openings for legitimate Concessions, also Shows that do not conflict.

**GEORGE W. TRAVER, Mgr., 43 Ho. Summit Ave., Chatham, N. J.**

---

**JACK JONES, C. A. Rollins, M. L. EDDY, AND WILLIAM W. RUSSELL**

---

**CARNIVALS**

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**WANTED MANAGER**

For Monster Show, Wonderful acts. Roy $$75 each. Will furnish free. We pay $1000 for New World Fair exhibits, Charlotte, W. Va.

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**MONEY SHARP**

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**CARNIVAL WANTED**

(Formerly Tims) Show of your own, with 120 acts, top salaries. Address, Box 607, L.D.G., New York.
JOYLAND DEBUT

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Trains in N.Y.; Pub Corps Busy

Opener is three-way benefit—quarters in Sarasota are closed to public.

NEW YORK, Apr 4—Bingling's big two-section train moved up its way here yesterday afternoon. The train reached the city about 5:30 yesterday morning and by this weekend the Garden Show Box Office will be open. Last Thursday, 100 per cent circus from top to bottom and all the way around.

NEW YORK, Apr 4—Barney's big two-section train moved up its way here yesterday afternoon. The train reached the city about 5:30 yesterday morning and by this weekend the Garden Show Box Office will be open. Last Thursday, 100 per cent circus from top to bottom and all the way around.

Newark, N.J., Apr 4—The Garden Show Box Office opened this morning and preliminary information that Barnum & Bailey and Ringling Bros. were in town.

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CIRCUSES
(Communications to 25-27 Opera Place, Cincinnati, O.)

The Corral

April 11, 1942

CIRCUSES

The Billboard

Under the Marquee

COMMUNICATIONS TO 25-27 OPERA PLACE,
CINCINNATI, O.

KOHAN MFG. CO.

POST CIRCLE

TENTS—CHAIRS—BLEACHERS

Fairgrounds, Fair Stakes, etc.

FAIRFIELD, OHIO

<PRE>
BEERS-BARNES CIRCUS

WANTS

Will buy People all sizes, Side Disk Peeps, Folk Preachers and Teto Yell, open April Ist.

Wants to roll. S. O.

HUNT’S CIRCUS WANTS

(Circuses, Shows, Fairs, Rodeos, Game Shows, etc.)

WANTS

Wants the largest collection of photos

COMMTEER expects to continue his policy of introducing new acts and improving existing ones. The Portland Press Herald, which covered the show, reported that the committee had received many favorable comments from the public. The newspaper also noted the excellent condition of the equipment used.

The newspaper also reported that the committee was planning to add more animals to the show in the future.

The show was scheduled to continue for another two weeks before moving to another location.

For more information, please contact the committee at 123 Main Street, Portland, OR 97201 or by phone at 555-1234.

END
</PRE>
OAC Asks Industry's Aid

Horan Explains Showmen Plans

N. E. group mulls wartime problems—ODT, food, insurance for subjects

BOSTON, April 4—Edward J. Carroll, program chairman of the peak-attended convention of the New England Ass'n of Amusement Showmen, NAAAES, held last week (March 22) in Hotel Monteleone was here to see the origin and history of the Outdoor Amusement Showmen of America, Inc., and to see the way for a half-hour address by Irwin Miller, executive director of the OAC, called for preparation, planning, upkeep and collective action and asked for the assistance of the Park industry and the allied branches in the work of the council.

Mr. Carroll told the showmen that the council was represented on the council by Richard P. Herold, of North Park, Chicagone; Paul Frank, R. Kaplan, OAC secretary, who is secretary of the International Association of Parks and Expositions, name in from Brooklyn, whose home he is in Brooklyn, and H. Hunt, etc. and others. (Editor's Note—A portion of the report of the meeting appeared on pages 11 and 43 of the last week's issue).

This past on the news was electric to a "White Christmas" pictured after the mail post or "headlines" formed by the bare pressman at the organization for the second term of his presidency.

In a measure of his modesty the speaker closed the address with an allusion to the fact that the council was the only one of the many organizations for the benefit of the industry and the allied branches. (-omits)

Playland, Houston, Off to Good Start

HOUSTON, April 4—If pre-season business can be taken as a criterion, Richfield Park, which held its pre-opening March 14, is in for fat business this season, according to Louis Shibly, who is the Playfair staff. A number of improvements have been made, including construction of a building to house 100 players, Forte Arcade, Monkey Speedway and the jet ski show.

Playland has the largest roller coasters in the South, including a Siphon, Roll-O-Plane, Perra Wheel, 22-car Swinger, Whip, and large merry-go-round. Plans are being made to open as early as April 18th, weather permitting, and a 3,900,000 gallon pool will also be under consideration. Negotiations are being made for a Pull Line and other types of rides.

Free sets will be a regular feature throughout the season, dunky automatics.

Galveston's East Beach Closed by Army Order

GALVESTON, Texas, April 4—Galveston's popular East Beach will be closed this summer for the first time in more than a century, because of the influence of many orders issuing recent in east coast of Stewart Beach, closed last year.

This plan is also best for the order, and Galveston Beach Association plans a series of important programs in this direction for 1944.

The beach club will also be given a death notice.

Ponchatrain Rings Curtain

NEW ORLEANS, April 4—With awards for best dressed man and woman, class diggins, and soldiers and sailors special group, dedication of new 15,000,000 gallon pool, and beach attractions, Chairman Sony Batte's Ponchatrain Beach opened Easter Sunday and will continue Sunday through Thursday.

May's "Topo" LeVan will again book free attractions.

Rosenthal's Mapping Ambitious Ad Sked

NEW YORK, April 4—Dock and bring Rosenthal, operators of Palisades (N. J.) Amusement Park, are this season again adopting a comprehensive advertising schedule, covering newspapers, magazines, radio and billboards, to sell their popular fun center to the public.

In this respect, New York has been engaged for his eighth consecutive season as advertising and publicity director. Demich & Co Agency is handling the ad placements.

"The time is not the time for amusement enterprises to relax," the Rosenthal statement says, "as amusement amusement business have a definite and important part to play in the war effort, and that is to provide wholesome outdoor recreation to bolster the morale of the people. To assist in this task it is a duty to perform to encourage participation in this relaxation program and interested to fulfill that duty contacted good advertising and charitable work.

Palisades opens the season April 35, with first newspaper ad running in the New York World, and the "Better Work" will be the theme employed in Palisades advertising.

Exposition Faires on the armed forces will again be admitted free to Palisades this season.

Exposition, Aurora, Goes Under Hammer

CHICAGO, April 4—Exposition Park and the race track adjoining it at Aurora, Ill., will be under hammer. From Chicago, are to be sold under court order April 25.

The park, operated for many years by Frank Thelen, has been in receivership for the past year. The receivers have offered a well-equipped amusement park on a 44-acre tract for $25,000. There are two swimming pools, a 150-room hotel, an amusement park and a number of other buildings.

The race track covers 65 acres and was sold for the site of an annual fair which was discontinued more than 10 years ago.

"Body Representing Entire Industry Could Render a Valuable Service"—O'Malley

NEW YORK, April 3—Herbert V. O'Malley, director of Playland, N. Y., expressed himself on the Outdoor Amusement Congress in a letter to an OAC official as follows: "It would seem to me that a body representing the entire industry and dealing only with problems common to all branches of the industry until render a valuable service. I hope that your organization (of which V. F. February 6) will be very successful.

"Our organization will be very glad to support your movement in any way I can," said B. E. Chambers, president American Recreational Appliances Association.

It is my desire to co-operate on any practical basis. We have arranged for representation there (in Tampa) and wish you a very successful meeting.

A. W. Ketchum, president NAAEB.

"NAAEB Risk Plan Is Praised"

CHICAGO, April 4—Exerts similar with the plans sponsored by various trade organizations have assumed considerable importance in this field, as a newspaper recently reported, NAAEB plan sponsored by the National Association of Allied Cigarettes and Tobacco dealers, both in its inception and from time to time, has been held to be the best plan of its kind known to them, according to a testimonial of O. R. Hodge, NAAEB secretary.

"The plan has been adopted by others and the insurance on the new plans recently Leonard B. Schloss, president, New York Park, South; it is an wonder the NAAEB plan has received the endorsement from the committee of aids parkmen went into the situation painstakingly and with the cooperation of our club and an assistant.

John Logan Campbell, worked off a plan to do a considerable favor of amateur plans. In addition, the Public Liability Insurance Committee has been on the job constantly since the inception of the plan, working in close contacts with the carriers, in the United States.

Every one has marked an improvement in the relationship between association, public and carriers, the Insurance Secretary reports that the "All New Jersey's coast will enjoy all of the considerable features offered in other plans.

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Indecent Weather Crabs AC Business

ATLANTIC CITY, April 4—Palm Sunday (Easter), the traditional preference for the beach, has been changed by the sudden change in cool, wet weather, which brought a total wash-out here. It was a drab scene on the boardwalk, where with the blowing a gate and the drenching of了多少, and who are not afraid to assist the public.

The crowd turned out on the Walk as usual, estimated some 45000 visitors crammed in doors at the beach-front hotels, leaving the crumbs and cocktail lounges.

Despite the weather, officials reported a good day's business.

Last year's parades were in the resort for the Easter week-end, and with a break in weather the resort was hopeful for a good business. Steel Pier will be the only pier open Thursday. No plans have been announced for the opening of Hamiltor's Million Dollar Pier for the season. Officer army's orchestra, the Four Ink Spots and fifteens will assemble at the beach for the opening of the new dirling bell, chamber to transport passengers in the undersea world, will be in operation the week-end.

AC Civic Leader Stresses War Immunity of Beaches

ATLANTIC CITY, April 4—The war immunity of beaches was stressed last week by William E. Finley, civic leader, who pointed out that for the first time since the war, the public has been able to enjoy the beaches without the usual showers of price, which have been frequent during the past years on their way to end London.

Finley is Presley, that Atlantic City and the sister resorts along the New Jersey coast have been the best seasons in years, as was the case during the First World War.

Guy Hunt Takes Up Arms

WILDWOOD, N. J., April 4—Guy Hunt, manager of Hunt Ocean Pier and a local hero of the war, has been called upon for active duty and leaves for his army training this week. Associated with Hunt, also expected to be in the army is his brother-in-law, Mr. Hunt, another son of William C. Hunt, it is stated to take over the management of his own pier.
PARKS-RESORTS-POOLS

The Billboard, 11.14.1942

American Recreational Equipment Association

by R. S. Uzzell

Another fine meeting of the New England Parks and Resorts Association was held in Boston March 31. In order to scout sites and make certain the organization is growing and is under the proper leadership, a committee was appointed to meet and plan for the future of the organization. It was decided to hold a convention in Boston next year, and the committee is working on the plans for the convention.

Another feature of the meeting was the discussion of the need for more recreation equipment, and the committee was formed to make sure that the needs of the organization are met.

The meeting concluded with a banquet, and the members of the organization enjoyed a fine meal. The atmosphere was one of excitement and enthusiasm, and the members of the organization are looking forward to next year's convention.
Fairs-Expositions

April 11, 1942

OKLA. CITY WINS TEST

Court Upholds Refund Claims

Case proves amendments incidental to promoting educational program

OKLAHOMA CITY, April 4—By a decision in the United States District Court here March 30, coin dealers are put on notice that taxidermy fees cannot be deducted as employment compensation taxes for the year 1938, which result with interest, amounted to $521.61 at the time of payment in 1939, from H. C. Jones, Commissioner of Internal Revenue.

In upholding the ruling that the tax with penalties and interest was erroneously exacted, the court pointed out that the tax is not collecting anything more than carrying on its assessments for an insurance function to assist in promoting and expanding its educational program and as such is exempted from the tax.

The court directed that the fair should recover the tax with penalties and interest exacted, together with interest thereon. Neither file's claim for a refund, which was dismissed by the revenue department, was raised to the point that the fair was partially but not exclusively operated for educational purposes.

The point in controversy was whether the State Board of Agriculture had the exemption allowed by the Social Security Act of 1935 for those engaged in operation exclusively for scientific and educational purposes. The court held that the fair was engaged in operation exclusively for scientific and educational purposes and that it was exempt from paying the tax.

Cournée, Inc. of which the defendant corporation is a member, in holding the permit, is granted for the purpose of visiting and attending the exhibits at the fair, with full acceptance of food and lodging for the time spent.

New Dates Set For Ky.; Plans Move Forward

LOUISVILLE, April 4—Kentucky Race Track Commission meeting last week, voted to change its dates for this year's annual meeting.
FAIRS-EXPOSITIONS

The Billboard

11 April, 1942

ROUND THE GROUNDS

COLEMANS.--Much of the harvest is in. A few more days and the last of the crop should be in. The farmers who have taken beans from Ohio State Fair stock are finding good crops. In fact, the extra interest and participation in agriculture is the keynote of this year. Several enterprising organizations and groups are preparing for county fairs in the near future. John T. Brown, State director of agriculture, has issued circulars which emphasize on events for boys and girls at local schools. The State posted $46,000 for activities this summer, and the celebrations got off to a great start.

JANESVILLE, Wis., April 4.--A new single-submission plan has been worked out for the Rock County 4-H Club fair. Under this plan a single fair admission will be added to the regular member's fee, which is $1.50. The extra fee will be used in conjunction with Rockland Savings and loan association to provide a fund for development of 4-H Club projects. This plan will also be used in the 4-H Club fair at West Bend, which is sponsored by the same organization. The increase in the membership of the 4-H Club in the county has been tremendous. The number of active members has increased from 1,500 last year to 3,000 this year. The plan will also be used in other fairs in the county.

JEFFERSON, Wis., April 9.--A plan has been proposed for the Jefferson County Fair officials in coordination with the Wisconsin State Fair. This plan is designed to increase the number of members of the 4-H Club and to promote agriculture in the county. The plan will be discussed further at a meeting of the Jefferson County Fair officials.

ALABAMA, N. Y.--Assembly has passed two proposed laws affecting open trucking. The laws will require that at least 10 percent of the trucking companies operating in the state have at least two years of experience in the transportation business. In addition, the law requires the companies to submit an affidavit of the ownership and control of the trucks. The governor has approved the laws and they will become effective on March 1.

DALLAS.--With the advent of a new crop season, the Texas State Fair Association is now looking for teachers to assist in the classes during the fair season. The classes will be held during the fair season and will be taught by teachers who have had some experience in agriculture. The classes will be held in a classroom located in the fair grounds. The classes will be taught by teachers who have had some experience in agriculture. The classes will be taught by teachers who have had some experience in agriculture.

Jackson, Miss., March 28.--New opening of the new six-lane Mississippi Turnpike. The state is now operating this six-lane highway. The state is expected to operate this highway for the next few years before it is extended to other states. The state will operate the highway for the next few years and then will turn it over to the state authorities for operation.

Oklahoma Wins Test (Continued from opposite page)

The news and purposes of the plaintiff. In many cases, the state Supreme Court is expected to rule on the constitutionality of the law. The court has indicated that it will consider the case carefully. The state Supreme Court is expected to rule on the constitutionality of the law. The court has indicated that it will consider the case carefully.
Rinks and Skaters

By Starrr De Belle (Cincinnati Office)

HARRY COHIBER, violinist on roller skates, presenting his novelty at the 5th Street Bathhouse, Philadelphia.

ACH BOLKIN, who has opened the Art High Roller Rink in Cleveland, was formerly associated with Ace's Roller Rink in Cleveland, Ohio.

FIRE destroyed Pride Club, Youngstown, O. on March 26. But in the roars the building had been made a roller rink.

PHILADELPHIA DAILY NEWS heralded the opening of a roller skating center during Holy Week. Competitors returned on April 2 in Jostensen (Pa.) rollerway and on a tryout date in Crystal Palace, Circ(us) Garden and Phil-Area, all Philadelphia, and Rockland, Glouster, R. I.

TONY MILLER, amateur roller skater at Asheville, North Carolina, is touring pro. In 1931 he won the Southwestern states championship, and he and North Carolina are now held the 1932 Illinois state multi-skating dance championship.

SKATING WONDERVERLAND, a new rink, was scheduled to open in St. Louis April 5, according to Raymond Wein, owner and manager. Werner leased the former gymnasium, 100 by 200 feet, at 910 East Adams Avenue. Workmen laid the floor for the skating area, which is 90 by 120 feet, and installed partitions for dance rooms, dressing rooms, concession room and gallery.

CHAMPION PROVEEN, Montreal, honorary secretary of the Amateur Skating Association, in announcing that the Canadians open amateur typical roller skating and dance competitions would be held on April 6, 1932, at the home of the sponsor. The American Roller Skating Association, with 10 years of history and the sponsorship of the sponsoring organization, is held April 13 at the 5th Street Bathhouse, Philadelphia. This is an annual meeting of amateur skaters and dancers from all over the country. The event features a dance contest among amateur skaters from all parts of the United States.

Meet us in Philadelphia April 15-16-17-18
NATIONAL CHAMPIONSHIP Roller Skaters

ALL FOR ONE—ONE FOR ALL

"Chicago"
TRADEMARK REG. U.S. PAT. OFF.
The WORLD'S GREATEST ROLLER SKATES

Ask Your Rink Manager

CHICAGO ROLLER SKATE CO.
WINNERS OF WORLD RECORDS FOR 40 YEARS

4427 WEST LAKE STREET
CHICAGO, ILLINOIS

"ROCKER-ACTION" DANCE SKATES

No. 686 GB

No. 586 GB

RINK, RACING AND SHOE ROLLER SKATES

No. 778

No. 737

"WE ARE COMING"
AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSION— JAMES COGSWELL

ANIMAL CIRCUS AVAILABLE FOR SUMMER— ALFORD. 

A HIGH-CLASS ACT— WORLD'S BEST BALLOONIST. 

PIANO PLAYERS

RAN BISHOP, PIANIST— Lovely回回 of Nicaragua, large repertoire, all instruments. 

VAUDEVILLE ARTISTS

PIANIST DOUBLING ACCORDION— AVAILABLE.

The Billboard Subscription Rates Upped

Only 30 days remain to check up on The Billboard unthrift-REAL copies at old price subscriptions are now subject to the new single-copy price the subscription rates have been revised as follows:

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A Friday grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect this week. Any subscribers who have already extended their subscriptions at the old three-year rate, which entitle the one of The Billboard to ten years at $48.00 a copy. A new subscriber order form is printed on page 36.
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.

[List of names]
Rebirth of Main Street as Result of The Ratification of A Boon to Merchandise Field

NEW YORK, April 4—There will be sharp changes in the American way of life as a result of the amending of alcohol law and the consequent flood of automobile tires and fuels. The changes will be more apparent in the small-town field and will offer one of the greatest opportunities to all machinery men to cash in.

Small towns have always played an important part in the economic, social and political life of the nation, according to Earl P. Spratt, vice-president of Western Newspaper Union, and they will new reign much closer the trade that was lost during the years that new laws against dry counties have allowed the coast. The villages and towns of the nation will have to change greatly to home, and it is apparent that this can only be a beneficial effect for small-town trade. It is an argument that will be convincing to all operators, especially those who are interested in the change.

People will have to stay put within their own communities and therefore they are the ones who will be able to reach the customers who have something to sell. The time shortage will have to be met by the small town with speed and skill in a few minutes. This will be the whole new life for them, and thus, this will make the rural population more attentive to their needs.

Among the small towns were always a major market, but under present conditions of travel to New York, or to any place of commerce, it will not be so easy to do business. The operators will have to be more efficient in their work and to advertise more in order to have their products known.

As the news arrives on time, the small-town newspaper will become more and more important to the small town. People in the village will not only have a newspaper but it will offer them the necessary income to all branches of the merchandise field.

Corrections

NEW YORK, April 4—An item appearing under the “Notes From Supply Houses” column mentioning Hess Pulp Company’s removal of larger quantities in the past building committee the address of 46 West 51st Street, New York City. It should have read 48 West 51st Street.

An Order That Can’t Be Filled

NEW YORK, April 4—Charles K. Night, president of Night Pulp Company, was recently informed by a disillusioned customer of the marked decline of the pulp before the market.

The order of an order that could not be filled, and the customer was turned off by the pulp before the market. Of course, this is one order that will never fill, Hoffer, was formerly president of Jaffe Citrus Company, Ltd., one of the largest fruit dealers in Europe and America.

MacArthur Fans Buying Buttons

NEW YORK, April 4—There can be no doubt about the success story of the “I Love MacArthur” buttons. Douglass MacArthur is the man of the moment, the newLABEL of the nation. Buttons reproducing a likeness of the American general are being sold in large quantities, and the price of the buttons is selling like wildfire.

A local haberdash offered MacArthur buttons, a promotional stunt and was swamped with requests. More than 120,000 have been sold to date, with the newspapers praising them to turn over profits to the U. S. Navy men and women. They are also finding the MacArthur buttons a hit item and are coming in on the public demand for these items.

Plastic Parade Gains Strength In Mdse. Field

CHICAGO, April 4. — Plastics have been in the headlines for months since their introduction. With war prices restricting the use of certain materials, plastics will be even greater than before. Manufacturers and retailers, including comestibles, have found that plastics are a fine answer to the problem. Furthermore, the plastics industry is in a sunny mood.

In the plastic items now on the market exist themselves ready for the use of the market. The plastics are strong, light, and easy to use. They have all the qualities that make them even more expensive than the others.

Furniture and manufacturers have done exceedingly well with the plastic furniture and manufacturers. There are excellent results with the production of plastic items as plastic table sets, chair sets, and fabric tables. The use of plastics in the manufacture of furniture has increased in recent years.

Supply houses have quantities of plastic items for sale, which are being used in defense and war industries.

Cultivating Ladies in Times Of War Is Sound Biz Sense

NEW YORK, April 4. — While brokerage operators have religiously worked out ideas and precautions to draw women patrons and have censored them, it cannot be said that the other branches of the merchandise field have paid as much attention as they could to the women. There are many instances, and others have divided their appeal more among the men.

Women in these days of national emergency are engaging in a more important part in the affairs of the nation. They are taking their place in industry and are engaging in the best occupation. The women are being called up to the colors. As soon as goes on the story of women working out of the home will constitute to increase, and it is high time that sailboard operation, confectioners, printers, and so on should start to cultivate the female customer. The female customer is very important, and the salesmen should be more considerate with her.

HAPPY LANDING.

Happy tickets are a good idea, too. They are the best idea for the disabled. It has been said that it is a good idea to give the disabled a chance to be successful in life. They have always been the neglected ones, and they have been left to themselves. They have never been given a chance to work, and they have never been given a chance to succeed. They have never been given a chance to be successful in life. They have always been the neglected ones, and they have been left to themselves. They have never been given a chance to work, and they have never been given a chance to succeed. They have never been given a chance to be successful in life. They have always been the neglected ones, and they have been left to themselves. They have never been given a chance to work, and they have never been given a chance to succeed. They have never been given a chance to be successful in life. They have always been the neglected ones, and they have been left to themselves. They have never been given a chance to work, and they have never been given a chance to succeed. They have never been given a chance to be successful in life. They have always been the neglected ones, and they have been left to themselves. They have never been given a chance to work, and they have never been given a chance to succeed.
LUMINOUS PATRIOTIC LAPEL EMBLEMS

"THEY GLOW IN THE DARK"

Not recommended O.P.D. format. In the light of a bright electric bulb, a glow of real firelight color is created in a small buttoned on your lapel.

Write to The Billboard, Bureau Sales Department, 30 East 42nd St., New York, N.Y. for addresses of companies in this department supplying the items which is desired. Expressly graduated and stamped envelopes for present purposes.

MacArthur Buttons

General MacArthur, national hero, is featured on buttons offered by Berger Precious Metals. The buttons are in red, white and blue with a picture of MacArthur and are quite striking. On the left breast lapel of his picture reads, "America's hero, General MacArthur. The second bulleted message given the general's name. His picture is flanked by American flag and eagle and the well-known three-dots-rank pin is also reproduced.

Patriotic Lapel Pin

A patriotic lapel pin featuring the Remember Pearl Harbor slogan has lots of sales appeal, according to Amer Jewelry Company. The item reproduces flying American flag with semi-clear lens of a bomber dropping its lethal load. Attached to the pin is a three-color American flag. The pin comes in rich finish and presents a very attractive appearance.

Table Lighter

The Joseph Hays Company is offering a new and timely item, the prize and premium utensil. It is a T. 2.75 model machine lighter. It is in rich finish and presents a very attractive appearance.

Blackout Lamp

A timely promotional item is the blackout lamp offered by the MacArthur Lamp Company. It is claimed that workers have made quiet, ready sales with the lamp at a nice profit. The manufacturer claims that color and contrast combination is in an assortment with all necessary blanks, ears, etc. With timely appeal and a solid sales appeal, this item is a natural for agents and merchants.

Cigarette Holder

Difficult to find but in demand. Check it out.

GELLMAN BROS.

19 North Fourth St.
Minneapolis, Minn.

CANNON

No. 5 Cannon—A propeller range, lots on sight. Ideal $1.00 to $2.50. For $1.20, extra. 50c mailing tax. 

SHUT YOUR PAID

$1.00 EACH WRITE FOR OTHER ITEMS.

3000 DIFFERENT ITEMS

DER-PERE-BER

A check with Biller's description. Size 54c. by 5ins. in Packed cardboard. Each $1.75. Postpaid. Full case $14.00. Cat. 4000-Special price $1.00 each.

SOLD IN PARIS

In both the Patriotic and Seminar lines.

CANNON

$1.00 EACH WRITE FOR OTHER ITEMS.

3000 DIFFERENT ITEMS

HIGH-QUALITY SCHOOL SUPPLIES

SHUT YOUR PAID

$1.00 EACH WRITE FOR OTHER ITEMS.

3000 DIFFERENT ITEMS

Patriotic Buttons

The Waltham-Ellgin company has issued a new line of patriotic buttons. The buttons are in rich finish and are specially designed for agent and merchant distribution.

Patriotic Penguins

An agent designed to stimulate the production and sale of Defense Stamps and Bonds is the picture penguin offered by Wild Advertising. The hueoatique design attracts attention and SALES.

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Cigarette Holder

Difficult to find but in demand. Check it out.
IT'S VAT IT, T=1,1-2. TIZI, Vz"",::'

in Europe. A small cartridge concealed inside the holder filters the smoke, it is claimed. The firm also states the item has won the approval of the American medical profession. The cigarette holder comes in two sizes—a standard length and a long-size holder for ladies. The cigar holders also come in two sizes, with 11 refill provided with each holder.

Blackout Control

United Glassophone Corporation's Blackout Control offers a practical answer to the problem of maintaining lights without the risk of invading local blackout rulings. The unit employs a precision motorized control and can be used to control large areas, window lighting, billboards, residential, factory lights, etc.

BINGO BUSINESS

(Continued from page 58)

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in Europe. A small cartridge concealed inside the holder filters the smoke, it is claimed. The firm also states the item has won the approval of the American medical profession. The cigarette holder comes in two sizes—a standard length and a long-size holder for ladies. The cigar holders also come in two sizes, with 11 refill provided with each holder.

Blackout Control

United Glassophone Corporation's Blackout Control offers a practical answer to the problem of maintaining lights without the risk of invading local blackout rulings. The unit employs a precision motorized control and can be used to control large areas, window lighting, billboards, residential, factory lights, etc.

BINGO BUSINESS

(Continued from page 58)

attended St. Louis football game in Feb.

weatherly's report to City Manager G. C. Chiu, who is the police permits. The permit holders' reports show a total gross profit of $110,000,000, or 80% by the state. This is an average net cost of 10 cents per player.
SMASHING ALL BANNER SALES RECORDS!

GEN. MacARTHUR

SPOT DELIVERY — POSITIVELY NO DELAY.

TOPS IN MACARTHUR BANNERS.

Hastily written attractive Banners for

South, Tokyo, France, North and South America, and other areas.

TWO SIZES AS ILLUSTRATED

9" x 12"—DOZ., $2.00—CROSS $19.50

12" x 18"—DOZ., $3.00—CROSS $33.00

Samples, 9x12, 25¢; 12x18, 50c sent prepaid.

Best line of Banners in America. Please and Prize List.

"A" BANNER CO.

103 Rivington St., Div. B.

NEW YORK CITY

Ideal Exposition Shows, Inc.

America's Best Amusements

OPENING APRIL 20 AT NEWPORT, WIS.

One of the Last Spring Dates in the East

This show has 11 Films and a fascinating collection of Exposures. Also plays Ringling Bros., Five Rings, Madison Square Garden, etc.

WANT: Man to operate MOTOR SHOW. Must have at least 2 Motor Cycles. This show is in good condition with good prospects.

WANT: Idea to operate EXPO SHOW. Must be capable. Would like to hear from LEO BAZZEL. Have good prospects. Select Motel for Motor Show. Immediate action required.

Please forward replies to 

STREETER & CO.

916 Broadway

Write for Circular.

LIBERTY PRODUCTS,Dept. H, 277 Broadway, New York, N.Y.

PAN-AMERICAN SHOWS WANT

For Morris, Ill., Brownsburg, Ind. west, southern Montana project in Southern Illinois. Will furnish stuffing for Minnie, single pi. for New York. Will back Side Show, Monkey Circus, Drama or show that has own equipment and transportation for 25 cent. Grandview Boys, Fire Eater, Pony Act, etc. Address All replies to J. O. FOUNTAIN, Columbus, Georgia, near Columbus, west. "Please give peace special size and who can act alone. Personal interview necessary. Lend this want Anna, Ill."

W. A. GIBBS SHOWS

Opening May 1st. West Shows and Conventions with own stuffing. Will book Roads and Farm Shows not conflicting that have two programs. Will work two Men with us, Conventions until first date. Kathy Wilkes, Anna, Ill. W. A. GIBBS, Box 905, KEenes. C. & L. SHOWS

George—CLYDE—Smith

SHOWS

WANTED: Pick-Up Truck, New or Used, for use in Country Shows. Will give $150 for used, $200 for new. Address: GEORGE C. SMITH, P. O. BOX 517, CUMBERLAND, MARYLAND.

Covington catch him in Las Crusas, N. M. I have had a wonderful stew in Phoenix surviving the Tornado there with them and the people there, also in the city. Opened on October 11, 1912, cut one of the most famous C. O. W. A. pipes from Tommie Thompson, Dean Smith, a man known as "The Young Tommy" and "The Young Tommy," Georgia. Graham adds a little story: "I am leaving Phoenix with a pledge to do things in the business I can't get them off. I took several people to talk about our local last night. But I am trying to have them come even if we have to. We have wonderful good people always ate with their boots—never a chance to challenge the devil to try to get him off."

Don't know if you ever heared of it, but there are about a dozen cases of chicken fever in selling Defense Stamps.  

SEEN ON MAXWELL STREET

In Chicago we met with Virginia, Turrn, Smith, Smith, Hedron, Moore, Welsh, Pye, Brown, and another who could be Weatherman has been knifed to the bones by Chicago, Boston, New York. 

JIMMIE WELLS

is all the crickets after suffering a badly injured knee.

Could be that some politician will put up special sound-dimming speakers to kill the boors of their bad press systems.

Sterling Identification Necklaces — Bracelets

A FINE LIKE NOW READY —

Send $1.00

for a Sterling Silver Bracelet.

Complete Line Latest Jewelry. Write for Catalog—NOW!

Bieler-Levine, Inc.

37 South Wabash Ave.

CHICAGO, ILL.

ELGIN & WALTHAM

RETAIL WATCHES

$1.25 Wholesale

Only

Send for Price List. Money Back if Not Satisfactory.

Try Our Ray Watch Window Display

112 E. Broadway

LC. Lock, M.

PAINT YOUR OWN

UNDER PATTERNS


GET IN THE BIG MONEY!

WALKIESNAP CAMERAS

Enormous Business. 350.00. Ready in 30 days.

BASS COMPANY

175 West Madison St.

CHICAGO

GOLDEN GATE SHOWS


FRANK OWEN PEG.

Golden Gate Shows, 2750 7th Ave., San Francisco, Calif.

WANT

New Democrats, Boy, 18 months with our Walking Map. 12 in. hair. Will do best with fans. We have the best in the industry. Please write—Clyde Park. Box 388, Denver, Colorado.

C. & L. SHOWS

George Lohman, Iowa, April 19-20. Will work for others. All work done in Ohio. Most beautiful show anywhere. Send me an offer. Please write—Clyde Park, Box 388, Denver, Colorado.

C. & L. SHOWS

B. H. LARSON SHOWS

Opening Dublin, Ohio, April 24, West Paris, Maine, April 26, and all points West. Will book for Eastern and Southern Shows. Please write—B. H. Larson, Box 95, New York, N.Y.

VETERANS: MacArthur's Keynote for Victory

STOP TIRE THEFTS!

World's Greatest Night

AUTOMOBILE TIRE PROTECTOR for help when you are away from home. Write this ad — get your new protector. Write this ad — get your new protector. Write this ad — get your new protector.

ZIRCOR RINGS

Johnson's Jewelers, Ltd.

SOLD COLD $4.00

Solid Gold $4.00

All rings 90% gold, ring in any size. We will exchange. Write this ad — get your new protector. Write this ad — get your new protector. Write this ad — get your new protector.

VETERANS SERVICE MAGAZINE

Manufacturing Pharmacists

137 E. Burton St.

CHICAGO, ILL.

GEORGE SMITH SHOWS

George — CLYDE — Smith Shows

SHOWS

OPEN APRIL 28TH AT DUNDASVILLE, IOWA.

WANTED: Pick-Up Truck for use in Country Shows. Will give $150 for used, $200 for new. Address: GEORGE C. SMITH, P. O. BOX 517, CUMBERLAND, MARYLAND.

SPORS

SPORS 600, 682 Linden Ave., Jerseyville, Ills.

Lowest Prices

Identification Jewelry in Sterling Silver

Bracelets Necklaces Anels

Eygjunor—These fine price range noon business for you to select Sterling Silver Identification Jewelry by fashioning longest waltz! A concern time featuring 50 styles in Bracelets, Pins and Anklets, as immediately low priced! Write or phone now.

HARRY PAKULA & COMPANY

5 N. Wabash Ave., Chicago, Ill.
BARR BROS.' CIRCUS

WANTS

General Agent and Lithographer with car, for Big Show; FOREMAN for Booking Room and Show;壽ALS, Animal Attendants to 200. Write Fred E. Robinson, President, 2020 W. 59th St., New York City, N.Y.

WANTED


CONTRACTING AGENT

WANTED

FLOYD KING, Mgr.

ATTTZ 1170.

CONCESSIONAIRES

WRITE NOW

For Now WM. T.21142 Nye. and Price List.

We have-

of ponies-

plot, of

loading

bin.

CANIS PLASTER

- BALLOONS

MUNI AND FLASH

Items.

ONTINENT DISTRIBUTING COMPANY

521 NORTH THIRD STREET

WANTED RIDES

CONTRACT RIDES, SHOWS AND CONCESSIONS

Spring National, Grand Palace, Virginia, week April 15th. A Desirable field for National Shows. Show will be managed by Mr. Bill B. Gafford. Address, Chairman of Show, Bill B. Gafford, Roanoke, Va.

BARNEY TASSELL UNIT SHOWS

THIS WEEK, GREENSBORO, N.C.
IMPORTANT ANNOUNCEMENT!

NEW SUBSCRIPTION RATES

Effective Midnight, April 30

UNTIL APRIL 30

$5.00  ONE YEAR
$8.00  TWO YEARS
$10.00 THREE YEARS

AFTER APRIL 30

$7.50
$12.50
$16.50

Readers who can possibly subscribe NOW are urged to take advantage of the lower cost per copy on subscription AT OLD RATES.

Subscribers are invited to EXTEND their present subscription at old rates BEFORE NEW PRICES TAKE EFFECT MIDNIGHT, APRIL 30.

USE ORDER FORM BELOW NOW

ORDER FORM

The Billboard
23 Opera Place
Cincinnati, Ohio

Please enter my subscription for
1 year ........... $ 5.00
2 years ........... $ 8.00
3 years ........... $10.00

BEFORE NEW RATES TAKE EFFECT MIDNIGHT, APRIL 30

Name ..................................................
Address ...............................................
City ................................................... State
New ................ Ext........... Occupation..........

April 11, 1942
The Billboard
WORLD OF MIRTH SHOWS, Inc.
Opening May 1, Yellow Jacket Speedway, Erie and G. Strootz, Philadelphia
WANT Manager to handle figures and front of International Midgets. Would like to hear from management. Can supply all necessary arrangements. A 4-man to handle Sound Cars... Accident in press department capable of handling radio. T. W. HELLEY wants Animal Men, Comedians, Telephoned, Telephones and Ride ride in winter cars. All communications to MAX LINDEMAN, General Manager
10 Rockefeller Plaza, New York City, or William Byrd Hotel, Richmond, Va.
Note—All wires to William Byrd Hotel.
Out in the Open

NEW YORK

The Whirl of Today

WATCH for a big "break" soon on the Buffalo Bill show. No one, not even the strong-as-a-buffalo [sic] Bill, was aware of the trouble until the last minute, when it was discovered that the show was not booked in Buffalo. It seems that Buffalo Bill was initially booked in Buffalo, but the booking agent failed to inform the tour manager that the show was not going to be in Buffalo. The manager, therefore, made arrangements to have the show booked in another city, and the show was subsequently booked in Chicago. However, the booking agent failed to inform the manager that the show was not going to be in Buffalo, and the show was not booked. As a result, the show was not booked in Buffalo, and the manager was left with the task of finding a new booking for the show. The show was eventually booked in Chicago, where it was received with great enthusiasm. The show was a great success throughout its run, and it is credited with being one of the most successful Buffalo Bill shows ever produced. The show was a great success throughout its run, and it is credited with being one of the most successful Buffalo Bill shows ever produced.
Hero Worship

People who closely study the trends in the present war and watch for the hopes of victory were made very uneasy by the large show of hero worship that gathered around the name of General MacArthur in recent weeks. Hero worship may have been an important element in former wars, but the present type of conflict requires something more than an outstanding hero.

General MacArthur expressed the idea when he arrived in Australia and gave an interview:

"Success in modern war requires something more than courage and willingness to die," he said.

This indicated that General MacArthur is a safe leader and that he is not likely to be carried away by a wave of hero worship. That is relief insofar as a great military leader is concerned, but it does not cure the evil that agitated the wave of hero worship here in the United States.

Those who paid any particular attention to the movement realized that it was being agitated at great length by certain newspapers and certain organizations that have shown a strong tendency to do everything possible to embarrass the President and all the leaders of the United Nations. The Hearst papers probably attained the extreme in stunts when they used an entire page, all decked in flags, to arouse the populace on the subject of General MacArthur and the boys on Bataan. The motives of these newspapers and organizations are well understood to many people and yet there are millions of others who never stop to question what it is all about.

Fortunately, the early transfer of General MacArthur and the revelation of when the plans had been made took the pep out of all this ill-timed agitation and is showing a tendency to deflate the wave of hero worship.

Since General MacArthur has shown that he is not carried away by hero worship, it will now be possible to weigh all the factors involved in winning the war, and the heroes can be duly praised after we are sure of winning.

Those who had read between the lines of official reports knew that the American troops in Bataan were probably the best equipped soldiers in any army fighting in the present war. It was pretty well understood they had the latest and plenty of it, that they were testing some of the newest ammunition and guns and that special aid was also getting to them all the time. Yet certain newspapers tried to agitate the nation on the plea that aid was not being sent these American soldiers.

General MacArthur not only had supplies and well-trained men, but he also had some of the best ordnance, military and naval experts the government could supply. It was apparent that the plan was to test the Japs and see what they really had. It is well known that American troops have continued to withstand far superior numbers of the Japs.

General MacArthur suggested the story when he said, that something more is required than courage and heroism in modern war. He put it as trained men and sufficient materials.

The United Nations have a superhuman task to train men and also build war materials to defend what amounts to practically eight-tenths of the world's surface. To defend such a vast stretch of the world's surface and at the same time try to prepare for offensive action somewhere places a burden upon the minds of Allied leaders that is beyond comprehension. This is one war in which criticism of leaders should be kept to a minimum.

"When you start to tear down public confidence in military leaders you practically destroy an army," General MacArthur said.

The great burden of the United Nations is to be able to stick together and fight as a great unit. If the United States and her allies are able to stick together in a fighting program, no matter how many flaws may be in the plans, victory will eventually be won. The problem is to keep the United Nations together and to keep the people in each member nation united back of their leaders. The trained men and the war materials can be supplied if unity is maintained thru to victory.

Consequently, in this war, he who works for unity is contributing a great force to help beat down the enemy. Unity back at home will mean everything to those who must fight in the armed forces.
April 11, 1942

AMUSEMENT MACHINES

Liberty, Gottlieb’s Last for Duration

CHICAGO, April 4—(APL)—Liberty, a five-ball game with a patriotic theme, has been released by G. Gottlieb & Company.

“Liberty is our finale for the campaign,” stated Nate Gottlieb, company official. “We have set nothing aside to make it a game to be remembered as long as we remain proud. While the best ingredients of our past and present are more than usually vivid in production work, we still consider what we are offering operator for equipment that can only bring them the pride they so much deserve.”

“The patriotic theme has been developed to the fullest in this game and it is difficult to find a machine that is more appealing to the public. We are proud of the effort we put into Liberty.”

Extraordinary Values

ALL 4 KINGS, $20.00"

BROADWAY, $16.00"

CAROUSEL, $16.00"

CIVIL WAR, $16.00"

COWBOY, $16.00"

COWBOY MARRIED, $16.00"

CRANE, $16.00"

DEATH ROLL, $16.00"

DILLINGER, $16.00"

DIZZY, $16.00"

DOUBLE TROUBLE, $16.00"

ELEPHANT, $16.00"

ILLUSIONS, $16.00"

INJECTION, $16.00"

JEAN HARLOW, $16.00"

JUDY GARLAND, $16.00"

LADY CHATTERLEY, $16.00"

LUMBERJACK, $16.00"

MAILBOY, $16.00"

MARX BROTHERS, $16.00"

MILLIONAIRE, $16.00"

MUSICAL WALL, $16.00"

PETE BECKMAN, $16.00"

PICKETT, $16.00"

PILLOW TALK, $16.00"

POPY AND SCRAPPY, $16.00"

RED RUM, $16.00"

ROCKY IVER, $16.00"

SHERIFFS, $16.00"

SQUAW, $16.00"

SWEEPSTAKES, $16.00"

THE BUNNY, $16.00"

THE MEAN FOX, $16.00"

THE MURPHY, $16.00"

TOY, $16.00"

TUNNELS, $16.00"

VICTORY, $16.00"

WALTZ, $16.00"

WILD CAT, $16.00"

WILD WEST, $16.00"

WINDMILL, $16.00"

WILLIE WILSON, $16.00"

JOE W. WILSON ACCOUNT:

100 or more—23c each.

SAM MAY & CO.

211 MARYLAND AVENUE

BALTIMORE, MD.

W. B. CO. INC.

1009 Washington Blvd., St. Louis, Mo.

W. B. CO. INC.

MILLS PHONOGRAPHs

TRADE OF MUSIC $149.50

EMPESS $179.95

WANTED—One Ball Free Plays.

ROY McGINNIS COMPANY

211 MARYLAND AVENUE

BALTIMORE, MD.

PLASTIC ILLUMINATED

BUNNY CONSOLE

COMETAL WITH ELECTRIC HAIR.

LILAC GLASS TUBE

LILAC GLASS BASE

A NEW KEY PUPRISE

G就来看看, "q17,50"

WANTED FOR CASH

ORIGINAL HOUSE LOGO FRAME, ANY KIND OF ART.

PATTERSON COIN MACHINE EXCHANGE

228 Main Ave.

San Antonio, Texas.

NEW TICKET GAME RELEASED BY CAY

MUSIC, April 4 (BPL)—New game with a fresh, exciting and incomparable for Varsity and Judy Garland. The game, called Liberty, is the latest in a series of Liberty games, all of which have been designed to appeal to the public.

The Liberty game is a five-ball game with a patriotic theme. It is designed to attract people of all ages, from children to adults, and to provide an enjoyable game for everyone.

The Liberty game features a variety of elements that make it unique and entertaining. It includes a mix of mechanical and electronic components, providing a challenging and rewarding experience for players.

New and improved Liberty games are being released in the coming months, continuing the tradition of patriotic themes and exciting gameplay that have made Liberty a popular choice among players.

How’s Your Territory?

What is the attitude of the local paper?

Don’t wait until the last minute to get your advertising in! Send your ad to the local paper and get your message out before their deadlines. Ask your local paper about adding a bumper sticker or a separate ad to your local paper.

Please send me your free copy of "Pioneers" and "Ford Operators" to use with your local Public Relations Department.

Mail this coupon today to:

Du Pont, Plainfield, N. J.
Two recent White Whale publications carried comments on the coin machine industry as it affects small businesses in New York City. It is believed that 135 comic book stores have been forced to close due to the city's ban on pinball games. A later column, April 1 stated that many store owners are being pressed and pressure on city authorities that the pinball machines may be put back in two months.

A featured article on a mechanical music machine, titled "Sing Your Juke Box Jingles," was presented in the Philadelphia Evening News March 30, giving a detailed account of the history of mechanical music machines in the past and also in furnishing the interests of band leaders and location owners. It pointed out that the exact year for this item to be found out what kind of people live in any part of the city, in order to know the needs of a music machine. Two photographs attending the article were of young couples dancing, the custom prevailing. "Dancing dancers give to the latest popular tunes and by jukes have in the countless spots thrum the jingles. For a couple, they swing and swing to the top rhythms of the city."

Radio mentions of the coin machine industry increased during the past week. Mr. President, Charlie, Mr. President, the Twinkie, and Six, are all in programs, all used pinball or music boxes in their comedy recently and all of it is in a favorable vein.

YIDDISH IN JUKE BOXES

Don't let out a "trike," but the old Yiddish folk tunes have hit at last made the scene. The best of the comic songs are jingling Yiddish melodies for the juke box boys. They say the key to success is Benny Goodman's recording is a nice bit of change on My Little Girl, a waltz.

The廠 Green Carnivals. Fact is, it's hard to get them out of the picture. Gotta have them at the beginning. The Andrews Sisters made their theme, "What To Do," a Yiddish hit. The Andrews Sisters send out scans for Bei Mir Bist Du Schoen? And if they think of the Calibbers as a similar action, they know that the Andrews Sisters started the craze for Bei Mir Bist Du Schoen? If you think of the Andrews Sisters as a similar action, try pushing a nickel into your local juke box to bring out this Yiddish version of Netz. Netz.

THERE'S A GOOD AND BAD SIDE TO EVERYTHING. What makes it all the more amusing is that the phonograph record manufacturers, band leaders, and movie studios and others are making Henry McLeans, Washington writer, unhappy. "Time Czar," an order by McLeans in the Forum recently, says we Americans are the only people who seem to be making the music. The record business and the movies popular by making it too popular. "Give us a song we really like and inside of three weeks we'll show you a song we don't like. Turn us off the radio and the juke box, the juke box heads and singers, the phonograph records and the movies, and we will stand and listen to the tunes of whistles and harmonies in our ears, and we will stand and listen to the music in time record."

McLeans said that, as to the Mayflower Hotel, headquarters for many political bickering, one hears them ragging the Heart of Burma and Jews. The Yiddish song on key, off key, will be heard in every home.

---

NEW DOUBLE NUMBER TIKETS

Plenty of "Socks" in this new Jumbo Die Cut Hill 50 Winners!

Single Jackpot with Tikes In...

Order as

No. 500 HIT 'EM HARD

vs. Play, Test, Trade.

Gardner and Co.

2309 Archer Chicago

GUN OPERATORS

Remember Pearl Harbor!

Well, we're backing high prices and long profits right out of the picture for you.

HERE'S THE HOTTEST CHICKIN SAM CONVERSION EVER OFFERED. COLOR! ACTION! TIMELINESS! AND A "SHOOT THAT RAT!"

Applio which forces yest and old alike to pick up a Ray Gun and shoot—shoot—shoot—shoot!

NOT $15.00—NOT $12.95—but only $7.95

Complete with new color background and two dinky, dinky Jap holsters, with broad yellow strips down their backs, trying to sneak up on two United States Marines. Player must hit them to save the American flag.

These conversions were built to sell at $7.95 to Distributors. 6.2% total have been sold and the manufacturer has not decided how long to sell it for $7.95 cash.

THEY ARE A BRAND NEW IDEA AND THE JAP CONVERSIONS OFFERED TO DATE HAVE BEEN SOLD AS FAST AS THEY SHIP. Local operators are demanding "price delivery," so ACT NOW!

Full remittance with order will result in express shipment, prepaid, same day. One-dollar deposit with order will result in prompt shipment via parcel post collect C. O. D. balance.

There is a limited quantity. There isn't apt to be another ad or another chance to reorder. Better send your remittance and order for ALL YOUR GUNS RIGHT NOW!
MAYFLOWER SPECIALS

WHILE AVAILABLE—NEW CONSOLES


MAYFLOWER DISTRIBUTING COMPANY

2218 University Avenue
ST. PAUL, MINN.

MAYFLOWER DIST. CO.  MAYFLOWER DIST. CO.

1505 W. Figueroa Blvd.  DORAL, LAUERM, NY.

OPERATORS, ATTENTION!!!

YOUR OLD PIN GAMES FACTORY REBUILT

"JAKE BRAND NEW" The following games now being designed: FLEET, FLICKER, LEADER, METRO, ZOMBIE and RED-WHITE-BLUE. Others to follow soon.

EXCLUSIVE Southern California and Southwest DISTRIBUTOR for

SULLIVAN & MASON, LTD. CHICAGO.

PAUL A. LAYMONT

Distributor of Quality Coin-Operated Machines

2172 Field Street

DALLAS, TEXAS

NOTICE TO OPERATORS

200 MILLS BLUE FRONTS

After 16 years with the Mills Loyalty Co. (Badly of the business) I should know a good slot machine when I see one. I can personally recommend and will stand behind those extra clean, Mills Blue Front Mills. They are equipped with Jack Plates, Side Bells with Club Handles, Steel Backs, built by factory mechanics, and operate and look like new. I think enough of these machines to ship you the same machine for inspection, I ship every machine complete to quantity. 5c-$107.50; $10-$110.50; $25-$125.00.

CHARLEY STIDER

We have a stock of brand new Mills Chome Bells, Mills White Front Mills, Vase Pocket Mills, Mills factory rebuit Brown Front Mills, Jennings 1c Silver Moon Chiefs; 5c and 10c Silver Chiefs, like new. Mills and Jennings parts. Also Jennings Machines. 1500-1225 Super Mills and other types coins operated equipment. We Have What We Advertise.

SOUTHWEST AMUSEMENT CO.

1712 Field Street

DALLAS, TEXAS

SAVE $20.00 ON EACH GAME BOUGHT IN QUANTITY.

$10.00 DISCOUNT ON EACH GAME LISTED BELOW IN QUANTITY.

All games in good condition packed in new cartons.

SOUTHWEST AMUSEMENT CO.

1505 W. Figueroa Blvd.

DORAL, LAUERM, NY.

NORTHWESTERN MUSIC CO.  MISSISSIPPI VENDING CO.

120 W. 3rd St.  Sterling, III.

MACHINES AVAILABLE-NEW

MILLS

1c, 5c, 10c, 25c, 50c, 75c, $1.00, $1.25, $1.50, $2.00, $2.50, $5.00, $10.00

CHAMPION

1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c

WILLIAMS

1c, 5c, 10c, 25c, 50c, $1.00

CENTURION

1c, 5c, 10c, 25c, 50c

MAMMOTH

1c, 5c, 10c, 25c, 50c

MACHINES AVAILABLE-USED

MILLS

1c, 5c, 10c, 25c, 50c, $1.00, $1.25, $1.50, $2.00, $2.50, $5.00, $10.00

CHAMPION

1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c

WILLIAMS

1c, 5c, 10c, 25c, 50c, $1.00

CENTURION

1c, 5c, 10c, 25c, 50c

MAMMOTH

1c, 5c, 10c, 25c, 50c

MACHINES AVAILABLE-USED

Mills

1c, 5c, 10c, 25c, 50c, $1.00, $1.25, $1.50, $2.00, $2.50, $5.00, $10.00

Champion

1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c

Williams

1c, 5c, 10c, 25c, 50c, $1.00

Centurion

1c, 5c, 10c, 25c, 50c

Mammoth

1c, 5c, 10c, 25c, 50c

Assorted Used Slot Machines

1c, 5c, 10c, 25c, 50c, $1.25, $1.50, $2.00, $2.50, $5.00, $10.00

Installment Plan

1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c

Installment Plan

1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c

Installment Plan

1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c

Installment Plan

1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c

Installment Plan

WANTED

Any and all Machines suitable for Penny Ardeas. WRITE IMMEDIATELY, STATING WHAT YOU HAVE at BEST PRICE.

SAVoy Vending Co., 651 Atlantic Ave., Brooklyn, N. Y.
Cabaret Tax Rulings

Tavern Group Obtains Specific Answers to Some Problems; No. 1

HEADACHE, HOWEVER, STILL UNSOLVED

Tavern, Zralgthnrre'otynnfornlsZ.nZZlthOP'ert w0aln proht iihL:17:1=1:n17tsin2e;I:rt end ;:

While NOT 62 II.

One tavern has been classified for purposes of cabaret tax, and it is decided that this classification is subject to the 5 per cent cabaret tax.

3. Tax must be paid on all persons of 5 cents. The tax is not subject to the 5 per cent cabaret tax.

Big Problem: The problem of the cabaret tax is one that demands careful consideration. It is not a small matter that has been overlooked.

Bliss's Letter

For the consideration of those operators who may wish to use Bliss's letter in their own communications, the following letter sent by the deputy commissioner to the Southern California Tavern group:

Bliss's Letter

WASHINGTON, March 15, 1942.

Of the Commission of Internal Revenue Southern California Tavern Association, Harvard Hotel.

Gentlemen:

In compliance with your request dated February 10 and February 19, 1942, in which the request is made for information concerning the law relating to cabaret taxation, the following information will be sent to you:

Sections 1702(a) of the Internal Revenue Code, as amended, provide that the tax imposed by Section 1702(a) of the Internal Revenue Code, as amended, shall be paid by the person who is responsible for the entertainment.

The tax is not subject to the 5 per cent cabaret tax.

Bliss's Letter

For the consideration of those operators who may wish to use Bliss's letter in their own communications, the following letter sent by the deputy commissioner to the Southern California Tavern group:

Bliss's Letter

WASHINGTON, March 15, 1942.

Of the Commission of Internal Revenue Southern California Tavern Association, Harvard Hotel.

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FOLK SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.,
A column designed to help operators select money-making recordings of folk tunes. Adhesion of communications to Folk Records Editor, The Billboard, 1590 Broadway, New York City.

News Notes
A high percentage of approval was placed upon the five last week end by the Music Publishers National Conference, meeting in Milwaukee. The main-secretaire of the meetings reported that folk music never has a more splendid situation than at the present time, and that they reason quite as good musically. They indicated that there is a growing interest in folk music, and records in schools and to encourage the writing and singing of folk music.

"I'm a Pickin' Twit of My Blue Eyes" (Blushed B-95641)
Curly Hicks and His Toproom Boys
A strictly instrumental arrangement of a tavern play. "You know, on a caba, features nice vio- phone links and consistent rhythm. Many think it is a hit, but feel that the song is overworked. It may not sell to anybody, but it may be a hit at some point in the near future."

Wade Mainer and Sons of the Mountains (Blushed B-96372)
"Where's My Honey and I Can Tell You," Wade Mainer and Sons of the Mountains
This pair of spirituals, well-delivered, makes a pleasant Master release. Both Eastern Master and the boys in chorus harmony singing to a fine country manner, with heavy banjo, guitar and mandolin, and Paul Kuhn.

Recommended
Records showing indications of becoming music hits, based on satisfaction received and the judgment of The Billboard's Music Department.

"GET YOUR GUN AND COME ALONG!", Denver Durbin and His Texas Cowboys (Deco 9231)
A new entry in the patriotic record line, and one that already shows signs of catching on. Releasing, patriotic words are set to a catchy and highly appealing country tune with a familiar ring to it, and both words and music are, as they should be.

Letter Box
According to reports from all over the country, the musical treatment given to "The Blues," which was in the "Recommended Hits" line in this week's issue, and which has been quite successful since its release, seems to be catching on in many sections. A recent bulletin from the top-selling house in the east now indicates that the release is selling well in that territory.

Folk Songs at Convention...
MADISON, April 4.-The National Conference of Music Educators, meeting this week in Milwaukee, Wisconsin, has given a fillip to the folk music movement. "The blues" are now making a comeback, and there is a growing interest in folk music, particularly in the schools and colleges.

Folk songs and Latin music were given much attention during the meeting. Louis Lomax, chief of the archive of American folk songs of the Library of Congress, was present with information about various types of folk songs.

The educators, in co-operation with War Department officials, under-take to make records also to obtain a new song to replace the "Battle Hymn of the Republic!"

PERMO PRODUCTS CORPORATION
THE WORLD'S OLDEST AND LARGEST MANUFACTURER
OF AMERICAN CARTRIDGE RECORDS

Folk Music in Full Production, "His harry, harry, harry at Charm Music pictures," says Ben Holder, general manager, "seems to have been a hit." The business has not yet been able to keep up with the demand for the records. (MIL)
NEW VICTOR RECORDS FOR YOUR COINOGRAPH

by That Sentimental Gentleman of Swing--

TOMMY DORSEY

Names make nickels in the coinograph business—and one of the biggest minters of them all is Tommy Dorsey. Keep his name in lights on your coinograph with this list of his latest numbers:

**HITS FROM HIS NEW MOVIE**

"The Last Call for Love," coupled with "Poor You" (both from the MGM movie, "Ship, Ahoy"). 27494.

**TWO OLD FAVORITES WITH DORSEY APPEAL**


STILL STARRING—DOSEY'S...


**NEW VICTOR RECORDS FOR YOUR COINOGRAPH**

**NEW BLUEBIRD RECORDS FOR YOUR COINOGRAPH**

by Top Bandsman

FREDDY MARTIN

The rise of this popular maestro has been sensational. He's got the kind of music the people want, the kind of rhythm they can relax to. Can you play them? Go to work on your coinograph—now!

"JOHNNY DOUGLASH FOUND A ROSE IN IRELAND" (A ballad about the APF act to a real Irish tune), coupled with "I'll Keep the Lovliest Burning." B-11659.

HE CO-STAR WITH DINAH SHORE!

Dinah Shore and Freddy Martin bring up in one of the most popular recordings of the day—


FROM THE NEW MARTIN MOVIE

"Heavenly, Isn't It?""When There's a Breeze on Lake Louise." B-11457.

**TWO TOP MONEY-MAKERS**

"Miss You." "Rose O' Day." B-12395.

MORE MARTIN "SURE-SHOTS"


"How Do I Know It's Real?" "If You Build A Better Mousetrap." B-11885.

**KEEP 'EM PLAYING**


Remember Pearl Harbor! Sammy Kaye—27738.

*Vocal Requests*

**BUY U. S. DEFENSE BONDS**

Order Them Today From Your VICTOR-BLUEBIRD RECORD DISTRIBUTOR

NEW RECORD BUYING GUIDE—PART I

Records and Sales With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a canvass of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 33 most important operating centers in the country.

**GOING STRONG**

**BLUES IN THE NIGHT...**

WOODY HERMAN (Woody Herman). Deca 4079.

HARRY JAMES (Helen Forrest). Deca 4012.

DEEP IN THE HEART OF TEXAS...

ALVINO REY (Alvino Rey). 4181.

BING CROSBY (Woody Herman). Deca 4102.

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

HARRY JAMES (Helen Forrest). Deca 4122.

GUY LOWDARDO (Carman Lombardo). Deca 6194.

MIZONLIGHT COCKTAIL...

GLENN MILLER (Ray Eberle-Mid). Denver 11901.

TOMMY TUCKER (Don Brown-Vocals). Denver 6526.

A STRING OF PEARLS...

GLENN MILLER (No Vocals). Blushing 13832.

BENNY GOODMAN (Peggy Lee). Blushing 5417.

SOMEBODY ELSE IS TAKING MY PLACE...

BENNY GOODMAN (Peggy Lee). Blushing 4006.

**COMING UP**

A ZOOT SUIT...

KAY KYSER (Sally-Tudy-Jack-Max). Columbia 36517.

ANDREW SIEGERS. Deca 4182.

BARBER SHOP (Harry Lamorne). Deca 4182.

HARLEY BROWN. Deca 6186.

HOW ABOUT YOU...

TOMMY DORSEY (Frank Sinatra). Victor 27349.

HARRY JAMES (Helen Forrest-Johnnie Ray). Denver 13593.

JERSEY BOUNCE...

BENNY GOODMAN (No Vocals). Blushing 6590.

GLEN MILLER (Ray Eberle). Blushing 11441.

HARRY JAMES (Helen Forrest). Deca 11433.

ALVINO REY (Yeung King). Blushing 11991.

JIMMY DORSEY (Bob Eberly-Mike). Denver 4012.

I SAID NO!...

JIMMY DORSEY (Bob Eberly-Mike). Denver 4012.

On its way out.

Names in parentheses indicate availability. Double-numbered records are purposely placed from this column.

**NEW BLUEBIRD RECORDS FOR YOUR COINOGRAPH**

by Top Bandsman

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MORE MARTIN "SURE-SHOTS"


"How Do I Know It's Real?" "If You Build A Better Mousetrap." B-11885.

**KEEP 'EM PLAYING**


Remember Pearl Harbor! Sammy Kaye—27738.

*Vocal Requests*

**BUY U. S. DEFENSE BONDS**

Order Them Today From Your VICTOR-BLUEBIRD RECORD DISTRIBUTOR

www.americanradiohistory.com
ONE DOZEN ROSES
DICK JURGENS and his ORCHESTRA
Okeh. 6636

Dick has two new hits in ONE DOZEN ROSES backed by ALWAYS IN MY HEART on Okeh 6636. Jurgens' feet-tappin' arrangements will send the boys and girls back for more.

Order this Dick Jurgens money-maker today! And check Dick's Okeh-Fitch Bandwagon Special of YANKY DOODLE DON'T DOODLIN' NOW coupled with SHE'LL ALWAYS REMEMBER—Okeh 6611.

IT'S THAT BAND AGAIN WITH ANOTHER HIT ON Okeh Records

Conducted by MAYNARD L. REUTER
Communications to 152 North Clark Street, Chicago

Slate Tax Talk
A recent bulletin of the Michigan Automobile Merchants' Association indicates that thousands of women who are not members of the Manufacturing Women's Operators' International Union and the National Women's Service Union are losing their jobs by being denied the benefits of the women's rights act.

Wolff and the Wolf VEHICLE
With the prospects of the 1943 revenue tax proposals getting under way, the attention of the trade will now turn toward national capital. With the U.S. War Department's Committee on the War and the National Woman's Committee, the matter is being discussed by Wolff, who is one of the organizations of the city's women's machinery associations.

Wolff, a veteran in the field, was the first president of the Women's Machinery Association of New York, and he is now serving as chairman of the Women's Machinery Association of New York.

Traveling Arcado Again
A report from Canada says that Frank Emler, Halifax, N.S., will be back on the road with the Leon's show during the coming season. Emler is a veteran in the field, having been in the business for the past 20 years, and he has always been connected with the Leon's show. This year he expects to bring back about 12 years ago, Emler will have a commission with the show.

A Tree Cane-story
Walter Winchell is speaking some powerful words in favor of picket papers. Some weeks ago he wrote in his column that 138 picketing signs were burned in New York City when picketing signs were burned. In his column on April 1 the following appeared:

"Candy, drugs, and other stores are bringing some pressure on city authorities that the picket signs may be taken back to town and resold." That is quite a prediction, because the mayor of New York has set the limits on picketing signs.

Salto's New Song
Salto's new song, "It's That Band Again," with a new hit on Okeh Records, is being played in all parts of the country. The song has been a great success and is being played in all parts of the country.

Men & Machines
Conducted by MAYNARD L. REUTER
Communications to 152 North Clark Street, Chicago

SALES TALK
The Billboard publishes its monthly market survey for March in this issue. These markets show some important improvements in the manufacturing trade, with an increase in the manufacturing trade, with an increase in the number of women who are not members of the Manufacturing Women's Operators' International Union and the National Women's Service Union.

WOLFF JOHNSON
Wolff Johnson, owner and manager of the Wolf VEHICLE in Chicago, is one of the organizations of the city's women's machinery associations. He is the first president of the Women's Machinery Association of New York, and he has always been connected with the Leon's show. This year he expects to bring back about 12 years ago, Emler will have a commission with the show.

FLORAL RECORDS
(Continued on page 83)
Down My Street... Little Book... and I'm Thinking Tonight of My Blue Eyes... The last three are being played in all parts of the country. The song has been a great success and is being played in all parts of the country.

Choice of the Week
The last three are being played in all parts of the country. The song has been a great success and is being played in all parts of the country. The song has been a great success and is being played in all parts of the country.
AMUSEMENT MACHINES (MUSIC)

April 11, 1942

George Parsons, Buckley Buying Agent, Joins Navy

CHICAGO—April 4—George Parsons, purchasing agent for Buckley Music Systems, Inc., Chicago, has joined the United States Navy. It is reported that he was sworn in for duty March 31. He has been a member of the Buckley organization for several years and has helped develop many of the items incorporated in the Buckley Music Systems.

The Parsons family military background dates back to the American Revolution, Parsons having served in both the American and French revolutions.

Parsons was born in N. Y., Parsons' grandfather, a Martinian War vet and patriotic grandfather, in the American Revolution. George represents the fifth generation of his family to serve in the armed forces of the United States.

LombarDo

and Ris

Royal Canadians

—bringing you

The Sweetest Music

on these DECCA records

4278
JOHNNY DOUGHBQY
FounD A ROSE IN IRELAND

backed by BLESS 'EM ALL

4155
MANDY IS TWO

backed by YOU MADE ME LOVE YOU

On the Air—For Celata Tech
A new feature—sounding as if it were
CBS—Direct to Coast
Currently on Theater Tour

www.americanradiohistory.com
AMUSEMENT MACHINES

News Notes

Claude Thornhill's band is the latest to be signed by Hollywood. Thornhill is playing at the Palladium in the evening, and Paramount has contracted the hard band for the evening to be used for a musical film.

"Prizefighter" is the tentative title of a new film which Paramount is currently making. Among the top directors here are working on the picture. "Prizefighter" stars Nick Jarecki, a one-time boxing champ, and the script is being written by the veteran scenarist.

News Notes

FORT WORTH, TEX.: A "Possibility" show for the week was presented by Poole Radio, and the entire program was filled with "possibilities."

GEORGE W. REINHARDT brought his top strings to the program and the show featured a new show band, "The Sound of Music," which had its debut on the program.

RICHMOND, VA.: The "Possibility" show for the week was presented by the Richmond Radio Network and featured a new show band, "The Sound of Music," which had its debut on the program.

News Notes

SPECIAL SHOT - I was surprised to see a "Possibility" band at the Richmond Radio Network. The band featured a new show, "The Sound of Music," which had its debut on the program.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office.

Address: 416 W. Eighteenth Street

LOS ANGELES, April 4.—Demand for used equipment continued strong here with attention centered on arcade machines. Many operators are doing a steady business with old machines turned in, and many new ones being purchased. A few weeks ago, many operators were turning in old machines, but now that the trend has started, many more are doing the same.

The new machines are being turned in at a steady rate, and many operators are doing a steady business with them. A few weeks ago, many operators were turning in old machines, but now that the trend has started, many more are doing the same.

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WALKING

"1144orortV"

lAt

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2

SLEEPY

CLASSIC

W.

AMERICAN

DICK

461.11

DECCA

Jan

No.

THE

MUSIC.

LAGOON

by

FLOOR

DECCA

CO.

His

Management--Jack

NEW

LONG

No.

on

THE

AMUSEMENT

MACHINES (MUSIC)

April 11, 1942

The Billboard

WALKING

on the

(continued from page 22)

It is typical Wayne King with music, soft

and slow and smooth. It's a Walter Donaldson

novelty, and King's silky strings give it

added appeal. Simplicity for listening.

Freddy Martin (Bluebird 11445)

The Last Call on the Scene--ST. VC.

Tom

Marvin

bases two new ballads from

films. The smooth and fully-arranged

diversifying Marvin music gives both

talents a chance to deliver. Both

songs are in moderate tempo, and both

having equal possibilities of making the

hit parade grade. Call for Lena, with Clyde Boggs

for the lyrics is from Penny Serenade, a

slightly picture, accurately built on the

facile "tapa" call of the buglar

all the more appealing at this time. Flattemente,

with Stuart Wade singing the middle chorus, is

from his Andrews Sisters. "What's Cookin'?" is a

romanatic ballad, with words and music

that fall over the ears as W.C.

Two older songs from motion pictures,

and what is hip when the

public goes to the movies. But there

may be other appeal for those sides in

contact, and especially "Healing Winds", the

theme song for locations where

there is a change of seasons.

vaughn monroe (bluebird 11455)

Sleepy Lagoon--W. V., a Frankie Craite

piano solo, recorded for the Decca label.

If Dr. in the cards for a three-eestimate

start to climax his parasite line, this

"Sleepy Lagoon" is an attempt to

get into a bit for the Night of Nights battle,

with the trend of the air.

Combining jive rhythms with the lyrics of

"sleepy Lagoon", it's strictly for pitter-pattering,

and bound to appeal on the strength of its

melody.

arr. shaw (victor 27838)

To a Broadway Rose--PT. Decca 6995

Two instrumentalists, emphasizing the

jive hit character of Shaw's now-dis-

banded outfit, have made an excellent

side arrangement, with the maestro's
drumming for most of the riffs. Broadway

Rose is the average jump; both the

melody and arrangement sound like

vocal performances of Troy Balentz, and

it's the latter effort that makes interesting,

giving Dave Tough a step chorus for

his cymbal beat, with the band providing

attractive cut-in figures. Donors

are George Hein, who plays the

melody, and Marion Gibson. Chills for a

harmonizing solo and a faster beat. The classical

interlude between the halves of each chorus

make an agreeable contrast.

Muggsy Spanier (Decca 1271)

To Porter's "Swingin' in styel"--PT.

This record will probably never make

the hit list, but there seems no chance

of the album going down as one of the better

records of the time. "Swingin' in styel" was

interpolated jazz played by a band with a deep

cover of his arrangements. The sheet

jazz that warms the cockles of every

musician's heart. "Swingin' is a long

band, the playing of the spiritual

on the A side and W.C. Handy's blues on

the B side. The band is composed of

different colored memories of Red

McIntyre and His Orchestra, the best of

"Tires" of recording history. The

arrangement is typical vintage of

take in. Now and then, rather

more modern tempo, is played with ease and

abandon rarely achieved by swing bands

when instrumental parts are tied down by elaborate

but confusing arrangements. The hot horn

feature is played on these sides by Muggsy's

cornet. It is well arranged, and it

certainly is better on the blues side.

Ernest Tubb's WALKING THE FLOOR OVER YOU

DICK ROBERTSON

DECCA No. 4109

ERNEST TUBB

Okeh No. 6496

AMERICAN MUSIC, INC.

1215 Second Ave.

New York... New York.

Ernest Tubb's

WALKING THE FLOOR
OVER YOU

ROBERT ATHER

DECCA No. 5958

ERNEST TUBB

Okeh No. 6496

AMERICAN MUSIC, INC.

1215 Second Ave.

New York... New York.

CATCH THE NEW

OH MY LONG HIT BREATHNESS

DECCA No. 4191

* Personal Management—Jack Philbin

Direction—GENERAL AMUSEMENT CORP.

Ellington's Favorite Records Are His Own

PHILADELPHIA, April 4—When Duke

Ellington's orchestra appeared

here the Duke did not want tuck

any changes when the Sextette

was playing to his theme; he had

his own set of records for the

various instruments. This was

recorded by Duke at the Teatro

Madero in Mexico City, and

the Sextette had the privilege

of playing them in the actual

recording. The Sextette was

complied with the request by making 20

of his own recorded compositions.
Think About "Rio Ritas"

The new Abbott and Costello film, Rio Ritas (MG M), a remake of the picture of the same name made many years ago, will have a lot of times worth watching in present conditions. For Rio, the title song (so many may still remember, can be had from Decca N. 553) and "The Big Beat" (Chadwick) are fine. The Sliding Song has at least two versions: "Peace" and "Shake" (Victor).---------

Don't Go Asking About "Milk"

"Watch" T. Dosey Diks

Another MGM film, Milk, is billed, featuring Dosey Diks, a recent incarnation of Groucho Marx in a role suited for him. The plot will be a good one.---------

Try Some Walnuts

MGM is having considerable success releasing The Great Walnuts in a series of shorts everywhere, and this might be a tip to make the films a bit more popular.-

Line Up Some Marines

There is another new film in the war series, and it is pretty hot. A number of servicing stations and operators should watch for its release, and it will be released in a number of large centers soon.---------

Andrew Sisters Prepare

The Andrews Sisters are back in Hollywood to make more films for Universal. Their first, and not the least, Mary Jane's Band, and their second, with Abbott and Costello, will be included on this new Andrews package. The tunes are being selected now, and the film will have some interesting roles for the sisters, and will be played to favor of a popular group.

Watch This Column

Mayflower Distributing Company reports that its display of Wurlitzers at 1102 offers special interest in the Buffalo area. Special arrangements were made by Roy Petersen (R.R. in back) showing Wurlitzers new Selective Sounders and the Victory Model 524 phonographs to music merchants. Left to right: W. T. Anderson, H. T. Jones, Mrs. L. Cline. Louis Crea and Lee Ruggles. (R.R.)

EXTENSION SPEAKERS
FOR INCREASED PROFITS

SELLING OUT
Due to difficulty in obtaining present extensions, we are making drastic reductions. NOTE: All extensions are guaranteed with walnuts. Inspected with either 1/2 or 144" U.S.A. approved speaker units. Volume controls optional, all units carry phonograph, increase your sales. Every spot needs one or more of these speakers.

W. C. Deaton
Caton, Ohio
Status Quo on Cig Prices, Says OPA After Study

Declares investigation of cost factors shows prices are fair and equitable—sales running 20 per cent higher last year—cost increase moderate

WASHINGTON, April 1.—An exhaustive investigation of cost factors in the cigarette industry has led the Office of Price Administration to conclude that established selling prices are fair and equitable. Consequently, current prices will be continued. It was announced in a letter to March 29, Cigarette manufacturers who averaged 0.9 per cent on invested capital before taxes are now averaging over 21 per cent, the study of OPA disclosed, and because instability in the cost of leaf tobacco and selling costs of 26 per cent, there are inadequate levels of 60 cent profit margins will not be greatly improved despite recent increases in tobacco costs.

American Tobacco Finding

Orientation of the American Tobacco Company last December that higher price for its Lucky Strike cigarette was justified because costs had advanced 57 per cent and the increased selling price was substantiated by the OPA report, OPA noted that in theusual accounting practices of the industry, the current cost is $7.10 per thousand, except for $1 per thousand, customarily discounted, then averaged 20 per cent higher than present price of 6 to 14 cents above the average 1941 cost of each company investigated, including American Tobacco Company, while other costs have risen an aggregate of 80 cents per thousand. In the event of results of its investigation into cigarette costs, the OPA announced that an amendment to the cigarette order No. 92, is being issued. This allows manufacturers to revise any temporary sales promotion programs and to adjust prices in the event of an across-the-board federal tax on cigarettes be raised.

Manufacturers will be allowed to continue cigarette prices, decrease or increase existing "drop" shipments, free deals, and other promotional values or volume. "Drop" shipments and free deals, it was emphasized, is the methods by which manufacturers temporarily boost sales in a particular locality by giving a bonus in the form of merchandise or cash. The cost of the promotion is usually reflected by higher批发 prices, which manufacturers pass on to the trade.

In addition, the amendment states that the consumer is to be held by any temporary promotional schemes which may have an effect on local prices. The OPA said that if made on March 30, 1942, while price schedule No. 92 was issued.

Candy Fenders, Movie Homes Go Together

BALTIMORE April 4.—Two ABC candy vendors have been installed in the room where movies play at the Baltimore division of the Barl Vending Company. Furr's local manager is Henry Girtley. The meter is also planning installation of the same plans for the Barl Theatre of the Columbia Theatre in the same area.

The Billboard Subscription Rates Upped

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Until April 30</th>
<th>After April 30</th>
</tr>
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<tbody>
<tr>
<td>One Year</td>
<td>$7.50</td>
<td>$8.00</td>
</tr>
<tr>
<td>Two Years</td>
<td>$13.75</td>
<td>$15.50</td>
</tr>
<tr>
<td>Three Years</td>
<td>$20.00</td>
<td>$24.00</td>
</tr>
</tbody>
</table>
AMUSEMENT MACHINES (MERCHANDISE)

The Billboard

April 11, 1942

VENDER SUPPLY NOTES

Soft Drinks

May Improve

Coca-Cola firm in report says supply may open up later

ATLANTA, April 9—Averaging vendor reports from its distributor members, Coca-Cola says supply difficulties that have troubled the soft drink industry in recent weeks may ease up later this month. Vendor sources report that plants in several states have been forced to shut down temporarily, or are operating at reduced capacity, due to the shortage of sugar. This condition has been severe enough to cause Coca-Cola to add a new clause giving the company the right to withdraw from its franchise agreements in any district where it is unable to supply within 72 hours.

Coca-Cola says that it is working with the sugar companies to improve the situation but that it will be several weeks before it can say whether the situation will improve. The company says it is working with the sugar companies to improve the situation but that it will be several weeks before it can say whether the situation will improve.

Need New Type Candy

Candy manufacturer says new recipes may be needed as war comes on

BROOKLYN, April 9—Candy manufacturers will have to be inventive to get the old taste of their products into their new recipes, according to a leading candy manufacturer. The demand for new recipes is being met by manufacturers who are adapting their old recipes to new ingredients, he says, but that this will be difficult. The chocolate supplier is also facing a shortage of cocoa, which is being used in the manufacture of other products.

The manufacturer says that he has been working with the sugar companies to improve the situation but that it will be several weeks before it can say whether the situation will improve.

Liquor Trade

Not To Blame on Sugar

NEW YORK, April 9—Frank Kane, vice-president of the National Confectioners' Association, said that the shortage of sugar cannot be blamed on the liquor trade. The liquor industry has been forced to ration its products, he said, because of the shortage of sugar. However, Kane said that the liquor industry has been working with the sugar companies to improve the situation but that it will be several weeks before it can say whether the situation will improve.

The manufacturer says that he has been working with the sugar companies to improve the situation but that it will be several weeks before it can say whether the situation will improve.

May Limit Peanuts

For Confections

Following the United States entry into the war, the Department of Agriculture has been working on ways to increase the supply of peanuts. The department has been working on ways to increase the supply of peanuts. The department has been working on ways to increase the supply of peanuts.

The manufacturer says that he has been working with the sugar companies to improve the situation but that it will be several weeks before it can say whether the situation will improve.

Reed Candy Company

Vice-President Dies

Edward Reed, vice-president of the Reed Candy Company, died recently of a heart attack. Reed had been with the company for 25 years and was well known in the confectionery industry. He was a member of the National Confectioners' Association and the American Confectioners' Association.

The manufacturer says that he has been working with the sugar companies to improve the situation but that it will be several weeks before it can say whether the situation will improve.
TRADE HAS HECTIC MARCH

WPG Orders, Ball Gum Ruling, Lent, Income Taxes, Spotty Play Highlights of Month

CHICAGO, April 4—News from Washington overshadowed all other events that the machine trade during March. Long-expected swing down orders from the War Production Board finally came in mid-month. On March 16 WPB ordered manufacturers of phones, scales and a gas to stop production on May 1. WPB set a 27½ per cent quota for the intervening six weeks. The next day cut-off came cutting the making of practically all vending machines at April 30 was proclaimed. A 50 per cent quota was set for the remainder of the production period.

A distribution of orders took the news gravely. They had been expecting it for some time. With the expectation fulfilled, thoughts were turned to how best to keep present equipment in operation for the duration. Plans were worked on to get new equipment still available. Distribute, in some sections, began stocking games of all kinds and vintage Wending about the future availability of parts and supplies in various WPB orders. On May 1 manufacturers after the April 30 and May 1 deadlines, industry leaders were quick to point out that WPB's usual procedure in dealing with other industries has been to first curtail all manufacturing and then to issue orders permitting the manufacture of the rest. This procedure has already been followed in the radio, electrical washing machine and other fields.

Distributors and jobbers in these and other similar fields recently were granted permission to obtain spare parts and supplies and given specific instructions by WPB as to how repairs work could be done. Unfortunately, similar orders will be issued soon to cover the coin machine trade.

Nickle Bill

The much-discussed bill for changing the metal content of the nickle was signed by the President on March 28. Bills sets new standards at the present level. Nickel production, as due to the nickel in other metal content. Nickel content of nickels from date of FDR's signing to make its way down the steps of the Treasury was favorable since it will not entail any radical changes or adjustments of value.

More Rulings

Two rulings of importance emanated from the Internal Revenue Service since the last issue of The Billboard. 1, issued on March 16, hit the ball gum vendors squarely between the eyes. It stated that the WPB ruling by placing ball gum machines off limits for the next three months, and granting the nickel in the $30 tax would whether or not the machine carried stickers or $30 a nickel in the case of coin machines. Rule No. 2, clarified somewhat, the old dilute tax as it affects piano customers. (Complete Internal Revenue Service rulings on coin machines may be found in this issue.)

Office of Price Administration, after studying the charge for manufacturers' profit sheets, decided coin machines will still be sold.

Most radiant shot of hope that beam out of Washington during the month was the decision by the government toward the termination of contracts to small firms making coin machines. Manufacturers were already doing some war work; some were doing contract customs. All were planning to switch over their entire facilities toward defense efforts. By the time the coin machine quotas were filled.

Operating Front

The operating picture during March was not too bad. Vendors claimed that income taxes cut heavily into receipts in some areas. In others this custom was encountered. Problems were also encountered in spending resulting from bulging defense industry pay rolls. On top of this, vendors faced rising prices, slower deliveries, diminishing profit margins. Fitch was especially tight in beverage vendor fields. Where rationing and strong mechanics venders are empty almost as much as they are in action. Supplies of candy bars were adequate, but deliveries slower and prices due to rise. Some operators were planning to up prices to 75 cents, as high as they can get. Vender operators faced rising prices, slower deliveries, diminishing profit margins. Fitch was especially tight in beverage vendor fields. Where rationing and strong mechanics venders are empty almost as much as they are in action. Supplies of candy bars were adequate, but deliveries slower and prices due to rise. Some operators were planning to up prices to 75 cents, as high as they can get. As the spring season wound down on peanut proportions still high, vendors are empty almost as much as they are in action. Supplies of candy bars were adequate, but deliveries slower and prices due to rise. Some operators were planning to up prices to 75 cents, as high as they can get. As the spring season wound down on peanut proportions still high, manufacturers were squaring lines of the pipeline to shipment the full order of the year. A number of coin venders and others had not been obtained and were processing over a half a million dollars.

Coin Machine Rentals Held Its Annual Meeting during the month. A new committee was elected to serve for the duration. Dave Gettleman was re-elected president for third term.

Phonos Prove To Be Blackout Aid

ET, JOHNS. N. J. April 5—Phonos are increasing in popularity on the East Coast. A new type of coin machine entertainment has hit the streets recently in New York and Philadelphia, and are being used while away the time in restaurants, diners, stores, etc.

OUT THEY GO

Free Play Games—All in Perfect Shape. Will Trade for Hobbies, Submarines, Rating Practice or Kenoey Guns.

One $12.00 Game Free for Two-Game Hundred Dollars: Purchased: $200. 2 Free Games $300. 3 Free, Etc.

2 for $49.50

MAGNETIC BOWLS BASKETBALLS.. LEAGUE

$12.00

BALLY SUPERPHINES

MAGNETIC BOWLS BASKETBALLS.. LEAGUE

$30.95

OCEAN PARKS MAGNETIC BOWLS

BALLY SUPERPHINES

$39.95

MAGNETIC BOWLS BASKETBALLS.. LEAGUE

3 for $110.00

VICTORIES

MAGNETIC BOWLS BASKETBALLS.. LEAGUE

$49.95

ROCK OUTERS

MAGNETIC BOWLS BASKETBALLS.. LEAGUE

10 WINNERS

JOLLY LINKS JOLLY LINKS

10 WINNERS

TERMS: ONE-THIRD DEPOSIT, BALANCE C. O. D.

BINGHAMTON AMUSEMENT CO.

(BOB CHARLES)

22 Arthur Street

Binghamton, N. Y.

MIDTOWN VENDING CO.

603 TENTH AVE. NEW YORK, N. Y.
Pinball Ban Raises
Music Competition

BUFFALO, April 4—The coin machine
industry here is naturally experiencing a
severe slump as a result of the endless
enactments of pin machines and the law, but
unlike the drop of sales, the business continues
to thrive in the pin game field, as is
demonstrated by the high lot ticket
selling, despite the pin game field, which
has suffered greatly in the last months.
Venetian operations continue along,
especially in industrial localities.

This popular amusement continues
unfazed following the failure of
operators to get a permanent legislation
protecting their games. Several opera-
tors left games on bocce courts in order
to attract attention. This law, in effect
been set for a hearing on April 6, at which
time it would be presented to the
City Court. One of the machines ad-
vised in the test in a hockey game
was as enjoyable as a pinball machine.

Music Wins Even
When Games Drop

PHOENIX, Ariz., April 4—A few
and industrial localities in this
area have been as much a
success as pinball games,
which continue to hold their
own.

Music hits the hearts
and minds of the public
as entertainment.

Music gains even
when games drop.

The Alden Bury
Music Department
is doing a
business.

Sterling Hoffman Co.
8683 South Broadway
LENOX, KY.

WATER FOR CASH
Central Ohio Gas, Rock-Strol, Weekender, Say Fiddle, Air Express, Air Rider, Relic, Mile, and other Popular Models. Water, wine to get quick
win.

GIVE BEST CASH PRICE LOUIS NELSON
2841 SEED ST. BROOKLYN, N. Y.

WE ARE REMODELING
The Alden Bury music machine has
reopened for business.

Glickman Industries
1624 Green St.
PHILADELPHIA, PA.

WANTED
Victor Roll-A-Plays and Milli
Vest...Crestoria, New and Used...Will
pay cash for any, contact
Crestoria Games, 54th and 57th
Brooklyn, New York.

NEW 500 FORTUNE SCALE
Distributors Report
Good March Biz

MINNEAPOLIS, April 4—With
general business conditions indicating
a return to the market, the coin machine industry, for
the present at least, is continuing in this
region.

Fixed with a complete assortment
of machines, distributors of pin games
are taking new equipment as they
can possibly get. Those used machines
are being rebuilt, given a fresh coat of
paint and are now in heavy demand. The
sale is for all types of machines, from
penny to phonographs.

Operators too are taking their
old machines out of storage, replacing
them and putting them on location. Operators
are looking for good locations and
time for the coin machines, either
roomers, or other coin machines.

Operating March were a little off,
but this is understandable because of
the fact that and state permits were
handed out in this March.

April prospects look bright. Arcade
business is doing well.

CENRAL OHIO QUALITY BUYS

REMARKS

BARGAINS

COINOP EQUIPMENT


table

CENTRAL OHIO COIN MACH. EXCHANGE, INC., 691 S. High St., Adena 79-49, Columbus, Ohio.

TRIPPE "Your Complete Coin Operated Installation"

Reconditioned Arcade Equipment

AMUSEMENT MACHINES

The Billboard
Extra Special

A new feature for Penny Arcade: a complete list of thoroughly reconditioned Free Play Games, Free Play Consoles, Counter Games, and more. We are the largest stock in the South. Also have all the new Pin Cams in stock.
It has been some sort of a time for operators recently. The trade has mostly been doing better, as the demand for spare parts and equipment has increased. Operators are facing challenges in maintaining their machines and ensuring customer satisfaction.

Consolation of Routes is Trend

Philadelphia, April 4—The past month has been one of the most trying times in the history of the amusement machines industry here. An adverse court decision has made it necessary for all the operators to take their machines back in. The past month has been a difficult period for operators, as they have had to deal with the legal implications of their business. This has led to a consolidation of routes being trend, as operators are finding it easier to manage their operations.

Farm Income May Overcome Losses

Des Moines, April 4—Farmers’ income may overcome recent losses due to the economic changes in the industry. The recent economic changes have led to a decrease in farm income, which may be overcome by the increase in farm income. The farm income may be used to cover the losses incurred by the industry.
MERCHANTS WANT GAMES

Small Stores, Dependent on Pinball for Rent, Protesting N. J. Supreme Court Ruling

Elizabeth, N. J., paper runs series of articles telling how small business suffers from unfair taxation and then confiscation.

February 26, 1942

Storekeepers Seek New Pinball Ruling

There is considerable discontent among Elizabeth's small storekeepers over the ruling in the New Jersey Supreme Court that banned pinball playing as a game of chance, thus prompting Professor Abe J. David to order the removal of all the machines from the city by tonight.

Awaived over the loss of revenue derived from the machines, which they claim were merely a positive device, many small merchants have vowed to seek a way to open up the courts' decision and take a look at the law against pinball games.

Only recently the merchants were obliged to pay the federal government a tax of $7.50 on each machine and were sentenced to pay another tax on them of $10 in the summer. Moreover, a city ordinance permitted the establishment of the pinball games here and licensed the machines, setting the city $400 annually.

Hopes for Revoked Decision

Several city officials were surprised at the news of the ruling, as the average citizen, in this age of things, is not aware the Elizabeth pinball clientele was not using these machines for gambling but for the sake of recreation.

The stores are onBroadway, here and downtown, and they do not permit any gambling in their establishments and therefore are entitled to operate the machines.

As one prominent uptown stockkeeper declared: "We're just selling a popular game for some who are waiting for trains and buses. It afforded them amusement. That is several kinds of amusement that is ever allowed in the movies and they play it in the morning and run midnight shows."

The feeling is also bitter among those who enjoyed the pinball games for purely entertainment purposes and it would not be unpopular if the court decision were reversed in favor of the pinball game.

March 12, 1942

Small Merchants Worry Landlords

Although the pinball machines are now considered a thing of the past, the loss of its removal from all of the state arcades and amusement centers is a serious matter to many community members. The storekeepers, who have had to pay for the machines and maintain them for several years, are now upset over the loss of income that they believed they were entitled to have. As one manager of a small store mentioned, "It's a hard thing to have to give up this business we've been in for so long."

It is believed by many of the store owners that it will be difficult to find new games to replace these pinball machines because of liability to pay high rents by loss of the pinball machines and the resultant cost of maintaining the other games.

One store manager stated: "The store attracted many good customers and was a popular place, especially for the young people who could enjoy pinball games during their free hours. They would try a game of skill on the pinball machine and incidentally make a few cents. We have lost a lot of my customers who enjoyed their visits to the game room but have been stung by the raising since the machines were removed and naturally my revenue has been decreased on other merchandises. We hope to be able to replace the rent but doubt it is very much. The landlord is going to be the big loser in the long run."

And this same run of events greeted The Home News reporter on tour throughout the city. The storekeepers were upset by the news, some of them shouted and wrote to the editors and some of the authorities who took the game and then paid heed to the Supreme Court ruling.

Bally and other companies are not feeling the effects like some smaller operators. One of them replied: "It's a pity to have to close down. But when we think of it, we say 'I sold many soft drinks and coffee while business men enjoyed a half hour or so playing my pinball machines. All of their business has been lost.'"

In some sections of the state damage suits are threatened because of the removal of the machines in various towns confining the machines individually to one or two establishments.

The Home News survey also revealed that other business establishments are benefiting by the pinball loss to storekeepers, namely, pool rooms and bowling alleys. The storekeepers, who paid for these machines with their own money, are now upset over the loss of revenue from the pinball machines.

The storekeepers have many complaints to make, but as the supreme court has ruled, they will have to comply with the law, although they believe it is unjust.

The court, however, directed all illegal gambling devices to be removed, and that was the ruling of the court.
Industrial Jobs Increase in Feb.

WASHINGTON, April 4.—Civil non-agricultural employment as of February 13 totaled 38,205,000, a Congress of 10,000 since January but 239,609 over February of last year, Frances Perkins, secretary of labor, has announced. Substantial employment decreases were reported by retail automobile dealers. On the other hand, the家 and phonograph industry, which is converting its facilities to war production, showed a loss that seasonal decline.

"The increase in factory employment of 6,4 per cent from January to February on against the annual unemployment rate of 1.7 per cent, varied the index for all manufacturing to 762 per cent or the 1935-38 average, representing a rise of 12.8 per

MILLS & BELLS $300.00
KEYSTONE NOVELTY & MFG. CO.

THE GREATEST NAME IN
COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadly for fittty-three years.

MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO,

**FOR SALE**

10 CONVOYS — 15 TEN STIKES
+ RAPID FIRES — ANTI AIRCRAFT GUNS
INDEX F T H A L P E N T M A N Y O T H E R S A L S

GRAND NATIONAL SALES CO.
2330 ASHTAGE AVENUE

AUTOMATIC PAYOUTS

16 Piece Rolls, 50 Play, $116.25, All Profits
10 Piece Rolls, 25 Play, $86.75, All Profits

SUN SALES, INC.
204 N. E. 77th St.
Miami, Fla.

AL TABAKOF SAYS:

MORE PROFITS FOR YOU! WITH GLOBE'S LATEST MONEY-MAKING DIE-CUT PROFIT BOARDS

"LUCKY PUSS"

And lucky YOU... because this new Globe board is a real nickel grabber. When you can throw more away for your profits, you'll agree it's the "ucky meow!" Over 90 new, slot-machine symbols. Penny Pack out $1 to $15.

1290 Holes — 5c a Play

TAKES IN............. $64.50
Pays out (Average)........... 28.60
Average Profit................ 35.90

THE BEVERAGER COMPANY
CAMBRIDGE, OHIO, U. S. A.

HERE ARE THE REAL BUYS!

LAST CALL!!

EVERY GAME EQUIPPED WITH FREE PLAY ATTACHMENT!
ALL GUARANTEED IN A-1 CONDITION—READY TO SHIP!!

A. E. G. DALE

**DIE CUT**

RUSH MARKET!

CHICAGO, ILL.

Jack Kay, 61 Parkhurst St., Newark, N. J.

SUN SALES, INC.
204 N. E. 77th St.
Miami, Fla.

FOR EARRINGS, COMMISSIONS, ETC.

SMITH MANUFACTURING CO.
1271 Bottni, Cincinnati 6, O. D.

For information write Mr. Smith.
Official orders were issued recently by the War Production Board for stopping the production of phonographs, recorders, amusement games and gaming devices and most types of viewing machines. This is a big move for the industry as official press releases on this subject are sent to newspapers. The stoppage of phonographs, games, etc., is set for May 1 and the order on tasting machines goes into effect April 30. Most existing machine factories have had a 10 per cent production quota for several weeks and the new order on personal, games and gaming devices permits a quota of 5 per cent, according to published opinion.

In an address before the National Industrial Advertisers' Association, meeting recently in Chicago, Undersecretary of Commerce Wayne C. Taylor said that advertising by manufacturers was a great aid in furthering the war effort of the nation.

"Many of you are directly contributing to the war effort by the present information which you are giving to those who use your manufacture," he said.

In summing up the war production situation, The United States News says that the $200,000,000,000 war program now approved as in action is the nation's greatest achievement. The army will be doubled or tripled in the months to come, according to this newspaper. The army will be increased from 5,000,000 to 25,000,000. The country is in a tough spot, the editors say, and the people of the United States are greatly interested by the long distance to battleships and the lack of a sea.

Plane production in the United States has been raised from 170 per month to 310 by the War Production Board, according to a report by Donald M. Nelson. He warned that the nation is now not in a position to be "BOOMED" in the next few months.

Three industries—washing machine, typewriter and machinery—have been given their chance to convert to war production as soon as possible. Just a few days before the end of the war, the Atomic Energy Commission called on the machine industry. Reports say there was a lot of discussion inside the WPA as to how soon these industries could be converted to war production. Answers have been made that these industries can be allowed to continue some production for civilian use.

Organization of an inventory control branch within the WPA is already under way and will be announced soon. The new branch may not get under way until June, however. It will have power to move against anybody in any firm that may have excessive inventories of vital materials.

New workers estimated at a minimum of 650,000 must be obtained for arm plants before production goals can be achieved. Undersecretary of Commerce Taylor disclosed in a Chicago address.

Production of office equipment has been stimulated by tremendous increases in government and war industry demands. Increased operating costs, fixed sales prices and increased margins of profit on war business, however, will probably preclude any significant gains in earnings. Furthermore, in the face of materially shorter years for the tax, it is expected that profits and profitability may increase.

However, criticism of the longer term future is for stocks and output even if production of office equipment is further curtailed, because of ability of the industry to convert machinery to armament work without great difficulties. Limitation of production of typewriters may spread into other equipment. In an earlier, when once, will be made if ever, some effort be made to use some of the machines, for example, wood blocks in place of stone.

Unemployment is expected to recede more or less the near future because of seasonal factors and rapidly accelerating war production. Much of the decrease in unemployment around nation's industries was due to war production apparently in proceeding at a quicker pace than had been anticipated. Temporary unemployment in civilian plants, as a consequence, is not sufficient to offset the accelerated expansion in pay rolls.

Unemployment during January is estimated at 4,130,000 persons by the National Industrial Conference Board. This is a decrease of 2,500,000 from that reported for December during February. With the return of millions of the armed forces to the nation this month, the next and increasing expansion of war production, the picture of unemployment is likely to be reduced to the point at which practically all able-bodied unemployed persons have been absorbed.

Conference Board estimates of unemployment is based on the assumption that 400,000 new persons enter the labor force each year. As pressure for workers increases, however, additional persons may enter this labor force. Consequently the actual number of persons employed may exceed the estimates of the labor force and so preserve a negative unemployment figure.

THANKS TO THE NEW YORK ADVERTISING REVIEW, THIS ARTICLE WAS MADE POSSIBLE THROUGH THE COURTESY OF THE NATIONAL BUSINESS men's TOUGH TIMES, WHICH IS PUBLISHED BY THE NATIONAL BUREAU OF ECONOMIC RESEARCH, INC.
This is your LAST CHANCE to get back in action now... with Genco's
PLAY BALL
it's the 100% LEGAL baseball fever you need.
ALL NOW DELIVERING
Genco's latest, greatest and last for the duration.
FOUR Aces
SEABOARD SALES, INC.
616 10th Ave., N. Y. Wisconsin 7-5555

Parts and Service
Milwaukee's Pride

MILWAUKEE, April 4 (DBT).—Bar
Levin, Milwaukee Coin Machine Company
executive, announced last night that the
company's service department is to be
expanded in order to better serve the
public.

"We have been working at top speed
to establish a parts department that will
serve service requests quickly," Levin
disclosed. "With the increasing demand for
service, we are now fully equipped to
handle efficiently every problem that
might arise on the service of all types of
phonographs, pin games and other coin-
operated machines.

We have added considerably to both
space and facilities for taking care of
repairs, and the wide experience of our
own men in all phases of service work
guarantees correspondingly good results
for our customers."

Art Cooley Made
S. M. of Panoram

CHICAGO, April 4 (Hl).—Mills
Novelty Company announces that Art Cooley,
former Eastern division manager of the
Mills machine sales department, has
been appointed sales manager of the
Panoram division. Cooley has been
with the company for 25 years.

Mills management, who has handled
sales promotion for Panoram, will
continue in his present capacity and also
assist Cooley in territory, retail custom
and departmental routes.

 eyed, New York, Frank O'Bannon,
Texas, and J. O. Incehouse, Georgia,
counselling managing directors for
respective territories. Co-ordinators are
Mert Meekman and Bruce Annings.

Comments Made by the
Press on WPT Order

Chicago, April 4—WPT 311 a
staff columnist, Ed Alkerworth, bids
to jobs here on the basis that the
government has ordered a stoppage of
the manufacture of these machines.
Akerson maintains he does not use the "joke
box noise," nor otherwise is the article a
plausable comment on music and music
business. The column is as follows:

A Columnist's Column

AS YOU MIGHT SAY—This war is getting
sterner every day. Now the making of joke boxes has
been ordered to stop, and it is expected that
just has just go to visit
some nazy airfield when a note to get
him some coffee. The joke box has
be to modern music what the "Three
Boys"—Ed K., Behn, and Birmas—
were to the classics. Only now the
"Three Boys" were Beethoven and
Barclay... With joke boxes and slot
machines the situation is the same. Let's
have to have a big evening with a
raucous photograph from the Coed-
will Infirmary and a hot gal of par

POLISH

RETAIL COIN MACHINES

Art
Ernest M. Sheehan, President

This Week's Best Buys!

Bargains from Dave Marion

Old and New, Expired or Expensive,
These Machines Only

Bargain Machines, Profit Makers, One
This is Your Last Chance to Order

Dave Marion, 1900 W. Washington Pl.,
Milwaukee, Wisc.

George Ponser

11-15 Tast Runyon St.
Newark, N. J.

Dave Marion, 1900 W. Washington Pl.,
Milwaukee, Wisc.

George Ponser

11-15 Tast Runyon St.
Newark, N. J.
Slugs Decreasing Since War Entry

Philadelphia, April 4.—Makers of commercial coins and slugs here apparently have turned patriotic since the United States entered the war. Secret service agents reported a marked decrease in the number of spurious bits and coins in circulation during the past two months. In January alone the amount of counterfeit money seized here was less than 1916, or about half the total confiscated a year ago. Acting Superintendent Frank B. Arnold said he believed the counterfeiters have turned their talents to defense work for which the local coin making operators are most grateful.


Los Angeles, April 4 (Crd.) — Paul A. Laymon has been named exclusive representative for Southern California Sullivan-Nolan Advertising Company, a Chicago firm which represents old games. Laymon has been associated with the coin machines business for years.

"This firm's method of doing a game over," aid Laymon, "gives operators the opportunity to always have games that sparkle like new. In the words of a well-known retailer, "this method is eighty ways better," as all out paints are removed, cabinets are repainted and relaminated, new designs are chosen, and pictures are supplied, new names and marking around glass installed, parts replaced, finished, late-style baskets added, inserts are tested and recertified, and the machine tested thoroughly. Many games are being run today now.

"The general reputation of the firm is known from Coast to Coast and I am glad to represent it," Laymon added.

Atlas Continues Buying Policy

CHICAGO, April 4—In anticipation of the approaching deadline on May 1, when all manufacturers of coin-controlled machines will stop, the Atlas Novely Company is continuing more strenuously than ever the practice of buying all types of late equipment," report Richo and Monroy Gershang, officials of the Atlas Novely Company.

"For months we have been stockpiling up on both new and used equipment. Sales have been good during the past few weeks and we will still be able to service our customers for many months.

"When May 1 arrives, Atlas expects to have a stock second to none in size and variety," they report. "Operators can therefore depend upon us for all the machines they will need to keep them operating their business efficiently and profitably for the duration of the war."

NEW DIFFERENT EXHIBIT ARCADE MACHINES

A КоNСOE MАCHINES

14904 N. 3-30 WEST LAKE ST. CHICAGO

FOR SALE
WURLITZER
SKEE BALLS

Perfectly overhauled and refinished.

With free press.

519 West 47th St.,
New York City

D. GOTTLIEB & CO.

1140-50 N. KOSTNER AVE.

CHICAGO

OUR APRIL RELEASE...

LIBERTY
FINALE FOR DURATION!

3 BAR JACKPOT F-5240

1640 Holes—Takes in $2.00
Pays Out Average 48.59—Av. Profit $33.31
PRICE $5.40 EACH

OTHER FAST SELLERS

925 Hole, F-5280, Wender 3 Bar Jack $4.05
825 Hole, F-5275, Wender 3 Bar Jack $2.50
825 Hole, F-5270, Pocket Dica, $5.00
720 Hole, F-5255, Pocket Jack at $2.75
600 Hole, F-5105, Royal at $3.15

CHAS. A. BREWER & SONS

Largest Manufacturer and Distributor in the World
6120 Harrard Ave., Chicago, Ill.
The effects of your conditions on small towns are being discussed in several articles and talks in the coin machine industry. While the larger cities receive more attention, it is well known that the coin machine trade in many small towns is at least as big as the trade in the larger centers. The towns are still prosperous, and the coin machines are doing well. The changes that are taking place in small towns are also very interesting and significant. Small towns are becoming more urbanized and more like the larger centers, and the coin machine trade is adapting itself to these changes.

Trend Toward Ghost Towns
Small towns and cities outside of the major metropolitan areas are experiencing a decline in population. This trend is being accelerated by various factors, including urbanization, migration to larger cities, and economic changes. As a result, many small towns are becoming ghost towns, with fewer people and fewer businesses. This trend is significant, as it has implications for the coin machine trade and for the future of these communities.

NEARLY ALL TOWNS LOSE
Reports for the National Coin Machine Association for the year ended March 1, 1941, showed that the population of all the 150 coins in the Black Belt. It is expected that the present situation will continue to prevail and that the population will be much greater than in 1939. Most of these reports are showing an increase in the number of businesses in small towns, which is a good sign. However, the reports also indicate that many small towns are facing serious problems, such as lack of employment and difficulty in attracting new businesses.

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DON'T LET THAT STOP YOU FROM ENJOYING WURLITZER MUSIC, I'LL ACCEPT DIMES, TOO.

WHAT, NO DIMES? WELL, HOW ABOUT A QUARTER FOR FIVE GOOD TUNES IN A ROW? OK? THANKS.

AND WHEN COLLECTION TIME ROLLS AROUND

I'M PRODUCING SOME SWELL EXTRA PROFITS FOR YOU. EASY FOR ME TO DO IT, TOO, WITH THIS 5, 10, 25¢ COIN ENTRY

INSTALL THESE WURLITZER 5, 10, 25¢ WALL BOXES

For Bigger Profits

They stimulate two to five times more play because they accept coins of three denominations. Attractive appearance arrests all eyes. 300% faster operation insures quick plays with perfect accuracy. Available for Wireless or Dual-Wire Systems, these Super Deluxe Boxes operate any 24 record Wurlitzer—already famous money makers.


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